IDM Project 2- Review

Technological University Dublin

Introduction to Digital Media

Assessment 2: Report

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Link to artefact: https://soundcloud.com/bigmanjohn/idm-project-2-pewdiepie-review/s-G7fAM9wl3tl

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Introduction

Project Aims:

The Aim of this project was to create a review of the YouTube channel "PewDiePie" using the criteria of ethics in the media, the role of that media in society, and its multimedia production environment. This was attempted by making an entertaining review in the audio format. The runtime of the audio had to be under 9 minutes long.

Scope of the Project:

In the review the topics covered where what PewDiePie's media meant in society, how he combined multiple media formats into one, and how ethical were his controversial moments. These topics were chosen as they would be the most entertaining and thought-provoking to discuss.

Project Requirements:

For this project, a brief was given that had certain criteria that was meant to be achieved. That being that we had to create an audio review with a transcript which had to be copyright compliant, or a video review, a visual essay with 8-10 images, or a written essay. Projects had to be accompanied with this report. It was decided that an audio review was going to be made.

The requirements for the audio review were to create an audio file with a run time of minimum of 4 minutes.

The report had to have the minimum word count of 800.

This report had also to include Harvard referencing form any of the information we gathered.

Research Process

For this project, research was done on the history of PewDiePie. This included gathering information like when he started out, what kind of content he used to produce, and what controversies he was involved in.

Research was also done on topics that were discussed in the review. How inappropriate humor works, what the mainstream thinks of PewDiePie, and a deeper look into the effects the controversies PewDiePie was in had on the YouTube platform itself.

Production process

Pre-Production:

This stage consisted of the information gathering mentioned in the previous section "Research Process". This also included writing the script used for the audio.

Production/Post production:

After the script was written, the audio was recorded using Microsoft's Voice Recorder. The recordings where then brought into Premire Pro. They were then edited together, mastered as the volume initially was really low, and rendered as a wav file. This was then uploaded to the audio streaming service Soundcloud as a private track.

Copyright compliance:

Audio uses no copyrighted material.

References:

Shona Ghosh, 2018, "PewDiePie will lose his crown as YouTube's biggest star next week, thanks to India's obsession with Bollywood", Business Insider

Paige Leskin, 2020, "The career of PewDiePie, the controversial 30-year-old video creator who just returned to YouTube after a 30-day hiatus", Business Insider

Rolfe Winkler, Jack Nicas, Ben Fritz, 2017 "Disney Severs Ties with YouTube Star PewDiePie After Anti-Semitic Posts ", The Wall Street Journal

Ben Gilbert, 2017 "Why it matters that YouTube's biggest star just said the n-word during a livestream", Business Insider

Audio Transcript:

In today's day and age, media is mainly consumed through the internet. It would not be wrong to say that YouTube is the internet's biggest video and audio platform. 2 billion users logging on to watch videos each month isn't a small number to scoff at, after all.

And with that many people tuning in, there are in turn millions of channels on the platform to provide these people with entertaining media. Some are more popular than others, of course. Youtube is after-all a marketplace where the best or most clever rise to the top.

One of the people at the top is the famous youtuber PewDiePie. You probably already know that fact. Everyone knows this. All his media attention from news organizations and other places helped him obtain that almost unreachable internet fame. This spotlight placed under this one individual can let us see how one makes media for an online audience, and the ups and downs that the process ensues.

This is a review of PewDiePie, with the analytical scope of what role his media has in society, what his multimedia production involves, and whether his actions were ethical over his years.

Part 1- The Role

Today, he's just an entertainer. That's PewDiePie's current role in today's media.

Once, however, he was a symbol everyone could get behind. In October 2018, everyone backed him up during his subscriber count battle with the Indian YouTube channel T-Series. The media he produced at the time gave him a role. It was to show that one person who started out making arguably low quality lets-play videos in his bedroom could eventually gain a massive audience through dedication and hard work. It was to preserve that idea, to not let a faceless cooperation take the top spot for most subscribers.

But unfortunately, PewDiePie lost the race to 100 million subscribers. Around that time things also started to escalate way beyond control, with people graffitiing war memorials with the message "subscribe to PewDiePie" and a livestreamed shooting also had the same message. PewDiePie then asked everyone to stop the movement, saying that it went too far. And so it did.

Afterwards, his role in media became less important. Eventually, PewDiePie lost the subscriber war, as said, and so, went back to covering funny subreddits and making gaming videos.

Part3- The Media

PewDiePie's origins come from video games. He played and recorded them. He converted one multimedia format- games into another multimedia format- video. His usage of fan-generated content like humorous images from his and random subreddits in his current videos also show this usage of using one multimedia format in a different one.

Par le 4-the ethics

PewDiePie has had multiple controversies over the years. Most of these have stemmed from his relationship with can be referred as 'edgy' humor. These jokes would normally be ignored in the wider media landscape because the people who would say them aren't that popular. So in return, because everyone was aware of what PewDiePie was doing due to his size, his edgy jokes would not slide as easily. One of his biggest controversies would be in February 2017, when the Wall Street Journal would release an article detailing some "anti-Semitic and Nazi imagery" he has done. This in turn affected all of YouTube greatly, causing the infamous YouTube "ad-pocalypse". Not even a year later, at the end of 2017, he dropped an aggressive n-word on a gaming livestream, worsening the situation even further.

Were these actions ethical? In the wide scale, no. They weren't. The actions of one man at the top made everyone's experience and even livelihood considerably worse. PewDiePie should have at the time considered how big he actually is and how his actions effect YouTube. Hindsight is 2020 after all.

On the individual level, where his actions ethical? Like stated before, if PewDiePie wasn't the one of the most popular people on the internet he wouldn't have gotten such major backlash. It would have been ignored by the media companies. The jokes would have been gone like the wind. In closed circles inappropriate jokes like the one's PewDiePie used to say would be laughed at, and that's it. Inappropriate humor plays with the subversion of normal ethical ideas, after all.

Keeping all of this in mind, it can be argued that it's ethically ok to make the kind of edgy jokes PewDiePie used to make. Personally speaking, PewDiePie should be able to make those kinds of jokes. It's my type of humor. But then again, should my personal preference overrule the mass media's opinion of "edgy humor is not allowed"? It shouldn't. Humor is subjective, and when subjectivity is introduced, the more common opinion is typically embraced.

Edgy humor is out of the mainstream. The masses deem it unethical.