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## YouTube content removal criteria – analysis of the removal of an article “Is it worth beating men?”

**Abstract:** The subject of the article is a set of criteria for removing content from the YouTube portal. The main goal of the publication is to analyze the Polish version of “The Community Guidelines,” that is a collection of rules for the YouTube users. The guidelines indicate which specific audiovisual materials would be deleted from YouTube. Furthermore, the paper presents one example of a blocked satirical film entitled “Czy warto bić mężczyzn? [Is it worth beating men?]” broadcast on YouTube by the authors of the Polish program “Przy Kawie o Sprawie” (Let’s talk over a cup of coffee).

**Key words:** YouTube, guidelines, removing content

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### Introduction

In 2018, 30 million users entered YouTube every day to see about 5 billion videos. For comparison, Dailymotion, a similar platform, reported three times less page views. The statistics show an unquestioned domination of YouTube over other services offering the possibility to share video content. It is important that the number of videos posted has been constantly growing at the site – every minute over 300 hours of content is uploaded (*You Tube content removal criteria – analysis of the removal of an article Tube by the Numbers...*, 2018; *DAILYMOTION ADVERTISING*, 2018).

The publication of *Google Transparency Reports* is a relatively new solution used by the portal. The reports contain information about videos removed due to the violation of the *YouTube Community Guidelines*, a set of policies for all YouTube users (*policies and safety*). So far the site administrators have published three reports – each presenting an analysis of the selected quarter (*Community Guidelines enforcement...*). According to information provided, from October 2017 to June 2018, over 25 million videos were removed (*enforce compliance with...*) based on the above mentioned *Community Guidelines*.

In the first part of the article, the author presents YouTube's characteristic features, which is followed by data from *Google Transparency Reports*. Still before the empirical part of the article, the author presents the analysis of the Polish version of the Community Guidelines. While using, inter alia, the transcript of video recordings, the article presents a case study of blocking a video "Is it worth beating men?," posted by creators of the parody of *Kawa na lawę* (or Let's Be Honest), a Polish popular opinion television series. In the final part of the article, the case in question is collated with an example of an audio-visual material entitled "IS IT WORTH BEATING FEMINISTS?" by Tomasz Samołyk.

### **Characteristics of YouTube and analysis of *Google Transparency Reports***

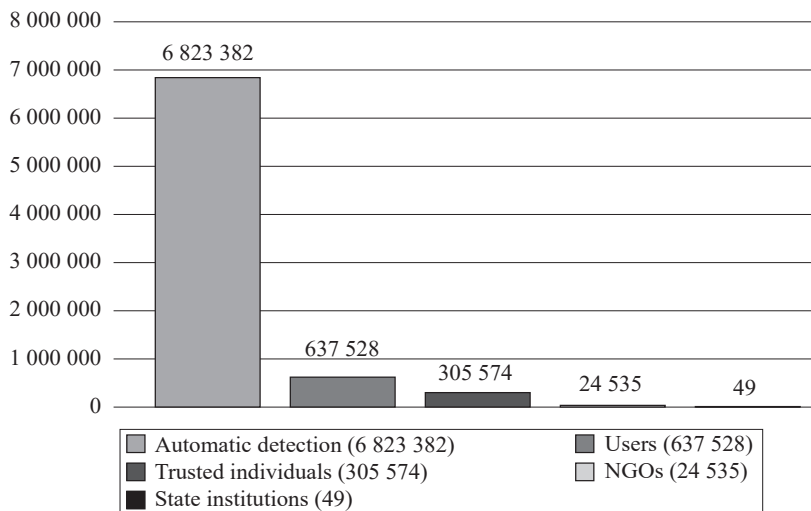
In 2005, Chad Hurley, Steven Chen and Jawed Karim decided to create YouTube (Levinson, 2010, p. 98). The portal is one of many designated to publish, watch, comment and evaluate audio-visual content (Burgess, Green, 2011, p. 23; Levinson, 2010, p. 98). According to Jean Burgess and Joshua Green (2011, p. 93) YouTube is both a model platform containing user-created videos, as well as an example to be followed by other social media. In the case of the site, interactive dialogue does not only include participation in a conversation or the development of personal profiles, but also watching of videos posted by other users.

