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Incubating an Internet Identity

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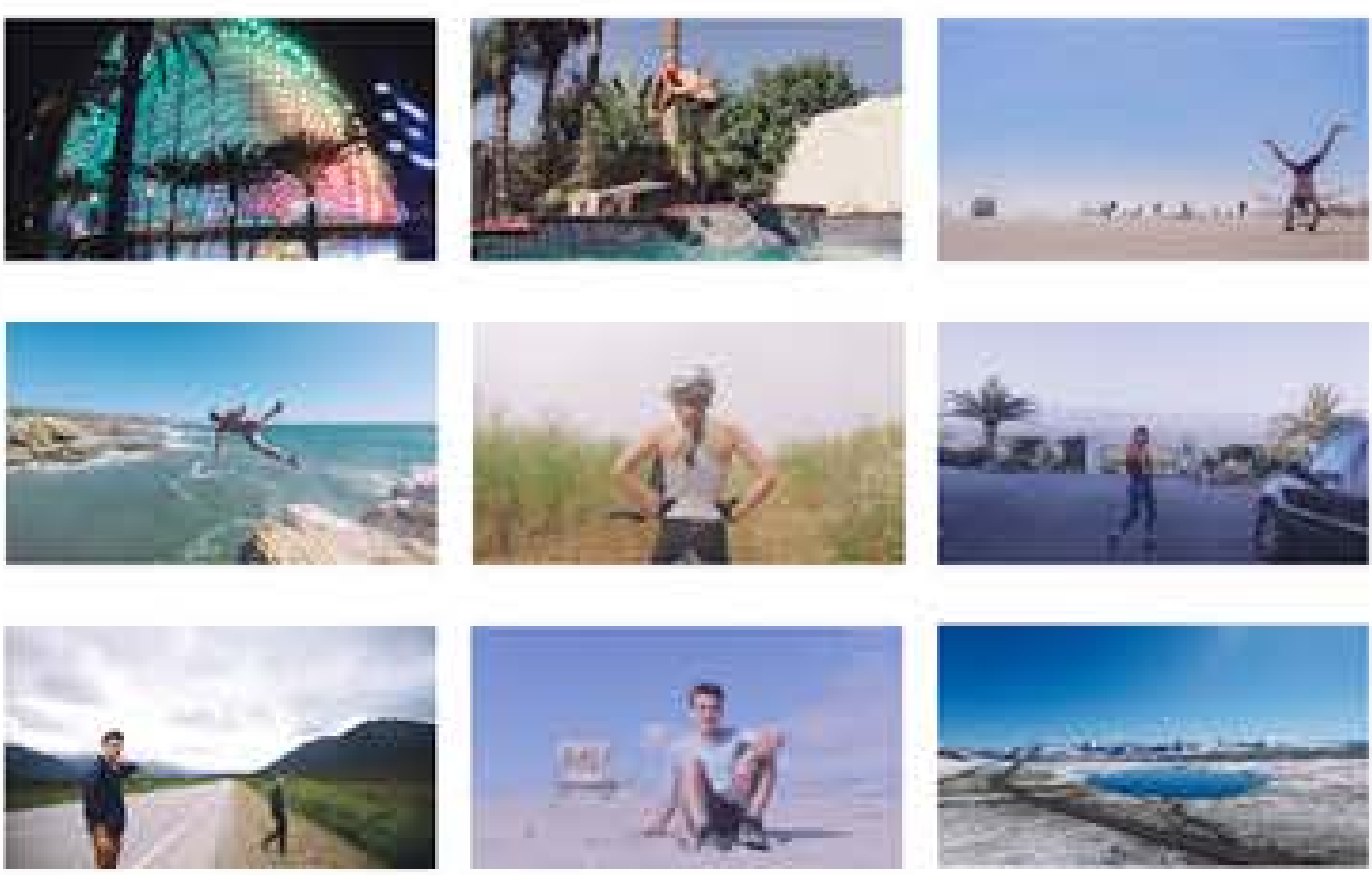
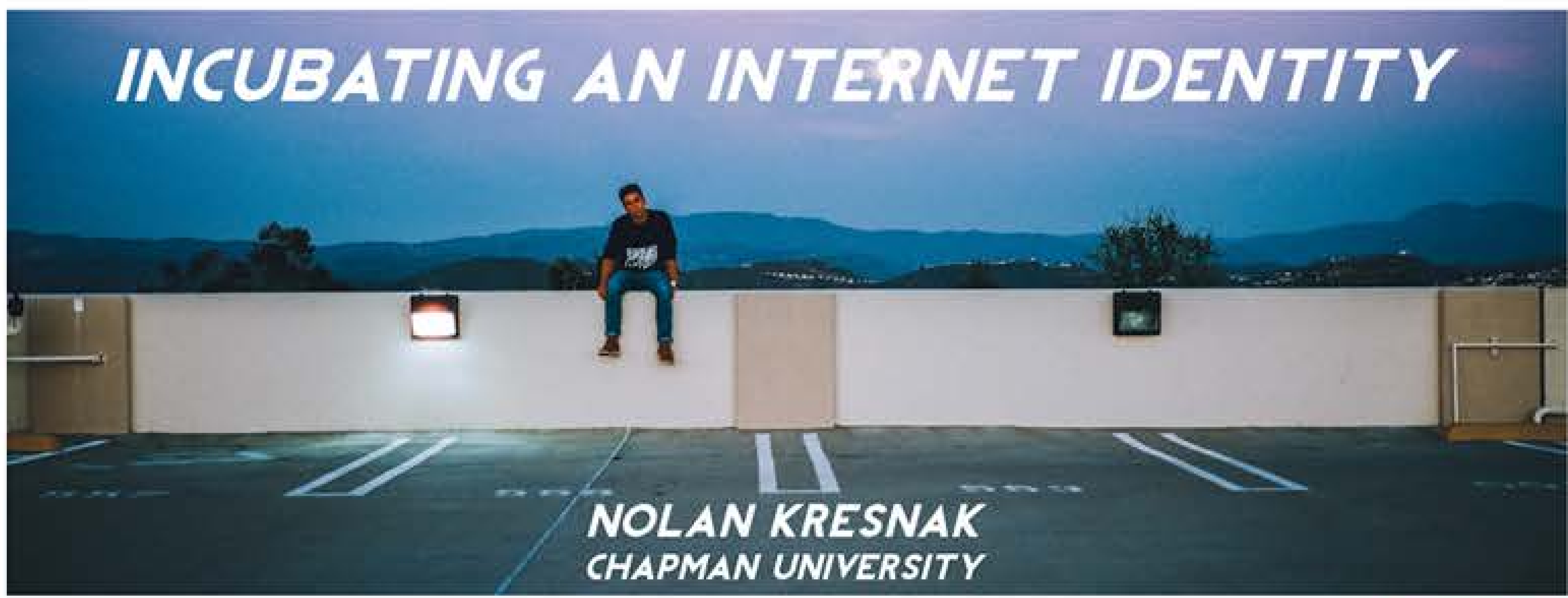
