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### **Yikes, Youtube!**

The 21st century has raised a generation ruled by technology and the internet. With that, a large platform called Youtube was created in February 2005 so people could upload videos, which allowed people to create original comedy and share their ideas with others. At first it was about posting a video with a friend to laugh at, but then it became available to have as a job which eventually ruined the pleasure of putting out a video someone really cared about making. As a result of many people wanting to upload videos for the wrong reasons, there has been a decline in Youtube's unique and genuine platform within the past few years due to a hunger for money, which lead to constant drama and a lack of quality videos.

As the website grew more popular, there began to be familiar faces creating fame for themselves by gaining subscribers, views, and likes. Many of these creators have been able to develop and pursue a career while gaining a steady income for doing so, due to network and sponsor deals along with ad revenue. On these channels, comedy skits, parodies, covers, and gaming used to be the main used to dominate the most-watched charts before all of these different subtopic ideas came up that everyone eventually started copying. According to Investopedia, "Some videos earn a higher or lower than average rate depending on the video content. Videos containing copyrighted music do not earn revenue for the video creator, and some topics may not attract advertisers." Money, however, became more important to people

than uploading videos they enjoyed making. This caused a whole ordeal with clickbait to arise, which is adding a false, dramatic title with an interesting thumbnail to get people to click and watch the video. An example is in a Logan Paul vlog, including something that will catch attention in the title and thumbnail but will actually only be included for maybe a minute or so out of the entirety of a fifteen-minute video. Or perhaps, what is mentioned in the title is not even included in the video at all. Using clickbait is a lazy process when it comes to the quality of one's video, since it does not correlate with what someone thinks they are about to watch.

As competition for ad revenue increased, creators started filming the same types of videos, which decreased the overall level of creativity on the site. In a video titled "YouTube Has Changed", Youtuber Markiplier addresses some of the issues he has been noticing regarding content and others who are involved on the platform on a professional level. "As more and more people try to flood in the system, the more people try to hold tight on what they have. They don't want to let go. They worked hard to make their YouTube channels, so they want to attack others and cause drama." The amount of drama that has occurred became an outlet for channels to not only report on, but also engage in so that their statistics and income would be able to increase. One example is Keemstar, he uses these issues to voice his opinions and report and gets a load of views because it is now what his reputation holds. It came to a point where these acts of drama would turn into scandals, and it would be showed online to gain some publicity.

An example of someone who has constantly been apart of scandals to gain popularity is Jake Paul, going as far as being broadcasted on the news for disrupting his neighborhood in Los Angeles. He has created multiple songs and videos that were purposely directed towards his ex-girlfriend, other creators, and even his brother Logan. There are countless videos on Youtube

that are called “storytimes”, which are Youtubers ranting and explaining situations which have happened, explaining their negative encounters with him, some of these being fake so that they can be ones to get a higher amount of views as well. He has been a main reason of the decline specifically in 2017, because it was catching the attention of a lot of children for terrible reasons. Although he may have been apart of that decline, his revenue definitely sky rocketed due to the millions of people tuning into his music and drama. Jake has posted music videos claiming that he is not a bad person and will change, but then other problematic issues arise weeks later.

Just like every other popular platform, there is some type of catch in the system. Youtube has a special algorithm that consists of small little details that contribute to a channel as a whole, impacting the outcome of their statistics. Tubefilter.com was able to break it down, explaining the watch time, views and velocity, view duration, all lead to an algorithm which affects how often the videos are featured. With there being an updated system, the website stated, “The algorithm is designed to promote channels that are capable of uploading videos that get and keep a large swath of their niche audience watching.” Youtube channels were no longer able to receive money through ad revenue as easily. With the stress of not gaining money for the content that was being put out, there was a drought of motivation on the part of video makers. It became a struggle to upload new videos for smaller creators since they are not as stable as someone who has millions of subscribers. As a result, the content quality had decreased because there was a lack of money.

The high quality ideas and humor is what made Youtube stand out more than any other website, because it was allowing individuals posting whatever they wanted onto it without any restrictions. Creators have to have a creative mindset in order to gain attention through Youtube

and now, many restrictions and guidelines have been developed to control that from lashing out past a PG audience, since creators are aware of their demographic and could tilt away from their usual family-friendly content in order to make some cash; there is a large amount of young children on the site and those rules are to try and filter out what is seen by kids. This causes the platform to undergo physical and digital changes every single year, narrowing down the chances of becoming promoted. This continues to be a problem as the site gradually grows larger, and money becomes the bigger catch of attention. If Youtubers stopped to think about it, they would realize that the platform is not just about creating drama and gaining money, but for focusing on their talents and passions is just as important as well.

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