

Kiara Rodríguez

John Jay College

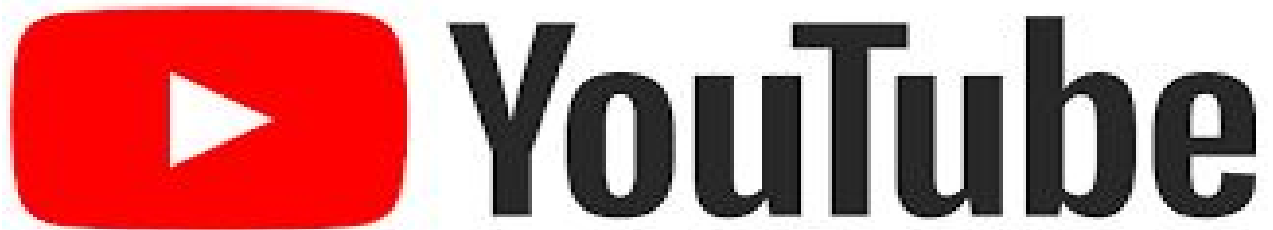
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**Abstract:**

For many years now YouTube, which is a free video sharing platform has become very popular. This platform has been used either as a source of entertainment, source of income, or a source of education. Many individuals have recently started to use YouTube as a source of broadcasting their personal life, either by themselves or with their significant other. This new YouTube environment has started a new norm on how relationships, friendships, families, and appearances should be. This has had an affect on individuals within society, making them feel like they need to be on the same level and portray the same lifestyle.



## The Effect YouTube Has On Reality

### **Introduction:**

In this article I chose to observe the YouTube video sharing platform for about an hour or two. I usually spend the majority of my free time on YouTube on a daily basis, so I was already familiar with certain videos that I chose to observe and specific channels that I chose to observe. Over the past few weeks, there has been a lot of YouTube drama going on within the channels that I chose to observe. I figured this would make an even better observation, because it goes along with my overall statement on how YouTubers portray a certain lifestyle that isn't one hundred percent accurate.

### **Methods:**

Some of the channels that I chose to observe were The Ace Family, De'arra and Ken 4 Life, and Lala Baptiste. I chose these specific channels because these are channels that I am already familiar with and these are channels that range from thousands to millions of subscribers so I know there are many individuals who watch them. For this experiment I observed new videos and old videos from each channel. I started observing these videos at around 9pm and I stopped my observation at around 11pm.

The Ace Family is a family channel, Austin and Catherine are husband and wife and they have three children together. They started their channel a couple of years ago, and they now have a total of 19.1 million subscribers. There are many children, teenagers, and adults that look up to this family, and I even looked up to them at one point. This is the first channel that I started watching faithfully, and got me hooked on to YouTube. The video that I chose to observe was "A DAY IN THE LIFE WITH CATHERINE." This video has an overall of 6.4 million views, and the reason I chose to observe this video because it was trending due to there being an issue

when the Ace Family uploaded this video because they accidentally forgot to edit a clip out. The clip includes Austin (Husband) screaming at Catherine (Wife). That clip went viral on almost every social media platform, such as TikTok, Instagram, and Twitter so I decided this would be the perfect video to observe.

De'arra and Ken 4 Life are a couple that also started their channel a couple of years ago and now have a total of 6.21 million subscribers. There are many young individuals that look up to this couple, and they are often labeled as “relationship goals”. The video that I chose to observe was an old video from one year ago, “ The Question | A New Future Begins”, this video has an overall of 4.7 million views. I chose to observe this video because this couple has been viral this week due to new cheating allegations, so I decided to observe a video in which they portray a loving and perfect relationship.

Lala Baptiste is a young woman who started her channel about a year ago, and now has a total of 368K subscribers. I decided to observe this channel because I wanted to choose one channel that wasn't a family or couple channel. The video that I chose to observe was her most recent video “RATING POPULAR YOUTUBERS W/ SEVEN!!” This video has an overall of 129K views. I chose to observe this video because it's a video where the youtuber and her friend sit down and rate other youtubers on a scale from 1-10 and I thought it would be interesting to see what they had to say about other youtubers, and about themselves.

**Field Notes:**

Ace Family: “A DAY IN THE LIFE WITH CATHERINE.”

Link to video: [:https://www.youtube.com/watch?v=d56cdV8yZnQ](https://www.youtube.com/watch?v=d56cdV8yZnQ)

Link to leaked clip: <https://www.youtube.com/watch?v=Xo9YHoowIFM>



- 0.00-0.30: The introduction to the video is very cute, it introduces each family member and they all seem very happy and look like a perfect family
- 0.30-0.40: This part is the clip in which they made a mistake, however it has now been fixed. This shows how they portray themselves as a perfect family, when they're not it seems as if they are extremely happy until you watch the leaked/original clip.
- 1.05: Catherine mentions how she wants this video to show what she does in a day and for it to be "as genuine as raw as real as possible" but there really isn't much realness in this video because you can see she looks upset, and it must be because of them arguing as portrayed in the leaked clip. However she's putting up a front for the YouTube video instead of being real and raw.

#### Leaked Clip:

- 0.00-0.05 it seems like they attempted to do the introduction to the video together in a very happy way, but the happy energy was being forced
- 0.05-0.15 this is the clip that was mistakenly leaked, you hear Austin scream "I was going to say good thing I don't have to be on camera today, God my hair looks fucked up

and I don't want to film like this so just go." You can tell by his tone of voice that he is upset and annoyed.