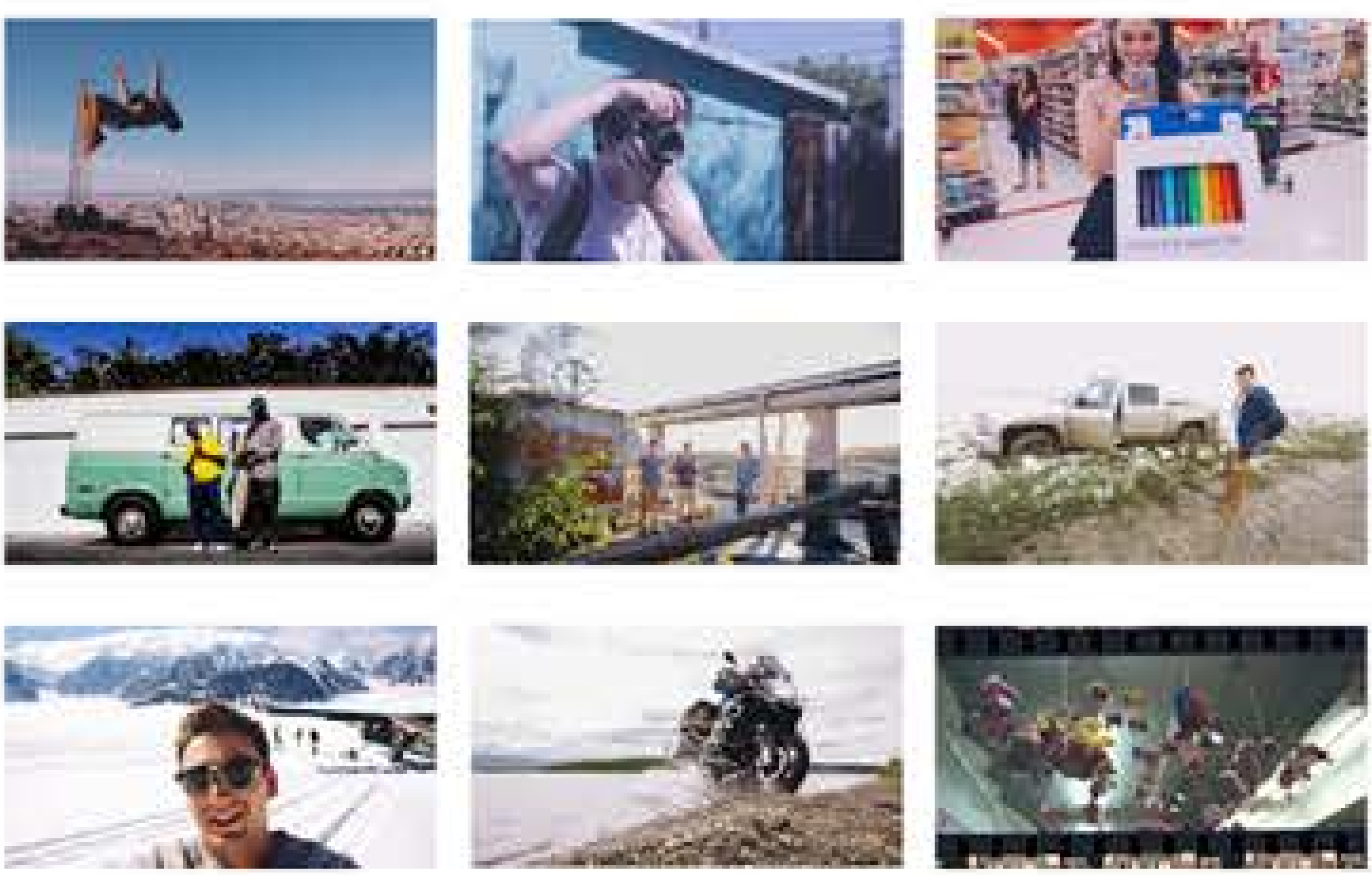
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Comments

