

00:00
I just want to start off a little story
00:08
in 1989 just as Tim berners-lee assort
00:11
launching the foundation of what will
00:13
become the world wide web Kevin Kelley
00:16
is invited by ABC to consult about where
00:19
to go with this internet thing you know
00:21
this internet is starting to get
00:23
traction and ABC want to know what to do
00:24
about it and Kevin Kelley gave him this
00:26
best pitch he could but ABC wasn't
00:29
buying into it in fact later Stephen
00:31
Weiss Wasser suggested you are not going
00:33
to turn passive consumers into active
00:35
trollers on the on the internet so we
00:37
can kind of look at the scorecard today
00:39
if we check where we stand right now
00:41
night in 1948 ABC started broadcasting
00:44
and they became the third network to do
00:46
so so they were like the third major
00:47
network and if you think of this this is
00:50
60 years ago so it's 2008 - 1948 60
00:53
years those three networks if they had
00:55
been broadcasting every day for every
00:56
hour of the day for those 60 years it
00:58
would be over 1.5 million hours of
01:00
programming which is a lot but YouTube
01:02
produced more in the last six months and
01:05
they did it without producers they did
01:06
it with just like people like you and me
01:08
anybody who's ever uploaded anything to
01:09
YouTube and so on YouTube today there's
01:12
over 9,000 hours that are uploaded every
01:13
day it's the equivalent of almost 400
01:16
always on TV channels but it's not
01:18
really 400 always on TV channels because
01:20
it's actually 200,000 three minute
01:22
videos and trust me I've watched about
01:25

8,000 videos in the last three weeks and
01:27
this is not mass media I a large
01:31
percentage of this is actually met for
01:32
less than 100 viewers so it's really an
01:34
interesting phenomenon and 88% of the
01:36
content that's coming through the front
01:38
doors is new and original which is
01:39
actually better than the network's do so
01:43
so but that's the story of the numbers
01:46
and this is really a story about new
01:47
forms of expression and new forms of
01:49
community and new forms of identity
01:50
emerging and so instead I want to start
01:52
with another little story and this one
01:56
instead we're going to start with the
01:57
Moldovan pop song from 2003 everybody's
02:00
like groaning okay
02:02
okay so this is launched in 2003 it
02:05
becomes a big hit in Italy in 2004 it
02:06
spreads throughout Europe later that
02:08
year then travels over to Japan where it
02:11
mixes with the culture of animation
02:13
where people start making videos of this
02:16
this one of these videos travels all the
02:18
way to the suburbs of New Jersey and
02:21
there Gary Brotsma looks into his webcam
02:25
and says hello and this is like this
02:29
great moment I'll just let you hear the
02:31
music for a second hiding here okay and
02:36
there's this great moment
02:37
Gary walk is written about this he says
02:39
rose was video single-handedly justifies
02:42
the existence of webcams and he goes on
02:44
to say because here he is sitting in
02:48
this dismal looking suburban bedroom but
02:50
he's really going for it flirting with
02:51
the camera
02:52
utterly given over to the music it's a

02:54
movie of someone who's having the time
02:55
of his life wants to share his joy with
02:57
everyone and doesn't care what anyone
02:59
else thinks so this video obviously
03:04
becomes like a huge phenomenon some
03:07
people have suggested it's been viewed
03:09
600 million times I'm not sure what the
03:11
proper statistic would be but here you
03:13
see some of the new jersey is finding
03:16
itself into email boxes everywhere and
03:19
folks this one is the real deal so he's
03:22
on the Today Show he's on vh1's best
03:24
week ever he's like the new cyber star
03:26
compared to the the Star Wars kid now
03:30
meanwhile this is February 2005 and
03:32
meanwhile YouTube has just then being
03:34
created so Chad Steve and Javed are just
03:38
registering it on April 23rd 2005 they
03:41
launched YouTube they have the first
03:43
videos posted on that day and this is
03:47
really interesting because it actually
03:48
creates a new type of platform at that
03:49
up to this time is actually really
03:51
difficult to upload video to the web and
03:52
now suddenly everybody can join in this
03:55
Numa Numa craze and they did you can see
03:58
over 58,000 videos and have been
04:00
uploaded and you'll see just people all
04:03
over the world joining in this dance
04:05
and this this then become sort of
04:08
something really important that's going
04:09
on and again Gary wolf has this great
04:12
line when he's talking about this he
04:14
start he says they start to look less
04:15
like an infectious joke than a new
04:17
cultural order these kids aren't mocking
04:19
the numa numa guy they're venerating him
04:21

and they're beautiful to see because
04:23
they're replicating and spreading is
04:24
happiness they're following a ritual
04:26
that's meaningful if not yet venerable
04:27
learning the dance lip singing the song
04:29
documenting their performance just so
04:31
making it available for the world to see
04:33
so I kind of like to think of Gary as
04:36
the first guy on the dance floor of this
04:38
global mixer and and there's a lot more
04:41
going on than just dancing and you know
04:43
you think about the joy that people are
04:44
expressing and the fun that they're
04:45
having as they do this dance and I like
04:48
to think of it as more than just a dance
04:49
it's a celebration it's a celebration of
04:51
new forms of empowerment you know
04:53
anybody with a webcam now has a stronger
04:56
voice and presence it's a celebration of
04:59
new forms of community and types of
05:03
community that we've never really seen
05:04
before Global Connections transcending
05:06
space and time it's a celebration of new
05:08
and unimaginable possibility and so you
05:11
know you can say that this is all hype
05:12
like these are just people dancing and
05:14
having fun but think about what they're
05:15
dancing in front of they're dancing in
05:17
front of about a billion boxes in places
05:22
all over the world that are networked
05:23
together and allowing us to connect in
05:25
ways we've never connected before and in
05:27
fact they can actually invent new ways
05:29
to connect with each other and it's
05:30
getting easier and easier to do so and
05:32
so something that's why I like to think
05:34
that this is really just a very
05:36
important moment since yet a shoe what

