

The background features a light gray gradient with decorative elements. On the left and right sides, there are network graphs consisting of interconnected nodes and lines. In the bottom right corner, there is a bar chart with several vertical bars of varying heights.

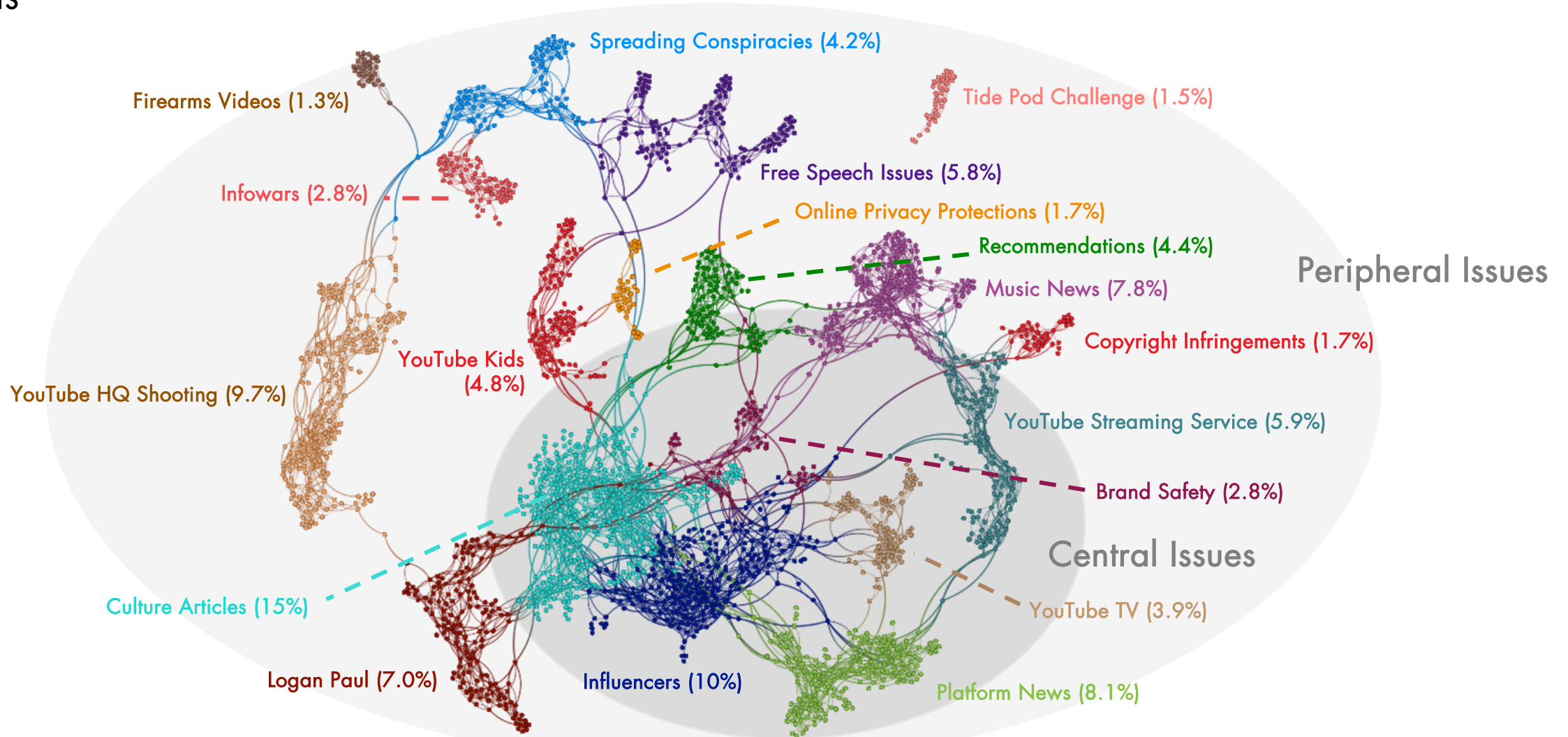
Quid[®]

