

YouTube – A New Space for Economic Development and Prosperity

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Abstract

Information and communication technologies (ICT) is used as a general term for diverse set of technologies which enable users to create access, disseminate, store, manage, and communicate information in a digital format. As an emerging phenomenon, social media are media for social interaction. They amalgamate social interaction and technology for value co-creation, one corollary of which is user-generated content which takes a wide variety of forms: ideas, text, videos, pictures, and so on. Although Information and communication technologies (ICT) and social media are conceptually different, they are intertwined and inextricably connected. And they converge when mobilized as resources for or employed as means in social change, a process that entails altering social patterns of a society, which can involve economic development, political progress, cultural change, social revolution, etc. This paper identifies the potential of YouTube as one of the prospective self employment options for economic developments and prosperity.

Keywords: ICT, youtube, social revolution, political progress

Chapter One: INTRODUCTION

Why YouTube needs to be studied?

The computer industry has always loved buzz words and one of the latest is the social networking. In simple terms social networking is a way of using your computer to talk to other people, exchange pictures and whatever you want to do.

YouTube is a video sharing website where the user could upload; share and view content. The website averaged nearly 20 million visitors per month according to Nielsen rating. YouTube's pre-eminence in the online market is substantial. YouTube entered into a marketing and advertising partnership with NBC in June 2006.

From its scrappy beginnings in February 2005, the platform has grown into a launching pad for bona fide Internet celebrities. Since its development, YouTube has become the second most popular site in the world. (Alexia, 2017). YouTube is a key international platform for socially-enabled media diffusion. To complement the content broadcast/consume experience, YouTube connects seamlessly with major online social networks (OSNs) such as Facebook, Twitter, and Google+ to facilitate off-site diffusion. In fact, 12 million users have linked their YouTube account

with at least one such OSN for auto-sharing, and more than 150 years of YouTube content is watched on Face book every day. More importantly, YouTube serves as a popular social network on its own, connecting registered users through subscriptions that notify subscribers of social and content updates of the subscribed-to users. (Zhu, 2012)

It has revamped from a normal video sharing site into a job opportunity for content creators. The research focuses on how YouTube creators have built their career online. The study also found that how YouTube can lead to new avenues for economic development in whole.

YouTube is an American video-sharing website headquartered in San Bruno, California. The service was created by three former PayPal employees - Chad Hurley, Steve Chen, and Jawed Karim in February 2005. Google bought the site in November 2006 for US\$1.65 billion; YouTube now operates as one of Google's subsidiaries.

YouTube has come a long way from the days of grainy vlogs and lip syncs on built-in desktop webcams. From its scrappy beginnings in February 2005, the platform has grown into a launching pad for bona fide Internet celebrities. Since its development, YouTube has become the second most popular site in the world. (Alexia, 2017). YouTube is a key international platform for socially-enabled media diffusion. To complement the content broadcast/consume experience, YouTube connects seamlessly with major online social networks (OSNs) such as Face book, Twitter, and Google+ to facilitate off-site diffusion. In fact, 12 million users have linked their YouTube account with at least one such OSN for auto-sharing, and more than 150 years of YouTube content is watched on Face book every day. More importantly, YouTube serves as a popular social network on its own, connecting registered users through subscriptions that notify subscribers of social and content updates of the subscribed-to users. (Zhu, 2012)

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Chapter Two: LITERATURE REVIEW

Let us discuss the various foundation avenues of YouTube.

Background of YouTube

YouTube was created in February, 2005 and it saw a rapid growth since within sixteen months since its creation. According to the study in 2006 YouTube attracted 100 million of views per day. In October 2008, the site attracted 100 million American viewers per day, estimated as two third of internet users in the United States.

Understanding how YouTube got to the point of reaching hundreds of millions a day is important. Before 2000, the web was mostly a publishing medium, but later it turned out as more communication oriented. The web opened a possibility for a large amount of user generated content. YouTube led to the advent of content generators who were identified as amateurs or prosumers. These amateurs started creating their web spaces

by sharing the skills they learned or which they knew. The beneficial part of YouTube was that it allowed the people to not only consume but also to create. (Cayari, 2011)

Construction of identity

The social identity theory outlined by Tajfel and Turner (1979) proposed that there are three mental process involved in evaluating "us" from "them". This categorization takes place in a particular order. In the first category we categorize people in order to understand the social environment. We use social categories like Black, White, Hindu, Muslim and Student because they are useful. In the second stage of social identification, we adopt the identity of our group we have categorized ourselves as belonging to. There will be an emotional significance to your identification with your group and your self esteem will become a bound up with the group membership. The final stage is social comparison. Once we have categorized ourselves as a part of a group we then tend to compare that group with others. If our self esteem is to be maintained our group needs to compare favorably with other groups.

