

The “You” in YouTube

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My plan for the main report and the presentation is to discuss the “you” in YouTube and how the largest video-sharing social media site can greatly benefit users around the world. What I mean by the “you” in YouTube 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. I make YouTube videos myself as a hobby and learned a lot of things from it ever since I’ve started.

YouTube can be of great advantage for educational purposes too, such as tutorials, walkthroughs, tips and tricks, demos, and many more. Very well known content creators like KSI, Pewdiepie, Jacksepticeye, Markiplier, and many more out there 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). I’ve been watching YouTube for a while now and watching these content creators has inspired me to create a channel of my own and make videos.

Making YouTube videos can significantly improve communication and presentation skills, as well as meeting new people and collaborating with other content creators from around the world. The community will recognise creators for the content they create and this can help grow their channel. Another advantage of YouTube is that the platform has over 2 billion logged-in users monthly, and 6 of 10 people prefer online video platforms over live TV[1]. I’ve found myself watching YouTube a lot more than live TV due to the freedom of being able to watch whatever, whenever and wherever, for free. Also, content creators can get paid from simply making videos by having good content, a catchy channel name, and being themselves.

Making videos online can push people outside their comfort zone since it can help them improve their communication skills, meet new people, generate new ideas, and many more. 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.

I believe that 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). This platform has grown tremendously during the lockdown as many people relied on online resources for learning, entertainment, and communication.

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].