A breakthrough supporting the future development of the portal included events of 2006 when Google decided to acquire the portal for 1.65 billion US dollars (Lister, Dovey, Giddings, Grant, Kelly, 2009, p. 340). The platform witnessed growing popularity and consequently was listed among top ten most visited sites in the world (Burgess, Green, 2011, p. 23). From the point of view of the Polish user, an important change was introduced in 2007 when in parallel with the establishment of the French, Italian, Spanish, Portuguese, Japanese, Irish and Brazilian versions of the site, the creators decided to start the Polish version as well (Winiarska, 2010, p. 221).

Due to capacity limitations, an in-depth analysis of the portal is not possible. However, it should be stressed that the success of the site is based, inter alia, on its specification – the only requirement to publish audio-visual content is to create an account (*Video Transfer*). Consequently, films can be sent by both amateur producers and professional artists (Winiarska, 2010, p. 221). It is important to highlight that portal administrators do not charge for the publishing of content (Levinson, 2010, p. 111).

In the context of the topic concerned, it should be emphasised that videos which content fails to meet requirements of the *Community Guidelines* are traced and removed. According to the *Google Transparency Reports*, the automatic content detection system helped removing nearly 7 million videos from April to June 2018. Moreover, slightly over 75% of videos was removed right after uploading, still before they could be displayed by users. Furthermore, materials not allowed may be reported both by a user with an account on this site and trusted moderators. The latter group consists of private individuals, state institutions and non-governmental organizations which took part in the training on the enforcement rules provided by YouTube teams established to deal with such issues as trust, safety and public policy. It should be noted that in the case of the quarter concerned, users reported more than 9 million videos which infringed the guidelines. In turn, trusted moderators pointed to 200 thousand videos only. All notifications were examined by administrators who finally decided to remove less than a million videos. The figures show that a breach report does not translate immediately into the removal of videos – content reported remain at the portal if, in the opinion of administrators, it does not infringe policies of the portal (*Community Guidelines Enforcement...*).

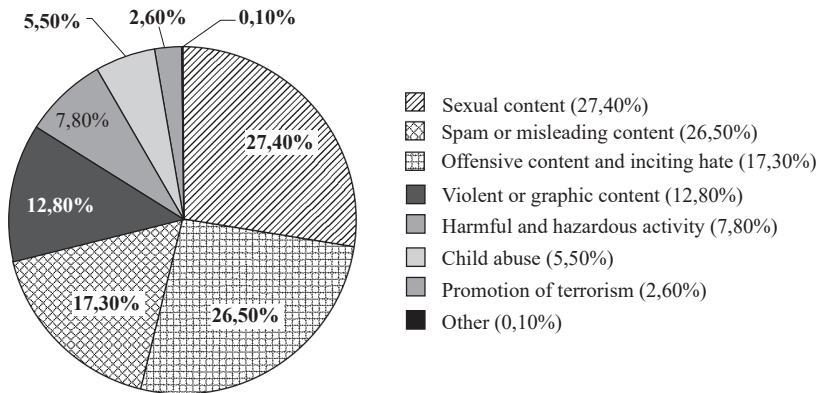
**Figure 1. The number of videos taken down from YouTube from April to June 2018 by type of notification**



Source: <https://transparencyreport.google.com/youtube-policy/overview?hl=PL>, 07.11.2018.

According to the *Google Transparency Report* for Q2 2018, the largest groups of removed content include both videos of sexual nature and spam or misleading content. Each of the categories accounts for almost 30% of the total videos removed. The third category includes videos using offensive language and promoting hatred. In turn, slightly above 10% of videos was removed because of violence or disgusting content. Other categories of videos remain below those values (*Enforcement of compliance...*).

Figure 2. Notifications from users by reasons



Source: <https://transparencyreport.google.com/youtube-policy/overview?hl=PL>, 07.11.2018.

### Analysis of *Community Guidelines*

In order to present a complete picture of the problem, it seems appropriate to discuss arguments behind the removal of over 25 million videos. It should also be stressed that the description below should not be treated as a legal analysis.

The *Community Guidelines* distinguishes the following categories (*policies and safety*): (a) nudity or sexual content; (b) harmful and dangerous content; (c) hateful content; (d) violent or graphic content; (e) harassment and cyberbullying; (f) spam, misleading metadata and scams; (g) threats; (h) copyright; (i) privacy Protection; (j) impersonation policy; (k) child safety on YouTube and (l) other policies.

a) Nudity or sexual content

According to relevant provisions, the sharing of pornographic content is prohibited. In turn, clips with fetish content may be removed or age restricted depending on explicit and drastic nature of the content concerned. The authors of those guidelines do not specify what explicit actually mean. The document specifies that violent, graphic or humiliating fetishes are not allowed (*Nudity and sexual content policies...*).

