

What I Scripted in Each Section

The History of YouTube

Since its creation, YouTube has been a kick-starter for huge household names that almost everyone knows, including the likes of Justin Bieber, Shawn Mendes and Carly-Rae Jepsen. However, in its early days, most people knew the website for the viral videos that had been uploaded on it. This included 'Charlie Bit My Finger', which has amassed over 868 million views, 'David After Dentist', which has over 138 million views and 'Evolution of Dance' that stands at a staggering 305 million views. If these types of videos were created in this day, it would be highly unlikely that they would see the same volume of success. This is due to thousands of creators having such a high production value, which leads to audiences expecting this same production value on other videos. Over the years, as YouTube has evolved and grown, it's harder to identify what is considered to be a viral video.

It's big YouTubers like Logan and Jake Paul who often leave a more negative impression on mainstream media of what YouTube is really like, leading to a lot of negative press on YouTube as a whole. Viewers of any articles, videos or any other forms of content created by mainstream media are often left with a negative impression on the platform because of the actions of a small number of creators. In this documentary, we plan to inform parents, older generations, children even on what YouTube is really like. We'll be researching the bigger creators to find out what impact they have. We will also be interviewing YouTubers to get their thoughts on the platform and talk about the positives and negatives of being a YouTuber. To top all of that, we will also be visiting YouTube Space London to get an insider's perspective.

The Influence on Kids

As YouTube increases in popularity, the amount of channels targeted at children is rising. YouTube is becoming more and more main stream and the creators are seeing the gap in the market for content targeted at children. After conducting primary research, I've seen that adults tend to take a dislike to these people creating content for children. Majority of the children say that their favourite YouTubers are Jake Paul and Logan Paul, however, majority of the adults say that these are their least favourite YouTubers due to their controversial actions.

Jake Paul and Logan Paul are brothers from Ohio. They began creating content on vine and quickly moved over to YouTube. We looked into the Paul brothers when doing secondary research and they seem to always be in the public eye for the wrong reasons.

Jake Paul was the star of Disney Channels 'Bizardvaark' but on July 23rd 2017, Jake announced on his twitter that he and Disney had parted ways. It was later confirmed

by Jake himself that he had lost his contract. The press surrounding Jake at the time gives us a better insight as to why he was fired. Jake was on the channel 5 news 3 days prior to his announcement, about the chaos he had caused in his neighbourhood, this included setting his pool on fire, destroying property, revving his motorcycle in the streets and a lot more. This is not the only controversy Jake had been in either. On August 18th 2017, Jake posted a video titled 'my assistant was assaulted...' in this video Jake claims that his assistant was assaulted by another YouTuber, Faze Banks, who happens to be Jakes ex girlfriends new boyfriend. They even went so far to show the "bruises" on the assistants neck. This claim was debunked when witnesses came forward and said this never happened. All of this was publicly shown on Jakes channel, where his young and impressionable fans could watch.

Even though Jakes actions are inexcusable, his brother Logan Paul took it too far on the 31st December 2017. This was the day Logan uploaded a video titled "We Found A Dead Body in The Japanese Suicide Forest" where he and his friends filmed the body and were laughing in the situation at the Aokigahara, a sacred forest near Mount Fuji known as the 'suicide forest'. At this point in time, Logan had more than 15 million subscribers and the video received more than 6 million views. Logan deleted the video more than 24 hours later, meaning that plenty of his young fans had more than a day to watch it. This video and the effect on his young audience made main stream media news and as a result Logan began to lose subscribers and stopped uploading daily vlogs. On the 2nd of January 2018, Logan uploaded an apology video and began his YouTube hiatus. On January 24th, Logan uploaded a video titled 'suicide: be here tomorrow' where he talks with suicide survivors and pledges to donate one million dollars to suicide prevention in attempts to save his reputation.

Another YouTuber whose main demographic is children is Morgz. Morgz is a 17-year-old British YouTuber who is popular for his challenge videos, although if you look closer at his thumbnails and the content he's producing, you'd question why his demographic is children. Morgz has come under fire for creating inappropriate thumbnails and video titles in the past, mainly of his girlfriend or his mother. A recent controversy surrounding Morgz was him advertising gambling to his young audience. Not only was Morgz too young to be gambling but encouraging his young audience to do so was irresponsible.

In conclusion, YouTube stars are very strategic when aiming their content at children, but they need to be careful with what they're putting on the internet. Although the children aren't going to call them out on what they do wrong, when anyone older comes across the videos then they're going to receive necessary backlash.

YouTuber Interviews

Bird Keeper Toby is a YouTuber with over 200,000 subscribers who makes videos about the 'Pokemon' franchise. His channel was created in 2015 and his

most popular video rests on over 840,000 views. In the past, Toby has attended events of Pokemon as a special guest, even getting the chance to play games early before their release. Creating questions for Toby, we wanted to find out what his experience on YouTube had been like and in the interview, he had some pretty interesting things to say.

Once we all agreed on a date to attend one of these events, the next thing we needed to do was arrange our transport to London. Thankfully the MegaBus offered cheap tickets, however the journey there and back was not the most comfortable. In one day, we travelled to and from London, trapped in a bus for just under 10 hours.

Now that we were in the building, the next step we had to take was to recruit YouTubers to interview for the project. Approaching strangers to ask to interview them was a somewhat of a weak point for our group as we were all too nervous to do so, however after plucking up the courage to ask, we had a handful of people who were happy to help with our cause.

Our Opinions

Since we began working on our project and learned more information about YouTube, all of our opinions have changed. So, here's what we thought about the platform after participating in this documentary.