

Influence of Vlogs on Young People Between 16 to 18

Jintian Yan¹

¹Shenzhen Vanke Meisha Academy, Shenzhen, Guangdong Province, 518000, China
Corresponding author's e-mail: ShiLiShuang@cas-harbour.org

ABSTRACT

In the past, there were many different ways for young people to get know the outside world such as newspaper, television, social media and so on. In recent years, a new way coming out on the internet take place of social media gradually—Vlog, also known as video blog. The initial purpose of Vlog is for people to show out their colorful day and exciting adventure to people all over the world through the internet. However, according to Melendres, Matisse, social media like Youtube caused many mental problems of young people, because of the flexible policies on the content of videos, so that inappropriate videos, like videos that propagandize misconceptions, can also be spread wildly on the online platforms [1]. Therefore, Vlog, which is similar in functions to Youtube, can also bring harm to young people. For this reason, it is very significant for young people to learn that what changes do the Vlog bring to young people's value. In the research, the author mainly use interview to research how the young people in high school view the changes that Vlog bring to their daily life and value system. The research outcome showed that how do young people themselves feel about the impact of Vlog on them. Also, the author analyses why does this phenomenon take place.

Keywords: *Influence of Vlogs, young people between 16-18 years, interview*

1. INTRODUCTION

Undeniably, with the rapid development of mobile phones and the Internet, people are relying more and more on these media in nowadays. New media have changed our lives more convenient and we are closer to people from all over the world. However, as the founder of modern communication theory Marshall McLuhan claimed that, "The closer you get together, the more you like each other? There is no evidence of that in any situation that we have ever heard of. When people get close together, they get more and more savage, impatient with each other....The global village is a place of very arduous interfaces and very abrasive situations." [2] It reveals that Internet has both advantages and disadvantages at the same time. This principle also applies to the Vlog to be studied in this research paper.

According to Public Relations Specialist Frazier, Vlog is a natural extension of the video diaries that gained popularity in the 1980s when video cameras first became widely available. [3] Today, people have their phones with cameras so that they can post everything they want to share instantaneously. This makes Vlog become one of the most popular choice for people to share topics related to current events or about their own lives.

As more and more young people around the author began to use Vlog to record their daily life and share them online, the author believes that Vlog has a great impact on our lives, both positive and negative, so it is worth exploring.

In this research paper, it will mainly find out what changes do the Video blogs bring to young people's self-cognition. To be more specific, how do young people's value are molded by Vlog? That is the question that this research paper will mainly include.

2. METHODOLOGY

In this research, qualitative research method was used because it can gather more specific information from sample of individuals. The author interviewed 20 students from the author's high school in Shenzhen. All the interviewees are aged between 16 and 18, which can ensure the accuracy of the research. There are six questions prepared for interviewees, and most of them answered all the questions while some interviewees only respond two or three questions because they did not know or watch Vlog before. All the questions included in the interview are presented in table 1.

Table 1. The interview questions

Question 1	Do you know what Vlog is?
Question 2	What kind of Vlogs do you usually watch?
Question 3	How long do you usually watch everyday?
Question 4	What is the purpose for you to watch Vlog?
Question 5	How do you feel after watching Vlog?
Question 6	Do you think watching Vlogs will change anything about your values or how you feel about yourself?

3. INTERVIEW RESULTS AND DISCUSSION

3.1. The overall results

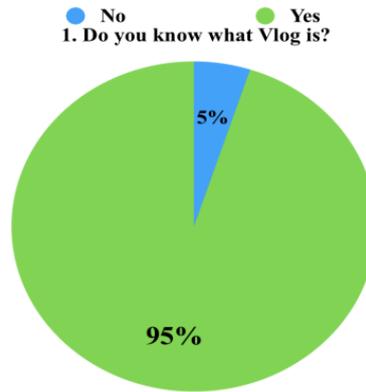


Figure 1 The result of question 1: Do you know what Vlog is.