CRISIS PREP: YOUTUBE

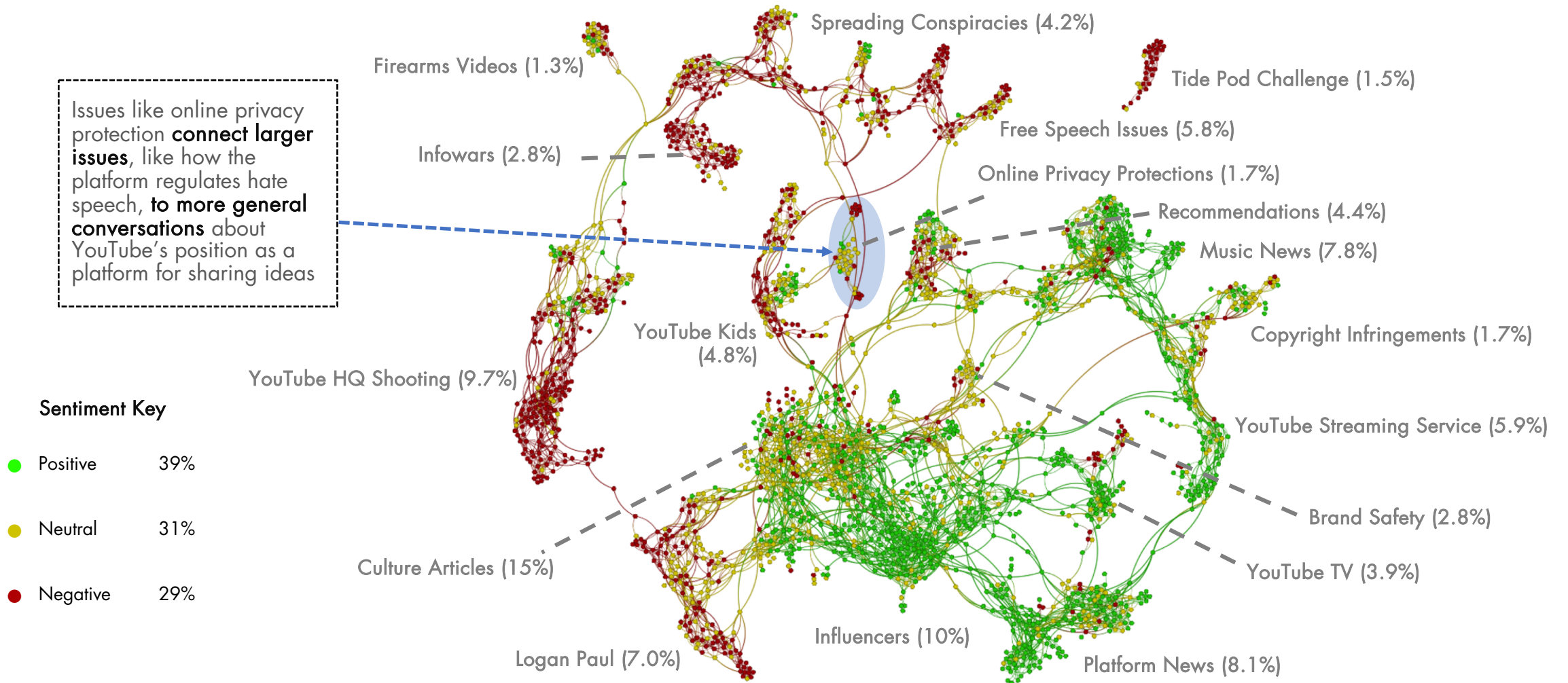
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Quid analyzed 2,227 articles on YouTube from the past year to better understand **potential crises** for which the company should be planning.

