

YouTube and You

Fall 2013

Homework: Chapter 3, "YouTube's Popular Culture"

Please type your responses to these questions. Strive for quality analysis, chapter citations, as well as quality writing, grammar, and spelling.

1. List the four ways our book's authors used to assess popular YouTube videos in their 2007 survey.
2. Do you think this was a good way to assess YouTube's content and how people use and interact with YouTube and its community? Why or why not? Can you think of any other assessment criteria?
3. Review the most popular genre or types of videos the researchers found among amateur content creators and those from traditional mass media. If a similar survey- using the same research tools- was done in 2013 do you think the results would be the same? Or have content and the public's tastes and preferences changed regarding YouTube use and viewing?
4. The user-generated genre the book's authors classify as "vlogs" was found in their study to be, by far, No. 1 in their Most Discussed and Most Respected popular video categories. What do you think is so appealing to the YouTube community about such personalized "one person talking to the camera/viewer" productions? Are there any vlogs like these that you enjoy- and why?
5. What do the authors mean by the use of traditional mass media content as "clips and quotes" by the general public?
6. Can you share any personal experiences in such "redaction" as referenced in the previous question, whether by you or someone you know? (see page 48 for redaction explanation).