

YouTube and You

Fall 2013

Midterm Exam Study Guide

Test Date: Monday, Dec. 9, noon-3 p.m.



The exam will consist of the following types of questions and writings: true/false, multiple choice, terms and definitions (terms are listed, you define them), lists, short answer, and short essay. Please carefully study this test guide. The material is carefully listed here for you to study and review. All questions will be derived from this study guide. Test content comes not just from our textbook, but also from material posted on our class website, Pinterest board, and from our guest speaker.

- ✓ **Book: “YouTube: Digital Media and Society Series” by Burgess and Green--** Please review Chapters 5 and 6, these sections and pages specifically:

Chapter 5, YouTube’s Social Politics” ([Review Chapter 5 PowerPoint also](#))

- Be able to define “cultural citizenship” as given on page 77
- What point does theorist Karina Hof make in her “scrapbooking” hobby and community analogy about the importance of popular cultural practices? (p. 77-78)
- Be able to discuss YouTube as a debate “forum and facilitator” and be able to give examples of topics from the “mundane but engaging activities that create space for engagement and community-formation...as well as genuinely emphatic spaces for identity-based communities” (p. 79-81)
- What positive points does theorist Patricia Lange make about the sensitive, personal topics addressed by many video “diarists” (or vloggers) on YouTube in terms of “enrichment of public discourse”? (p. 80-81)
- What reasons are given for YouTube’s “voice” being so unevenly distributed causing a “participation gap”? (p. 81-82)
- Review pages 83-87 on YouTube “Globalization and Localization”- understand what makes YouTube a global force while also recognizing its global limits (what are the limits and why there are such limits?)
- What reasons are given that YouTube continues to be so “U.S.-centric” and be able give examples that support this (p. 84-85)
- The section “Controversies in the YouTube Community” discusses competing ideas about what YouTube is for- what are these “competing ideas”? (p. 90-91)
- What was the rub or negativity that resulted from Oprah Winfrey’s “YouTube’s Greatest Hits with the Billionaire Founders” program in 2007? (p. 90-92)

Chapter 6, “YouTube’s Uncertain Futures” ([Review Chapter 6 PowerPoint also](#))

- Review and be able to articulate the points made about the future of YouTube’s participatory culture in terms of the two “hybrid media events” discussed and analyzed (p. 100-104)
- Know who Corey Delaney is and what his “15 minutes of fame” involved (p. 100-104)
- What speech in Australia would help demonstrate the different ways YouTube users share, comment on, and edit and upload video content? (p. 100-104)
- What were the different ways people shared their views and/or content on YouTube about the prime minister’s historic speech? (p. 102-103)
- What is meant by YouTube’s desire to increase its “stickiness” with the public? (p. 104-105)
- At the end of 2013, what are some of the strongest things YouTube has going for it that may keep it on top in terms of participation, technology and overall relevance? (see points made in last four pages of this chapter’s PowerPoint)
- What future challenges and problems could YouTube and Google face?

✓ **Class Website Material to Review**

- Understand the capability differences between high-end video editing software such as [Adobe Premiere](#) and Final Cut Pro versus free editing programs such as [Windows Movie Maker](#) and Apple iMovie
- “YouTube as a Business” [PowerPoint](#)
 - [Fortune magazine’s most-recent Fortune 500 places](#) Google where on this list, based on corporate annual revenue?
 - Be familiar with the three phases in YouTube’s short history
 - What is the YouTube Partner Program? How does it work, who can join?
 - What are some criticisms of the Partner Program?
 - What kind of services do Zefr and Audiam provide for or with YouTube that make them part of the so-called “YouTube Economy”?
 - Who is Lindsey Stirling and how did she become a YouTube success story?
 - What are some points made about social media advertising in the recent Time magazine article (Oct. 28, 2013) linked in this PowerPoint?
 - What are some of the “Troubles Ahead for Internet Advertising” raised in The New York Times piece linked in this PowerPoint? (Aug. 29, 2013)

- Review “Video Production Tips” [PowerPoint](#)
 - Video production “[storyboards](#)”- what are they, how are they used?
 - Review “Video Interview Tips” [PowerPoint](#)
 - Review “Make Your Standups Standout!” [PowerPoint](#)
 - [Jessica Turner, The Modern Connection, Key Points](#)
- ✓ **Class [Pinterest Board](#) Material**
- [Time magazine cover story about Google](#) (Sept. 18, 2013)
 - [Critical coverage of that Time story and Google’s initiative](#)
 - [Top Reasons To Use Video On Your Business Website](#)
 - [5 Ways Non-Profits Can Increase Engagement With YouTube](#)
 - [The Modern Connection](#) Website
 - [Netflix and YouTube Top Online Video “Drivers”](#)
 - [South Carolina college student up for \\$1 million Doritos video prize](#)
 - [GoPro camera amazing underwater video](#)
 - [The 25 Highest Earning YouTube Stars](#)