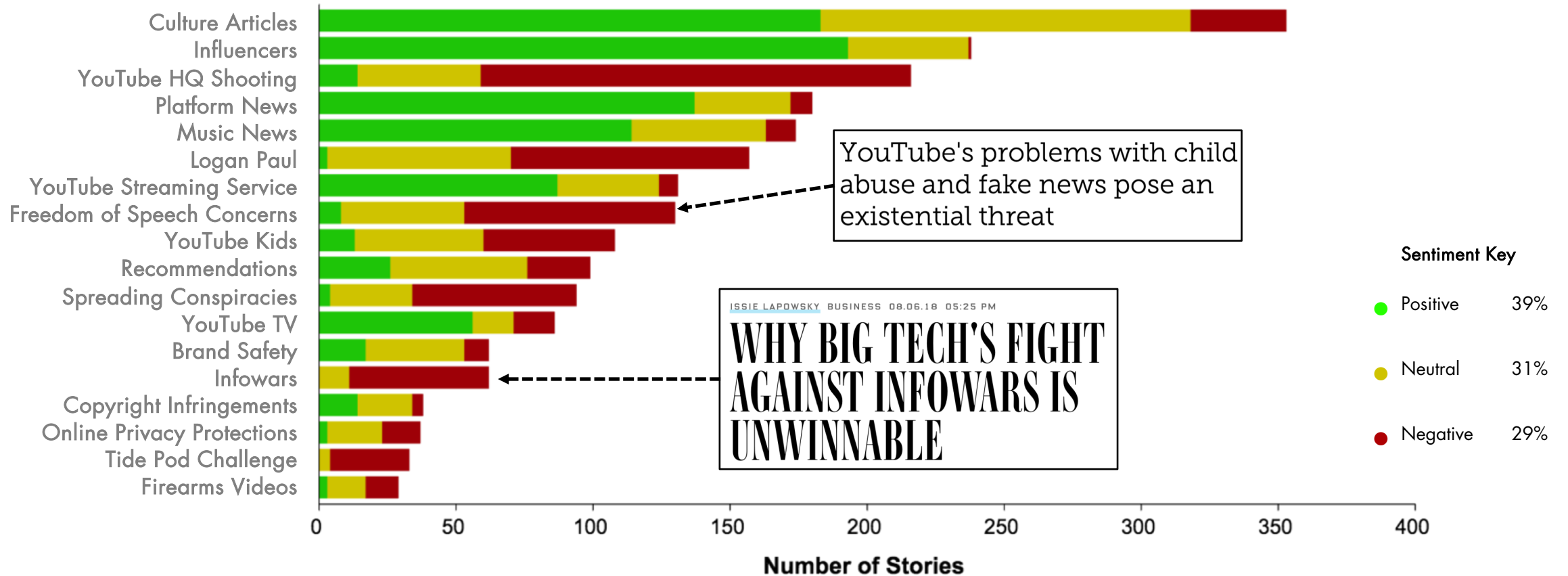
The public narrative around YouTube is split between **central discussions** about platform features and products (news, TV, culture, and influences) and **distinct clusters** tied to peripheral themes or events



