

YouTube and You
Fall 2013
Chapter 1 Homework

Please type your responses to these questions. Strive for quality analysis as well as quality writing, grammar, spelling, and short, flowing paragraphs.

1. During the past three months, how often did you look at videos on YouTube?
2. How did you hear or learn of these videos? Include different ways, if appropriate.
3. Do you have any all-time favorite YouTube videos? Why are they favorites? OK to list two, three or more.
4. Why do you think Psy's music video "Gangnam Style" was such a sensation, becoming YouTube's No. 1 most viewed video ever?
5. The first video ever put on YouTube was by one of the co-founders. It consisted of him speaking for 20 seconds at the San Diego Zoo. Do you see anything significant or prophetic about this video (in its style, topic, way presented) in terms of what YouTube sought to be and would become?
6. In our book's first chapter, "How YouTube Matters," one of the site's founders states four factors that made YouTube successful. What are these factors and how did each help YouTube catch on with the public?
7. Why do the authors say YouTube is "even more than television, is a particularly unstable object of study"? (see "Making Sense of YouTube" section, starting on p. 6)
8. Chapter One ends (literally, see p. 14) with this conclusion that YouTube "represents not so much the collision but the co-evolution and uneasy co-existence of 'old' and 'new' media industries, forms, and practices." In a few paragraphs, describe what you think the authors mean by this statement?