How YouTube Has Provided New Ways to Consume, Create, and Share Music

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Abstract
This case study about a teenage musician, Wade Johnston, suggests how YouTube has affected music consumption, creation, and sharing. A literature review connects education, technology, and media. Informal learning, digital literacy, and twenty-first century technology are also connected in the review. Data reveals how Wade started his channel, gained popularity, interacted with others, and promoted his musical career through YouTube. Original songs, covers, collaborations, documentaries, self-interviews, video blogs (vlogs), and live performances are observed by the researcher. Interviews with the subject, key actors in his life, fans, and first time listeners were transcribed and results were used to triangulate. Previous musical media research is expanded upon to include YouTube and video sharing. The idea of amateur and professional musician, musical venue, and audience member are being changed through YouTube. Current practices of how YouTube is used in the classroom are discussed, and future research is suggested.

Visual Abstract

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As the world’s largest video hosting website, YouTube has had impact in many fields, with some individual YouTube videos having directly shaped world events. In his 2010 TED Talk on crowd-accelerated innovation, TED curator Chris Anderson preliminarily noted that human brains are "uniquely wired" to decode high-bandwidth video, and that unlike written text, face-to-face communication of the type that online videos convey has been "fine-tuned by millions of years of evolution." Referring to several Do you have enough resources to create and use video content in your marketing? The answer is simple: Yes, it’s worth it. Not only because everyone’s doing it but because video is one of the most versatile and profitable digital marketing tools out there. Since Google now owns YouTube, there has been a significant increase in how much videos affect your search engine rank. Make sure to optimize your videos on YouTube for SEO. Write interesting titles and descriptions. Video is a great tool for learning, but it’s also super easy...
to consume. Today’s life is too busy to have time to read long product descriptions or dig deep into services. The modern customer wants to see the product in action.