

**TECH3022-18 Advanced Social Media Production**

**Workshop Thirteen: Project Planning – YouTube Formats**

**1 Discussion – YouTube Production Communities**

- As a form of social media, what can YouTube offer your project?
- Can YouTube be used as an effective multimedia platform?
- What kind of content would you need to produce for YouTube and what form would it take?

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

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

**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).
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- 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?
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- 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			