

The “You” in YouTube

This report will be discussing the “you” in YouTube and how the largest video-sharing social media site can greatly benefit users around the world. What is meant by this is what the content creators are known for in the industry. Content creation on YouTube has been growing for a long time now, and there have been different trends over the years since YouTube first launched in 2005. Making videos is a good way of demonstrating concepts which may not be easy in text form, and it can also show one’s personality. What makes content creators stand out is by showcasing what they can bring to the video-sharing platform and, in essence, describes the “you” in YouTube: content creators show the world who they are. Anyone can become a YouTuber. Watching content creators can inspire others to become content creators themselves and many people tend to start it as a hobby, which can then become a profession.

YouTube can be of great advantage for educational purposes too, such as tutorials, walkthroughs, tips and tricks, and demos. Very well known content creators such as KSI, Pewdiepie, Jacksepticeye, and Markiplier are known for what they do such as gaming, music, and vlogs, which gives them their “you” in YouTube (i.e what they’re known for). People can benefit greatly from the video-sharing platform, especially nowadays, since we rely a lot more on online resources. The online platforms are growing, and people can be part of that by sharing their knowledge, ideas, creations, thoughts, and daily life. YouTube has helped people connect and grow communities from all over the world. Being part of a community and growing your own one can open many opportunities and paths for people interested in content creation. It also serves as an additional source of revenue, as ads are placed on videos, channels get sponsored, and audience members donating during live streams. For content creators, finding their inner self is crucial in order to bring out their “you” in YouTube for the community to understand what they have to offer to them with their content.

Making YouTube videos can significantly improve communication and presentation skills, as well as meeting new people and collaborating with other YouTubers from around the world. People may not feel comfortable talking to a camera or voicing their opinion on the web, but if one is genuinely interested in showcasing their knowledge, talents, or advice, they need to get out of their bubble and learn to not worry about people’s opinions. It’s important for people to be themselves and accept where they are. YouTube channels grow as a result of this trait, due to the personality portrayed by content creators and the fans seeing their favourite YouTuber as a friend. The community will recognise creators for the content they create and this can help grow their channel. YouTube has over 2 billion logged-in monthly users, and roughly 6 of 10 people prefer online video platforms

over live TV [1]. People tend to find themselves watching YouTube, Disney+, or Netflix a lot more than live TV due to the freedom of being able to watch whatever, whenever and wherever, for free. Content creators make whatever videos they want, even if it's about drawing sketches, making origami, or reviewing products, people out there have similar interests and will want to follow their journey.

Making videos online can push people outside their comfort zone since it can help them improve their communication skills, meet new people, and generate new ideas. Businesses can promote their brand on YouTube on their channel and they can get sponsored by other companies to promote their products, and this can help grow their channel and their business. Having a unique channel name, content, channel art, and personality can help drive a YouTube channel to success and increase the views and subscriber count. Again, with the current circumstances, a lot more people are shifting to online video platforms like Twitch, YouTube, Disney+, or Netflix. Anyone out there can start uploading videos. Some content creators out there don't show their face and remain anonymous such as H2ODelirious and CorpseHusband, but they are very well known for their content and are one of those faceless content creators. Some YouTubers decided to reveal their face such as OwnagePranks who does prank calls videos. He's kept his identity a secret for a while until he revealed his face in 2019. This shows how important it is for people to be themselves and not being ashamed of who they are.

It is important for people to get used to online video streaming since, especially during the pandemic, it can benefit those with limited resources (for instance, making online tutorials now that some schools are closed, or teaching people something interesting you learned). This platform has grown tremendously during the lockdown as many people relied on online resources for learning, entertainment, and communication. People can use this to their advantage by creating content online and maximizing their chances of success of getting noticed by the viewers. Linking various social media platforms such as Instagram, Facebook, Twitter, or LinkedIn can also boost the content creator's audience retention and interests as these platforms give the viewers an idea of what the content creators are like on other platforms and how they promote their channel.

In conclusion, being a content creator on YouTube can have a great impact on the community and for the content creator themselves, both sides communicating and getting to know each other. It can be challenging to come up with new trends to keep "relevant", but the main thing is to enjoy the experience of making videos, whether it's for fun, for educational purposes, for marketing, or meeting new people, it's all about showing people who you are and what you have to offer on YouTube.

Peer-Review Benefits:

The peer-review exercise was very helpful since it allows the writer to understand where they may have gone wrong in their report. People tend to believe that their work is almost perfect, but doing this exercise provides another point of view of the report. I learned about some of the mistakes I made thanks to the peer-review.

Providing someone with a review requires empathy and understanding of one's topic and will greatly benefit the writer to learn from the feedback provided.

References:

1. Smith, K., 2020. *57 Fascinating and Incredible YouTube Statistics*. [online] Brandwatch. Available at: <<https://www.brandwatch.com/blog/youtube-stats/>> [Accessed 2 February 2021].