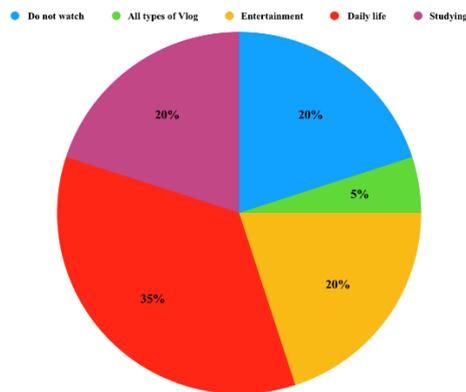


Figure 2 The result of question 2: What kind of Vlogs do you usually watch?

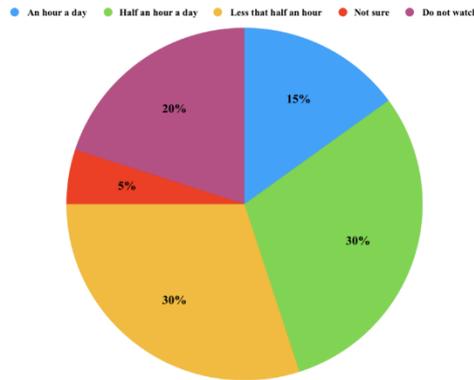


Figure 3. The result of question 3: How long do you usually watch everyday?

As shown in figure 1, the majority of interviewees, namely, 95% interviewees, know what Vlog is. According to the answer to the second question, the content of Vlogs can be mainly divided into five groups, which can be seen in figure 2. The largest group is daily life with 35%. Then, 20% interviewees watch entertainment Vlogs, 20% watch learning content and 20% usually do not watch Vlogs. Moreover, as shown in figure 3, the time the interviewees spend on watching Vlogs is mainly no more than half an hour a day, with 30% less than half an hour and 30% half an hour. Besides, 20%

interviewees do not watch Vlogs, which is consistent with the result of the second question.

3.2. Young people's reasons for watching Vlog

Purpose for young people to watch Vlog is very interesting because there are many different reasons resulting teenagers to watch Vlog. By summarizing the results of the fourth and fifth questions, which are shown in figure 4 and 5, there are mainly three main reasons for young people to watch Vlog.

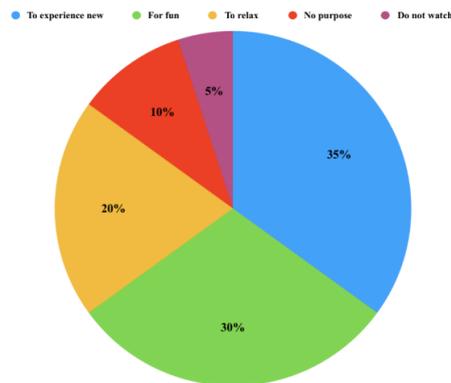


Figure 4 The result of question 4: What is the purpose for you to watch Vlog?

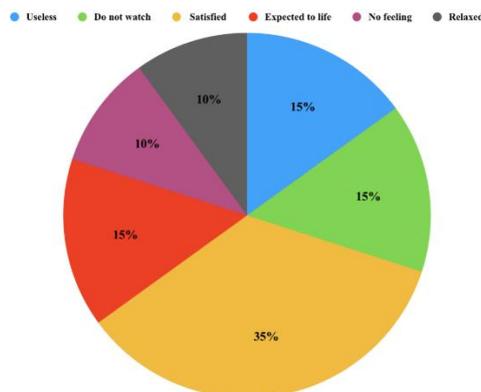


Figure 5 The result of question 5: How do you feel after watching Vlog?

The first reason that many participants of interview mentioned that it was a good way to spend their time on.

Although many interviewees do not want to admit that they will spend their time on watching Vlog again, most

of them watched Vlog before. Most of interviewees hold the view that watching Vlog waste young people time. The most interesting question is that why do many young people now consider things that have brought them joy in the past to be a waste of time? Also, they tried very hard to prove their words are reliable.

