



## SOCIAL IMPACT OF YOUTUBE

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### Abstract:

Nowadays, YouTube is the largest global provider of user-generated video content; it has become a significant platform for the dissemination of multimedia content. Globally, YouTube has become the second-most visited website within a short period of time. It has established itself as a repository for video sharing. This study summarizes the history of YouTube and its advantages and disadvantages. It also examines the impact of YouTube.

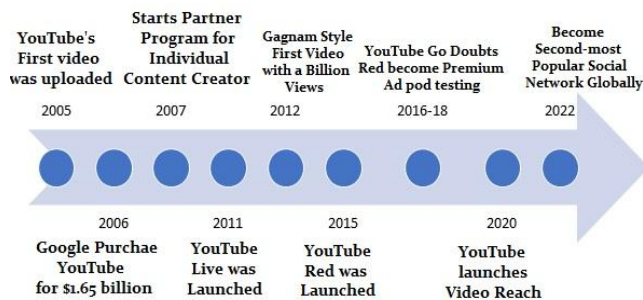
**Keywords:** Content Creation, Video Sharing, YouTube

### 1. INTRODUCTION

YouTube is a video sharing platform that can be accessed on PCs, tablets, laptops, and mobile phones. The main functions of YouTube are watching videos, sharing videos, creating a personal channel, and uploading videos. One can like, comment, share, or subscribe to a channel. It is easy to use and opts for short video clips.

## 2. HISTORY OF YOUTUBE

YouTube was registered on February 14, 2005, by Steve Chen, Chad Hurley, and Jawed Karim, three former workers of the American e-commerce company PayPal. They had the idea that ordinary people would enjoy participating in their "home videos." The company is headquartered in San Bruno, California. Figure 1 shows the timeline of YouTube history.



**Figure 1: History of YouTube**

Shortly after the point opened on a limited ("beta") basis in May 2005, it was attracting some 30,000 callers per day. By the time YouTube was officially launched on December 15, 2005, it was serving more than two million videotape views each day. By January 2006, that number had increased to more than 25 million views. The number of videos available at the time surpassed 25 million in March 2006, with more than 20,000 new videos uploaded on a daily basis. By the summer of 2006, YouTube was serving more than 100 million video views per day, and the number of videos being uploaded showed no sign of decelerating.

The immense growth in business at YouTube created its own set of problems. With little success in commercializing its website or controlling its rising costs, YouTube began looking for a buyer. In 2005, the American search engine company Google Inc. launched a video platform service, Google Video, but it failed to induce important business, and Google was urged to buy YouTube for \$1.65 billion in stock in November 2006. Rather than incorporating the web spots, Google continued YouTube's operation as before. To reduce the threat of brand-infringement suits, Google negotiated deals with a number of entertainment companies that would allow copyrighted video material to appear on YouTube and would give YouTube the right to include certain copyrighted songs in their videos. It also agreed to remove knockoffs of thousands of copyrighted video lines from YouTube. In November 2008, Google reached an agreement with Metro-Goldwyn-Mayer, Inc. (MGM) to show some of the plant's full-length movies and TV shows. The broadcasts were free to watch, with announcements running alongside the programmes.

ADVANTAGES		DISADVANTAGES
Free to use	1	Everything is public
Opportunity to earn money through your videos	2	Many rules and criterias
Easy to use	3	Account can be disabled without any reason
An easy way to share information	4	Any advertiser can put an ad on your video

Figure 2: Pros and Cons of YouTube

### 3. ADVANTAGES OF YOUTUBE

**Free of cost:** Uploading videos and sharing content is free on YouTube. There's no single penny used for uploading any videos or making any channel. Liking any videos, participating in any videos, and following any channel won't bring you If you want a video without any announcement played, you also have an option that's lately been added to YouTube: an offered subscription. In this case, we've got to pay some quantum for YouTube channel creation to subscribe to see videos without any announcement. This is completely voluntary, and we can see all videos free of charge.

**A simple way to share:** YouTube is easy to use and also easy to share a huge quantum of instructional videos, which can be shared in

an intriguing and amusing way. Not only can we partake in videos for this, but any special training or specialized chops aren't needed. We can fluently make amusing videos, like music, videos, etc.

