

YouTube and You
Fall 2013
Midterm Exam Study Guide
Test Date: Wednesday, Oct. 9



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 two guest speakers.

- ✓ **Book: “YouTube: Digital Media and Society Series” by Burgess and Green--** Please review Chapters 1-4, these sections and pages specifically:

Chapter 1, “How YouTube Matters” ([Review Chapter 1 PowerPoint also](#))

- When, where and by whom was YouTube founded? (p. 1)
- Where did the three founders work prior to starting YouTube? (p. 1)
- YouTube was not the first video sharing site. This one that still exists today debuted just before YouTube launched. (Ch. 1 PowerPoint)
- Who acquired YouTube in 2006 and what was the price? (p. 1)
- Be able to list and describe founder Jawed Karim’s four key features he says helped make YouTube a success (p. 2)
- Review early YouTube break out hits that helped it become better known (p. 2-3)
- Review what is said about YouTube’s first “byline” “Your Digital Video Repository” and what that implied (p. 4)
- Be able to describe what David Weinberger in 2007 meant by calling YouTube one of the new “meta businesses” (p. 4)
- What is meant by the statement that YouTube is “not actually in the video business”? (p. 4)
- What does it mean to say that YouTube is really in the “reach” business? (p. 4)
- Be able to articulate some of the ways that YouTube has had a disruptive influence on established Big Media companies (p. 5 and Chapter 2)
- How has YouTube’s “participatory culture” been revolutionary in terms of who gets to speak and be heard? (p. 10-14)

Chapter 2, “YouTube and the Mainstream Media” ([Review Chapter 2 PowerPoint also](#))

- Be able to name several ways YouTube, in its early years, was seen as “disruptive” to mainstream media
- What are the two types or themes of news coverage YouTube received in its early years from mainstream Big Media (p. 15)
- YouTube is blamed for contributing to “cyberbullying” especially among younger people. What is meant by cyberbullying and be ready to site a few specific examples of this controversial practice (p. 19)
- Define “moral panics” as used by the book’s authors (p. 18)
- Be able to give specific examples of YouTube video content critics deemed dangerous and inappropriate (examples in chapter, and see Chapter 2 PowerPoint links to videos viewed in class)
- Time magazine’s 2006 Person of the Year acknowledged the growing influence of YouTube and other social media. Who did Time name as its Person of the Year that year? (see link to Time’s cover that is in the Chapter 2 PowerPoint)
- What are some criticisms of the “participatory online culture” that YouTube espouses and celebrates? (p. 19-21)
- What points do the authors make about amateur video-making and the potential success and “star-making” via YouTube “viral” videos? (p. 21-30 or, for summary, see Chapter 2 PowerPoint)
- Review “Copyright Wars” section (starting on page 31)
- What media conglomerate has had the longest legal battle with YouTube and what central issue does the protracted fight involve? (p. 32-33)
- What cable TV shows do the authors mention that have actually benefitted from YouTube exposure? (p. 34)
- What do the authors say at the end of Chapter 2 about the unique audience/user interactive practices that have made YouTube so different from traditional mass media such as TV, radio and newspapers? (also see last page of Chapter 2 PowerPoint)

Chapter 3, “YouTube’s Popular Culture” ([Review Chapter 3 PowerPoint also](#))

- How do the book’s authors, in their in-depth study and survey of types of YouTube content and producers, attempt to rate YouTube videos by popularity?
- Be able to list and describe the four categories of popularity the researchers used (p.38 and 40)
- How many videos were in the sample and when where they viewed and categorized? (p. 38)

- Study graph and pie chart on page 42 for findings on traditional and user-created content and which were most popular the four categories (p. 42)
- What are some findings that surprised the researchers? (p. 43)
- What were the most popular types of user-created videos? (p. 43)
- What were the most popular types of traditional- (or industrial) created videos? (p. 43-44)
- What are the researchers views about why traditional mass media-produced (directly or indirectly) videos ranked high in “most viewed” and “most favorited” while user-generated (average people) ranked higher in “most responded” and “most discussed” categories? (p. 53-55)
- What do the authors mean by the use of “clips and quotes” in video? (p. 47-51) and “redaction”? (p. 48)
- Be able to summarize some of researchers’ conclusions about YouTube content and its producers, and how viewers interact and share videos they like, based on the study that is the focus of this chapter

Chapter 4, “YouTube’s Social Network” ([Review Chapter 4 PowerPoint](#))

- How does YouTube differ from other social media such as Facebook and Twitter, in terms of interaction and sharing? (p. 63-66)
- Understand the significance of YouTube’s “social core” of users, i.e. “YouTubers” who are influential in identifying and exploiting opportunities to improve the way YouTube works through their own practices (p. 58-59)
- Understand how YouTube has created its own stars who have developed their own identities and brands within YouTube’s social network (Table 4.1, p. 59)
- What are some of the genres that YouTube stars’ video encompass? (p. 59-60)
- Understand the differences between popularity based on Most Viewed videos versus Most Subscribed video producers, and how such analysis shows what the YouTube community really values most (p. 59-60)
- What is meant by YouTube’s social network functions being that of a “patron” in that it maintains the ongoing operational environment and offers “patronage” to site users (p. 60-61)
- Understand what can be involved in vloggers and other video producers gaining sustained viewer following (not just one time video success) (p. 74)

✓ **Class Website Material to Review**

- [YouTube's Community Guidelines](#)
- [Silicon Valley, Calif. History and Significance](#)
- [2012 Viacom vs. YouTube Appeals Court Ruling](#)
- [Coca-Cola's 4 Keys to Viral Video Success](#)
- Quintin Washington's "[Quintin's Close-Ups](#)" YouTube Interview Program
- CofC's Media Relations Director Melissa Whetzel's [YouTube Presentation Highlights](#)

✓ **Class [Pinterest Board](#) Material**

- [5 Great Video Sharing Sites Other Than YouTube](#)
- [Hilah Cooking Videos 7 Ways to Increase YouTube Views](#)
- [Videomaker Magazine's Tips for Maintaining YouTube Followers](#)
- [YouTube Analytics](#)
- [Beck Bennett's YouTube Channel](#) (AT&T commercial guy)
- [Three Girls in Hot Bikinis Sunscreen PSA](#)
- [10 Most Viewed YouTube Videos \(May 2013\)](#)
- [2006 Time Magazine Person of the Year was... You?!](#)
- [Berkeley County, S.C.'s Google/YouTube Connection](#)
- [YouTube's First Video Posting](#) (April 2005)