

Vlogging:

industry, the individual, the audience

LO: Deepen understanding of online platforms

Institutions, individuals and audience context

Theoretical links

Background to provide support for NEA cross media projects



Online platform use among U.S. teens, by demographic group

% of U.S. teens who say they use ...

	YouTube	Instagram	Snapchat	Facebook	Twitter	Tumblr	Reddit
U.S. teens	85	72	69	51	32	9	7
Boys	89	69	67	49	33	9	11
Girls	81	75	72	53	32	9	4
White	86	73	72	48	33	10	8
Black	79	72	77	57	29	11	5
Hispanic	85	72	64	58	36	7	7
13-14	84	63	63	47	24	7	4
15-17	86	78	74	54	38	11	9
Less than \$30K	86	74	77	70	40	10	10
\$30K to \$74,999	84	72	71	56	30	8	4
\$75K and up	85	71	64	36	30	11	8
<i>Parent's level of educational attainment</i>							
High school or less	85	73	73	65	35	12	6
Some college	87	73	74	61	37	9	7
College graduate+	84	71	63	33	27	8	8

Note: Whites and blacks include only non-Hispanics. Hispanics are of any race. Parent's level of education based on highest level of education associated with a teen's parent.

Source: Survey conducted March 7-April 10, 2018.

"Teens, Social Media & Technology 2018"

Born: 23 April 2005

YouTube has over a billion users, almost one-third of all people on the Internet.

Almost **5 billion** videos are watched on Youtube every single day.

Two-thirds of YouTube users watch YouTube on a second screen while watching TV at home.

300 hours of video are uploaded to YouTube every minute.

80% of YouTube's views are from outside of the U.S.

Audience Research:

What do you watch on YouTube?

How would you 'tag' them?

Categories/Genre:

Auto & Vehicles

Beauty & Fashion

Comedy

Education

Entertainment

Family Entertainment

Film & Animation

Food

Gaming

How-to & Style

Music

News & Politics

Nonprofits & Activism

People & Blogs

Pets & Animals

Science & Technology

Sport

Travel & Events

Definition & Formal Conventions:

Vlogger noun — short for “video blogger”; a person who regularly posts films on the internet about some aspect of their lives.

- Single camera view
- Direct address
- Intimate confessional tone
- Domestic space / professional space
- Amateur aesthetic



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- A woman with long blonde hair, wearing a light blue dress, is sitting on a bed with a white and grey striped blanket. She is smiling and looking towards the camera. The room is set up for video production, with a professional camera on a tripod to her left, a large softbox light on a stand to her right, and a wooden headboard behind her. A nightstand with a lamp and a vase of flowers is visible on the right side of the bed.
- Consistency
 - Relevancy
 - Authenticity
 - Honesty
 - Community Connection

Mainstream

Vloggers – a sample

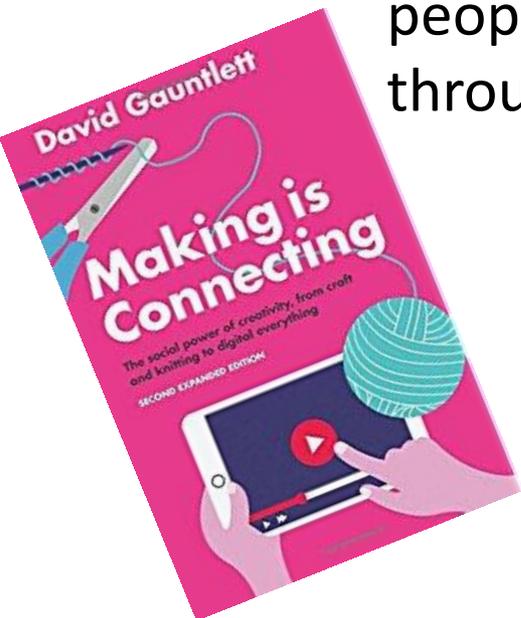
Name	Subscribers	Focus
iJustine	4.8M	Tech reviews and video games – unboxings of flamethrowers, production kit, gadgets etc.
Wil Dasovich	1.2M	Travel - 2018 winner of the Shorty Awards
Tyler Oakley	7.8M	LGBTQ, day in the life, celeb interviews
whinderssonnunes	29M	Comedy, confessional
Stampylonghead	9M	Children's gaming, with a fictional minecraft cat
Zoella	12M	Beauty, lifestyle (day in the life, bloopers, extras on MoreZoella 4.8M)
ColinFurze	6.1M	Inventions & engineering
KSI	18.7M	Gaming, now boxing & music

BooksandQuills	174K	Books
Noodlerella	941K	Princesses
Raven Navera	182K	Lifestyle

Micro

Self-representation

“...a decade or more ago, I was talking about people building their own sense of self-identity in the ways they selected and used different kinds of media in their lives...what we are talking about now is still the idea of people building their own sense of self-identity, but through everyday creative practice.” Gauntlett



Role-models

“Experimenting with different make-up looks was my way of discovering who I was; make-up was my way of expressing who I wanted to be. My look changed month by month, it was how I explored changing as a woman. But when I was 14, the only role models I had were inaccessible A-listers from the pages of glossy magazines. I would have loved a relatable girl-next-door like Zoe, talking to me like her best friend on a webcam from her bedroom, to give me tips and ideas.”

Zoella is a great role model - she changed my life

Vicky Chandler, The Independent

Wednesday 22 October 2014

Applying Theory

Gender Performativity – **Judith Butler**

- the idea that identity is performatively constructed by the very 'expressions' that are said to be its results (it is manufactured through a set of acts)
- the idea that there is no gender identity behind the expressions of gender
- the idea that performativity is not a singular act, but a repetition and a ritual

Summarise in 3 words/explain it to a Y7:

Apply it to your vlog:

Stretch Question

What are the potential implications of having to negotiate this hybrid position that we see them in – retaining a private life, whilst making public the private?

Or

Where does public stop and private begin? Are any areas completely off limits?

Audiences

Temporary / shifting / fickle

Conscious community

Outspoken

Connected

Audience - Applying Theor

'End of audience' theories: Clay Shirky

- *The idea that the Internet and digital technologies have had a profound effect on the relations between media and individuals.*
- *The idea that the conceptualisation of audience members as passive consumers of mass media content is no longer tenable in the age of the Internet, as media consumers have now become producers who 'speak back to' the media in various ways, as well as creating and sharing content with one another.*

Summarise in 3 words/explain it to a Y7:

Apply it to your vlog:

Fandom: Henry Jenkins

The idea that fans construct their social and cultural identities through borrowing and inflecting mass culture images, and are part of a participatory culture that has a vital social dimension.

Summarise in 3 words/explain it to a Y7:

Apply it to your vlog:

Industry: Applying Theory

Regulation - Livingstone and Lunt

- the idea that the increasing power of global media corporations, together with the rise of convergent media technologies and transformations in the production, distribution and marketing of digital media, have placed traditional approaches to media regulation at risk

Summarise in 3 words/explain it to a Y7:

Apply it to your vlog:

Stretch Question

Is the mobilisation of users and user communities, to monitor content and self-regulate, a useful strategy to avoid liability relating to content?

Useful Resources

BBC Academy

Video - How to succeed on YouTube

Podcast - Creating YouTube channels

Podcast - Live social video

Video - Engaging social media audiences



Unpopped Podcast:
YouTube and Ubiquity



Chips with Everything Podcast:
Hey! Algorithms, leave them kids alone
& YouTube star Hannah Hart interview
& How YouTube changed my life