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## **(Self)-representations on youtube**

Simonsen, Thomas Mosebo

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# **(SELF)-REPRESENTATIONS ON YOUTUBE**

**Thomas Mosebo Simonsen,  
Aalborg University, [tms@hum.aau.dk](mailto:tms@hum.aau.dk)**

# 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 subjective mode of representation!

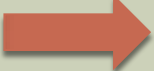

In many cases this also includes a performative mode (in an Austinian-sense) – “*an act of doing*” (Butler) and as social behavior (Goffman).



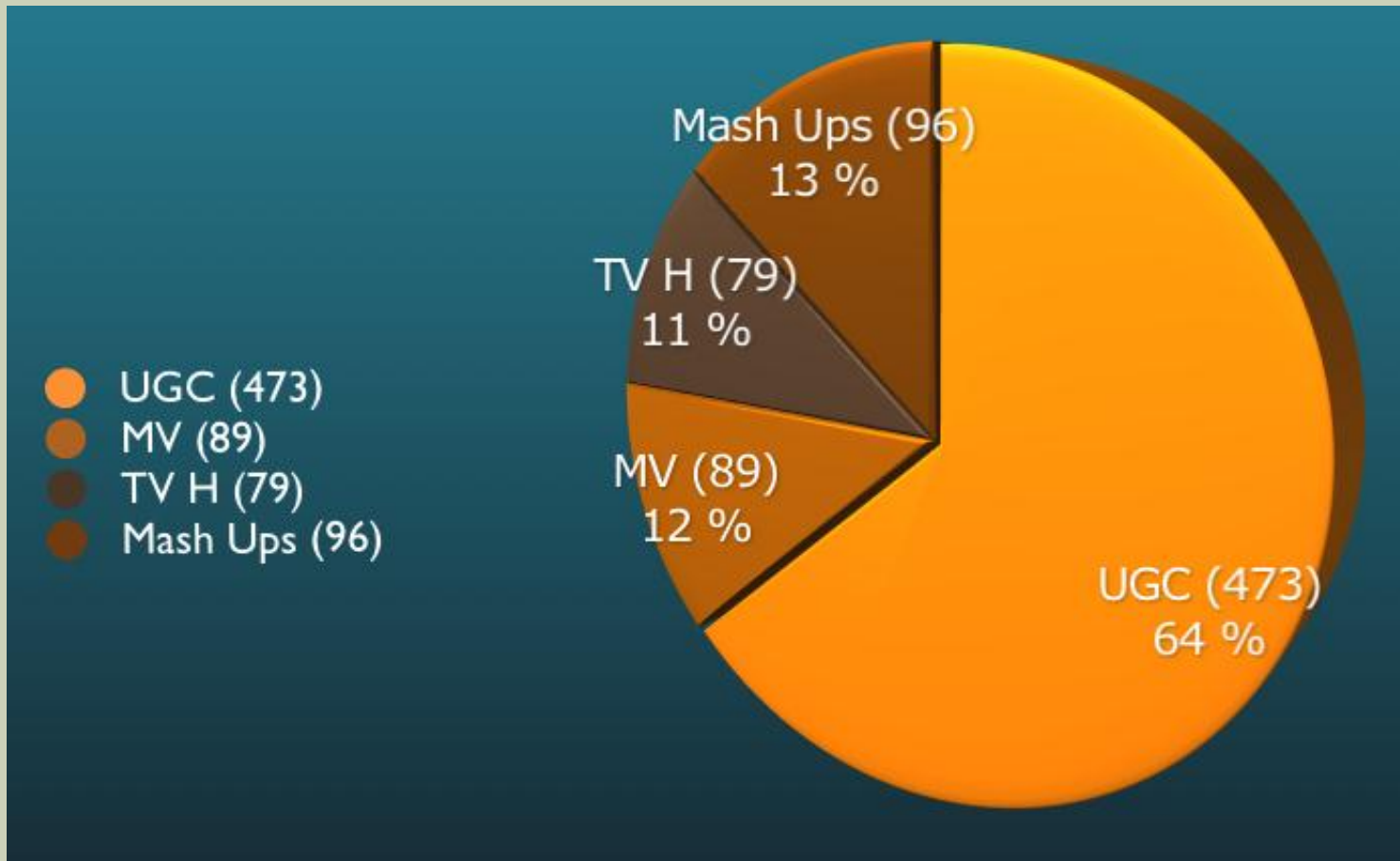
# METHODOLOGICAL APPROACH

- 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 specifics.**

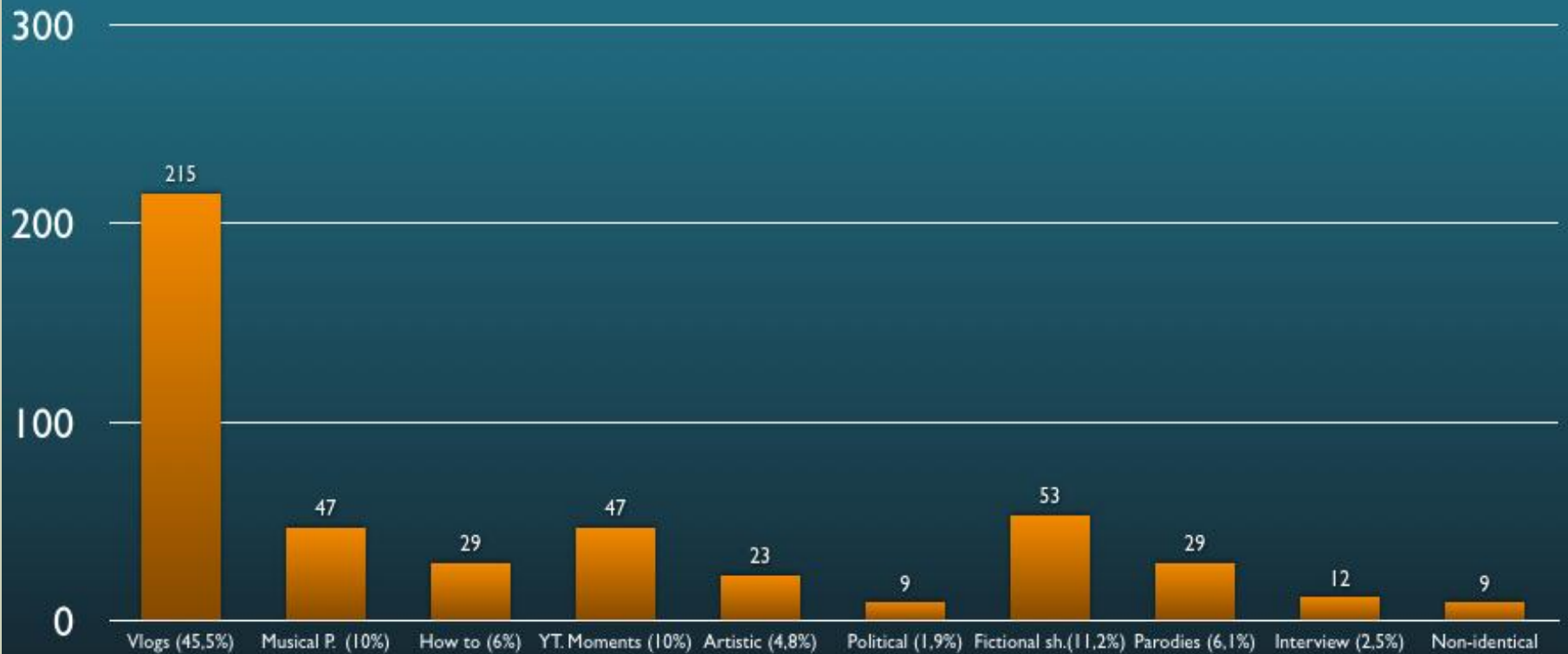
# METHODOLOGICAL APPROACH

- 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 an inter-rater-reliability test has been performed. Showing homogeneity within the data.

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



# 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

|                             |  |
|-----------------------------|--|
| <b>Sender</b>               | <input type="text"/>                                 |
| <b>Type:</b>                | <input type="text"/> ▼                               |
| <b>Length</b>               | <input type="text"/>                                 |
| <b>Temporal group</b>       | <input type="text"/> ▼                               |
| <b>UGC Genre:</b>           | <input type="text"/> ▼                               |
| <b>Fiction/ Non-fiction</b> | <input type="text"/> ▼                               |
|                             | <b>Form of communication</b>                         |
|                             | <input type="checkbox"/> Didactic & Expository       |
|                             | <input type="checkbox"/> Observational               |
|                             | <input type="checkbox"/> Interacting                 |
|                             | <input type="checkbox"/> Reflexive                   |
|                             | <input type="checkbox"/> Performative                |
|                             | <input type="checkbox"/> Poetic                      |
|                             | <input type="checkbox"/> Fictional & Dramatic        |
| <b>Key Words</b>            | <input type="checkbox"/> 1 p cam                     |
|                             | <input type="checkbox"/> meta & reflexive            |
|                             | <input type="checkbox"/> Low QP                      |
|                             | <input type="checkbox"/> Medium QP                   |
|                             | <input type="checkbox"/> High QP                     |
|                             | <input type="checkbox"/> Credits                     |
|                             | <input type="checkbox"/> Home V                      |
|                             | <input type="checkbox"/> SFX                         |
|                             | <input type="checkbox"/> Voice Over                  |
|                             | <input type="checkbox"/> Animations                  |
|                             | <input type="checkbox"/> Intertextuality             |
|                             | <input type="checkbox"/> Background music            |
|                             | <input type="checkbox"/> Memorial                    |
|                             | <input type="checkbox"/> Signs or texts              |
|                             | <input type="checkbox"/> Screen tags                 |
|                             | <input type="checkbox"/> Subject related commercials |
|                             | <input type="checkbox"/> Regular commercials         |
|                             | <input type="checkbox"/> Transformed voice/Looks     |
|                             | <input type="checkbox"/> Viral                       |
|                             | <input type="checkbox"/> Family                      |
|                             | <input type="checkbox"/> Competition                 |
|                             | <input type="checkbox"/> Standup                     |
|                             | <input type="checkbox"/> Trailer                     |
|                             | <input type="checkbox"/> UGC MV                      |
|                             | <input type="checkbox"/> Series                      |
|                             | <input type="checkbox"/> User Interaction            |
|                             | <input type="checkbox"/> Makeup                      |
|                             | <input type="checkbox"/> Domestic                    |
|                             | <input type="checkbox"/> Holiday                     |
|                             | <input type="checkbox"/> Other...                    |
| <b>Extra:</b>               | <input type="text"/>                                 |