

TECH3022-17 Advanced Social Media Production

Workshop Thirteen: Project Planning – YouTube Formats

Question	Constraint	Affordance	Work-Around
What does YouTube allow you to do?			
What does YouTube open-up?			
Who does YouTube empower?			
What's gained in embracing YouTube?			
What does YouTube stop you from doing?			
What does YouTube close down?			
Who is marginalised by YouTube?			
What's lost in embracing YouTube?			

In what way does YouTube support content development and sharing that is:	
Procedural (composed of executable rules)	<ul style="list-style-type: none"> • <i>What are the 'procedures' for accessing, searching, using and sharing content on YouTube?</i> • <i>What are the conditional behaviours that YouTube requires for posting and sharing content?</i> • <i>How does YouTube help content spread?</i>
Participatory (inviting human action and manipulation of the represented world)	<ul style="list-style-type: none"> • <i>How does YouTube encourage users to 'poke' around and experiment with content?</i> • <i>How does YouTube enhance a sense of 'participation' and the sense of reciprocal interaction?</i> • <i>In what way do users get excited about using and sharing content on YouTube?</i>
Encyclopaedic (containing very high capacity of information in multiple media formats)	<ul style="list-style-type: none"> • <i>How much information is it possible to access using YouTube?</i> • <i>What forms of knowledge exchange are promoted by YouTube?</i> • <i>How do you sort the good from the bad content, or the useful from the redundant content on YouTube?</i>
Spatial (navigable as an information repository and/or a virtual place)	<ul style="list-style-type: none"> • <i>What does YouTube offer its users in terms of 'navigable spaces'?</i> • <i>If YouTube is a space, what form does that space take?</i> • <i>How can these spaces be reimagined and what different techniques do we need to adopt to navigate them?</i>

Rank the following YouTube genres in relation to:

- **Openness** – a shared process of the development of ideas and intellectual property. Ideas can come from anywhere, and not just those people who we designated as ‘creative’ or ‘intellectual’.
 - **Peering** – organisations that are decentred and flat, with an emphasis on self-organisation which eschews hierarchical management.
 - **Sharing** - limiting intellectual property rights so that emerging markets can develop with more momentum.
 - **Acting Globally** – Widespread development and production practices that are facilitated by information and communication technology, across territories, time zones, traditions and cultures (Tapscott & Williams, 2010).
-
- How can we make sense of the different practices, tools, ideologies, and technologies of participation culture?
 - How do we account for power in participation platforms?
 - What and where are the limits of power in participation culture?
 - How can we describe the routines of participation?
 - How can we describe the processes of governance and inclusion?
 - What are the technical and cultural affordances that shape our routines and protocols in network life?
-
- Lower Expectations.
 - If something is worth doing, it's worth doing badly.
 - If you can't join it parody it.
 - Fake it till you make it.

	Openness	Peering	Sharing	Acting Globally
Product Review Videos				
How-To Videos				
Vlogs				
Gaming Videos				
Comedy/Skit Videos				
Haul Videos				
Memes/Tags				
Favourites/Best-Of				
Educational Videos				
Unboxing Videos				
Q&A Videos				
Collection				
Prank Videos				
Other				
Other				
Other				

Rank three chosen YouTube stars in relation to:

	Personality 1	Personality 2	Personality 3
Artistic expression			
Civic engagement			
Strong support for creating and sharing			
Experience is passed along to novices			
Members believe their contributions matter			
Feel some degree of social connection with one another			