Understanding

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with Jean Burgess, Centre for Creative Industries and Innovation, QUT
“somewhat difficult object, unstable, all over the place, tending derisively to escape anything we say about it: given the speed of its changes (in technology, economics, programming), its interminable flow (of images and sounds, their endlessly disappearing present), its quantitative everydayness (the very quality of this medium each and every day)”

What is a “YouTube” anyway?
Program in Comparative Media Studies, MIT - USA

Convergence Culture Consortium

Australian Research Council Centre of Excellence for Creative Industries and Innovation (CCI), QUT - Australia

Federation Fellowship program: “Uses of Multimedia”
What is the most popular content on YouTube?

Where does this content originate?

What are some of their common characteristics?

How can we compare the range of uses to which YouTube is being put?
Sample (4,000+) of the ‘Most Popular’ content between Aug. and Nov. 2007
Coded for origin, uploader, genre, themes

<table>
<thead>
<tr>
<th>Content type</th>
<th>Uploader type</th>
<th>Video form</th>
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## Coded for origin, uploader, genre, themes

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**Keyword descriptors**

- Scripted TV content
- Music video
- Animation
- Fan video
- Sketch comedy
- Vlog entry
- Movie clips
- News footage
- Short film
- Newscasts
- Commercial/advert
- Instructional videos
- Trailer
- Documentary
- Live performance
- Talk or Game show
- sports footage
- Unscripted “reality” TV
- Slice of life (“cat videos”)
- Other (emergent types)
- Events (school graduations, national celebration days)
Technology for the Masses

Technology of the Masses?
YouTube GROWS UP
PLUS WHAT GOOGLE REALLY GETS FOR $1.7 BILLION

WIRED TOOLS
OUR HOLIDAY GUIDE TO 107 GADGETS & GIZMOS
SOARING CITIES
FROM LONDON TO VEGAS, A SNEAK PEAK AT THE SKYLINES OF 2012
TICKET MASTER
DIARY OF AN
<table>
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<tr>
<th>Number of Videos</th>
<th>MOST FAVORITED</th>
<th>MOST VIEWED</th>
<th>MOST DISCUSSED</th>
<th>MOST RESPONDED</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traditional</td>
<td>511</td>
<td>717</td>
<td>276</td>
<td>308</td>
<td>1812</td>
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<tr>
<td>User-Created Content</td>
<td>466</td>
<td>277</td>
<td>751</td>
<td>683</td>
<td>2177</td>
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<tr>
<td>Uncertain</td>
<td>103</td>
<td>86</td>
<td>53</td>
<td>89</td>
<td>331</td>
</tr>
<tr>
<td>Totals</td>
<td>1080</td>
<td>1080</td>
<td>1080</td>
<td>1080</td>
<td>4320</td>
</tr>
</tbody>
</table>
Traditional media content used:

- to perform tastes
- to catch up on events
- to mark occasions
- to comment on the ‘best bits’
- Music video, news, sports footage, fave shows
Fair Use    Redaction
Redaction:
‘the production of new material by the process of editing existing content’

“a form of production not reduction of text (which is why the more familiar term ‘editing’ is not quite adequate). Indeed, the current moment could be characterized as a redactional society, indicating a time when there is too much instantly available information for anyone to see the world whole, resulting in a society that is characterized by its editorial practices”

Fair Use | Redaction
Fair Use  Participation
‘User’ ‘Created’

Most discussed

- Uncertain: 17%
- Scripted: 10%
- Promotional: 9%
- Live Music Video: 10%
- Vlog: 6%
- Info+Opinion: 3%
- Other: 5%
- Music Video: 40%

Most responded

- Uncertain: 17%
- Scripted: 10%
- Promotional: 9%
- Live Music Video: 10%
- Vlog: 6%
- Info+Opinion: 3%
- Other: 5%
- Music Video: 26%

Legend:
- Uncertain
- Scripted
- Promotional
- Live Music Video
- Vlog
- Info+Opinion
- Other
Fascination with the technology

Invitation to participate

Reflexive and knowledgeable about YouTube
Fascination with the technology

Invitation to participate

Reflexive and knowledgeable about YouTube
Fascination with the technology

Invitation to participate

Reflexive and knowledgeable about YouTube
Yet, such benefits may not hold if the truncation appears as a result of a natural user behavior. Interestingly, for most of our UGC data, goodness-of-fit suggests Zipf with an exponential cutoff as the best-fit, rather than a log-normal. This makes a stronger case for filtering effects rather than a natural behavior. While Zipf (as a power-law) is scale-free in nature, exponential is a distribution that is scaled or limited in size. Therefore, the two will rarely appear coherently and naturally as a single mechanism. Rather, a more likely explanation is that the underlying mechanism is Zipf, and the exponential cut-off reveals filtering effects in the system which truncates the tail. Nevertheless, revealing the true nature of the truncated tail calls for further in-depth studies.

4. POPULARITY EVOLUTION OF UGC

As opposed to standard VoD systems where the content popularity fluctuation is rather predictable (via strategic marketing campaigns of movies), UGC video popularity can be ephemeral and has a much more unpredictable behavior. Similarly, as opposed to the early days of TV when everyone watched the same program at the same time, such temporal correlation is much more diluted in UGC. Videos come and go all the time, and the viewing patterns also fluctuate based on how people get directed to such content, through RSS feeds, web reviews, blogs, e-mails, or other recommendation web sites. To better understand this temporal focus, in this section, we analyze the UGC video popularity evolution over time. Our analysis is conducted from two different angles. We first analyze whether requests concentrate on young or old videos. We then investigate how fast or slow popularity changes for videos of different age, and further test if the future popularity of a video can be predicted. For the analysis, we use daily trace of YouTube Sci videos.

4.1 Popularity Distribution Versus Age

To examine the age distribution of requested videos, we first group videos by age (binned every five days) and count...

Figure 6: Distribution of request volume across video’s age, based on Sci daily trace;

Figure 7: Age distribution of top 20 videos...
Uploaders

- Traditional
- SME/Indie
- Organizations
- User
- Uncertain
Welcome to NO GOOD TV!

We put the "F-U" back into fun with new, celebrity-packed episodes of our coolest shows and the hottest uncensored music videos added to our YouTube channel every day. SHARE THEM...EMBED THEM...WATCH THEM ALL...just don't steal our shit!

If you want to see the clips that are 18+ then log in to your YouTube account and check out the hidden, hot stuff.

For a real good time visit NGTV.COM anytime and see hundreds of EXCLUSIVE and UNCENSORED episodes of all our shows and super hot versions of music videos we just can't show you here!!

It's so good...it's NO GOOD!

Let the games begin!

ALL TIME VIEWS
193,919,249
#4 - Most Viewed (All Time)

http://www.NGTV.com
http://www.myspace.com/ngtv
http://www.myspace.com/cameoasag
what is a ‘user’ anyway?
Authenticity and transparency are both important and a plaything.

Categories and roles are not fixed within a participatory system.
What does this illuminate about YouTube?
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<td>Participatory</td>
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MangoFace94: “probably the no. 1 fan [of] Letterman”

“the media company got sight of mind clear to say ‘Why don’t we embrace it? If we can wrap around a safe, clean, well-light environment to monetize this thing, what’s the difference between Mangoface94 and CBS as editors?”

“Media needs to be more comfortable with users as editors”
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Patterns of removal
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Traditional media content is viewed and favorited more

User-created content is commented on and responded to more
What do we do with it?

- Community management and distribution are fundamentally linked
- Balance between promotional and participatory determine value, risk, use