YouTube's popular culture

The author in his book 'YouTube the online video and participatory culture' describes the various aspects of YouTube which adds to the popular culture. In the third chapter he discusses the research done on the popular videos of YouTube. The sample was divided into most viewed, most favorite, most responded, most discussed. The survey favored the user created sources- content which was produced outside of the mainstream, broadcast or established media. The user created content dominated the most viewed category which was in the form of vlog, sketch comedy, musical performances. According to Bruns (2007) YouTube makes sense because people used it in their everyday lives. They no longer had to resort to the auxiliary media forms to respond to the culture around them. Jhon Hartley (2008) describes the content formation in the mode of cultural meaning making as 'redaction'- 'the production of new material by process of editing existing content.' He add saying that media consumption under such a model, has moved away from being a 'read only' activity to becoming a 'read write' one. So to understand the success of YouTube the author says that rather than just focusing on one aspect which is the source of the content creation, the model has to understand the part of audiences. Because audience hood – quoting, favorite, commenting, responding, sharing and viewing all leaves traces and therefore they all have effects on the common culture of YouTube as it evolves. (Green, 2009)

Further THE HINDU newspaper in its Business Line segment published an article stating 'YouTube mobile viewership hits 180 m in India' on March 23, 2017. . The article states that YouTube is seeing a massive surge in India with 180 million monthly active users on mobile devices alone. "The content ecosystem has matured in the last year due to improved internet access. With over 300 million smart-phone users in the

country, creators are coming from tier-2 and -3 cities," David Powell, director, online partnerships and development, YouTube, APAC, told *Business Line*.(newspaper, 2017)

The concept of celebritification in the virtual world

According to the author, proliferation and expansion of the field of celebrity itself makes celebrity role as an attention trap even more significant & increases the commercial value. Rather than displacing the mega celebrities there is an increasing range of celebrity field including the bloggers , reality TV personalities & YouTube video stars who can stand above the growing crowd even more strategically important and valuable & can direct ones attention in an increasingly crowded celebrity scene. (Krieken, 2012, p. 135)

Age an important factor of identity formation on social networking sites

The age related differences plays an important role in the online communication. In this research two user groups (teenagers' v/s older people) were examined to understand their social capital in the virtual settings. Findings show that teenagers tend to have more friends than the older people. In addition to this most of the friends of the teenage users were of the similar age. Whereas older people had heterogeneous friend circle. This indicates that younger people have larger social networks and older people have diverse social networks. Other findings state that teenagers make more use of different media on their profile pages when compared to the older users. Even the comments received by the users were analyzed which showed that the teenagers received almost ten times more than the older people. The other usage differences found were that the teenagers tend to use full capacity of available media where as older people more reluctant to it. While analyzing the representation part of these two groups it was found that teenagers use more of self references in their self descriptions than the older people. Teenagers tend to use more negative emotions and overall cognitive words than the older people. In addition the findings show that teenagers tend to write not only in informal way but also focused more on themselves and their emotions when representing themselves. (Ulrike Pfeil, 2008).

Economy of Virtual World

The author in her book describes the economy of the virtual world is alive and growing. Due to technological advancements and growing importance of virtual life, money generation has been doubled in the virtual space. The growing demand of the virtual content by the growing viewers has led to the increase in the economical base of the new media. To it the author adds that the prospects of making money in the virtual world is exciting because it is as building market place for virtual goods and services. According to Linden 2009 "In 2008, virtual goods entrepreneurs, landowners, in world builders& service providers generated user to user transaction totaling US\$350 Million" (Hodge, 2011, pp. 282-83)

Chapter Three: Research design and Methodology

Statement of problem

YouTube has become one of the attractive online video platforms. It has transformed from a video sharing site into a job opportunity for content creators. The study examines how YouTube creators have built their career online. It further studies how YouTube can lead to new economic avenues in the country.

Hypothesis

H0 YouTube is not an effective platform for self employment.

H1 YouTube is an effective platform for self employment.