- 0.15-0.19 As Catherine is getting screamed at by Austin you can tell she wants to cry but just keeps saying "Okay, okay" and they attempt to do the introduction again
- 0.19-0.31 This is the clip that they now have in the video because it's the fake, and perfect clip. It doesn't show them upset with each other, instead it portrays them as the happy perfect couple and family.
- This whole clip shows how YouTubers don't portray their true selves, because if they would've they would've kept the original clip and showed that it is normal for couples to be upset with each other once in a while

De'arra and Ken 4 Life: "The Question | A New Future Begins."

Link to video: <https://www.youtube.com/watch?v=jM782nkSCGA>



- 0.00-0.30: The video opens up with Ken expressing his feelings for De'arra and how much he loves her
- 0.30-1.00: Ken goes on to explaining what the video is going to be about, and he explains how he finally popped the "Will you marry me?" question
- 0.55: In this portion of the video Ken is talking to their fans and says he knows that they have been pressuring him about proposing to De'arra. It makes me question whether it's genuine or to please the fans?
- 2.00-3.00: Ken is now giving thanks to all of their supporters for helping them get to the level that they are in now
- 3.00-3.30: Ken starts to express how much he loves De'arra again
- 3.47-6:51: This portion of the video Ken created a recap of majority of their videos starting off with their first ever YouTube video, it shows many of their memories from vacations to new homes, to reaching milestones, and shows genuine true love.
- 6:52-6:57: Ken includes tweets from their supporters asking him when he is going to propose
- 7.00-9.07: In this part of the video Ken shows the engagement ring to De'arra's grandparents and asks them their permission to propose, they say yes automatically and express how excited they are
- 9:07-9:45: Ken is now expressing how nervous he is to propose the day of
- 9:45-10:25: De'arra and Ken are now on their way to their dinner, where Ken is going to propose and he's documenting everything
- 10:38-11:30: A montage of the whole scenery is shown, including the mountains, water, and the whole date setup

- 11:50-13:53: This when Ken proposes and everything looks extremely beautiful, it looks almost like a fairytale

Lala Baptiste: "RATING POPULAR YOUTUBERS W/ SEVEN!!"

Link to video: [https://www.youtube.com/watch?v=9EsAp\\_cpsTA](https://www.youtube.com/watch?v=9EsAp_cpsTA)



- I noticed how the thumbnail of this video has De'arra and Ken on it with a throwing up emoji next to it
- 0.00-1.10: Lala and Seven are friends as well as YouTubers and they introduce what the video is going to be about, which is rating famous/popular YouTubers from a scale of 1-10
- 1.11-3.02: They do their first rating of a male YouTuber, but before saying who he was they are whispering to each other and laughing. When giving the rating Lala gives him a 2/10, and Seven gives him a 6/10. They proceed to go on about how he thinks he's all that, and has a bad personality.
- 7.20: Lala and Seven start to talk about how they can't wear something that isn't name brand



- 8.28: Lala and Seven start to explain how a lot of the YouTube couples aren't genuine in real life, and especially living in LA you know what couples are genuine and which couples are just for YouTube business
- 9.20 Lala and Seven start to rate the YouTubers De'arra and Ken and start to mention the cheating drama currently going on, and mention how they wish them the best and hope they work things out.
- 13.58: When rating another YouTuber they give him a 5/10 because of his height, they then proceed to explain how height is a very important factor for them, and in order for them to date a guy they have to be tall.
- 14.00-20.22: Lala and Seven continue to rate more YouTubers and also start to talk about how a lot of the YouTubers that they are rating do a lot of things for attention or clout which is why they are giving them a low rating.

**Analysis:**

The results for this observation were very interesting, I noticed a lot of things that I didn't notice the first time I watched these videos. When observing these videos I analyzed that YouTube, just like every other social media platform can be very toxic and unhealthy, for not only youtubers themselves but also the audience/individuals within society. A lot of these youtubers portray a lifestyle on their channel that is very misleading, fake, or just unnatural. For example, as soon as I clicked on De'arra and Ken 4 Life's Channel the first thing I observed was, "Yes it's us De'arra and Ken #DK4L your favorite couple. Showing how a relationship should generally be." For many years this couple has been portraying a perfect, loyal relationship and their bio clearly shows that's the main goal of their channel. However, just recently a fan uploaded a video of Ken (fiance) cheating on De'arra (his fiance). That video went viral on

social media because everyone was extremely shocked since they had an image in their heads of this perfect relationship.

Also, I analyzed that the way in which Youtubers speak about other youtubers like in the Lala Baptiste video, can have a huge affect on the viewers as well. Two observations that I made was when Lala and Seven start to talk about how they can't wear anything that's not a name brand, because it feels like they don't know how to dress if they don't. This shocked me when watching this video because I know the majority of their viewers are individuals who don't have name brand items, and it can make them feel very discouraged or insecure. Personally, even when I heard that I thought to myself "Does that mean I can't dress?", so I can only imagine how it makes other viewers feel. Also, there was a point in the video in which they discuss how they can only date tall men, and they proceed to give a boy a low rating because he wasn't tall enough. The first thought that crossed through my mind when watching this was the male viewers, who aren't tall. I can only imagine how discouraging that must be, and how insecure that must make them feel about their own height and appearance. I think social media can be so cruel, and many individuals don't even realize how cruel it can be. YouTube along with other social media platforms has created norms on appearances for men and women, to the point where it's having a major effect on many individuals. I also think this plays a role into why plastic surgery has become the new normal, because many individuals feel they need to look a certain way due to social media.

Things like this truly have an affect on individuals within society's personal relationship, friendships, families, and appearances because they look up to these youtubers and may compare their life to theirs and feel down or discouraged because they aren't living the same lifestyle. Also, this can have an affect on individuals personal relationships with their significant other

because they may feel like they aren't doing the same thing for them as the couples on YouTube are, and it may even lead to them questioning the whole relationship.