05:39
do you guess so
05:42
just annoy me
05:50
so I tried to capture some of the
05:52
changes that are going on on the web
05:54
with this video last year that about
05:56
half of you have seen this is the
05:57
machine is using us and I started with
06:00
text and thinking about how it was
06:01
different than a world based in text I
06:03
could have started with TV it might have
06:05
been an interesting video as well I
06:07
started with with text on paper and
06:10
thinking about what it meant to move to
06:11
digital text and what that move really
06:13
means I'm just going to speed this up so
06:15
you don't watch the whole thing but in
06:17
general what I was trying to get at was
06:19
that when you unpack the impacts of the
06:22
digital text and you think about the
06:24
separation of form and content blogs
06:26
wiki's tagging all of these things it
06:29
leads to a necessity to really think
06:31
what the web is all about that it's not
06:33
just about information that it's
06:34
actually about linking people and it's
06:36
about linking people in ways that we've
06:37
never been linked before and in ways we
06:39
can't even predict because it's changing
06:41
almost every six months now there's a
06:43
new tool out there that connects us in
06:45
some new way so I suggested at the end
06:47
of that we were going to need to rethink
06:48
a few things and as an anthropologist I
06:50
sort of see everything is connected so
06:52
like I really have the sense that we're
06:54
going to rethink all of these things I
06:55
actually have a theory about each one of
06:56

these if you want to pin me down in
06:58
questions I'm even about love so what
07:02
really surprised me after the video was
07:04
and I think what really drives home the
07:07
point is not the video itself but what
07:08
happened afterwards so I uploaded this
07:10
on a Wednesday and it was Wednesday
07:12
before Super Bowl Sunday that becomes
07:14
important and I'll tell you why in a
07:15
second so I actually made it by myself
07:17
on this kind of frankly it's not a very
07:20
nice computer in the basement of my
07:23
house here in Kansas I was working alone
07:26
except for I was I was actually sort of
07:29
collaborating with a guy in the ivory
07:30
coast of Africa because he had uploaded
07:32
some of his music I'm a horrible
07:34
musician but he had some great music he
07:36
uploaded it and he put a Creative
07:37
Commons license on it which meant that I
07:39
could use it for my video so we were
07:41
able to collaborate across time and
07:42
space essentially now this is then on
07:45
Friday so two days after I uploaded it
07:47
you can see it had 253 views and I had
07:50
to take the screenshot because as an
07:52
anthropologist if your work reaches more
07:53
than like 200 people this is a really
07:55
big deal
07:56
so so I I took the screenshot and I
08:00
actually sent it to my department head
08:02
you know to put it in the tenure file
08:04
and and then that was on Friday Saturday
08:09
it had jumped to over a thousand and I
08:11
thought okay something's going on here
08:12
because it was actually growing
08:13
exponentially and I could actually see
08:14
the count speeding up it was going

08:16
faster and faster I thought okay what's
08:18
going on so I started looking around on
08:20
the web trying to figure out what was
08:21
going on and I found it at Digg calm so
08:24
what did calm is Digg is a place where
08:26
it's basically user-generated filtering
08:28
so what you just saw was the video was
08:30
user-generated content this is like
08:32
user-generated filtering where the users
08:34
can get together and they can they can
08:35
give it a thumbs up if they like it they
08:37
can dig it or they if they don't like it
08:39
they can bury it and the stuff that gets
08:40
dug up ends up on the front page and
08:42
here you can see it's actually coming
08:44
out to the front page through this
08:46
user-generated filtering process and
08:47
then several thousand more people see it
08:51
then the same things going over on
08:52
delicious where a lot of people are
08:54
tagging it so you guys know not tagging
08:57
works for example they're watching the
08:58
video here they can push a button and
09:00
then it tags it form it basically
09:01
bookmarks it but those bookmarks are
09:03
shared with the world and so when they
09:05
tagged it with a word like web 2.0 it
09:07
goes back to delicious on the web 2.0
09:10
list and there's a lot of people
09:11
actually sort of watching this list who
09:13
are interested in web 2.0 or whatever it
09:15
is you're interested in you watch that
09:17
list and you'll see these things appear
09:18
so this is user-generated organization
09:21
but because this stuff is actually being
09:23
distributed out and coming right on to
09:25
people's front page in many cases
09:27

through RSS feeds and this type of thing
09:29
it's also user-generated distribution so
09:32
you think about this massive media
09:33
machine that we've existed with for so
09:36
long and the massive distribution system
09:38
and organization system and all this
09:40
there's now a user-generated alternative
09:42
to all this and that's what really moved
09:44
this video around the web so there's
09:46
also going throughout the blogosphere
09:48
and it's this is user-generated
09:50
commentary but the cool thing about that
09:53
is that each time somebody blogs it it
09:55
actually kind of scores a point you
09:57
might say on Technorati and so
09:59
Technorati is actually counting the
10:00
number of times people are blogging
10:02
these things and keeping track of these
10:04
so there's a ranking system so this is
10:06
now Superbowl Sunday morning and it's it
10:09
was actually appeared in the top
10:10
five and I just totally blown away by
10:12
this but we knew it was Super Bowl
10:14
Sunday so we're thinking oh gosh by you
10:16
know seven o'clock tonight all the viral
10:18
videos from the Super Bowl or all the
10:20
commercials are just going to bombard
10:21
the web we're going to be blasted out of
10:23
the top twenty so we're just like
10:25
hitting refresh refresh refresh but
10:27
thank you my wife and I are just
10:29
standing there refresh refresh and we're
10:31
hoping it'll get to number one and it
10:33
actually did so by noon that day it was
10:34
it was the number one video in the
10:36
blogosphere and then actually the next
10:39
day most of the videos were from the
10:41
Superbowl but standing on top of that