Transfer of videos containing nakedness or other sexual content is not prohibited, unless the content includes nudity when the primary purpose is educational, documentary, scientific or artistic, and it isn't gratuitous. Unfortunately, the authors fail to explain what artistic form of the content or its excessive drastic nature really mean. It is worth noting that in the case of the category the policy provides an example accepted by the guidelines, i.e. a documentary on breast cancer; However, publishing selected out-of-context scenes is forbidden (*Nudity and sexual content policies...*).

Such a practice applies to the content containing nudity or fictionalised sexual behaviour. This type of content is likely to be age restricted; However, the content is not removed provided it has a broader educational, documentary, scientific or artistic form (*Nudity and sexual content policies...*).

Nevertheless, videos containing sexual content, within specific boundaries, may be age restricted as well. In specific cases, it is difficult to determine what actual boundaries meant by authors of the guidelines. Finally, videos showing nudity or partial nudity for the purpose of sexual gratification but do not contain explicit sexual content will only be available for users of certain age (*Nudity and sexual content policies...*). In the case of the latter, it would seem reasonable to define behaviour which main purpose is sexual gratification or provide an example of clearly sexual content.

(b) Harmful and dangerous content

The Guidelines underline that although preventing the dissemination of content due to possible reactions may seem inequitable, one is not allowed to post a video encouraging others to commit violent acts or dangerous or illegal activities that may result in personal injury or death. On the one

hand, the Guidelines do not provide information on the basis of which selected activities are recognized as illegal. However, on the other hand, the document lists examples of videos that would encourage dangerous behaviour. Such content includes, inter alia, instructional videos on constructing bombs, hard drug abuse or asphyxiation. It is worth noting that in this case the authors of policies use rather imprecise terms, since this category also includes all other types of videos showing activities which may lead to serious injuries. It is important to note that videos which show the above mentioned behaviour, but are educational, documentary, scientific or artistic, provided that they are not excessively drastic, will not be removed. For example, a documentary showing hazards related to asphyxiation could be publicised if it does not contain a mere collection of out-of-context scenes (*Policies on dangerous and harmful content*). Again in this case, the guidelines do not define what excessively drastic really mean.

Additionally, the access to content promoting sales of goods or services that are illegal or subject to separate provisions is restricted. This applies to both the promotion of direct transactions and provision of links to sites selling certain products. Interestingly, the Guidelines provide a list of goods and services, including intoxicating substances, prescription drugs, alcohol, nicotine products, online casinos, false documents or stolen credit card information (*Policies on dangerous and harmful content*). The guidelines do not indicate provisions of law that determine the legality of a product and how access to a video promoting such products is going to be restricted.

In the case of the specific category, it is emphasised that videos promoting violence or including threat of violence are to be removed. Additionally, videos showing the participation of minors in harmful or dangerous activities are prohibited, whereas videos showing participation of adults in activities that pose risk of injury or death may be age restricted (*Policies on dangerous and harmful content*). Unfortunately, it remains unknown what the authors mean by harmful or dangerous behaviour, as well as actions that pose risk of injury or death.

### (c) Hate speech policy

The Guidelines declare to support the freedom of speech. Moreover, they try to defend the right to express unpopular views. According to the

Guidelines, it is permitted to criticise various actors, but if the main objective of the content is to promote hatred, the video infringes applicable policies and will be removed. According to the Guidelines, the hatred policy applies to content promoting violence or content which the main purpose is to instil hatred against a specific party based on the following features or values: (1) race or ethnic origin, (2) religion, (3) disability, (4) sex, (5) age (6) veteran status, (7) sexual orientation or identity (*Hate Speech Policy*).

The definition seems to be rather unfortunate. The statement saying that hatred is encouraged by content which implies calls for violence can hardly be considered an exhaustive description of the matter. Furthermore, it is not clear on what basis service administrators determine whether specific content expresses criticism or promotes hatred. In the context of such provisions, disputes are very likely and may give rise to a number of questions.

#### d) Violent or graphic content policies

Violent or gory content intended to shock or disgust viewers will be removed. In turn videos that are drastic or generate strong emotions can be made available if they have been sent for information, documentary, scientific or artistic purposes. It is also required to add enough information that helps to understand the context of content. It is important that despite meeting the above mentioned requirements, certain videos, due to the nature of their content, may be removed (*Violent or graphic content policies*). It seems that the lack of clarity is problematic regarding differences between cruel and drastic content. Additionally, in specific instances, it is difficult to determine what grounds are used while making a decision to remove a given video.