The second reason of young people watch Vlog is that they want to gain a sense of superiority by watching someone live a hard life like workers. In this way, there are many Vloggers who are worker in China get lots of fans and a lot of attention. People all have this psychological demand in a way as one interviewee proposed. For example, there is a international high school student, he wants to know what other people in this world do at the same time to address his curiosity. At first, he simply lives a life of understanding people other than himself. However, when he saw someone who had a much harder life than himself, there will be a sense of satisfaction emerge in his mind. Originally, there is right or wrong answer for this instinctive reaction, but it can change how does he view the world and his own values silently.

The last reason is the most unexpected result of research because some of participants include that enjoy the nothingness and boringness is one of the surplus for them to watch video blog everyday. They said that watching video Vlog everyday is like taking drugs because once you're addicted, you cannot live without it every day. "It is literally just fun to watch rich people live their aesthetically pleasing lives, I know they are insanely boring, [but] they are soothing to watch. It is like pleasant background noise." [4] The reasons why young people addicted to Vlogs can be mainly divided into two groups. The first reason is that they think it is very enjoyable for them to watch some boring Vlog filmed by rich people. They said that it was the life to be desired also of you life although it may not help you to succeed your personal goal. What is more, sometimes life is too hard for young people in nowadays for they have to finish their study and how their parents' expectation, so they need something to entertain urgently. Undoubtedly, watching video Vlog offers a perfect way for teenagers to release their stress out. For young people, the easiest way to satisfy their desire is to fantasize something unreal. By watching rich people's life, young people will think that is the life they want to achieve.

3.3. Types of Vlog that young people choose to watch

There are many different types of Vlog on the internet such as travel Vlog, education Vlog, game Vlog and so on. Teenagers can choose whatever they prefer to watch based on their own favors. This research paper will mainly focus on three main types of Vlog that young people mentioned in the interview.

3.3.1. Travel Vlog

Travel Vlog is where Vloggers take cameras in their bags and travel to a city or country. During this time, they will film their travels and post them on the website after a long time of editing. Many young people like to watch those kinds of videos because they are busy with school affairs every day, and they have to spend their vacation time doing homework and studying. According to the theory uses and effects, namely the simultaneous influence between the use of media and the influence of the content or content of a media, in this case media online. Zainun explained that the theory uses and effects when connected with the use of traveling Vlogs on social media YouTube will lead to effects namely attitudes or interests. The audience or audience when searching for information online is more based on the need for information on a tourist destination in the content travel Vlog [5]. To satisfy their curiosity to this unknown world for them, their desire for this kind of Travel Vlog is very strong since people in their age are always try to know this world as soon as possible. Obviously, travel Vlog offers a good way for teenagers to relax themselves better and fulfill their passion to explore everywhere. In addition, there are types of Travel Vlog and they are travel on a budget and ordinary traveling. Travel on a budget is self-help travel with a plan and a conscious effort to reduce costs. Many travel Vloggers will take their cameras and a little money with them, then on the journey. Travel Vloggers will record videos and then make video Vlog in an entertaining way for audience to watch. These two kinds of video Vlogs perfectly cater to the young people's desire and passion to know the world.

3.3.2. Lifestyle Vlog

Lifestyle Vlog show Vlogger's daily life to people from all around the world. Basically, they are making video diary and showing it to the world. The frequency of video blogging can vary like per day or once a month. Besides, one of the most greatest things of life style video blogging is that there is usually no script and everything happen is real. Young people find extremely interested when they watch how other people live and it may influence their future decisions and career. For example, if a Vlogger in his video say that dropout is a very cool thing, it will definitely mislead some young people to think that it is fine for them to drop out of school. However, it also have positive influence for young people. For example, watching some Vlogs by university students can help high school students to work harder to get in college. "Talking about Youtube, cultivation theory is often reflected in relationship between a blogger and the audiences when a viewer is intensively following certain content producer and tracks his activities and actions. According to Grossberg, the reasons for being a fan can vary. Fandom allows viewers to create new identities and to imagine themselves living

a different life. It does not necessarily mean that a fan is a person who blindly follows someone's actions and imitates them in his own life. Nevertheless, often those actions function as a role model for the viewer's daily routine [6].