Research question

Through the study the research aims to find the following questions:

RQ 1 How does You tube plays an important role to built the online career ?

RQ2 How does YouTube create new economic avenues?

Methodology

Case study method enables a researcher to closely examine the data within a specific context. Case studies, in their true essence, explore and investigate contemporary real-life phenomenon through detailed contextual analysis of a limited number of events or conditions, and their relationships. This study analyzed elements within the videos of two prominent You Tubers and the structure of their channel. They were selected based on the ranking from Social Blade, a statistics website that tracks growth across social media platforms including YouTube. The youtubers are selected from two different categories wiz 'how to & style' and 'comedy'. The top 2 You Tubers are the grade 'B+' You Tubers accredited by social blade.

Utility of the research

Social media is a vibrant tool of communication today. Thus researcher tries to understand the potential of social media to become a prospective career option for individuals, which in turn will lead to the economic development.

Limitation of the study

Several items in the research process could limit the study and the result. Due to the time constraints, only two cases are studied thus, results cannot be generalized on a larger scale.

Chapter Four: Case study And Observation



Case study1

YouTube Channel name: Nisha Madhulika

Category: How to & Style

Total Grade: B+

Nisha Madhulika is an Indian chef and YouTube personality. At the age of 55 she debuts her career in the kitchen by shooting videos of delicious and easy recipes on her official YouTube channel. In 2007, she started her journey by writing blogs on cooking and turned her passion into reality. In 2011, she launched a food and recipe YouTube channel that now has over 18 million views every month. She has over 3 million subscribers on her YouTube channel and 804,346,484 views as at February 2018. Her main aim is to popularize home-cooking, healthy Indian good, vegetarian cooking. As of now she has 1,254 video uploads. Initially, she was writing recipes on <https://khanabanana.wordpress.com>, but later on she worked on her website <http://nishamadhulika.com/>.

In her initial vlogging stage she has shot videos in Hindi language. But as she grew in the online community, viewers from Australia, Africa and other countries are requesting for a demonstration in their language, so she started giving English subtitles too for her videos. By 2011, she had written over 100 cooking recipes on her blog. In November 2013, she was made the face of YouTube's Helping Women Get Online (HWGO) initiative in India.

In 2014, she was the YouTube top chef. Nisha has been featured in interviews in Lok Sabha TV, as a face of YouTube's #seesomethingnew drive in 2016. She has also been a contributor to 'Project Druv' an initiative by Tata Trusts India to bring internet content to villages of India.

In 2016, she was named by Economic times among "India's top 10 YouTube superstars". Nisha was featured in Vodafone's 'Women of Pure Wonder' coffee table book in 2016.

In November 2017, she won the award as the Top YouTube Cooking content creator in the Social Media Summit & Awards 2017.

She has extended herself by stepping in the social world of Face book in 2010. As of now her Face book page has approx. 502,083 likes. She has presented her channel on her face book cover page saying "see something tasty #seesomethingnew".

Estimated earnings of Nisha Madhulika by Social Blade :

Time Period	Estimated Earnings (Approx.)
Daily Earnings	Rs. 16799
Monthly Earnings	Rs. 8049883.75
Yearly Earnings	6 Trillions

Nisha started shooting videos with the available sources at home using joined tables, spare lights and camera. After she started earning via YouTube, she bought better quality setup and has a team of 5 people now. They shoot 2-3 recipes in a week and rest of the days are spent researching and answering the comments and feedbacks.

She's has also been featured in magazines like Economist, Bloomberg, India Today and so many more. She also has food columns on several websites where she contributes to Indian Express, Amar Ujala, Times of India and Dainik Bhaskar.



Case study 2

YouTube Channel name: Mostly Sane

Category: Comedy

Total Grade : B+

Known for her YouTube channel, Mostly Sane, Prajakta Koli, a former radio presenter has seen a phenomenal success in a span of 2 years. She has a fan following of over 7 lakh subscribers on her YouTube channel consistently mainly of teens, Koli is a one digital entertainment talent who is a youth favorite for the relatable, fresh and slice of life content she creates around the most mundane things that we come across in our daily lives.

Her first video "5 types of singles on valentine's day" came out in Feb. 2015 and since then she has won hearts of millions. As of now she has 342 uploads. Her dedication to videos has earned her a loyal following of subscribers, something she would attribute to her "massy" appeal. She has leveraged herself through social networking sites such as face book, instagram and twitter. As on 2018 she has 170,215 likes, 242,964 followings on face book and instagram respectively.

