

# An Anthropological Study of Video Sharing on YouTube



## Thanks for Watching: An Anthropological Study of Video Sharing on YouTube by Patricia G. Lange

★★★★★ 5 out of 5

Language : English  
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Text-to-Speech : Enabled  
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YouTube is one of the most popular websites in the world, with over 2 billion active users. It is a platform where people can share videos on a variety of topics, from music to comedy to education. YouTube has also become a major source of news and information, with many people turning to it to learn about current events and other topics of interest.

The rise of YouTube has had a significant impact on the way that people consume media. In the past, people were limited to watching television or movies at specific times. With YouTube, people can watch whatever they want, whenever they want. This has led to a more personalized and individualized media experience.

YouTube has also had a major impact on the way that people communicate with each other. In the past, people were limited to talking to friends and

family in person or over the phone. With YouTube, people can connect with people from all over the world who share their interests.

The rise of YouTube has been a major social and cultural phenomenon. This book provides an anthropological study of video sharing on YouTube, exploring the cultural and social practices that shape the platform and its users.

## **The Culture of YouTube**

YouTube is a unique culture with its own set of norms and values. These norms and values are shaped by the platform's design, as well as by the users who create and consume content on the site.

One of the most important norms on YouTube is the norm of authenticity. Users are expected to be themselves and to share their genuine experiences and opinions. This norm is reinforced by the platform's design, which makes it easy for users to create and share videos.

Another important norm on YouTube is the norm of community. Users are expected to support each other and to create a positive and welcoming environment. This norm is reinforced by the platform's design, which includes features such as comments and likes.

The culture of YouTube is constantly evolving, as new users join the site and new content is created. However, the norms and values that shape the platform remain the same. These norms and values make YouTube a unique and vibrant community.

## **The Social Practices of YouTube**

YouTube is a platform where people can engage in a variety of social practices. These practices include:

- **Watching videos:** This is the most common way to use YouTube. People can watch videos on a variety of topics, from music to comedy to education.
- **Creating videos:** People can also create and share their own videos on YouTube. This is a great way to express themselves and to connect with others who share their interests.
- **Commenting on videos:** People can also comment on videos that they watch. This is a great way to start a conversation and to share their thoughts and opinions.
- **Liking and subscribing to channels:** People can also like and subscribe to channels that they enjoy. This is a great way to stay up-to-date on new content from their favorite creators.

These are just a few of the many social practices that people engage in on YouTube. These practices help to create a sense of community and belonging on the platform.

## **The Impact of YouTube**

YouTube has had a major impact on the way that people consume media, communicate with each other, and learn about the world. The platform has also had a significant impact on popular culture, with many YouTube stars becoming household names.

The rise of YouTube has been a positive development for society. The platform has made it easier for people to access information and

entertainment, and it has also given people a new way to connect with each other.

However, there are also some negative aspects to YouTube. The platform has been criticized for spreading misinformation and for promoting harmful content. It is important to be aware of these risks and to use YouTube wisely.

YouTube is a complex and fascinating platform that has had a major impact on the world. This book has provided an anthropological study of video sharing on YouTube, exploring the cultural and social practices that shape the platform and its users. By understanding the culture and social practices of YouTube, we can better understand the impact that the platform has on our lives.



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