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YOUTUBE AS A NEW FORM OF MEDIATIZATION

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internet-platform;
mediatization;
media space;
communication channel**Abstract**

The purpose of this research is to analyze and generalize the features and techniques of the YouTube platform as a new form of mediatization. **Research Methodology.** To research the features and techniques the following methods were applied, a namely: analysis and synthesis (analyzed the peculiarities and principles of the YouTube platform), comparative method (studied the process of work of the internet-platform and contemporary television), generalization method (generalized major aspects which disclose YouTube from various sides) and systematization method. **Scientific novelty.** It is for the first time when YouTube is disclosed and analyzed from the side of a new form of mediatization, highlighted new characteristics that differentiate YouTube from modern television, the factors regulating media space were researched. **Conclusions.** During the research of YouTube as a new form of mediatization, we analyzed the works of media scientists of the studied phenomenon. By the results, we established new features and techniques of the YouTube platform; analyzed the development stages of YouTube; studied the problems and positive factors of impact of YouTube, as a communication channel. YouTube displaces the television from the first place and takes a big share of rating, and this, in its turn, makes a new form of mediatization as a factor of regulation of contemporary media space.

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Problem Statement

Modern market conditions have their own communication channels. The Internet is included in the list of these channels. If we consider the topic of YouTube historically

and objectively, it is worth noting that in recent years the platform is used not only to transmit information and increase financial stability but also to disseminate material that has no value and is not filtered. As a result, due to free access to the system,

the society began to download various video files: domestic violence, bullying, pornography. If there is moderation on television, then YouTube has no similar functionality and the video is blocked only if it gets a strike. A strike means blocking a video for copyright and infringement of the YouTube terms and conditions. The Internet has made it possible for every citizen to obtain the status of a blogger, and thus to monetize materials. Accordingly, a large number of children have become a “target” for parents, from childhood minors become public figures and parade their own lives “Inside and out”.

Recent research and publications analysis

While working with the scientific article, it was researched that the topic of YouTube is not sufficiently scientifically studied, so there is no professional literature on the Internet. In today's discourse, countries such as the United States and Russia are most concerned with formulating new rules for using the YouTube platform. The writing of the article was based on the use of works by N. Vlasyuk (researched YouTube video hosting and its popularity), V. Mikhailova (studied YouTube as a communication channel), N. Soboliev (described how to receive likes on video), and A. Shatyрко (analyzed business on YouTube); A. Shupelov (singled out the use of YouTube for business). Researchers are trying to create new methodological rules for using the system, using the work of predecessors.

Problem Statement

The purpose of the research is to analyze and generalize the features and functionality of the YouTube platform.

Main research material

Over the 14 years of its existence, the Internet platform has become a new form of mediatization, thus weakening television viewing. YouTube guarantees an important function in the process of modern life – the transmission and receipt of information. A large percentage of businesses now use the Internet as a communication channel to sell online. In her scientific work, M. Mikhailov (2018) gives an example: “Professor Rosin points out that the Internet platform increases the social activity of society”.

YouTube is a popular video hosting company that actively functions and fills the resource with thematic videos. (YouTube, 2005). Historically, the system was started as a dating site, now hosting functions as an additional channel to promote your own brand and product. The official birthday of YouTube is considered to be Valentine's Day – February 14, 2005, this date marks the day of the launch of Flash video technology. Later, Google bought the progressive system for almost \$2 billion.

It should be noted that the first video was uploaded to the network by co-founder Javed Karimov two months after the launch of YouTube. Later, the amateur material “I'm at the zoo” (San Diego) spread. It was distributed on April 23, 2005, at 20:27 and the number of views of this video reaches more than 85 million.

In the 21st century, the YouTube platform helps users: reliably demonstrate the product, their own ambitions, create additional methods of influencing the viewer, and, most importantly, to monetize video files. Every day, users have the opportunity to perform several functions on the network, including viewing, downloading, commenting on your

favourite material. In 2011, the YouTube audience received a new appl – creating live broadcasts on their own pages. The main feature of the know-how is the ability to save the material and also automatically delete it. Five years ago, YouTube decided to add another feature – creating a video in 360 formats, aka a panoramic video resource (Bukalov, 2019).

The Internet platform also develops a site search engine optimization system, abbreviated as SEO. Inquiries of the audience and topical topics are formed into a single database, which in further work helps to popularize the created material. There is a variety of social media in the world. But YouTube has the highest performance, which creates the process of transmitting information to the viewer, as well as the process of contemplation of other figures.

In recent years, YouTube has approached the informatization subprocess. Thanks to the latest systems, mediatization provides an opportunity to provide everyone with access to any source of information (Tazhetdinov, Mrochkovskii and Parabellum, 2013). Gradually, video hosting is becoming a major factor in mediatization, thus displacing television from the media market. Recent years have shown that TV channels and companies distribute video products on the Internet, creating official pages, and promoting their own products through a communication channel – YouTube.