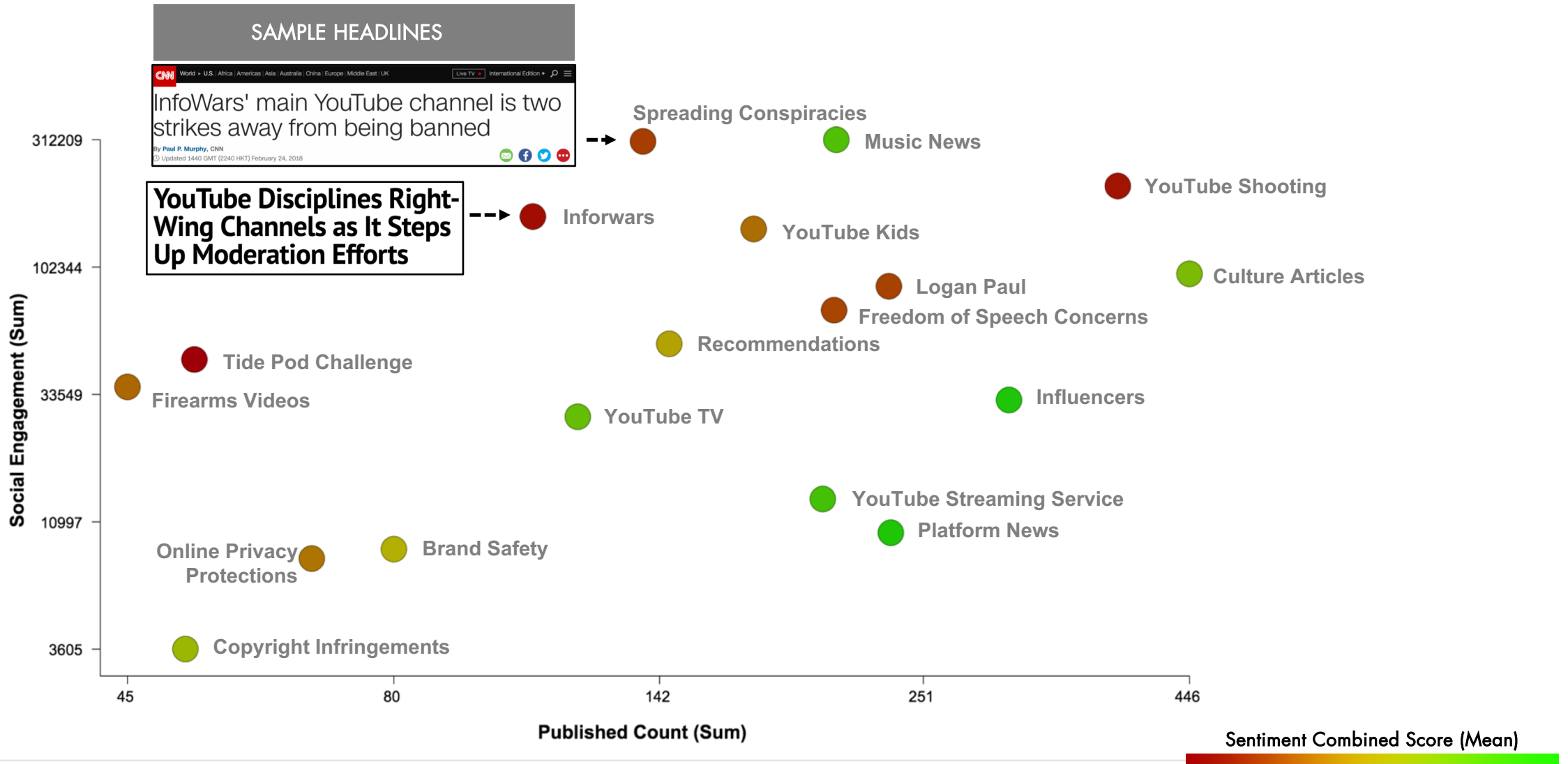
Perception of YouTube's core brand is **generally positive** – discussion of YouTube as a platform for culture, influencers, TV and Music – but topics around the periphery are **potential problem areas**