3.3.3. Fashion Vlog

Fashion Vlogs are mainly recorded by models, idols and other online celebrities and they usually have many followers already. Nowadays, more and more young people prefer beautiful and fit bloggers., Therefore, fashion Vlogs become popular. By watching those fashion video Vlog, young people can build their values such as fashion values, beauty values, fit values and so on. Moreover, as the Vlog shows, the question of what makes consumer fashion a moral choice does not go beyond questions of economic and geographical privilege.[7] That is the problem of fashion Vlog bring to young people because what Vlog trying to propagandize is inappropriate for young people. In this case, there will be more and more misunderstandings among young people about this concept.

3.4. What changes does Vlog bring young people?

It is not hard to see that Vlog has a great impact on young people for there are 95% interviewee know what Vlog is (as shown in figure 1) and only 80% watch Vlogs everyday (as shown in figure 3). However, it is still difficult to find out what changes do Vlog bring young people. There are two totally opposite voice from all the interviewees.

The first perspective think that watching Vlog is useless for young people and the reason why they watch it before is because they do not know this point. They are already give up watch Vlog everyday and some of them even never watch Vlog again. One of the participant of interview say: "Vlog seems to be an easy thing to do in the short term, and once you have watched a few minutes of video, you can learn something new. However, young people often ignore these fast food fragments of

information can be quickly forgotten by them. In the end, they just waste their time. For me, I prefer to spend my time on something that has a long-term return, like reading books now." As he mentioned that when people get used to taking in the pleasure of fragmented information, it is hard to focus on something that has long-term payoff, like learning. Thus, it is worth thinking what is the meaning for young people to watch Vlog. To this question, this interviewee gave his own answer: there is no meaning for young people to watch them because they cannot learn anything by watching Vlog.

On the other hand, there is another perspective argue that entertaining is one of the most important thing for young people to have. One of the participant of interview say: "I watch different types of Vlog such as cooking just because I like to watch them. These videos make me feel relaxed and get rid of sadness that occur in my daily life. I will watch them whenever I want to watch but not for any other reasons." While it is hard to say exactly what changes Vlogs have made for young people, many respondents believe that Vlogs are an essential part of their lives. For young people, watching Vlog is one of the best way to entertain and it is also the easiest way to do. The only thing for young people to have is a mobile phone which everyone has one today.

Back to our original research question, what changes do Vlog bring to young people's self-cognition? The most interesting thing is to find out that half of interviewees hold a relatively unified opinion which is they admit that they will take some of the ideas they agree with in the video, but that does not give them a reason to follow them blindly. Although nearly half of the interviewees admit that watching Vlog will change their views on the world, perspective on some things and even their life style to some extent, it does not mean that watching Vlog will value the system to a large extent. For example, One interviewee said that he learned how to cook through Vlog, and that it also had an impact on his life. Another interviewee also said that she would watch how other people study and encouraged herself to study harder in her daily life. From her perspective, this is a change for her life, but not a big change.

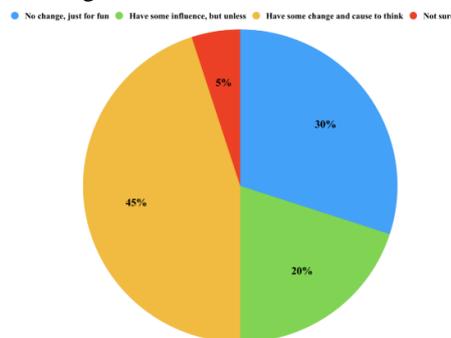


Figure 6 The result of question 6: Do you think watching Vlogs will change anything about your values or how you feel about yourself?

4. CONCLUSION

The reasons young people use Vlogs vary, but in general they use them for acquiring knowledge, exploring the unknown world and self-entertainment. Nine of the interviewees felt that Vlogs actually affected the lives of young people because it enabled them to gain knowledge about the world that they had never heard of before. The influence of these Vlog on young people is subtly changing their understanding of the world. To the question, how much impact does Vlog really have on teens, contrary to what people usually believe, many interviewees reported that the impact of Vlog on young people was actually limited. What is more, according to the response of the interviewees, young people presented more ability in critical thinking than people usually think. In the future, more research can be done to analysis different young people in different places. In this way, it can solve the weakness in this research.

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