Prajakta has recently kicked off her social initiative #Ipledgetobeme aimed at addressing body shamming. The initiative started with a simple call to action video on world mental health day, wherein she received thousands of mails from fans about how they have experienced body shamming. To take the initiative further Prajakta created a music video called shameless. Upon release shameless has crossed over 2 million views across face book & twitter. The music video has also been shared by some of the leading media publications like Times of India & India Today. Prajakta is in the process of taking the initiative on ground by visiting schools & colleges and talking about body shopping.

Estimated earnings of Prajakta Koli by Social Blade:

Time Period	Estimated Earnings (Approx.)
Daily Earnings	Rs. 6670
Monthly Earnings	Rs. 224498
Yearly Earnings	3 Million

On daily basis the video gathers an approximately average of 423,658 views. She has also presented herself in Ted Talk, India's leading innovative talk show. Her work has also been featured in Bombay Times and Scoop Whoop. She has also been a panelist in various events like Malhar, Comic Con and many more.

Chapter Five: Discussion and Conclusion

This chapter summarizes the study by highlighting the research conducted on the topic. The conclusion is based on research question which is drawn from the outcome of the research and findings. It even provides recommendation for field practitioners by the researcher. This chapter concludes with the further scope of study to enhance the quality of results.

RQ 1 How does YouTube play an important role to build the online career?

YouTube is a key international platform for socially-enabled media diffusion. YouTube has revolutionized the way people all over the world share information, entertainment, education, and advertising. According to public statistics, more than 48 hours of video content is uploaded every minute and 3 billion views are generated every day. For the first time ever, programming has been taken away from the major players with the big money and put squarely in the hands of every person who decides to create and post a video. You may not have the fame and glory, yet, but you have the same shot at exposure that once was reserved only for those rare few people destined to become stars.

YouTube defines itself as "a community where people are entertained, informed, educated, and inspired through the sharing of video." The feature of creating user generated content on the social networking sites help the individual to create their virtual identity in the online world. As the concept is all about virtual, the feature of customized identity adds as an advantage. As online world is an active space, an individual posting their content gets responses at higher speed. There is a rapid growth in the digital audiences by steep cuts in data pricing following the launch of 4g services by Reliance Jio. The responses are usually in the form of likes and shares. According to the latest researches there are over 1.86 billion monthly active Facebook users which is a 17 percent increase year over year. Every 60 seconds on Facebook: 510,000 comments are posted, 293,000 statuses are updated, and 136,000 photos are uploaded. These responses act as a tool of promotion for the individuals so that they can reach large audiences. In this entire process the individual gain certain visibility among their own virtual circles. And this is how the identity formation occurs in the virtual space.

One of the best ways to build subscribers is to support others in their YouTube marketing efforts. Comment, like and subscribe as frequently as possible to other content-creators on YouTube, and wait for the reciprocation. Take a few minutes a day to find some new and relevant YouTube channels, pay attention to their content and leave real, genuine comments.

Also to get more subscribers to their channel they use creative titles, tags, and annotations. In this process the individual gains fame and popularity and develop their own community of micro audiences.

RQ2 How does YouTube create new economic avenues?

Created in 2007, the YouTube Partner Program (YPP) has over 20,000 partners from 22 countries around the world. It is a program that promotes outstanding content on YouTube by sharing YouTube's advertisement revenues with content creators. To qualify for the program, users go through a manual selection process that considers criteria such as size of audience, quality of content, compliance with YouTube's Terms of Use, among others.

If you're a YouTube success, the company is absolutely the first place you can expect to turn for earning real money. And this advice goes beyond the Partner Program. With one of the world's busiest Web sites, and the world's second busiest search engine behind only Google's, YouTube is where the people are. It has the most traffic by far of any video-sharing site, and it therefore offers you the best opportunity to make money in lots of ways, all from your videos.