In this part of the Guidelines, we may also find restrictions to terrorism related content. According to the policies, the use of the portal in any way by terrorist organizations is prohibited. Moreover, videos promoting activities and materials aimed at encouraging violence or celebrating terrorist attacks are not allowed. However, it is permitted to publicise such videos for educational, documentary, scientific or artistic purposes. However, it is required to add information to facilitate understanding of the context. More importantly, in such instances the Guidelines indicate that drastic or controversial videos may be age-restricted and before they

are displayed a warning message will appear (*Violent or graphic content policies*). Unfortunately, the policies do not define drastic or controversial videos. Moreover, the Guidelines fail to provide relevant examples.

According to the policies, in some cases, real or dramatized violence may be inappropriate for viewers of certain age. For this reason, similarly to age restrictions used on TV, some videos are not accessible for people below eighteen (*Violent or graphic content policies*). Therefore, it seems appropriate to discuss policies in relation to specific restrictions.

Before viewing age-restricted videos, it is necessary to log in to the individual account. It is used to verify user's age, since during registration the user is required to provide his/her date of birth. In the case of not registered users, such verification is not possible and thus they do not have access to the content. The last category of people who are barred from accessing certain content are users under the limited access mode. The functionality can be activated in account settings (*Restricted content etc.*).

It is important that the policies list several factors which may lead to imposing of age restrictions on selected videos. These include videos in which violence or blood and injuries are the main theme, and access to such videos is restricted. Furthermore, the Guidelines indicate types of content to be age-restricted, i.e. videos infringing above mentioned policies and content containing vulgar language or phrases directly referring to sex (*Restricted content etc.*). Unfortunately, the policies do not include examples of expressions that can be considered a breach of the provision in question. Interestingly, administrators decided that one may appeal only once against the restriction imposed (*Appeal restriction...*).

#### e) Harassment and cyberbullying policy

Actions that can be considered as harassment involve, inter alia, the following: (1) posting offensive videos, comments and messages, (2) publicising personal data (3) maliciously recording someone without their consent, (4) content that is deliberately posted in order to humiliate someone, (5) publication of unpleasant or negative videos or comments, (6) content sexualising or degrading an individual and including references to sex and (7) content that incites others to harass (*Harassment and cyberbullying...*). It is worth noting that in this part of policies too, the authors fail to provide an exhaustive description of activities listed. The Guidelines lack definition of obscene, unpleasant or negative content.



At this point it should be stressed that the above list of activities is preceded by information that administrators want all users to use the portal without being afraid that they may become an object of harassment. However, when harassment turns into malicious attacks, it is possible to take specific countermeasures, e.g. a video may be reported by the user with a request to verify (*Harassment and cyberbullying...*). The author of this publication finds it difficult to understand why the Guidelines provide such description of harassment and then stress that only malicious attacks may lead to the removal of content. The matter is further complicated by the fact that the policies do not define malicious actions and consequently it is difficult to determine how specific behaviour may differ from attempts of harassment.

Additionally, the policies highlight that one should try to ignore the conduct of other users if it is irritating or petty (*Harassment and cyberbullying...*). In this context, it would be justified to include comprehensive description of behaviour that can help to distinguish malicious attacks and attempts of harassment.

In their final part, the policies stress that if another user threatens you and you feel unsafe, you should tell a trusted adult and report it to your local law enforcement agency (*Harassment and cyberbullying...*).

#### f) Spam, scams and other deceptive practices

This category includes policies on spam and content addressed to multiple users who have not agreed to receive such content. Usually, it is the sender who can benefit more from such dissemination than recipients (Lipiec et al., 2013, p. 604).

According to the Guidelines, it is not allowed to send a large number of not targeted, undesirable or repetitive content in the form of videos, comments or private messages. It is also prohibited to share content which main purpose is to encourage users to visit other websites (*Spam, ... deceptive practices*). The Guidelines lack a precise definition of the unacceptable number of postings presenting the above mentioned content. It is also unclear what forms are used to disseminate not targeted or undesirable videos.

Additionally, the dissemination of links to external websites with pornography, malware or any other content is not in line with the Guidelines (*Spam, ... deceptive practices*).

