

# HarbourView Consultants

Member	Graduation Year
Yi Ni (Denise) Ho	2024
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**Advisor:** Professor Lawrence C. Franklin

**Topic:** Easing YouTube's Echo Chamber Problem: Steering Towards Balanced Content Recommendations

**Audience:** Senior Management of YouTube

## Executive Summary

As the digital landscape evolves, YouTube stands at a crossroads, currently experiencing stagnant growth in both revenues and monthly active users. This trend highlights a significant concern within the platform's ecosystem—echo chambers fuelled by algorithms, reducing the diversity of content and thought. We must safeguard against repetitive exposure bias to ensure a diversity of perspectives. Our analysis delves into the legal, ethical, and business dimensions of this challenge, highlighting the dissonance between YouTube's mission "to give everyone a voice and show them the world" and the reality shaped by its current algorithms.

Our team proposes a comprehensive strategy to address echo chambers, aligning with YouTube's ethical responsibility to foster a more inclusive digital environment. Central to our recommendations is the development of an innovative tool that empowers users with greater control over their viewing experience, enabling a deliberate choice in the content they consume. This tool not only challenges the existing algorithm's propensity to reinforce echo chambers but also serves as a step towards realizing YouTube's mission in a more authentic manner.

Furthermore, we emphasize the importance of cultivating a work culture that prioritizes ethical behaviour and accountability. By reevaluating internal policies and practices, YouTube can reinforce its commitment to ethical standards, setting a precedent for the industry at large. Our presentation outlines actionable steps for implementation, ensuring that YouTube not only addresses the immediate concerns of echo chambers but also lays the foundation for sustained ethical leadership in the digital age.

In conclusion, our strategic recommendations offer YouTube a path to mitigate the risks associated with echo chambers, enhancing the platform's credibility and fostering a diverse and open digital space. By embracing these changes, YouTube can safeguard its position as a leader in the digital content industry, demonstrating a commitment to its users, creators, and the broader society.