10:43
was my video so here we had these
10:46
commercials which on average cost 3.6
10:49
million dollars to produce and get out
10:51
on the web and my little video which
10:53
cost nothing to produce was sitting on
10:55
top so there's really something
10:57
interesting going on here this is taken
10:58
some time ago you can see it had almost
11:00
5 million views at that time over 13,000
11:03
people were writing about it
11:04
went onto local news at which point she
11:07
noted who knew anthropology so much fun
11:10
and there he said he saw the
11:13
introduction earlier went to Wired and
11:15
was translated into twelve different
11:17
languages within a matter of months went
11:20
all over the world from there so we're
11:21
really living in a different kind of
11:23
media scape here YouTube is a part of it
11:24
but it's actually you got to think about
11:26
the whole media scape you can't just
11:27
think about YouTube if you're thinking
11:29
about the Anthropology of YouTube and so
11:31
my video is an example where posted on
11:33
youtube I send it out on email it
11:35
travels and through the blogosphere it
11:37
goes through Facebook and MySpace and
11:38
Digg and so on and this is showing that
11:40
there's this really interesting
11:42
integrated media scape that we now live
11:45
in and at the center of this media scape
11:48
is us and that makes things especially
11:50
interesting and as an anthropologist I
11:53
think of media maybe slightly
11:54
differently than most people I don't
11:56
think of it as as content I think of and
11:58
I don't even think of it as tools of
12:00

communication I think of media as
12:02
mediating human relationships and that's
12:05
important because when media change then
12:06
human relationships change and that's
12:08
where the Anthropology of this comes in
12:10
and that's why I wanted to suggest that
12:12
we're gonna have to rethink all of these
12:14
things including ourselves so as what
12:18
we've been doing in the last two years
12:20
now with my students I have about ten
12:22
graduates or 10 under
12:23
do it students every spring and we just
12:26
launched into a study of YouTube each
12:28
spring and I'll show you kind of what we
12:31
do this is just some of the quantitative
12:34
work we do for example it's like we'll
12:35
watch a YouTube video in this part of
12:37
the screen here and we'll have a data
12:39
uploading thing over here and the
12:42
students going to upload at any time any
12:43
time they're watching YouTube videos
12:45
they can be taking notes on the videos
12:46
and all that goes to a database that we
12:48
can then analyze and just to give you a
12:51
sense of who is on YouTube it's kind of
12:53
interesting because this is about
12:54
digital natives but it's very
12:55
interesting look at the age ranges here
12:59
if you look at 35 and over about 25
13:01
percent of YouTube videos feature
13:02
somebody 35 and over which is actually
13:04
the same as the number of teens 12 to 17
13:07
the really strong group presence on
13:09
YouTube happens to be in the 18 to 24
13:12
age group and also the young adult so
13:14
kind of twenty-five to thirty four those
13:17
are the most the strongest age groups
13:19
over 50% of videos have an 18 to 24 year

13:22
old in them now what's on YouTube this
13:25
is where things get kind of interesting
13:27
so I'm just going to give you a quick
13:29
little tour of what's out there so
13:31
here's a 92 year old Irving fields
13:34
singing about YouTube well there's a lot
13:35
of songs about YouTube on YouTube you're
13:37
interested in those dot but the most
13:41
commonly uploaded videos on YouTube are
13:43
actually home videos and this is a
13:45
famous example that many of you may have
13:46
seen most of the most of the uploads on
13:50
video are actually meant for less than
13:51
100 view
14:10
oh it's really interesting about this is
14:13
the sort of participatory nature of
14:15
YouTube this has been redone or me mixed
14:17
about over two thousand times some of
14:43
these remixes actually get really
14:44
sophisticated
14:45
so here's somebody's actually remixed it
14:48
using fruity loops you know what that is
14:50
I'll show you what it is in a second but
14:51
there's actually like this simple the
14:53
simplicity of drag-and-drop editing sort
14:55
of almost like cut and paste work with
14:57
video and audio can lead to all sorts of
15:00
things so for example this this is
15:02
sixteen year old DeAndre Cortez Way who
15:05
created this song in the beginning of
15:07
2007 using this program here and then he
15:11
uploaded this little video to YouTube
15:13
and MySpace and some of you know the
15:16
song okay so you also have this little
15:21
video and it starts to spread and it
15:25
just goes and goes and goes and pretty
15:28
soon like it seems like everybody in the
15:30

world is doing this dance
15:33
including prisoners in the Philippines
15:39
that's a real video these are MIT
15:41
professors and graduate students
15:43
studying participatory culture and here
15:48
are some high school teachers getting in
15:50
on the act this just goes and goes and
15:51
goes just a complete phenomenon this is
15:58
the Harry Potter version a Lion King
16:02
version and so these are all just
16:04
massively massive generation of remixes
16:08
about this
16:09
spongebob version just goes on and on
16:14
okay so that's April 2007 August 2007 by
16:18
August 2007 he signed by a major label
16:20
because he's a total phenomenon by this
16:22
time and and when they made the official
16:25
video through the record label they sort
16:28
of made fun of themselves the record
16:29
label kind of made fun of themselves
16:30
because they had been blindsided by this
16:32
user-generated content
16:33
becoming bigger than anything they had
16:35
produced so they produced this video and
16:38
actually you can see it's a total
16:40
commentary on how it actually emerged
16:43
through the web and then finally sort of
16:46
catching up just a few more notes about
16:51
this you can see this all about new
16:53
media but this ended up 7 weeks at the
16:56
top of the Billboard Hot 100 not bad for
17:00
something that started off as
17:01
user-generated content and also wasn't
17:03
nominated for a Grammy Award so here's
17:07
what's really interesting is that almost
17:08
10,000 videos on YouTube out of the
17:10
200,000 are addressed to the YouTube
17:12
community every day their videos like