Artificial increase in the number of views, likes, comments or other indicators by using automated systems or by displaying untargeted vid-

eos to users is also not permitted. The Guidelines emphasize that it is not allowed to post videos which only purpose is to boost the number of viewers or other metrics, such as likes or comments (*Spam, ...deceptive practices*). According to the author of this publication, such content is auto-generated by bots aimed at increasing the number of views. However, it is difficult to determine what display of untargeted videos really mean.

Adding titles, descriptions, annotations or thumbnails not in line with the content is prohibited and subject to removal or receiving a strike. Moreover, thumbnails, if added, which are provocative or erotic can be removed and videos age restricted (*Spam, ... deceptive practices*).

The guidelines draw attention to the fact that post videos with the aim to deceive recipients and obtain financial gains. Such materials can be removed and their authors will probably receive a strike (*Spam, ... deceptive practices*). According to the above interpretation, it should be noted that any other content on fraud but free from financial gains is not removed.

Administrators also declare that they do not accept extortion and blackmail (*Spam, ... deceptive practices*). Unfortunately, the Guidelines do not include the definition of the activities mentioned above. It is not clear what penalties can be imposed for posting such content. The same section of the Guidelines includes a provision according to which once we receive a link to a video which shows us in a sexual context, we should report it to be removed and contact the local law enforcement agency (*Spam, ... deceptive practices*).

#### g) Threats

According to the Guidelines, videos containing threats of physical violence directed at a specific person or a group are to be removed (*Harassment and cyberbullying...*). However, no examples are given regarding such activity in a given category. The guidelines only contain information on how you can report a video which, in our opinion, includes the above mentioned content.

#### h) Copyright on YouTube

This section highlights that posted videos may be removed once a report is sent by a user regarding copyright infringement or as a result of the operation

of the *Content ID* system (*Request to remove...*; *Content ID claims...*). The portal encourages to post copyright content. When posted, such content enables to create a database. The system compares previously published videos with newly posted ones and helps users find and possibly remove copyright content used without their expressed consent (*How content ID works...*).

It is important that in the case of copyright disputes, the administrators do not play the role of a mediator. Provided the copyright infringement report is justified, their role is limited only to the removal of that content and any court claims are filed at the discretion of parties involved (*Copyright explained...*).

#### i) Privacy policy

If a creator published personal data or a video with the image of another person without that person's prior consent, the administrators recommend to requests such a creator to remove the content. In case of failure to reach an agreement or reluctance of the creator to respond, one should file a complaint concerning the infringement of privacy (*Privacy policy*). The creator has 48 hours to remove a posting or respond. If after that period privacy intrusive videos are still available, the administrators verify whether the video in question contains elements that enable to identify a person filing the request. It is worth pointing that the complaint cannot be filed on behalf of third parties, with the exception of the infringement of privacy of a person who does not have access to the portal (*YouTube Guidelines...*).

Interestingly, the Guidelines stress that the privacy policy applies to all persons using the portal, irrespective of the place it is used – even if the content does not infringe privacy protection in a given country, it may be not in line with the Guidelines and consequently will be removed (*YouTube Guidelines...*).

It should be noted that in a specific case the Guidelines use a relatively vague description. They list a number of factors taken into account while processing claims and describe the complaint process in detail.

#### j) Policy on impersonation

In the case of this category, according to the Guidelines the use of a similar user's name or other persons' names in videos, comments or email messages may be considered harassment (*Policy on impersonation...*). It

is hard to understand why the Guidelines do not refer to such activities in the section on harassment and cyberbullying. Therefore, the place in which such policies are expressed seems unjustified.

According to the Guidelines, impersonation may take one of two forms, namely the use of other channel's name or other person's name. The first one involves copying the profile of a channel, its background image or text and making comments which make an impression that they were written by another user (*Policy on impersonation...*). The lack of a definition regarding such terms as the channel profile or the background seems rather problematic. In the opinion of the author, the above may apply to copying of selected channels by using names, graphics or icons imitating that channel and its content. Additionally, the Guidelines do not indicate what kind of texts suggest impersonation and what evidence can help to determine that a selected comment was written by another user. The second form involves a user who uses personal data of another person while logging in to the portal (*Policy on impersonation...*).

Publication of “[...] channels or videos pretending to represent a company” is not considered impersonation (*Policy on impersonation...*). In the light of the Guidelines, one may only suspect that the Guidelines are designed to protect content which takes the form of parody.