**Can earn money:** Numerous brands and businesses attract to the channels, which have more observers, and they give plutocrats for playing announcements or directly championing brands by the vloggers. YouTube is a great source for earning if you learn how to make great videos, which are helpful in attracting brands business. For monetization, the rule is to get 1000 subscribers, and 4000 watching hours of videos are demanded. After this, anyone can start earning.

**Can connect more audience:** This is one of the stylish ways to connect with people worldwide and share their knowledge, videos, and different content that can fluently reach people in vast amounts. For those who want to convey any communication to a wide audience, it's fluently possible on this platform, as YouTube is the second-loftiest-viewed social point. It's also reached remote areas and helps to partake in any content.

### 4. DISADVANTAGES OF YOUTUBE

**Vulgarity:** There are numerous videos on YouTube that have good content, but due to diversity and easy access, numerous people misuse the platform and share unhappy content. Due to this reason, it isn't good for children to be used without parents. There's

no proper guideline to upload any content that isn't good for people under a particular age to watch.

**Bullying and Defamation:** This platform is occasionally misused for trolling and defaming others. It's easy to make videos on a celebrity or any person that's notorious and defame them unnecessarily, and occasionally people also deliberately put commentary on them. This type of videotape is widely available and also gets more views, so it's designed to also get followers.

**Earning money is difficult.** Uploading videotapes is easy on YouTube, as is participating in any content, but gaining followership and views isn't easy. A lack of views and subscribers can affect monetization and therefore earnings.

**Too much distraction:** Over millions of videos are uploaded on YouTube every nanosecond. By doing so, it becomes easy to get detracted by watching videos unnecessarily. Because it is aimless, videos are shown and popped.

## 5. SOCIAL IMPACT OF YOUTUBE

YouTube enables the affordable distribution of educational content, including educational materials from educational institutions and educational videos from individuals. The global use of video has stimulated innovation by allowing geographically dispersed people to share each other's work, collaborate, or share a resource. YouTube has facilitated communication

between educational institutions and individuals, such as between universities and prospective students and between companies and employees.

YouTube streaming data (videos) was used to measure consumer opinion in marketing decisions. Celebrities and major companies, especially major record labels, have used YouTube as a targeted advertising tool for targeted mass marketing and audience growth by placing banner ads and contracting with video producers to market embedded products.

On the other hand, people have partnered with advertisers to grow their audience. The "affiliate programme" allows individual creators to monetize videos and even make a living directly from publishing their content. Top earners earn \$30-\$50 million per year.

Some YouTube videos also raise awareness of social issues (such as bullying, suicide, and LGBT issues), allow increased social contacts, and overcome stereotypes about minorities and minority perspectives. However, other videos contained potentially harmful content, such as videos that are self-destructive or encourage more bullying or suicide.

A video of 15-year-old Amanda Todd, titled "My Story: Struggle, Bullying, Suicide, and Self-Harm," posted on YouTube a month before her suicide, became an "international sensation" in the National Post after her death. The resulting widespread media coverage has been controversial. While psychologists say it's worth asking questions about mental



health issues, some believe that certain headline-grabbing information may inspire more suicides. In addition to the strong public reaction, almost immediately legislative initiatives were taken to identify the prevalence of bullying and develop a national anti-bullying strategy.

## 6. CONCLUSION

For many people, YouTube is a major source of revenue. It started as a great platform to upload videos to share information, experiences, and tutorials. Many people have also dedicated their lives to creating content just for YouTube, and many have earned money in addition to recognition and fame. Even young people have made millions of dollars making videos on YouTube. It opened the way for people to earn a steady income and gain recognition worldwide. Harnessing the power of YouTube to reach new and likely converted audiences can open up new avenues and improve your business results. On YouTube, you are not limited to just one teacher's information or one teaching method. You have several options when it comes to teachers and teaching methods. The old way of independent learning is replaced by conceptual and visual learning. This pedagogical method engages students and helps them remember things by showing them how everything actually happens.

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