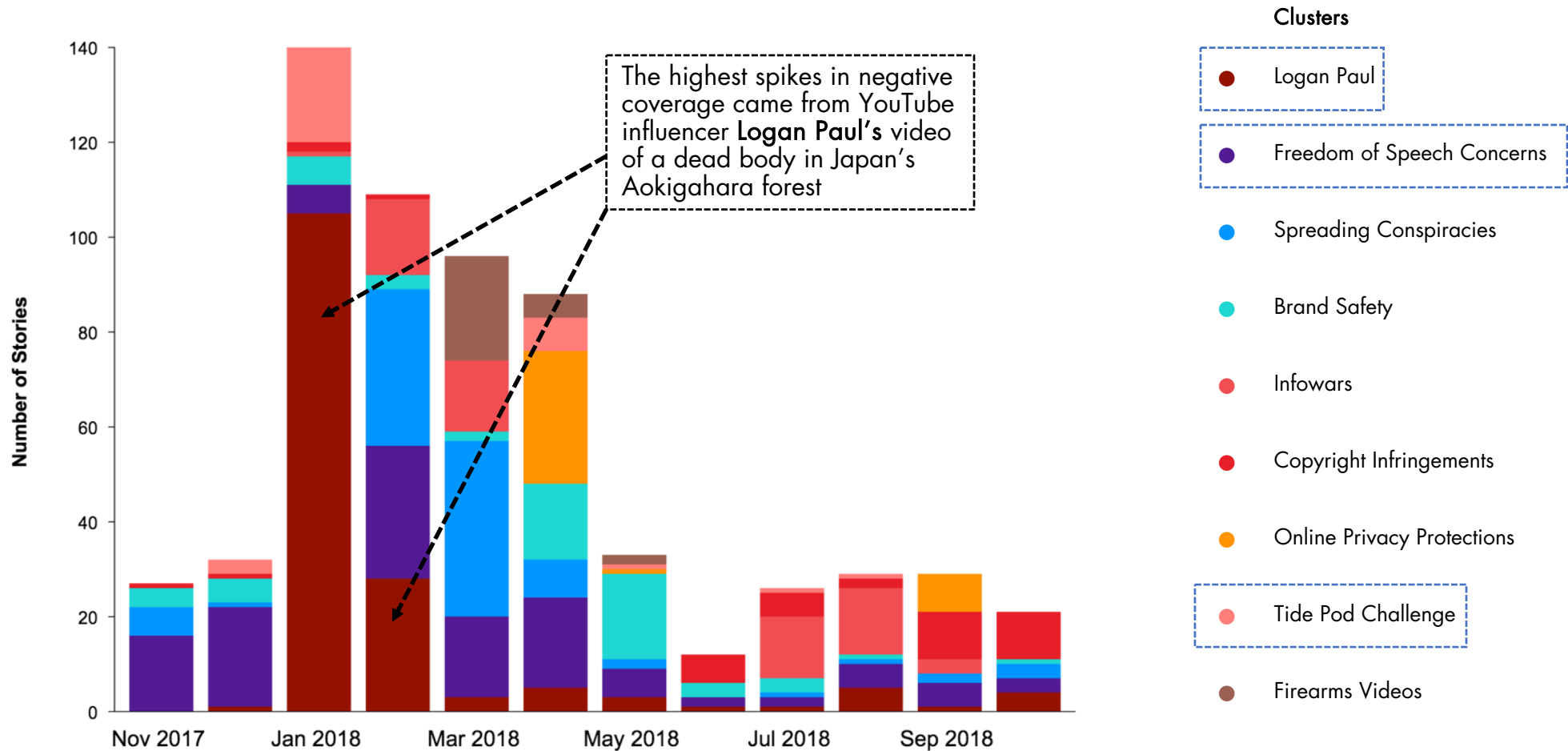
Negative language around YouTube primarily centers around how it handles external forces, like fake news or fire arms information, rather than its own products



Highly shared negative news about YouTube discussed its role in regulating the promotion of conspiracies, especially conspiracy site Infowars



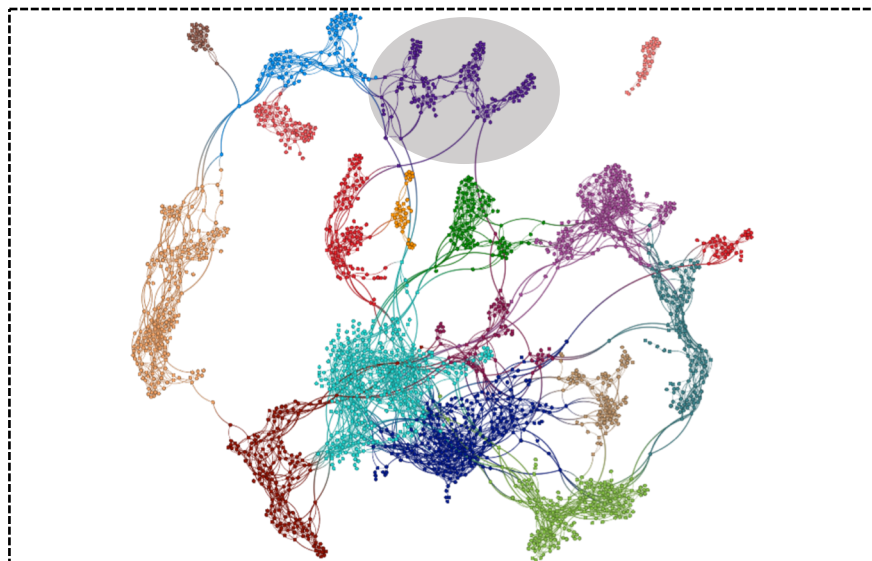
Concerns over Freedom of Speech were a **persistent source of negative coverage** for YouTube, while other incidents such as Logan Paul's video and the Tide Pod challenge **quickly faded**



Closer inspection of specific Freedom of Speech concerns reveals that YouTube should prepare for four separate narratives

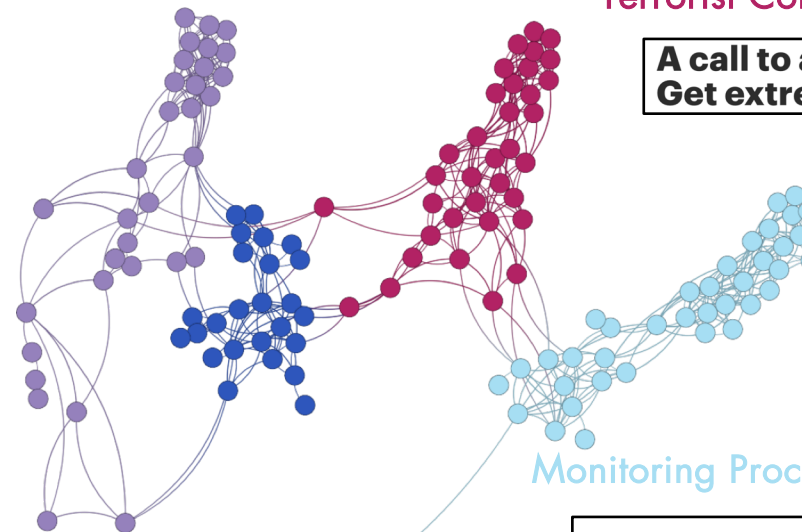
Labeling Government Videos

YouTube to start labeling videos posted by state-funded media



Terrorist Content (26%)

**A call to arms for tech companies:
Get extremists off your platforms**



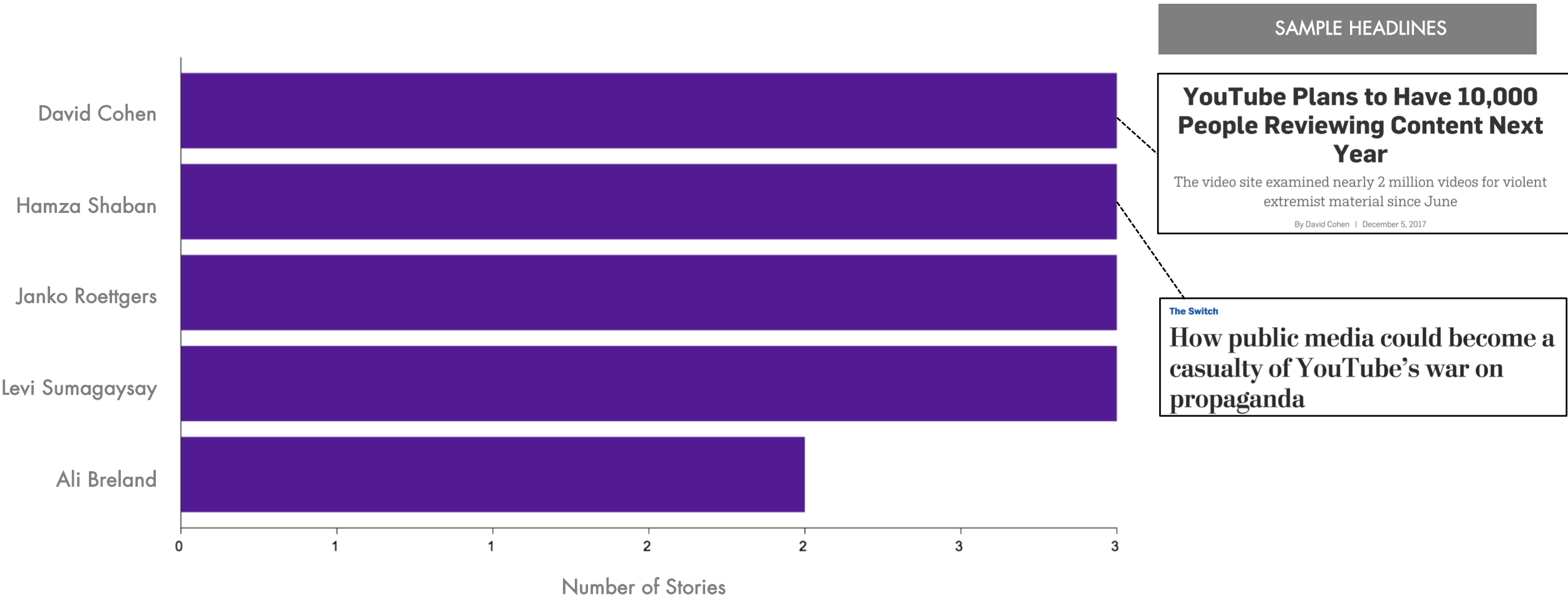
Monitoring Processes (29%)

