Content Quality Index

Strategy Overview (Excerpt)

This document is an excerpted strategy overview derived from the full internal business strategy of Content Quality Index. It is intended to provide partners, funders, and institutions with a clear understanding of the company's mission, problem framing, solution approach, technology foundation, market positioning, and operating principles.

This overview does not include proprietary algorithms, scoring weights, enforcement mechanisms, pricing models, or internal governance controls. It is provided for informational and partnership review purposes only and should not be interpreted as platform enforcement, editorial judgment, or truth adjudication.

Executive Statement

Content Quality Index is an AI-driven platform focused on combating fake news directly on YouTube, where news and informational content are increasingly consumed. Founded by a woman, minority, and 100% disabled U.S. Navy veteran with 20 years of faithful service, the platform combines AI analysis with public participation and verified human input. It does not act as an arbiter of truth, but instead surfaces transparent quality signals and context to help viewers make informed decisions. The product is live through a Google Chrome extension, with iOS and Android expansion underway, and includes testing of a voluntary creator-facing overlay to display CQI scores. A planned partnership with the nonprofit Content Quality Bureau will administer verified reviewers through consent-based chapters at colleges, journalism organizations, and NGOs.

Problem Statement

YouTube has become a primary source of news and information, yet there are few point-of-consumption tools to evaluate content quality, sourcing, sponsorship disclosure, and framing. Popularity metrics such as views, likes, and subscriptions measure engagement rather than informational quality and are frequently distorted by algorithms, bots, and coordinated amplification, accelerating the spread of fake news.

Research underscores the risk of relying on popularity as a proxy for quality. A study by NYU Langone Health found that 77% of commonly viewed YouTube videos related to bladder and prostate cancer contained biased or potentially misleading information. Existing solutions—platform moderation, fact-checking, and academic tools—are retrospective, opaque, or inaccessible to everyday users. There is no standardized approach for mental information consumption comparable to food safety standards.

Solution

Content Quality Index operates directly at the point of consumption on YouTube, surfacing transparent quality signals related to sourcing, disclosure, and presentation versus substance. The platform combines AI-driven analysis with public participation and verified human input in a collaborative, human-in-the-loop model. It includes viewer-facing analysis and a voluntary creator-facing overlay that incentivizes transparency without censorship or platform enforcement. Expansion to mobile platforms ensures continued accessibility as consumption patterns shift.

Technology & Platform Architecture

The platform uses Google and YouTube as the baseline integration environment and employs Auth0 for universal authentication across the Chrome extension and upcoming iOS and Android applications. Backend systems support scalable AI analysis, human-in-the-loop workflows, and role-based access for public users, verified reviewers, and administrators. Design choices prioritize security, explainability, and responsible AI practices.

Market & Users

Content Quality Index serves multiple user groups within a shared ecosystem: viewers seeking context at the point of consumption; creators who can voluntarily display CQI scores to demonstrate transparency; verified reviewers participating through institutional chapters; and brands and sponsors seeking visibility into representative practices and disclosure integrity. The platform is positioned at the intersection of growing misinformation concerns and the readiness of scalable AI and collaborative systems.

Business Model & Sustainability

General participation on the platform is free for public users and reviewers. Sustainability is achieved through optional subscriptions and partnerships that provide advanced capabilities and insights to creators, brands, institutions, and partners. Paid offerings unlock analytics, dashboards, reporting, and administrative tools without granting influence over scores or outcomes, preserving separation between access and authority.

Traction & Current Status

Content Quality Index is in active beta with a live Chrome extension integrated with YouTube. To date, the platform has analyzed over 1,000 active YouTube channels and reviewed more than 3,000 videos across 21 proprietary content categories. Ongoing development includes mobile expansion, collaborative review features, testing of the creator-facing overlay, and preparation for institutional partnerships.