It should be noted that optimization is a process of providing the most favourable characteristics. On Ukrainian television, this is not financially profitable, because it is necessary to involve a speaker, journalists, organize editing, etc. On YouTube, the main thing is to properly sign the file on your computer, download it, process it with the

VIDQ program (this is optimization) and wait for likes and subscriptions (Sobolev, 2016, pp.110-112).

It is easier to implement the method of counting the audience on the hosting. On television it is called people meters (complex design), on YouTube, it is automatic analytics (views, likes, comments, dislikes). And here there is a dissonance, most channels are engaged in the bot version and views do not always correspond to subscriptions. For example, 300 thousand subscribers, and views up to 1000. The advertiser should understand at once that indicators do not correspond to reality, and therefore cooperation is not profitable. A positive factor is that the customer sees the statistics immediately and on television the only postscript.

On Ukrainian television, they mostly make money on advertising, but ratings often change, and YouTube has more stability. Through active work on the channel, media business owners have the opportunity to monetize. Monetization is the payment from YouTube for each viewing under the video. YouTube has an ad cancellation feature (alcohol, drugs, etc.). In fact, on television, the viewer is not even a participant in the media process and does not independently regulate advertising campaigns. So, it becomes clear that the TV service has one task – to sell airtime, not taking into account viewing statistics.

The difference between television and the Internet platform is that the screen language does not involve the viewer in the process and events, and on YouTube on the contrary. Every viewer of the hosting can join the discussion in the comments and even increase their own income. There are platforms through which you can register and fulfil other people's orders (write a comment, like, dislike). The average

price (in UA hryvnia) varies from 0.27 to 0.36 kopecks per 1 working action.

The YouTube platform is actively fighting censorship and attracting users from all over the world. Currently, 60% of popular videos on hosting cannot be viewed in Germany. Due to the lack of free access, viewers themselves lift the sanctions and use VPN (the virtual private network) to watch videos without thematic restrictions.

According to N. Vlasyuk (2019), today about 300 hours of video are uploaded to YouTube every minute, its users stay online for more than 4 billion hours a month. During its 14 years of existence, the service platform has become the most popular video hosting. Everyone can download almost anything for free on YouTube and get a chance to attract billions of users a month. Analyzing the work of YouTube, it was concluded that it does not matter to which target audience the user belongs to, where he/she works, the main thing is how much the users want to earn.

The Internet platform has its unique genres:

- YouTube Poop – psychedelic or absurd mash videos.
- Let'splay – demonstration video of gaming with comments behind the scenes.
- Lifehack – lifehack videos designated to ease daily social life.
- Challenge – one of the formats of video platform for engaging a large number of views (YouTube, 2005).

The most popular world channels of YouTube are:

- Movies – channel designated to modern movies, with 80 mln. people. of subscribers.
- the HolaSoyGerman channel with a theme of humour, music and creativity has more than 39 million subscribers, created by Chilean comedian and singer Herman Garmendia.

YouTube sets new records every second and continues to attract millions of people. Thanks to reruns and interesting content, its views are higher than programs on television. Almost all programs and movies end up on the world's main hosting and are always available for viewing.

After analyzing the YouTube system, it became clear that the most active users of hosting are the age group, which starts from 25 to 34 years, as well as from 35 to 44 years. If we compare gender, women predominate, who make up the majority of those who participate in the online process. If we talk about the economic component and evaluate the financial part, it should be noted that the YouTube audience is quite solvent. The target audience is those whose income is above average. There is also a segment of those who make up a percentage of the audience of professionals, employees and adolescents. As for the mediatization of YouTube in Ukraine, there are also great prospects for future development. The first video on the platform was uploaded in 2005, and in 7 years the Ukrainian language has become available to users.

In 2014, YouTube awarded channels from Ukraine with a "Silver Button" for 100 thousand subscribers. These included Channel 5, Public Television, Espresso TV, Toronto Television, Rozetka, TSN, DZIDZIO, Potap and Nastya (YouTube, 2005). There are certain rules for YouTube mediation, one of which is that the video platform prohibits downloading videos without the consent of the copyright owner. Besides, the hosting provides scenes of violence, although such videos rarely appear on YouTube. The site has the ability to "report excessively hard video", which will help to delete the video as a result.

YouTube promotes a video blogging format that is a popular and effective

platform for any advertiser. The most famous advertisement that every hosting user encounters is a video insert. This is a preview that is shown before the start of the video. Commercial advertising can be skipped in 5 seconds of viewing. Advertising banners within the video are also gaining popularity, for which bloggers receive considerable fees (Shatyрко, 2019.). In addition to the usual blogging, there is also a children's blog. "Little Baby Bum", "Viki Show", "Family Fun Pack" are the most popular of them.

In today's world, hosting has become an integral part of many people's lives. There is a category of people who watch videos every day. A large percentage of people believe that the platform helps to implement the talents and demonstrate their identity, and also becomes an additional source that helps to find an audience with similar interests.