FUTURE TENSE
**Can YouTube Solve Its
Moderation Problems by Hiring
Hundreds of People?**
By AARON MAK DEC 05, 2017 • 4:57 PM

Censoring Conservatives Allegation (19%)

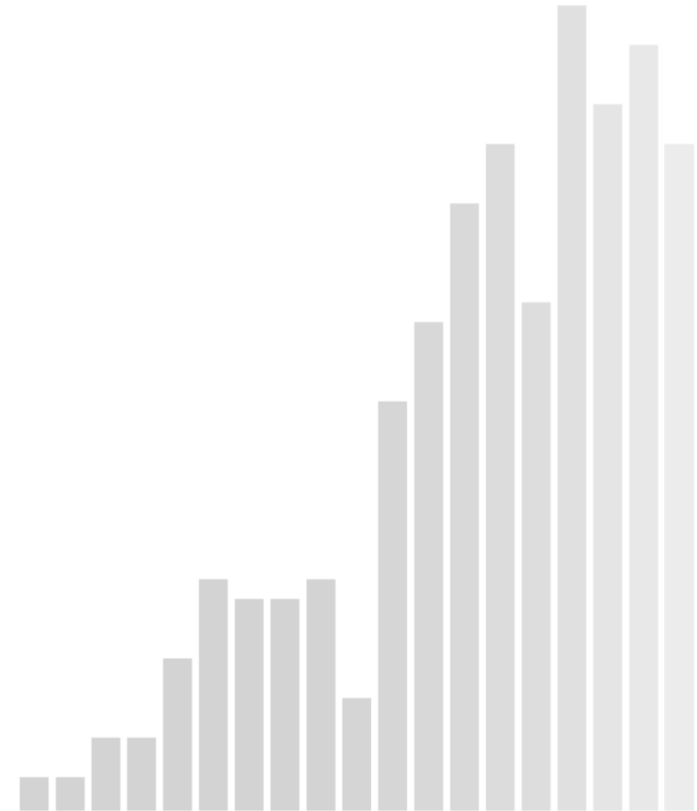
Conservatives unite to fight online censorship

YouTube can begin forming an action plan to counter negative Freedom of Speech narratives by mapping out which reporters have covered the topic





APPENDIX



HOW TO READ A NETWORK

Similar nodes **cluster together**, and clusters are grouped by color. Connections represent similar language across nodes.