17:15
this
17:16
yo foot cry job monkey dude one two one
17:18
two here hey YouTube this is power ism
17:22
so just thinking about why you know we
17:25
can start with with some studies of the
17:28
lack the loss of community over time so
17:30
Robert Putnam is famous for this but a
17:32
lot of other people have been looking at
17:34
this as well and you know some of the
17:37
explanations that are around for this
17:38
general sense of a loss of community are
17:40
things like when women join the
17:42
workforce there's suddenly less free
17:44
time moving from the corner grocery
17:47
store to these large supermarkets and
17:49
ultimately these huge big-box stores
17:51
there's a number of things that are
17:53
contributing to this and so suddenly
17:55
we're in these these massive communities
17:57
of suburbia where we're disconnected and
17:59
connected only by by roadways and TVs
18:04
and the TVs themselves are isolating so
18:07
there's many different analyses of why
18:08
culture or why community has been in
18:11
decline and meanwhile new forms of
18:14
networks and communities are emerging so
18:17
for example we now have all these cell
18:18
phones around and barry wellman has this
18:20
great comment where he talks about
18:22
moving from place to place to
18:24
person-to-person connectivity phenomenon
18:27
he calls networked individualism so you
18:29
think about this state that we're in now
18:31
where we increasingly networked but also
18:34
individualized we there's this cultural
18:37
inversion going on where we are becoming
18:39
increasingly individual but many of us
18:41

still have this really strong value and
18:43
and desire for community so the more
18:46
individual we become the more we long
18:47
for this community we become
18:50
increasingly independent while longing
18:51
for stronger relationships and we see
18:54
increasing commercialization all around
18:56
us and we long for authenticity and
18:58
YouTube comes into the midst of all this
19:01
and and I think the what we see in
19:03
YouTube actually is shaped by this this
19:06
is Robert putnams comment from 1995 he
19:08
says my hunch is that meeting in an
19:09
electronic form is not the equivalent of
19:11
meeting in a bowling alley and we agree
19:12
with them and that's why we had to
19:13
actually sort of get involved and this
19:15
is one of my students this is me we
19:18
actually just started getting on YouTube
19:19
and participating in this community this
19:23
is in anthropology we call this
19:24
participant observation it's like it's
19:26
the core of our methodology they
19:27
actually have to experience phenomenon
19:29
stand it this is me doing participant
19:31
observation in New Guinea and here we
19:34
are back in in YouTube so we went ahead
19:38
and introduced ourselves to the YouTube
19:39
community in the spring of 2007 with
19:41
this video
20:11
hey I'm Mike Wesch I'm a professor at
20:15
Kansas State University and I'm teaching
20:17
a class called digital ethnography and
20:20
ethnography is the study of culture and
20:23
we are studying the culture of YouTube
20:25
so I have a whole team of students here
20:27
and I'm going to take you down the hall
20:29
over here and you're actually going to

20:30
meet the students and this is kind of
20:32
important because one of the things we
20:34
do in anthropology is what we call
20:37
participant observation it means that we
20:39
don't just observe the things that we're
20:41
studying we actually participate in the
20:43
things that we're studying so the people
20:45
you're going to meet today in class are
20:46
people you're going to see inside
20:48
YouTube and they're going to be you know
20:51
responding to your videos are going to
20:52
be posting questions themselves they're
20:54
going to be blogging they're gonna be
20:56
there in the community right there with
20:57
you all right hope you can join us
21:01
online like to see your column we really
21:05
do
21:07
just come visit us online talk to us and
21:09
we good time dear friends alright so
21:16
then we were thinking about back to that
21:19
idea that when media change human
21:21
relations change we wanted to look at
21:22
the actual medium of community for
21:23
YouTube which is primarily the platform
21:26
itself but also webcams and screens we
21:28
wondered what is it like to build a
21:30
community through webcams and screens
21:31
and that meant actually participating
21:34
and we got this great insight early on
21:37
as you'll see from this student here you
21:39
know you know looking at camera and have
21:43
a mirror out here should show you guys
21:45
but how cares this is what I'm talking
21:52
to not you this both you but this
21:57
talking to you but at the time being I
22:00
don't know who you are so if you
22:02
meditate on this just for a second and
22:03

to think about what this means
22:05
first off you're every time you talk on
22:08
a webcam you're talking to some
22:09
someplace that's unknown you'd actually
22:11
don't know who's going to be talking
22:12
back to you
22:14
the so you have a sort of an invisible
22:16
audience phenomenon it's asynchronous so
22:18
you never know when they're going to
22:19
watch you and you think about when you
22:21
talk every time you talk you're you're
22:23
sort of sizing up the context and in
22:25
this case you actually don't know what
22:27
the context is you can be launched into
22:29
many many different contexts including
22:31
your video can be remixed by somebody so
22:34
you don't actually know what's going on
22:35
and this is what we came to call context
22:37
collapse and when we started watching
22:39
first vlogs and did first vlogs
22:41
ourselves we it's like this deep
22:43
experience of context collapse the
22:45
moment you look into a webcam for the
22:46
first time and you try to start talking
22:48
you have this sense like you just don't
22:50
know who you're talking to and therefore
22:52
you just come out sounding all awkward
22:54
reduced do a search for first vlogs on
22:56
YouTube and you'll see what I'm talking
22:57
about but here's an example from our
22:59
first vlogs start with mine but
23:03
hey hey I'm Mike Wesch I'm a professor
23:10
at Kansas State University actually wore
23:12
that fake smile through the whole thing
23:13
I just didn't know what to do you know
23:16
hi mmm hi my name is Jesse hey I feel
23:28
like I should put a picture of a person
23:29
right here you know maybe I would be so

23:34
much better if this thing blinked and
23:36
smile responded to what I said this is
23:41
like the seventh time I've tried to take
23:44
this and I don't know that okay so I
23:49
thought I'd do this before my roommate
23:50
gets back and finds me talking myself so
23:54
I am in my closet um I feel a little
23:57
strange out in family room just talking
24:00
to what seems like myself so don't
24:05
really know what to talk about what do
24:07
people talk about the first vlogs about
24:11
anyway ah beautiful man I totally blazed
24:21
past actually introducing myself uh um
24:28
yeah my name is oh yeah my name is
24:31
Melissa by the way um and I'm college
24:35
student college student enunciate um so
24:42
we're just gonna talk okay and to tell
24:46
you the truth I actually spent about
24:48
five minutes decided I was gonna whip my
24:50
hair back up all forming this identity
24:54
in this new mask to my new community and
24:57
this is actually really deep right
24:59
because you have the situation where
25:01
you're trying to form this new mask your
25:02
new identity in a space where it seems
25:04
like everybody is watching and yet
25:06
nobody's there and so it's like it feels
25:08
like at once the most private space
25:11
because it's your own bedroom or
25:12
wherever it might be but it's also quite
25:14
possibly the most public space on the
25:15
planet you know you think about the nut
25:17
people that might actually see this and
25:19
so there begins to be a lot of
25:21
reflection about self on YouTube and you
25:23
can just it's it's a great place to
25:25
study self and identity if you're into
25:27