Presented at the National Collegiate Honors Council conference in Seattle, WA, in October 2016.



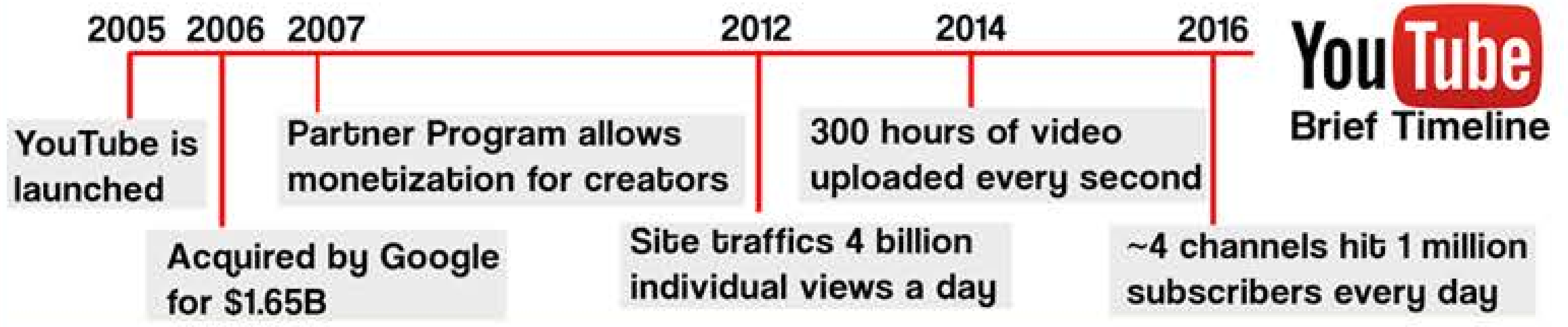
DEFINITION OF TERMS

PARTICIPATORY CULTURE: a culture with relatively low barriers to artistic expression, strong support for creating and sharing, informal mentorship, and the belief that contributions matter.

NEW MEDIA: content available on-demand through the Internet, accessible on any digital device, usually containing interactive user feedback and creative participation.

CONTENT CREATOR: (within the context of YouTube) an individual who uploads videos to be consumed by other YouTube users.

SVOD-STREAMING VIDEO ON DEMAND: an online service that allows users to browse libraries of content and watch at one's own leisure, often at the cost of a subscription fee. (Netflix, Amazon Video, Hulu, HBO Go, Go90, Fullscreen, YouTube Red)



THE DIGITAL LANDSCAPE

ADVERTISING IN WEB VIDEO is more specific, better targeted, and more cost effective than advertising on television or other traditional media.

DISTRIBUTION OF MEDIA is trending towards a primarily streaming-based model.

STREAMING VIDEO SERVICES are attracting new users by curating original/exclusive content.

INDEPENDENT CONTENT CREATORS are capitalizing on the free and widely accessible distribution of YouTube. In many cases some are making seven figures a year from uploading videos.

INTERNET PERSONALITIES have become more recognizable than mainstream celebrities to 13-18 year olds.

NAVIGATING THE FRONTIER: HOW TO GROW AN AUDIENCE ONLINE

RESEARCH QUESTIONS:

- *What growth factors can be identified in content that attracts large audiences on YouTube?
- *Can these factors be emulated under optimal conditions to build an audience?
- *Is YouTube a true meritocracy that rewards quality content with wide viewership?

METHODOLOGY:

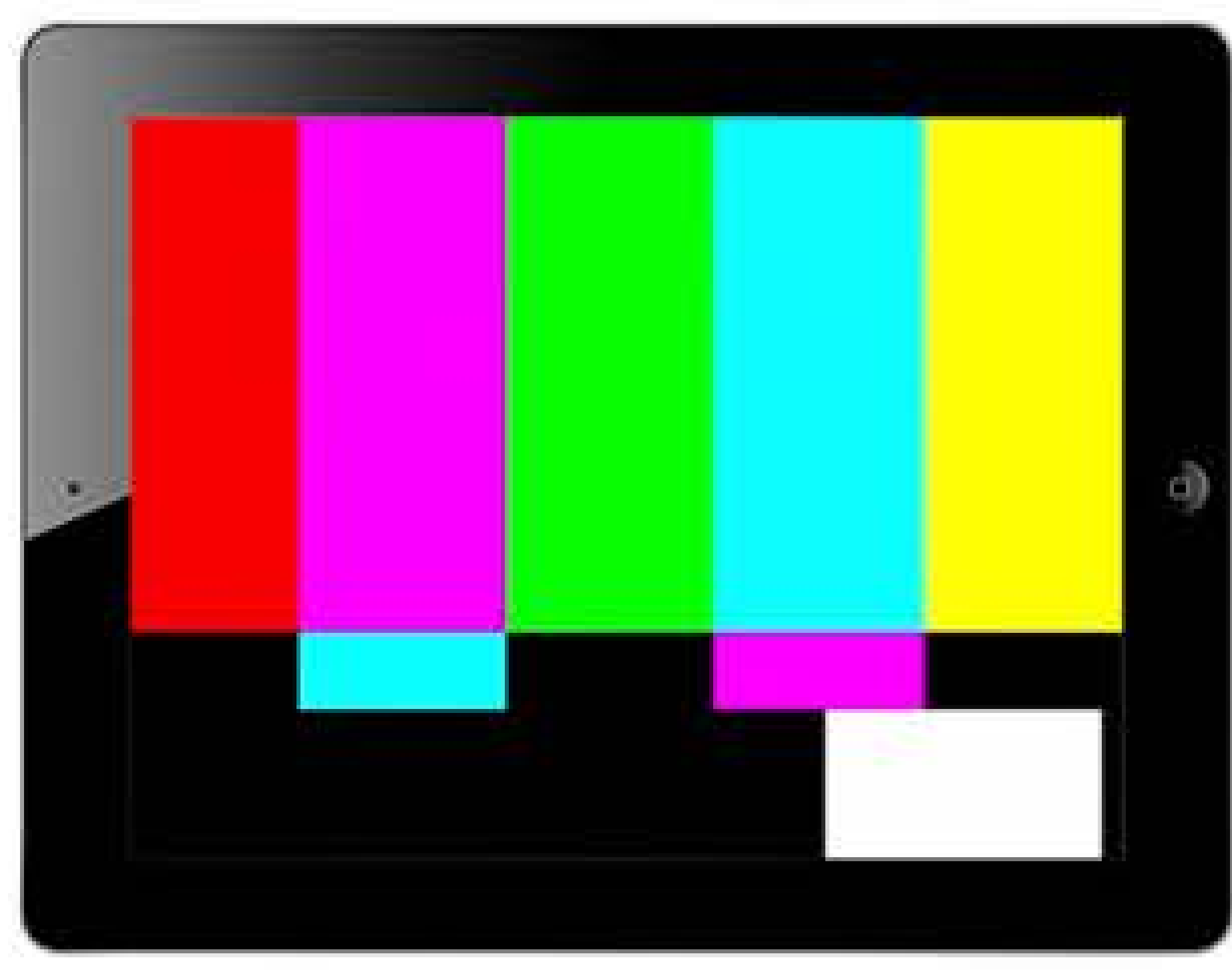
- *Brand myself as a content creator on YouTube
- *Create one film every day of Summer 2016 and upload them to my YouTube channel
- *Intern within the talent department of Fullscreen Inc., a premiere multi-channel network
- *Study the growth of my audience and identify the factors that attract them

46 videos
41,000 views
1,800 subscribers

YOUTUBE.COM/NOLANKRESNAK



"Our job as creators is to further define any medium."
-Casey Neistat,
2016 YouTube of the Year



"New media represents a constantly shifting frontier for experimentation and exploration. While new media are understood in terms of the older media that precede them, they are nonetheless freed, at least to some extent, from traditional constraints."
-Lev Manovich, 2001

GROWTH FACTORS

SEARCHABILITY/OPTIMIZATION: Understanding YouTube's search algorithm and manipulating titles, tags, descriptions, etc. gains exposure.

COMMUNITY: YouTube is a social platform. Being active and vocal in comment sections of other videos increases exposure.

CONSISTENCY: Audiences appreciate predictable, reliable, and frequent uploaders.

COLLABORATION: Cross-channel promotion is extremely valuable.