#### k) Child safety on YouTube

In this part, the Guidelines prioritise the protection of emotional and physical well-being of persons below the age of 18. According to the Guidelines, it is prohibited to post videos of purely sexual nature involving minors and sexual exploitation of children. Additionally, commenting or any other form of activity aimed at disseminating such content results in immediate removal of the account. The posting of such materials is reported to the National Center for Missing and Exploited Children, whose members, after the analysis of the video, may decide on resorting to law enforcement agencies (*Child safety...*).

Moreover, after watching a video posted, if a user concludes that a child safety is compromised, he or she may report that video or the account. Then, administrators, based on the notification, may report the fact to the law enforcement authorities (*Child Safety...*). Unfortunately, the Guidelines do not specify the type of behaviour that forms a basis for such a solution.

In this category, it has been also emphasized that misleading family content, which contains topics intended for adults only, can be age restricted. However, if such videos contain erotic or indecent content, it is going to be removed (*Child Safety...*). Based on those policies, it is difficult to determine what family content videos should look like, since the Guidelines do not provide the description or even examples of such videos.

Additionally, creators of content which includes minors must meet the following requirements: (1) take care of minors' physical safety, (2) do not cause emotional injuries, (3) respect minors privacy, (4) moderate user comments under their videos, and (5) manage privacy setting and the form of video uploaded (*Child Safety...*). The description of the first four requirements does not raise much doubt, since those are widely accepted principles of working with minors. However, it is difficult to explain why child safety policies include provisions regarding comments moderation or forms of video uploaded.

Before commencing work with a minor, the Guidelines require to familiarize oneself with the local legislation referring to minors, in particular issues related to the work permit, remuneration, maintain education continuity and work environment (*Child Safety...*).

For unknown reasons, child safety policies define rules on product placement and endorsement of goods or services. Additionally, this category repeats guidelines on posting videos showing minors involved in dangerous activities and harassment or humiliation on the Internet (*Child Safety...*).

On the one hand, comparing with the majority of categories, these policies are relatively elaborate. On the other hand, in the opinion of the author, certain policies seem to be unjustified, and some of them merely reiterate previous guidelines.

#### 1) Additional policies

Posting of videos that encourage people to violate the abovementioned policies is prohibited. Such content may be removed and user account may be deleted (*Additional policies*). The Guidelines, however, fail to determine which components might be decisive regarding the type of penalty.

It should also be noted that the last policy repeats the above provisions on content containing offensive language and materials overtly related

to sex. Additionally, the set of policies defines rules pertaining to the removal of inactive accounts and age restrictions for the use of services described (*Other rules*).

The analysis draws attention to the fact that policies underlying the removal of content contain numerous vague terms. It is difficult to determine whether the current form of the policies is the result of ongoing work or the consequence of the assumption that portal users try to find loopholes in the policies.

In the context of the *Google Transparency Report*, referred to at the beginning of this paper, it is also interesting that groups of videos removed lack the conformity with policies described in the Guidelines.

In the opinion of the author, the content of the Guidelines may have a significant impact on the negative assessment of the removal policy. It seems obvious that portal administrators must deal with allegations of unjustified removal increasingly often. For example, the decision to block one of the episodes of “Przy Kawie o Sprawie” (or Let’s talk over a cup of coffee) revealed one of challenges, i.e. proper assessment of the message and the intention of its creator.

### **Case study: “Let’s Talk Over a Cup of Coffee” and “SHALL WE BEAT FEMINISTS?”**

In the early 2018, Members of the Polish Parliament decided to reject a popular initiative bill introduced by the Saving Women Committee 2017, a committee which promoted the liberalisation of abortion legislation, whereas the Stop Abortion Committee also introduced a bill making abortion regulations more stringent. The latter bill was directed for further processing by the Parliamentary Committee (Gajos-Kaniewska, 2018).

This issue triggered broad discussions involving media representatives. Bogdan Rymanowski, the lead journalist for “Let’s Be Honest,” a weekly opinion journalism programme on TVN24, invited six Polish politicians to have a theme-oriented debate. The choice of guests, or rather the absence of women, to discuss the issue triggered numerous of negative comments (Szostak, 2018; *in TVN24 conversation about...*, 2018; “*Seven Guys to Debate...*, 2018; *Female journalists made a parody of the episode...*, 2018; *Erection is the gift of God...*, 2018).