that I'll give you just a little bit of
25:30
background of this if you think of like
25:31
Charles Cooley's idea of the Looking
25:32
Glass self this idea that we actually
25:34
know ourselves through the through our
25:37
understanding of how others understand
25:39
us and this is a becomes really
25:42
complicated and on when you're looking
25:44
through a webcam and mediating your life
25:46
through this webcam I'll show you just
25:48
one example and then I'll add on to that
25:51
and you know you know if you are going
25:54
to be observing you but they're not
25:55
right at the second that you're making
25:57
your video so you more yourself
26:02
so this self reflection happens on what
26:05
while they're looking through these
26:06
webcams but adding to it not isn't just
26:08
the fact that anybody and everybody
26:10
might be looking at you through that
26:12
webcam it's also the fact that you
26:14
yourself might look through that that
26:16
and see that video again someday so
26:18
there's really a hyper self awareness
26:19
that's developing as people are doing
26:21
this we live in the world of the instant
26:24
replay around the planet all the events
26:28
are not only being recorded but replayed
26:31
and the amazing thing about the replay
26:34
is that it offers the means of recog
26:37
recognition the first time is cognition
26:41
the second time is recognition and the
26:44
recognition is even deeper a science you
26:47
make a blog not only for myself but for
26:49
anyone to get to watch judgments my
26:51
transition and I'll be able to look back
26:54
and I suppose he will to to see you know
26:57
how far if at all I come and so replay

27:01
offers a deeper level of awareness than
27:03
the first play we had there you know
27:05
than getting into some very large
27:08
matters about the effects of this new
27:10
environment this new electric
27:11
environment on ma'am and his awareness
27:14
of himself this is what makes me sound
27:16
good football target on camera it's just
27:18
like right now looking at my face like
27:21
kid god yeah
27:25
because when I think of myself I guess I
27:27
don't really think of myself the way I
27:29
appear to other people which is yeah
27:39
y'all naive aren't you so cute little
27:46
girl not cute so generally people on
27:57
YouTube when they're in front of their
27:58
cameras are in a very self reflexive
28:00
kind of mood and you'll actually see
28:02
that in a lot of the videos but there's
28:04
also this other side which is that when
28:06
we watch YouTube we're generally
28:08
anonymous people can't see us watching
28:10
it and this has its own impacts as well
28:11
most famously is probably loved
28:14
Grossman's observation in time he says
28:16
some of the comments on YouTube make you
28:18
weep for the future of humanity just for
28:20
the spelling alone never mind the
28:21
obscenity and the naked hatred so I this
28:25
was this is the actual page I was on
28:27
when I decided to make this clip and
28:28
I'll just take you through what was said
28:30
here really interesting dialogue this is
28:36
responded by wingman 87-88 you guys are
28:38
so gay it sucks where d you 1:21 what
28:41
the fuck are you talking about frankly
28:42
girl 14 says YouTube comments make me
28:44

angry grrrrr and QWERTY you responds by
28:47
saying then don't comment on YouTube you
28:48
shit stain so there is this anonymity
28:53
Plus this physical distance plus a rare
28:56
and ephemeral dialog create enable the
28:58
possibility for this type of hatred but
29:01
there's something else that same
29:02
anonymity physical distance and rare and
29:04
ephemeral dialog allow people to feel
29:06
sort of really relaxed and have this
29:08
freedom to experience humanity without
29:10
fear of or social anxiety you can
29:12
actually sort of stare at people and
29:14
sort of see them for who they are
29:16
let me put your ristic you know
29:23
it allows you to watch other people
29:30
without staring at them or making them
29:35
uncomfortable because they don't see you
29:38
watching them you can just watch their
29:40
videos and it's really interesting it's
29:43
like this sociological experiment where
29:47
you can just like see their being you
29:49
can see their person well you almost get
29:52
the sense if you think of James Joyce's
29:53
terms of aesthetic arrest and you get
29:57
this sense that people are actually
29:58
experiencing the sense of being just
30:02
totally overwhelmed by the beauty of the
30:04
human in front of them like people have
30:05
this really profound deep connection
30:07
with other humans through YouTube that
30:09
maybe they couldn't experience in
30:11
everyday life because they're not
30:12
allowed to stare because they're not
30:13
allowed to just experience this person
30:16
as a human being and so we started
30:19
looking at why this might be and we're
30:20
looking at this cultural inversion I

30:22 mentioned earlier where we tend to
30:23 express individualism independence and
30:25 commercialization while desiring
30:26 community relationships and authenticity
30:28 this is really a tension that and as
30:32 these sort of lonely individuals we Kurt
30:34 we crave this connection but at the same
30:37 time as individuals we see that
30:39 connection as constraint and what what
30:42 we're seeking then through technologies
30:44 often is a form of connection without
30:46 constraint some way of connecting very
30:47 deeply without feeling the deep
30:50 responsibilities of that deep connection
30:52 so YouTube offers this possibility and
30:55 what we see on YouTube is people
30:56 connecting very very deeply it's just
30:59 amazing tedium pounces
31:01 this medium I'm sitting on a little more
31:07 talking to a camera my god the
31:12 interaction is unbelievable
31:15 so get you in the mood set you're like
31:17 oh this is how it's not it's cash always
31:20 talk to the camera
31:21 of course with that dear sir that helps
31:24 I gotta figure this thing out eventually
31:25 just came by to say came by when he came
31:29 by and he come by I'm sitting right here
31:36 janym use apartment for me right now I
31:41 should be preparing for my divorce
31:43 myself did you get my mail
31:52 I watched her video and sorry I'm
31:55 running behind on my schedule here I was
31:59 listening to it and I felt like you're
32:02 coming this is a big fucking experiment
32:06 in putting myself out
32:10 we're all learning from each other and
32:13