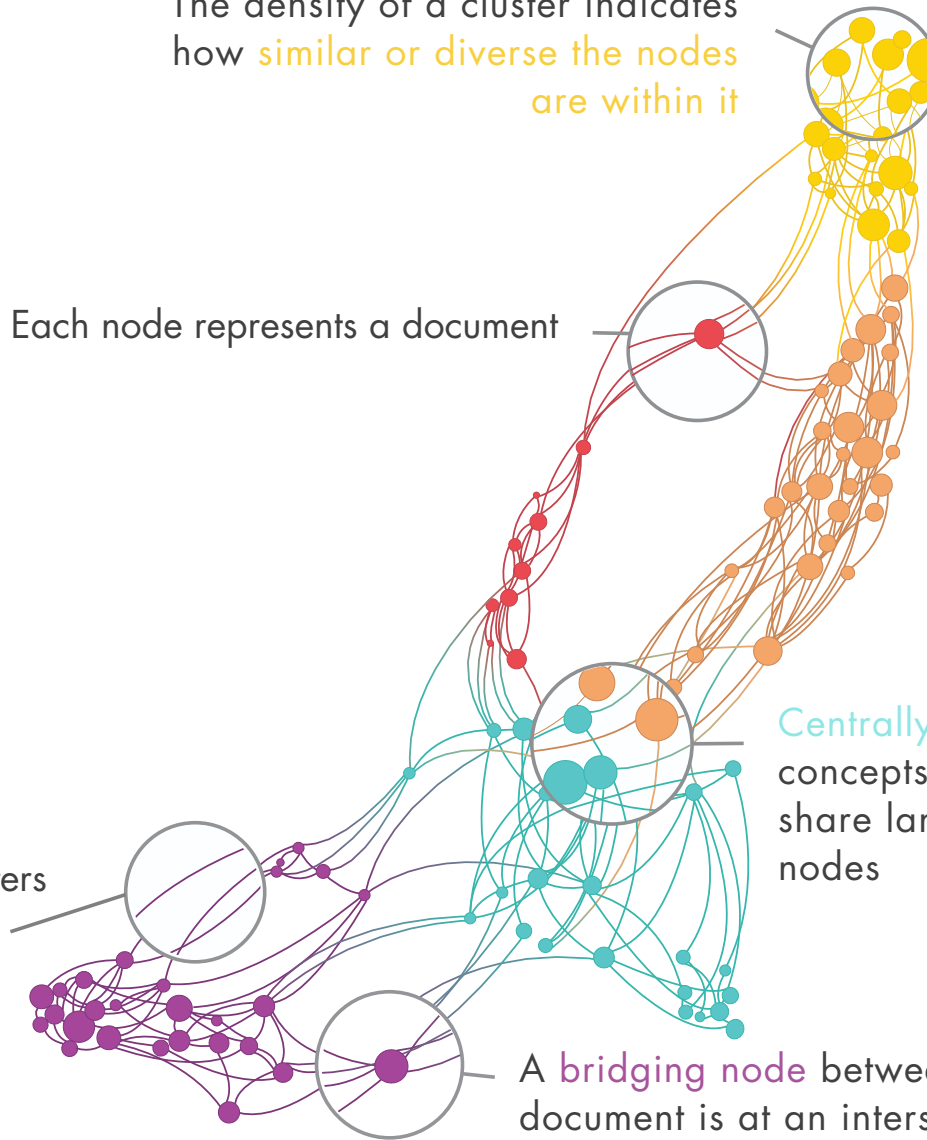
Greater distance between clusters indicates a **lower number of interrelated documents**

The density of a cluster indicates how **similar or diverse the nodes** are within it

Each node represents a document

Centrally located nodes are core concepts in the network and share language with many other nodes

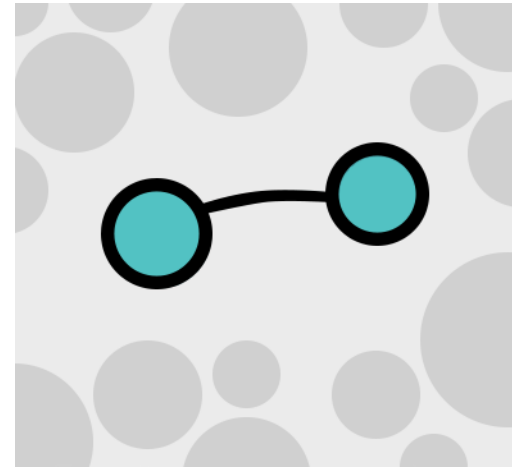
A **bridging node** between two clusters indicates the document is at an intersection between two concepts.



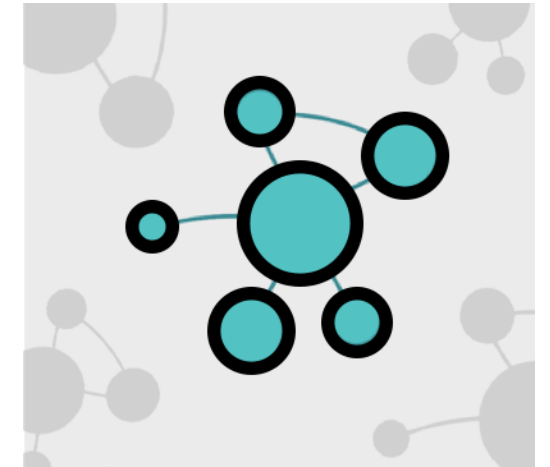
TEXT ANALYTICS BACKGROUND



Quid reads any text to identify key words, phrases, people, companies and institutions.



Then Quid compares words from each document to create links between them based on similar language.



Quid repeats the process at immense scale, producing a network that shows how similar all the documents are to one another.