A journalist of *Krtyka Polityczna* (or Political Criticism) Agata Duszko-Zyglewska decided to record and post a series of videos “Let’s

Talk Over a Cup of Coffee,” which was a parody of the above mentioned programme (“*Let’s Talk Over a Cup of Coffee*” *ridiculed...*, 2018). The programme posted includes women only who discuss topics concerning men. It is important that female experts paraphrase pronouncements made by politicians and journalists. The main objective of the programme is to draw attention to the fact that the absence of women in the media has a negative impact on debates in general (Szewczyk, 2018). While taking into account the form of production, it should be noted that the videos can be treated as an example of both parody – content which mocks and ridicules TV debates, as well as satire – productions strongly deploring the disadvantages of narrative media on selected topics (*Dictionary of the Polish language*, PWN, 2018).

The section entitled “Is it worth beating men?,” posted on 10.03.2018, has focused on violence against women and, in the opinion of the author of this work, it is an interesting case of using YouTube content removal criteria. The main motivation for creating the video was based on statistics which show that every year more than 700,000 women are victims of domestic violence and around 300 dies beaten to death by their partners.<sup>1</sup> Additionally, the authors of the video underline that the behaviour of the male population is further supported by the inefficient system of help and passive attitude of politicians and journalists (Diduszko-Zyglewska, 2018).

On 10.04.2018, the above mentioned author of the video announced that the video had been blocked – video was reported for further verification, and YouTube administrators decided that the video promotes violence (Diduszko-Zyglewska, 2018). Based on the video transcript, the author of this publication found several expressions that may violate the policies.

### **Example 1.**

Agata Diduszko-Zyglewska: – *Everyone knows the saying that the man is the head of the family and the woman is the neck. For us it is obvious*

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<sup>1</sup> These female authors have not provided the source of data presented. It should be noted that according to Police statistics, each year almost 70 thousands of Polish women experience domestic violence. It is also important that the number refers to actions taken by the police under the Blue Card only (*domestic violence*). In the context of the issue, it is worth quoting the research by Professor Beata Gruszczyńska, Institute of Justice, according to whom each year from 700 thousand up to one million women are victims of domestic violence (*Przemoc domowa...*, 2015).

*that the neck can rotate turning the head, it can make the head nod and rhythmically bang against the wall. It's nothing unusual.*

**Example 2.**

Agnieszka Graff: – *Beating is not violence. Beating is a bitter duty of every wife and I believe that especially today, when grownup men are the product of a terrible negligence of the 1960s, or a stress free upbringing, beating has become essential.*

**Example 3.**

Agnieszka Graff: – *Therefore, I established an association. Its name is The Association of Traditional Wives and Mothers, and we're going to launch a billboard campaign, a social campaign which reminds people about traditional Polish proverbs. They should ring a bell to you, but my impression is that this tradition in Poland disappears. For example, "When you don't beat your husband, his liver gets rotten," or "Frequent beating prolongs your husband's life," or "If you beat your husband, you combat evil in him."*

**Example 4.**

Agata Szczesniak: – *As you well know – and we have reiterated it in our program several times – marriage is the union of three persons: a woman, a man and god. In this relationship, there is a certain hierarchy. The wife is the head of her husband as Christ is the head of the Church. Something we read in the letter to the Ephesians. And therefore, a woman, of course, has the right to beat her husband.*

**Example 5.**

Agata Szczesniak: – *Well, the next question, as our moderator put it, men like to be beaten. We know it from our tradition and culture. Beating as such has a very important culture creating role and it triggers some creative powers. A lot of artefacts important for our culture were manufactured thanks to beating, for example fence boards, baseball clubs, blades, I mean knives.*

On the one hand, the above pronouncements, since they encourage violence or illegal activity that may lead to personal injury or death, promote hatred against a person based on gender, disseminate offensive, unpleasant and negative comments and encourage harassment, infringe the following: (1) dangerous and harmful content policies, (2) hatred policy, (3) violence and cyberbullying policy, and (4) harassment and humilia-



tion policy. On the other hand, the content is not to be taken literally, since the material is an example of parody and satire. However, the video was removed on the grounds that no information was provided in the description of the video that it is a parody of another programme.

Interestingly enough, after some time, the content was posted again. Unfortunately, no information is provided about the date it was restored. Furthermore, it is not known whether the video was uploaded again or successfully appealed by its authors, or the decision was made by portal administrators.

It is also worth noting that in the light of the removal, the *#SaveYourInternet* action by Google seem strange, since Google warns against adverse effects of the *Directive on copyright in the digital single market*. According to YouTube representatives, the proposed amendment of regulations could result in the ban to publicise new arrangements of existing pieces of music or limit the freedom to share parodies of works (Kralka, 2018).