about ourselves and that's what I think
32:16
fucking YouTube should be back thank you
32:20
guys a lot of people report having this
32:24
really deep profound experience on
32:25
YouTube which may be surprises those of
32:27
you who have only seen the skateboarding
32:28
dog or you know the Star Wars kid or
32:30
something like that
32:31
but if you ask these people in the
32:34
YouTube community you know there's this
32:36
there was a little thread that went
32:39
through recently like what does YouTube
32:41
mean to you and a lot of people said
32:42
Free Hugs what were they talking about
32:43
another tweet there's actually a hero
32:45
that sort of emerged in all this and
32:47
it's one man Ju a in ma NN and this is a
32:51
guy who came home to Sydney after being
32:54
in Britain for some time and there was
32:55
nobody there to greet him he was one of
32:57
these lonely individuals with no
32:58
community and he felt like he needed a
33:01
hug so we went he started this campaign
33:03
he'd go down to the mall here and hold
33:06
up his free hug sign and after some time
33:09
eventually people
33:11
started hugging him and he started this
33:13
is profound connection to anonymous
33:15
people yet coming together and and
33:17
sharing a hug
33:19
and pretty soon it starts to spread
33:21
other people start taking up the signs
33:28
you can see it they put it on YouTube
33:31
has nearly 30 million views now and then
33:33
it goes worldwide from YouTube it goes
33:35
global so people all over the world
33:37
start doing this and the fact that this
33:43
becomes like an icon on YouTube is

33:45
important in thinking about you know
33:48
what this means for people who are
33:52
trying to connect and trying to build
33:53
these strong connections trying to
33:55
reconnect with humanity and some
33:56
profound way
34:02
this YouTube community is not without
34:04
drama though and so here we get into the
34:06
drama stuff is anybody involved in
34:09
YouTube that is part of this drama and
34:11
stuff okay
34:13
so this will be fun so in general like
34:16
there is YouTube is a platform and in
34:19
order to be seen on YouTube you even to
34:21
be seeing me think about 200,000 videos
34:23
being uploaded every day and the only
34:25
way to get to the front page is through
34:26
the editors of YouTube the only other
34:28
way to really be prominent on YouTube is
34:30
to be one of the most popular the most
34:32
discussed the most recent most responded
34:34
the most viewed one of the top favorites
34:36
or the top rated and that's really
34:39
challenging to do and then there's also
34:40
channels on YouTube here and these
34:43
channels are also ranked and so if you
34:45
want people to see your channel again
34:47
you have to be one of these most
34:49
subscribed so there's all these people
34:50
really competing to be one of these
34:52
stars so that they can be seen so I'll
34:54
give you an idea of what these youtube
34:56
stars look like because there really is
34:58
like this whole burgeoning community of
34:59
YouTube stars here's one one of the
35:02
first days my name is Matt this is my
35:04
first video blog um I don't really know
35:08

what to say submit a video blog before
35:11
but you know I'm just giving it go see
35:14
if I like it or not I said this gets
35:17
interesting
35:18
six days later the other hundred that
35:21
they had and yeah I saw your videos and
35:31
I thought you were hot you see my deep
35:33
and I like you a lot but I'm kind of shy
35:36
so I did something dumb and made fun of
35:39
you and I thought it was fun but this is
35:42
a really and I like you and I really
35:45
hope that you like me too
35:49
this actually turns into a love story so
35:51
over the next month like through YouTube
35:53
you have these two talking back and
35:55
forth and creating a love story
35:56
thousands of people are tuning in to
35:58
watch this
35:59
and they become two of the first stars
36:02
on YouTube early days at w-2 and then
36:06
April 26 2006 this is the video that was
36:10
posted good evening you're watching DT
36:14
is we've had reports that female kid 21
36:17
Ohio was briefly immersed outside
36:19
internet home today police suspect the
36:21
killer used a source of truth to kill
36:23
the internet sensation
36:24
although the mostess remain unclear this
36:26
believe that emo kid an Englishman from
36:28
rugby was killed for masquerading as a
36:30
self-obsessed American team just before
36:32
his death
36:33
given his mistake hello it's me Matt
36:37
again as you can probably tell I'm not
36:40
an emo kid from Ohio I thought it'd be
36:44
amusing to masquerade as one but
36:47
unfortunately somebody yesterday or the
36:49
day before I thought remember which I

36:50
found my real Myspace profile so this is
36:55
where things get interesting there
36:56
becomes an authenticity crisis on
36:58
YouTube which is still going on
37:04
sixteen-year-old girl who had strict
37:07
parents and was locked up in a room a
37:08
lot and she had to find means to amuse
37:11
herself hi guys um so this is my first
37:17
video blog that was surprisingly kind of
37:24
cute funny charming I'm such a big fan
37:26
of mommy girl Bri it's awesome in her
37:29
videos each one of her videos are so
37:31
interesting
37:32
I went through bony girl 15.com fansite
37:37
flash form when I started posting there
37:43
and within a few days it had exploded -
37:49
check this out while I'm recording a
37:54
video are you think or are you real
37:57
earlier today brave girl 5 posted a
38:00
video called lonely girl 15 is out not
38:03
kidding y'all now I don't know if s use
38:08
is true I don't know if this is real I
38:10
don't have any substantial major
38:13
evidence except for what people have
38:15
told what lonely girl's faith some
38:21
lonely girl 15 was a kindred internet
38:23
spirit to others an obvious teen soap
38:26
opera many of them believed that she was
38:28
a homeschooled American teenager that
38:30
she's being revealed as museu de discos
38:32
the soap opera was the work of three
38:35
wannabe script writers this project was
38:37
done in a bedroom with \$130 webcam and a
38:42
2 desk lamps our intent from the very
38:43
beginning of this was to tell a very
38:45
realistic fictional story everybody's
38:49
just mad because they got duped
38:50