While studying O. Shulepov (2019) material, it became clear that the YouTube platform has the highest ratings among media platforms, especially in the field of culture. Thus, video hosting is the most effective platform that allows you to spread various topics and create a new history in the field of culture.

Content that is spreading on the Internet is watched by different categories of people. YouTube materials allow you to diversify your leisure time, learn new skills, be in the news field and look for like-minded people. It is also worth noting that the content encourages viewers to the different nature of the action. For example, seeing ads on YouTube, people begin to monitor information about the product they see, go to the brand's website, make a purchase. Internet resource is a global platform that allows you to solve your own problems for both viewers and brands.

In 2019, a large number of views received a video Despacito, a popular music video by Fonsa and Yankees. This music material is followed by a clip of Sheeran's "Shape of You" (over 4.7 billion) and the Caliph's "See You Again" (over 4.7 billion). Only one video is not musical and tops the top ten popular videos on YouTube in terms of views and likes. It is in fourth place on the list. The video entitled "Masha and the Bear – Recipe for Disaster" has been viewed more than 4 billion times. (Bukalov, 2019).

Conclusions

Analyzing YouTube as a new form of mediatization, it becomes clear that the system absorbs so much information that it may soon become a full-fledged "video Wikipedia". Every day in the world, most people try to turn off the classic television with a certain amount of advertising and watch your favourite program in a day or two, but in the absence of product placement (advertising). You can watch the video at any time and not be tied to the software network, which increases the growth of the audience of the Internet platform. Viewers and authors of the video product on YouTube have direct contact through the mail listed on the page, through likes, comments, and then the subscriber feels his importance and has a desire to turn on hosting, not television. Therefore, the Internet resource becomes a service not only for watching videos but also a "Webvisor", aka it will open to users an available television service that is not tied to a particular telecom operator. Recently, the use of web resource puts classic business models under attack.

YouTube has a "recommended" feature, which selects videos for each viewer individually depending on the videos

that have already been viewed. That is, the tastes of the viewer are taken into account. Hosting has many advantages due to which, we can conclude that this

approach to the audience is more popular. A large percentage of people are ready to completely switch to this method of transmitting and receiving information.

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YOUTUBE ЯК НОВА ФОРМА МЕДІАТИЗАЦІЇ

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Анотація

Мета дослідження – проаналізувати й узагальнити ознаки та засоби платформи YouTube як нової форми медіатизації. **Методологія дослідження** базується на застосуванні таких методів, як: аналіз та синтез (проаналізовано особливості та принципи платформи YouTube), порівняльний метод (вивчено процес роботи інтернет-платформи та сучасного телебачення), метод узагальнення (підсумовано стрижневі аспекти, що розкривають YouTube з різних сторін) та метод систематизації. **Наукова новизна.** Уперше розкрито та проаналізовано YouTube з точки зору нової форми медіатизації, виокремлено головні характеристики, що відрізняють YouTube від сучасного телебачення, досліджено чинники, що регулюють сучасний медіапростір. **Висновки.** Під час дослідження платформи YouTube як нової форми медіатизації було проаналізовано праці науковців-медійників з дослідженого явища, за результатами яких з'ясовано основні ознаки і засоби роботи платформи YouTube; проаналізовано етапи розвитку YouTube; вивчено проблематику і позитивні чинники впливу YouTube, як каналу комунікації. Встановлено, що YouTube витісняє телебачення з першого місця та забирає велику частину рейтингів, а це, своєю чергою, становить нову форму медіатизації як чинника регулювання сучасного медіапростору.

Ключові слова: YouTube; інтернет-платформа; медіатизація; медіапростір; канал комунікації

YOUTUBE КАК НОВАЯ ФОРМА МЕДИАТИЗАЦИИ

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Аннотация

Цель исследования – проанализировать и обобщить признаки и приемы платформы YouTube как новой формы медиатизации. **Методология исследования** базируется на применении таких методов, как: анализ и синтез (проанализированы особенности и принципы платформы YouTube), сравнительный метод (изучено процесс работы интернет-платформы и современного телевидения), метод обобщения (подведены ключевые аспекты, которые раскрывают YouTube с разных сторон) и метод систематизации.

Научная новизна. Впервые раскрыто и проанализировано YouTube с точки зрения новой формы медиатизации, выделены главные характеристики, отличающие YouTube от современного телевидения, исследованы факторы, регулирующие медиапространство. **Выводы.** Во время исследования YouTube как новой формы медиатизации были проанализированы труды ученых-медийщиков с исследованного явления, по результатам которых, выявлены основные признаки и приемы платформы YouTube; проанализированы этапы развития YouTube; изучено проблематику и положительные факторы влияния YouTube, как канала коммуникации. Установлено, что YouTube вытесняет телевидение с первого места и забирает большую часть рейтингов, а это, в свою очередь, составляет новую форму медиатизации как фактора регулирования современного медиапространства.

Ключевые слова: YouTube; интернет-платформа; медиатизация; медиапространство; канал коммуникации