Taking into account the above case, it seems necessary to tell more about the video on “SHALL WE BEAT FEMINISTS?” by Tomasz Samołyk posted on 19.03.2018. Tomasz describes himself as “[...] a conservatist without political colours” (Samołyk, 2018). The issue seems to be similar to the previously analysed video. This time, it is a record of a monologue by its creator, which takes the form of a debate which was published on the *Krytyka Polityczna* (or *Political Criticism*) channel. The transcript of the video helps to identify several pronouncements that may violate the *Community Guidelines*.

### **Example 1.**

Tomasz Samołyk: – *There are two types of humans – a woman and a man. Whereas animals are divided into reptiles, amphibians, mammals, birds, and femini.*

### **Example 2.**

Tomasz Samołyk: – *It may seem obvious that feminists should be beaten. For example, using an iron cable or a charger cable, with a strainer or a vacuum cleaner pipe against the head.*

### **Example 3.**

Tomasz Samołyk: – *It should also be considered whether the use of the word *journo* while describing Paulina Młynarska needs to be criticised. It may be a reason to find a hard object to hit with.*

#### Example 4.

Tomasz Samołyk: – *The rhyme deserves a crime. Vanity sought revenge, but I won't give you any spanking for that. I won't say "may you be – by a dog" – because that would be downgrading for the dog.*

It is worth emphasising that in example 4, the creator refers to the previously mentioned second pronouncement by Agnieszka Graff. In the opinion of the author, Tomasz Samołyk resorts to satire, although the content posted is not a parody of another work. These quotations, like pronouncements from “Is it worth beating men?,” can be considered an attempted incitement to commit violent acts, generate hatred or disseminate offensive, unpleasant or negative comments, which infringe the same set of policies as the first of the videos examined. Interestingly, there is no information about blocking the video in question and we may assume that the content has remained available from the moment of its was first uploaded.

At a certain part of the video “SHALL BE BEAT FEMINISTS?,” Tomasz Samołyk declares as follows “[...] If you are for beating as such, be it a man or a woman or an animal or any other living creature, visit a specialist, let them help you” (Samołyk, 2018). In the above context, it is difficult to determine whether during possible video removal, portal administrators evaluate only its overall content or its general effect, or they examine only specific constituent parts of the video. It is also unclear whether they take into account circumstances in which the video was posted.

#### Summary

YouTube is a popular and commonly available platform for sharing of audio-visual content. However, according to *Google Transparency Reports*, some of videos posted are taken down due to infringement of policies listed in the *Community Guidelines*. Considering the number of videos removed, it seems that the Guidelines are excessively vague. Undoubtedly, the general nature of the Guidelines opens broad space for interpretation by users, and this makes policy enforcement difficult.

The case study of “Is it worth beating men?” shows that posting of parody and satirical programmes on the portal involves certain risk. It should be noted that videos sharing similar features may be unduly reported by

any user of the site. Consequently, a possible removal of the video is made at the discretion of portal administrators. It should be stressed that in some cases the shortage of knowledge on the part of a reviewer about a given subject or incomplete video description can adversely affect decision making.

In the light of some controversial decisions to remove postings, as mentioned above, it is important to stress that YouTube increased the number of qualified staff responsible for tracing content that infringes their policies to 10 thousand people (Levin, 2017). Additionally, portal administrators decided to start cooperation with 150 organizations, including academic centers, NGOs and public institutions, which for the past several years have combated violence on the Internet (Tomczyk, 2018). It is very likely that the actions will facilitate content management on YouTube.

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## Kryteria usuwania treści na portalu YouTube – analiza przypadku likwidacji materiału pod tytułem „Czy warto bić mężczyzn?”

### Streszczenie

Tematem artykułu są kryteria usuwania treści na portalu YouTube. Głównym celem publikacji jest analiza polskiej wersji „Wytocznych dla społeczności”, a więc zbioru zasad obowiązujących użytkowników wyżej wspomnianego serwisu, na podstawie których dochodzi do likwidacji wybranych materiałów audiowizualnych. Ponadto zaprezentowana zostanie analiza przypadku zablokowania filmu pod tytułem „Czy warto bić mężczyzn?”, udostępnionego przez twórców polskiego programu „Przy Kawie o Sprawie”.

**Słowa kluczowe:** YouTube, zasady, usuwanie materiałów

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