YouTube-Genres der 10- bis 14-Jährigen – ACT ON! Short Report Nr. 4

Engl. transl.: YouTube genres of 10- to 14-year-olds – ACT ON! Short Report No. 4

# Keywords

* YouTube
* media analysis
* risks

# Details

## Year

2017

## Issued

2017

## Language

German

## Authors

Gebel C.;Brüggen N.

## Type

Short report

## Topics

Content-related issues

## Sample

"In the selection of exemplary YouTube stars, we refer to four genres that have proven relevant in terms of their orientation function in the previous ACT ON! monitoring surveys (see Gebel et al. 2016, p. 15f): Beauty/Fashion/Lifestyle, Comedy, Let's Play and Vlogs. For each of these genres, six exemplary representatives were identified. The analysis covered the main channel as well as secondary channels (maximum three) and selected social media presences. For each channel, the content of five to six videos with associated comments was also analysed. Thus the analysis comprises 45 channels (24 main, 21 secondary channels). This includes 224 videos, 65 social media presences and 123 posts." (Gebel/Brüggen 2017, 7-8 [translated by the coder])

## Implications For Stakeholders About

Researchers

# Abstract

The ACT ON! Short Report No. 4 „...und schreibt mal einfach in die Kommentare #Schüler!“. YouTube genres of 10 to 14-year-olds, takes a closer look at the most popular YouTube genres. YouTube stars attract a lot of attention among this age group. Whether it's about fashion and beauty, the best lifestyle or the question of good friendships - Youtubers have something to say about almost everything on which young people seek guidance. Especially about what it's like to become and stay a YouTube star.

# Outcome

"Several examples confirm that YouTube - unlike television programmes, for example - is not subject to a content review and classification by self-regulatory bodies involving reviewers from different social groups concerning social-ethical norms. Therefore, the recipients' ability to understand the content increases. Many of the analysed videos are a challenge, if not a demand, for 10- to 14-year-olds in terms of content and social-ethical classification. Particularly in the humorous context, the positioning on violent conflict resolution, the use of ethnic and religious stereotypes as well as gender role stereotypes and sexism is often contradictory and not very transparent. There are hardly any findings on how YouTube stars are received. More in-depth interviews are needed to find out how adolescents use and reflect on such content and how they deal with the restricted mode. In terms of their role model function and social-ethical norm violations, the channels of YouTube celebrities with the highest reach tend to be less problematic than those with the lowest. Especially Youtubers with a lower number of subscriptions seem little prepared for their role as a model. The potential that YouTube channels offer for addressing online risks and disseminating constructive solutions seems far from exhausted. Although Youtubers also address the disadvantages of prominence and the professional use of their channels, they promote an overall positive image of being a YouTube star, which offers young recipients potential incentives to copy them. Even if some of the strategies of revenue generation and audience retention can be understood through the analysis, the self-presentation remains intransparent in many respects." (Gebel/Brüggen 2017, 3-4 [translated by the coder])