they got fooled people don't like being
38:53
fooled YouTube just not for fake stuff
38:58
it's real stuff it's starting to look
39:01
like this whole thing could turn into a
39:03
bit above which on and people could
39:06
start trapped trying to track down all
39:08
the people that are pretending you know
39:10
people they aren't really is Renato for
39:13
real you know is geriatric 19:27 for
39:17
real and is Ken are G for you
39:20
if it's not real you should come on so
39:22
everybody know graters released this
39:24
statement saying who is she lonely girl
39:26
15 is a reflection of everyone it's very
39:28
poetic
39:30
they go on to say here she's no more
39:32
real or fictitious isn't than the
39:33
portions of our personalities that we
39:35
choose to show or hide when we interact
39:37
with the people around us very like
39:39
sociological anthropological and it
39:42
actually sort of sparked a series of
39:44
posts of people sort of reflecting on
39:47
YouTube and whether or not YouTube could
39:49
be truly authentic given the the
39:52
production capacities revealed I would
39:55
like to reveal that I
39:57
- am a fake I mean I don't really act
40:00
like this moron type character in real
40:02
life why would I use so many hand
40:05
gestures and why would I be screaming on
40:07
my right my camera doesn't make any
40:09
sense unless I'm acting which I am
40:17
everyone is an independent producer on
40:20
YouTube the first thing you probably
40:23
notice is this big green screen in the
40:24
back and that's a collapsible green
40:26
screen allow me to set it up and have

40:28
any kind of background that I want I'm
40:33
never gonna get this right let's try it
40:35
again whereas once I had 60 videos up on
40:40
my profile now I have 27 it's getting
40:43
awfully easy to click remove video from
40:46
this site I'm actually an 18 year old
40:51
girl phonetic
40:52
it's a difference between having many
40:55
faces as you might describe it to having
40:59
one very diverse faith you know I feel
41:03
to power what legit what do anything I
41:07
mean would y'all prefer if I just did
41:09
videos like this all the time is this
41:13
more your cup of tea I mean tell me I
41:16
don't know how do I get down and dirty
41:21
with a loco Miami so you can seem like a
41:27
bum but you don't know what's real or
41:30
what isn't great you know like I wish
41:34
the person me an emo girl we made
41:37
YouTube what it is today we don't want
41:40
any fakes here little movie frauds your
41:42
meddling Liars here get rid of all the
41:45
flakes get rid all the lives so if
41:46
you're gonna play a role if you're going
41:47
to be an actor or an actress on YouTube
41:49
tell everyone you're playing a role so
41:53
something else really interesting about
41:55
this and people start gaming the system
41:56
to get more views so for example if you
41:59
don't know this to be the thumbnail
42:01
that's used on your video is the exact
42:04
middle point of the video you upload so
42:06
people start like putting these little
42:08
flash frames right in the middle and if
42:10
you look today at any day any day 2 or 2
42:13
or 3 at the top 10 will be some sort of
42:15
sexy thumbnail and it works so for
42:18

example this one which is uploaded with
42:19
this thumbnail gets over 2 million views
42:28
and in the in the sort of gaming the
42:31
system they're actually sort of exposing
42:32
the system at the same time it's sort of
42:34
playful nature of YouTube so for example
42:36
this one is actually legitimate medical
42:38
knowledge about how to sleep better this
42:40
one is about net neutrality it's a very
42:43
serious political statement and this one
42:46
this next one you'll see here this is
42:48
from lisanova who is actually directly
42:50
attacking this particular phenomenon
42:52
that people are putting these sexy fuck
42:54
up all the sexy thumbnails and
42:56
mainstream media videos that now
42:57
dominate all the lists on this website
42:59
keeping your videos from getting the
43:01
exposure they deserve heck yeah I'm sick
43:04
of that crap me too those lists used to
43:07
be filled with wonderful user-generated
43:09
content like yours so she offers these
43:13
little clips you can put in the middle
43:15
of your video so you can have like a
43:17
sexy woman with a machine gun see how it
43:20
works just pick your very own lisanova
43:22
collab character insert her into your
43:24
video and get the exposure you deserve
43:25
the possibilities are endless it's time
43:28
to give YouTube back to the
43:29
user-generated members who built this
43:31
site so this is actually an example of
43:35
something much bigger than seriously
43:36
played for participatory culture which
43:39
is extending into the real world it gets
43:42
into ecology so you guys probably seen
43:45
this April 19 2007 an old Jewish song ba
43:48
Moran

43:54
so this is uploaded to YouTube it gets
43:57
all over the place three days later on
43:58
bum bum bum bum bum bum
44:16
no apologies though for a musical parody
44:19
that many around the world took as a
44:21
true sign of his thinking when veterans
44:23
here to gather veterans jokes and I wish
44:26
was Veterans and we were joking so this
44:28
is sort of like the context collapse of
44:30
everyday life that we all face now with
44:32
you know you never know where camera is
44:33
going to be and where it's going to
44:34
upload be uploaded to YouTube so we have
44:37
this it's really profoundly affecting
44:39
our lives so now here we have marketers
44:41
who are also trying to sort of get on
44:42
board and get these this participatory
44:45
culture to work for them so here Chevy
44:48
actually allowed you to take clips of
44:50
their new Tahoe make your own commercial
44:53
add your own soundtrack add your own
44:56
phrases and so on and this is the result
45:00
not exactly what they wanted
45:16
and this is something really quite
45:20
profound that's happening where we can
45:21
remix this culture that's being thrown
45:23
at us we can take it reappropriation
45:25
throw it back and this is one of the
45:28
most poetic statements of this this is
45:30
by invisible
45:34
we hear the regina spektor lyrics there
45:37
where she says even though our parts are
45:39
slightly used and then goes on and says
45:43
these are all clips from from different
45:46
films she's saying we're living in a den
45:48
of thieves rummaging for answers in the
45:51
pages it's a really powerful poetic
45:53

statement because most of what we do is
45:56
actually illegal any remix is basically
45:59
illegal and I can talk more about the
46:00
the parameters of that we have fair use
46:03
laws that should protect it but the
46:05
simple act of ripping a DVD is actually
46:08
illegal which makes virtually everything
46:10
we do illegal so here we are in this
46:11
this state here's Lawrence Lessig
46:13
talking about this we need to recognize
46:15
you can't kill the instant the
46:18
technology produces we can only
46:20
criminalize it we can't stop our kids
46:23
from using it we can only drive it
46:24
underground we can't make our kids
46:26
passive again we can only make them
46:29
quote pirates and is that good we live
46:33
in this weird time kind of age of
46:36
prohibitions where in many areas of our
46:38
life we live life constantly against the
46:41
law ordinary people live life against
46:44
the law and that's what we are doing to
46:47
our kids they live life knowing they
46:50
live it against their that realization
46:53
is extraordinarily close
46:56
extraordinarily corrupting and in a
46:59
democracy we ought to be able to do
47:02
better
47:09
you
47:15
the best part about this video here is
47:18
by by limb or blimp visible somebody
47:23
commented my god are you doing that for
47:24
a living I never saw anything like this
47:26
you're an artist - responds nope I'm a
47:28
housewife that's sort of the beauty of
47:30
YouTube today
47:31
now there's something and more
47:32
interesting is not just people working

