

YouTube and You

Fall 2013

Homework: Chapter 2, “YouTube and the Mainstream Media”

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

1. In class we looked at examples of mainstream media reporting on the “dark side” of YouTube with network reports about self-mutilation and a video stunt imitation death (both pieces are linked on our class Pinterest board). These and many other examples of questionable (irresponsible?) YouTube content raise the question: Should there be better filtering and screening of videos on YouTube? Do you think some changes are needed in this area? Why or why not?
2. Review YouTube’s Community Guidelines link which is on the class Pinterest Board and here: (http://www.youtube.com/t/community_guidelines). Do you think this document is sufficient? Should there be other areas addressed?
3. What was the controversy about an early YouTube “vlogger” named Bree (username “lonelygirl15”) who did a series of videos about problems in her personal life? (see Chapter 2 section, “The Meanings of Amateur Video”).
4. What was at the heart of media giant Viacom’s lawsuit against YouTube and its owner Google seeking \$1 billion in copyright infringement damages? What does this (and similar) traditional mass media concerns about YouTube say about YouTube’s unique place in today’s mass media landscape?
5. The 2005 “Hey Clip” (posted on the class Pinterest Board) is highlighted by our book’s authors as a breakthrough of sorts in terms of public consumption of private “real” moments in normally private spaces, in this case a girl’s bedroom. What do the authors say was significant and noteworthy about this style of video? What are your thoughts?