

# Youtube.com. content analysis



**ASSIGN  
BUSTER**

Content Analysis Youtube. com Youtube. com is video sharing site developed with Web 2. 0 Technology. It's a Google product that has developed so as to enable the user to upload and share videos with whomever they want to. The site hosts videos under various categories ranging from arts to music and tutorials to news, movie trailers and scenes. The content is not limited to information or education, but also contains videos which are sexually explicit not suited to the general audience. When a character 's' was entered in the search textbox, the top keyword to appear was that of 'Shakira' and later when more few single letters were entered in the search box, the top keyword to appear was of actor or actress or movie or song.

Youtube. com strongly advocates earning through video sharing which has made it so popular. The site allows the users to integrate their profiles with Google AdSense so that they can earn revenue whenever their videos are viewed. The site avails family filter but when the keyword 'porn' returned video results, the videos had unrestricted access allowing free view to all the users. Most of the videos that appear of the home page of Youtube. com are news and technology related most popular videos that are recommended by the site itself, and videos that are watched at the moment. The youtube. com also has become the directory for most of the news channels submitting their reality show clippings on YouTube making it convenient for viewers to watch it online and download the same.

#### Beyonce's American Express Commercial

The commercial starts with the children asking for Boomerang. The one minute and one second commercial shows the fast paced life of Beyonce who has too many appointments, traveling different places and attending press conference. And while resting in hotel room, just says 'I don't have

time to waste. That's why I shop online. No time to worry. That's why I am a card member'. The commercial tries to gather the attention of American who are most of the time busy and yet want to provide care for the loved ones. Beyonce after hectic day remembers to buy a Boomerang for children by shopping online through American Express Card.

#### Levi's - America (Go Forth) Commercial

Throughout the commercial, there are people from different ethnicity, age groups, and sex showing the spirit of America. The commercial shows the America is no more a racist nation allowing people from all sects and ethnic background to settle in USA. The ad shows all of them wearing Levi's which interprets that there is no more racism America. All are united and moving ahead together.