Aalborg Universitet

(Self)-representations on youtube

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(SELF)-REPRESENTATIONS ON YOUTUBE

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THE PROJECT

The project investigates how audiovisual forms of self-representations and online identities are constituted on YouTube within the most popular content of YouTube.

The project further investigates whether the audiovisual forms of self-representation characterize new ways of social behavior within YouTube as a medium platform.

THE VLOG

The Vlog (or video blog): An audiovisual self-image presented through a first person camera (turned towards oneself).

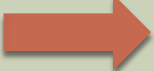The Vlog is a <u>subjective mode</u> of representation!
In many cases this also includes a <u>performative mode</u> (in an Austinan-sense) – "*an act of doing*" (Butler) and as social behavior (Goffman).

# METHODOLOGICAL APPROACH

1) Content analysis (inspired) approach

2) Genre analytical investigation of UGC

3) Case study analysis within the theoretical framework of documentary representational theory and performative theory.

4) Medium Theory inspired perspective – In overall a pragmatic approach that involves a focus on medium properties as well as institutional and content specifies.
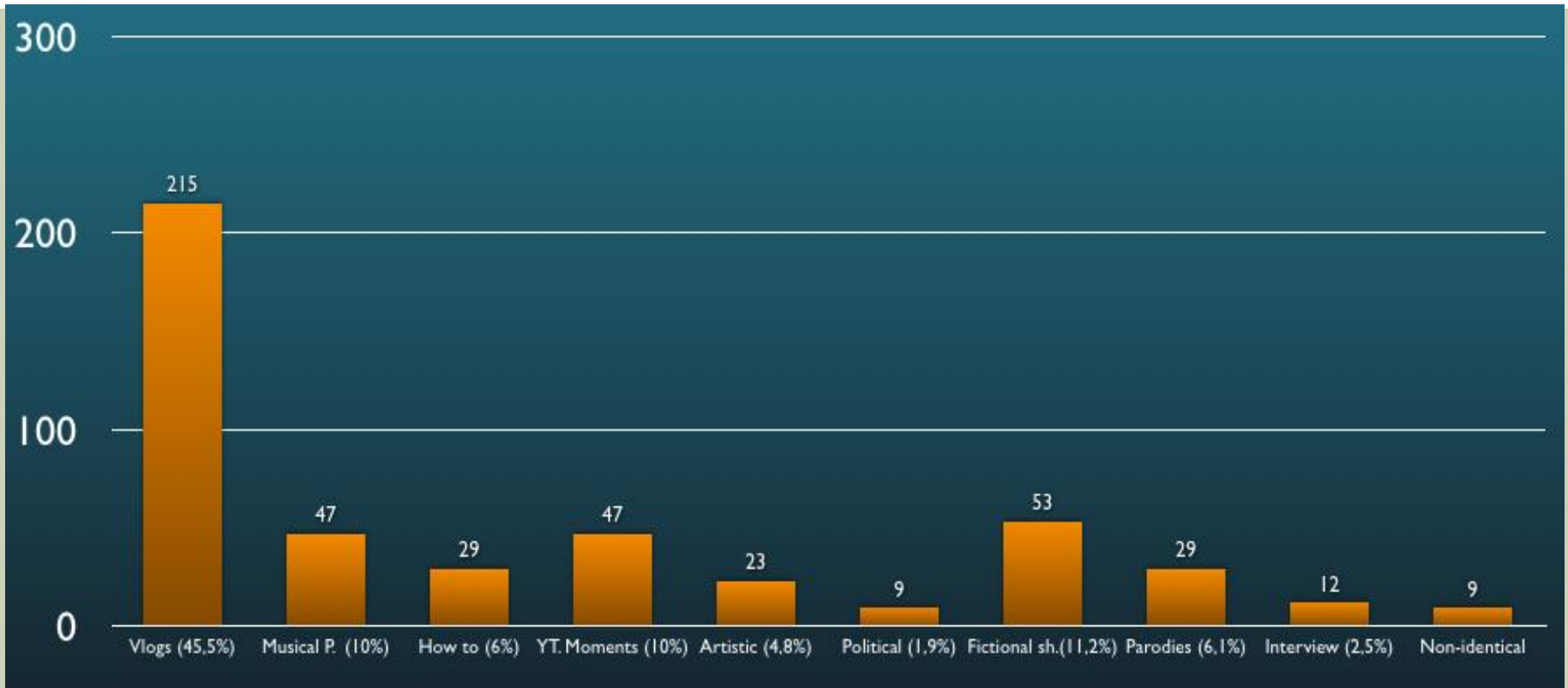
METHODOLOGICAL APPROACH

1) **Initial observation of 900 videos (2009)** ➡
   Pre-defined typology of UGC, the development of coding scheme

2) **Observation & coding of 900 videos (July 2010)**

   ➡ Identification of various forms of UGC (473 videos and thereby forms of self-representation)