Another way to make money from your video is to earn advertising dollars from it. Online video advertising, like other facets of Internet advertising, has evolved and gotten more sophisticated. The IAB has defined four standard formats for in-stream video advertising (in-stream is the kind YouTube offers): pre-roll; interactive pre-roll, which invites the viewer to click a button to make something happen; overlay ads; and non-overlay ads. The online ad firms Break Media and Panache did a comprehensive study of video advertising, testing the effectiveness of these ads. The study involved what the ad firms felt was a representative sampling of companies: truTV, Honda, and T-Mobile. They found that 87 percent of viewers were willing to sit through pre-rolls in order to see their content. Generally, younger audiences are more likely to sit through pre-roll ads than are older ones. Those results show the payoff is coming and it's

coming big. Right now, online video advertising comprises just 2 percent of the money spent for all Internet advertising. That number will increase dramatically, according to the online market research firm, from about \$505 million in 2008 to \$5.8 billion by the end of 2013. For added perspective, by 2013 total Internet advertising will approach the advertising dollars spent on television.

➤ Google AdSense for Video

As YouTube's parent, Google should have figured out a way to incorporate its AdSense program into its video-sharing site. AdSense is the advertising program that turned Google from a simple search engine to a money machine. Through AdSense, Web site owners can have Google select ads based on the site's content, and then place those ads right on their sites. They do nothing except sign up for the program and collect checks, as people click on the ads.

➤ AdBrite

AdSense for Video isn't the only service available that automatically places advertiser's ads in your videos. A company called AdBrite offers a similar program called InVideo (the same name that Google uses!). Through this program, AdBrite will place interactive text ads within your videos, whether they appear on your Web site or blog or are embedded on other sites. "The ads are not intrusive and disappear within a few seconds," says a company representative. The AdBrite program will also allow you to brand your videos by placing your logo in them. For more information, go to www.adbrite.com/mb/.

➤ Leveraging your videos

Once you've built a YouTube presence, your videos can lead to other revenue streams. You may never choose to sell anything associated with your videos, but there are less direct ways of earning a buck from the content you produce. Once you achieve a level of success, you may become a consultant. Naturally, with the industry growing more competitive, the number of companies that consult will grow exponentially. Then you'll need to market yourself more aggressively.

➤ Joining Affiliate Programs: Amazon's Your Video Widget Program

Amazon has a new affiliate program—Your Video Widget—that makes it easy for you to incorporate product links and product popups for Amazon products right in your videos. When people follow the links

to Amazon's site and buy things, you earn referral fees. To be eligible to participate, you have to first join the (free) Amazon Associates program.

➤ Promotional sponsorships

More and more companies are attaching their names to online video content, through direct sponsorship or product placement deals. These "customized branded-content opportunities," as Fast Company has referred to them, have injected much-needed cash into the coffers of some video content producers.

SWOT analysis on the basis of the above discussion:

On the basis of above discussion the potential **strength** of you tube comedians are-

- YouTube is an Affordable platform for the comedians.
- YouTube is easily accessible and user friendly to operate. Thus it is easy for the comedians to setup their channel on YouTube.
- Comedians gain popularity and fame through YouTube.
- You tube is a good source to generate income for the comedians.

Now let's discuss the **weakness** of YouTube comedians

- The you tuber needs to have patience. If he/she becomes impatient he/she cannot become a successful you tuber.
- Video- blogging is a multi tasking job as most of the times you tuber is a one man show.
- Making YouTube videos is a time consuming and tedious process. Thus you tuber has to put a lot of hard work to attend his goals.
- A you tuber needs to be open minded to accept different views of the audiences and other you tubers.

The various **opportunities** in the field of YouTube are

- You tubers can collaborate with brands to maximize their audiences.
- They can merge with CSR activities to increase their visibility in the media.
- YouTube can be a good self employed option.
- Successful you tubers get wider exposure in the media industry.

The various **threats** of this platform are-

- Due to the rapid growth of YouTube, the competition between you tubers has increased tremendously.
- According to the National Center for Biotechnology Information, at the U.S. National Library of Medicine, the average attention span of a human being has dropped from 12 seconds in 2000 to 8 seconds in 2013. This means that you tuber has to be creative enough to attract his audiences.
- If YouTube starts working on paid subscription than it can be a threat for you tubers as they might lose their viewers.
- As there are numbers of new social networking sites emerging in the market. Thus it is a potential threat that You Tube can lose its market.

So from the above discussion the researcher accepts her alternative hypothesis that Youtube is an effective platform for self employment.

Further scope of study

According to the researcher further research is needed to explore the quantitative aspects of the study. In depth interview of the You Tuber's can be a rich source of study. The further research can be conducted on a large sample size which will surely provide certain variations in the study.

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