



# *SOCIOLOGY* *LITERATURE* *REVIEW* *EXAMPLE*



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YouTube could shortly be described as the current (content and diversity) media platform that has changed media generation and use of different content. We have replaced the romanticism of television, the media "nation-union" by using and watching user-generated "television" that moved to our palms. YouTube started working on February 14, 2005. It was founded by former PayPal employees (an American company that organizes and enables a global online payment system): Chada Hurley, Steve Chena, and Jaweda Karima. Forbes magazine writer Hugh McIntyre (2015) describes the idea as a birthday party in San Francisco only a year before the official launch of the site. Asked what the complexity of the platform name was, she replied the most popular global page that works in principle asks the question and finds the answer Quora. Specifically, one of the users at Quora, a linguist consultant and writer Joe Devney (2017), explains that YouTube got its name because of the English vocabulary YOU (refers to a user who can personalize it) and the English noun TUBE, which means the old term for television (when it was in its original form, it had a visible tube, the "tube (s).") In general, the name means a participatory culture of creating and sharing the content.

From 2005 till today, YouTube has built a cyber space, content online, enabling his choice and preference, or paying millions users through subscriptions and tracking, and all of them have been educated by those who create this content. Likewise, YouTube, according to its policy, protects the open liberalization of content selection when creating content, and finally, of course, the ability to participate in monetization. Apart from the content created by the company (formerly) of amateurs and "ordinary" users, and nowadays already professional vloggers, the site also promotes sociality. With Facebook, Twitter, Instagram and other fast growing networks, YouTube is a kind of social network. Patricia G. Lange (2008, p. 362) points out that YouTube was initially a social network for its original service, which is the sharing of video content.

New media, especially YouTube, have also begun to be used for political purposes. Dickey (2013) exemplifies this in the first organized YouTube presidential debate in June 2007. Even seven of the 16 presidential candidates announced their campaigns and candidatures right through YouTube.



Campaigns and candidates questions could come from online community users who could ask questions through text (commentary) and video form. It is also the first time in history that a presidential historical debate has taken place that was led by the form of video generated messages. First and foremost, a "Q & A" (questions and answers) is the form of communication between users and presidential candidates. The questions came from the user, and the answers were given instantaneously, online. Such a form of "Q & A" (which has remained among many YouTube users to check its wishes and interests of followers), went a step further than other content categories on YouTube in the political sphere. Of course, we must mention the phenomenon of Barack Obama's politicians. Namely, columnist Daniel Nations (2016) points out that what Franklin Roosevelt had been doing or say to John Kennedy's television - Barack Obama has become a social network. Among them are the most used YouTube and Twitter (which, as we see today, as its main point of advertising for some social problem or its rhetoric has been gained by the current US President Donald Trump). David Talbot (2018) writes that in just a few days of creating and activating official campaign accounts on networks like Twitter, Facebook and Facebook, Obama has over 50,000 active users, and YouTube has become his most promising platform during the campaign. YouTube has in its form allowed options such as the ability to listen to the entire speech that Obama, knowing it, has adapted his form to sound just as well and effectively as the only few seconds out of these speeches on the evening news. In September 2006, Guardian's journalists Amanda Michel and Ed Pilkington (2012) point out, Obama has served as Senator of Illinois and his official YouTube profile was made, and only six years later, his content on YouTube was reviewed by 204,048,235 users. Michael and Pilkington (2012) also rely on research conducted by the American Pew Research Center, through a project within the Internet & American Life Project. The obtained data was summed up by Aaron Smith (2011) who watched the use of YouTube videos during political campaigns. He concluded that increasing numbers pertaining to politicians on the internet contributed to the video material: "The review frequency scale highlights the growing importance of video as a political communication tool as well as Obama's personal dominance in exploiting that form.

Along with the hustle-bust online campaigns, video is now the core element of their thinking at all levels of US policy, starting with the presidential election. The media takes advantage of popularity, high availability, and ease of sharing through social networks. "An interesting angle of view of the importance of using video and YouTube in politics is to avoid the media forms of expression so far.

Specifically, avoiding the original power of classical media (such as newspapers, magazines, radio and television) to report objectively about the campaign, and (at) gain the ability to make their own personalized and personalized online character exactly the opposite - subjective reporting. Michael and Pilkington (2012) are well-endorsed by the quote of Pete Daou, who has been in charge of Hillary Clinton's 2008 campaign and said it was always the ultimate goal of political campaigns: "Campaigns have always wanted to bypass the media but in the past they simply did not have technology to do so. Among politicians, there is an opinion that campaigns can replace journalists and media forms of promotion. "Through YouTube, politicians could make it easier and faster for users to share the content they wanted. Except for them, they were more likely to be influenced by different media (NBC, NPR, Guardian), which led to the reporting and uploading speed rather than checking it. The media were so successful in fast transmissions, and politicians were sending messages through a lighter communication channel on a daily basis and directly to the user platform.

Take for example a 17-minute documentary "The road we've traveled" set on the Obama Channel that was synchronized by the famous actor Tom Hanks and directed by Oskar winner Davis Guggenheim. The documentary echoed in the media. Just dancing to the popular Crazy In Love American Beyonce song, Obama collected 12 million views, demographically showing that reviews came from a group of younger adults, or potential voters. Michael and Pilkington (2012) conclude that such an "internet nature of content that is expanding at lightning speed" was certainly in the minds of the organization of a political campaign and "designed with social networks in mind".

Another political proof of the virulence and power of YouTube, which, with its ease of use and its ability to expand content, is an opportunity to increase the feelings of personal power, is the phenomenon of the Arab Spring. Naturally, social networks and YouTube were not the cause of political change, but were a means of organizing and sharing data. The Social Capital Blog (2011) blog called YouTube the "social protest accelerator", still in the initial stages of the reform. He points out that it is interesting to observe places like Libya or Jamal.

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