3) **Analysis of self-representations (The Vlog: 215 videos)**

FINDINGS
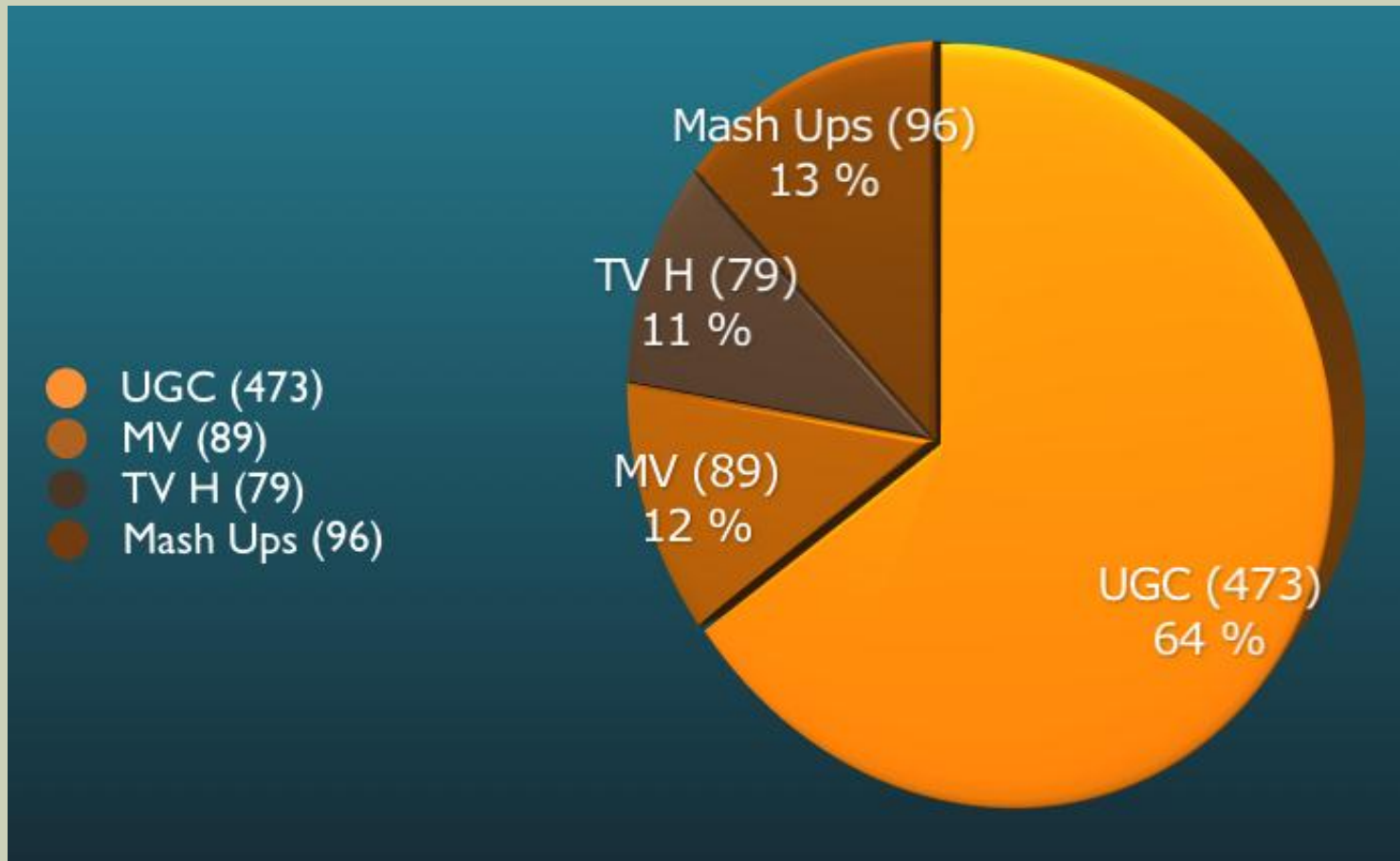
FINDINGS

Two additional coders have been coding the videos and a inter-rater-reliability test has been performed. Showing homogeneity within the data.

$$x^2 = \sum \frac{(observed - expected)^2}{expected}$$

TENDENCIES

Based on the coding, it was detected:

- **Domination of first person videos (The Vlogs)**
- **Domination of non-fictional content – it's all about authenticity**

- **A high degree of reflexivity and intertextuality**
- **Visual redundancy**

YT medium specifies (affordances) and organizational structure: fosters a competitive environment & a "***Pro-amp***" culture (Leadbeater & miller 2004).

"***The Demotic Turn***" (Turner 2004).

EXTRA: CODING SCHEME

Sender			
Type:	▼		
Length			
Temporal group	▼	**Form of communication**	☐ Didactic & Expository ☐ Observational ☐ Interacting ☐ Reflexive ☐ Performative ☐ Poetic ☐ Fictional & Dramatic
UGC Genre:	▼		
Fiction/ Non-fiction	▼		

Key Words

☐ 1 p cam	☐ Voice Over	☐ Regular commercials	☐ Series	
☐ meta & reflexive	☐ Animations	☐ Transformed voice/Looks	☐ User Interaction	
☐ Low QP	☐ Intertextuality	☐ Viral	☐ Makeup	
☐ Medium QP	☐ Background music	☐ Family	☐ Domestic	☐ Other...
☐ High QP	☐ Memorial	☐ Competition	☐ Holiday	
☐ Credits	☐ Signs or texts	☐ Standup		
☐ Home V	☐ Screen tags	☐ Trailer		
☐ SFX	☐ Subject related commercials	☐ UGC MV		

Extra: