Final Project Proposal

*YT* is a data visualization video project about YouTube culture. YouTube is a social media platform that is still popular after over 18 years of activity. Compared to other platforms such as Facebook or X (i.e., previously known as Twitter), this video platform resists and adapts to the changes and trends of Internet culture. However, I have not found an artistic project exploring YouTube culture. Its popularity is still very stable compared to its fellow platforms that started in the 2000s; some platforms even died out or lost in popularity (e.g., Facebook).

* What is your theme/topic/goal/issue to be tackled - why is it important to you?

YouTube was and still plays an important part in my Internet culture. It is the digital platform that I’ve used for the longest period since I can access a digital device. I felt that I grew up with the platform by watching various YouTubers at different stages of my life. I want to create a project that defines its identity and try to find out why I am so attached to this platform.

* What form will your project evolve into - who is your audience?

I would say my targeted audience is young adults (i.e., millennials and Gen Z) because they are the two main generations that grew up with YouTube. I want to create data-generated videos coming from the platform that has gathered popular and niche YouTubers over the past 18 years. I want to show the evolution of the forum and make them merge in an attempt to discover its identity.

* Discuss how each of the two readings listed above has inspired/motivated your current choices about the project.

This project joins the readings well because, weirdly enough, I did not find an artist who specifically did a project about YouTube, even though it greatly influenced the Internet culture. For me, it feels like the artist community has not used and explored important data when so much happened on this platform. Like Steyerl, I want to find if there is a pattern in the type of content appreciated by the users, the themes that are coming back often among the videos or their aesthetics and design. As Onuha said, we can discover more about its audience and values by collecting videos uploaded over the past 18 years on the platform.

* What medium(s) do you intend to use and why?

I want to use video because it represents well what YouTube is about a platform where you can upload videos. Depending on the possibilities offered by the software, I will either generate a list of videos and use them to create a single video or generate a new video after a couple of seconds on a website.

* What is your data: where will you get it, will it be collected - how and why?

I will try to find pre-existing YouTube datasets that I could use for my video, creating a list of YouTube channels where I can select a couple of videos to collect and make this video.

* At a very high level : what are the algorithm(s) that will be used and implemented to achieve your intentions?

My level of knowledge of algorithms is too low to tell right off the bat what algorithms are needed.

artists:

<http://salavon.com/work/all-the-ways-video/>

<http://www.dfuse.com/particle.html>

<https://maryflanagan.com/pile-of-secrets/>