47:33
alone in producing things but the fact
47:35
that thousands of people all around the
47:37
world can collaborate together and
47:38
matvey is sort of become a platform for
47:41
this you can see he remains anonymous
47:44
which actually allows him to be more of
47:47
a platform people sort of participate
47:48
through him and he makes these calls for
47:50
example this one
47:51
he just says make a simple statement on
47:53
your hand and show it to the world and
47:56
so he demonstrates it here this becomes
47:58
the most responded to video in the
47:59
history of YouTube thousands of
48:02
responses people riding on their hands a
48:04
message just a simple message and so you
48:06
think about this webcam and think about
48:08
them sitting in their homes wherever
48:09
they might be and what do you think they
48:11
might reach out with to say and the
48:13
messages are really quite revealing as
48:16
well as powerful I think so here's a
48:19
some of it here
48:24
you can see the sense you are not alone
48:26
we're connected this in this self
48:28
reflective place people thinking about
48:30
themselves saying love yourself love you
48:32
love all the people and also this
48:35
connection here is key we are all
48:37
connected
48:41
and you know when you see people
48:43
expressing values like this it's not
48:45
necessarily it's often because these
48:48
things don't they feel like these are
48:50
missing in their lives so a value a
48:52
cultural value is often something that's
48:53
not actually really as prevalent as
48:55

they'd like it to see that's why it has
48:56
to be said and you see at the end here a
49:01
lot of oneness and sort of breaking down
49:03
at boundaries and so on this is
49:06
certainly not a completely a moral or
49:09
immoral community by any means they have
49:11
very strong values that are emerging
49:27
so as I was looking at this I was
49:29
reminded of some of the comments that
49:31
have been made about the first Earthrise
49:33
when people first saw the earth rise at
49:35
first picture and Carl Sagan of course
49:37
is probably most famous for this for his
49:39
poetry really about the pale blue dot
49:42
from the Voyager picture of 1990 and he
49:45
describes that pale blue dot this is a
49:46
picture of Earth here an array of Sun
49:48
and he says he says consider again that
49:51
dot that's here that's home that's us on
49:54
it everyone you love everyone you know
49:56
everyone you have ever heard of everyone
49:58
who has lived out their lives everybody
50:00
and he goes on it's very poetic ends by
50:02
saying the pale blue dot the only home
50:04
we've ever known so I was sitting there
50:07
working on this project and looking up
50:09
at my webcam and thinking about the
50:11
little glass dot and I just broke out in
50:14
some poetry here which I hope you'll
50:17
excuse but it too may not seem of any
50:20
particular interest but consider again
50:22
that dot that's there that's somewhere
50:24
else that's everybody on the other side
50:26
of that little glass dot is everyone you
50:27
love everyone you know everyone you've
50:29
ever heard of everyone who is living out
50:31
their lives that has access to the
50:32
Internet

50:33
billions of potential viewers and your
50:35
future self among them some have called
50:37
this the most the biggest and the
50:39
smallest stage the most public space in
50:41
the world from the privacy of our own
50:42
homes it has been used for many things a
50:44
political soapbox a comedian stage a
50:46
religious pulpit a teacher's podium are
50:49
just a way to reach out to next-door
50:51
neighbor or across the world to people
50:53
we love people we want to love our
50:54
people we don't even know to share
50:56
something deep or something trivial
50:57
something serious or something funny to
51:00
strive for fame or to simply connect it
51:02
can be many things but it cannot be just
51:04
one thing and it cannot be only what you
51:06
want it to be it is not just what you
51:08
make of it it is what we make of it it's
51:10
a little glass dot the eyes of the world
51:12
and just close this out I wanted to
51:16
introduce you to sort of a hero of mine
51:18
be nestle 1973 some of you may have seen
51:21
his work but he lost his son to AIDS in
51:25
early 2007 and I let him close it out
51:28
with his words here
51:30
april 17th 2007 creating characters gave
51:35
me an escape it allowed me to be silly
51:38
it allowed me to act I wanted to feel it
51:42
became a form of therapy of a coping
51:44
mechanism and after a while it brought
51:47
fun back to YouTube for me you accepted
51:51
my characters even embrace them and by
51:54
doing so you opened your arms to me you
51:57
allowed me to continue to have the
51:58
escape I still need from the hard times
52:00
while giving me the chance to talk about
52:03

what I have gone through and I'm
52:05
eternally grateful to you all some
52:10
people have said that the videos we make
52:11
on YouTube should be created in hopes to
52:14
change the world I've made mine to help
52:19
me live in it and whether I make a
52:23
hundred more or a thousand more I will
52:27
know forever that this website this
52:30
community helped bring me life again and
52:36
there's something really special in that
52:49
my
53:14
I
53:20
hallo salud
53:25
Yahoo hi doc she they're all
53:30
be it a man
53:33
better cheetah
53:41
I guess so
53:43
beep Chisholm boy Nika - Dino Tara Nene
53:50
race a pleasure by a
53:59
study
54:04
face up
54:08
no my a
54:14
have a study date
54:18
keep that a vessel set spoon
54:23
Jessie aku I'll owe you
54:30
Mira mashi al-fatihah
54:38
Cynthia - ooh because Oh
54:44
Jason Voynich varsity
54:58
study day
55:01
velji
55:03
a race a pleasure
55:10
my AG
55:13
robbed a study they
55:18
my my my my my my