

Politics on YouTube

Maybe it's not the Algorithm

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Ivan Perez

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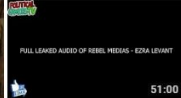



Political Media on YouTube

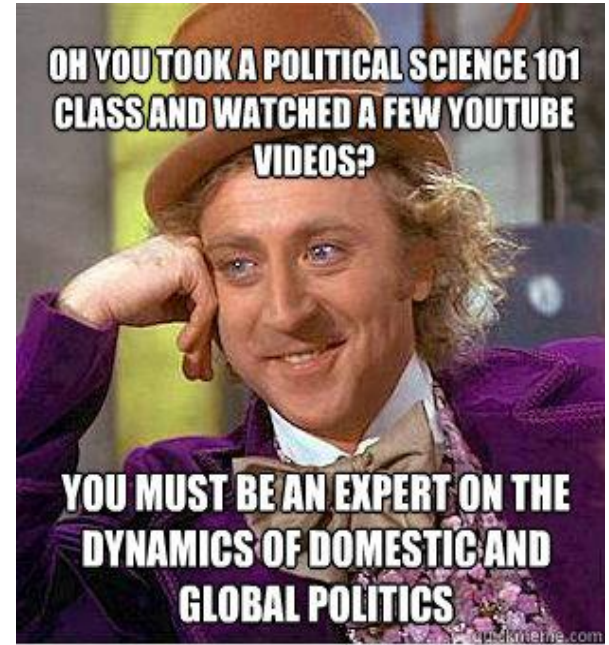
Political Gamers TV
2,886 subscribers

SUBSCRIBE 2.8K

VIDEOS PLAYLISTS COMMUNITY CHANNELS ABOUT

PLAY ALL SORT BY

 <p>4:14</p>	 <p>3:04</p>	 <p>0:53</p>	 <p>4:43</p>	 <p>3:44</p>	 <p>3:19</p>
THE STORE IS CRAZY &... 1 week ago	Crazy SJW angry about men working on roof! 712 views • 2 weeks ago	Theresa May Brexit - DEAL OR NO DEAL EDITION 115 views • 1 month ago	Jordan Peterson smoothly DESTROYS crap flowing out... 483 views • 1 month ago	[SAVAGE] Ben Shapiro to feminist "don't come whinin..." 302 views • 1 month ago	[VERY EXPLOSIVE] DONALD TRUMP DESTROYS JIM... 378 views • 2 months ago
 <p>0:24</p>	 <p>2:07</p>	 <p>1:01</p>	 <p>11:16</p>	 <p>0:34</p>	 <p>1:11</p>
poulos triggers calling her... 1 months ago	[FUNNY] Feminist gets destroyed with logic! 153 views • 2 months ago	[BRAVE] Jayda Fransen of Britain First confronts Anje... 353 views • 2 months ago	[NEW 2018] Katie Hopkins VS SJWs, Feminists, Snowflake... 3.7K views • 3 months ago	[VIDEO] WOMEN AT WOMEN'S CHANT... 140 views • 5 months ago	UPDATE ON PAUL GOLDING OF BRITAIN FIRST. 1K views • 5 months ago
 <p>8:52</p>	 <p>8:05</p>	 <p>51:00</p>	 <p>17:30</p>	 <p>23:13</p>	 <p>16:42</p>
en VS Muslim ED] & Left wing... 1 year ago	Britain First - LIVE PROTEST - BROMLEY. 1.8K views • 1 year ago	FULL leaked audio of Ezra Levant conversation - Rebel... 2.4K views • 1 year ago	The Best of Paul Golding Infowars Compilation - Britain First 6K views • 1 year ago	The Best savage moments of Infowars Compilation 145K views • 1 year ago	The Best of Jayda Fransen Compilation - Britain First 65K views • 1 year ago



Can it Radicalise?

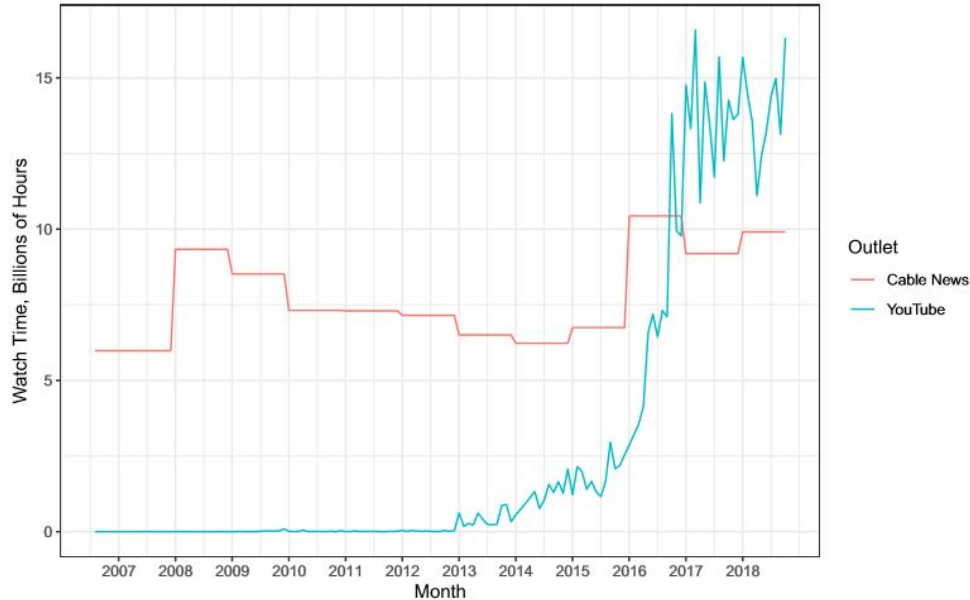
YouTube is not only a media site but a most prominent social network in US

Extremist YouTube content – Democratization of political media

Recommendation Engine – Suggestions based on your search

Can easily appear like a trap

YouTube surpassed cable news



An estimate of view time on the three major cable news channels (Fox News, CNN, and MSNBC) in comparison with just the 54 YouTube channels

Interpretations and Theories

- Zombie bite theory
 - Supply and demand
 - Study on Alternative Influential Network
-

Zombie Bite Theory

Proposes that YouTube tries to maximize screen time by suggesting more radical content



It is a straw man argument used by the media

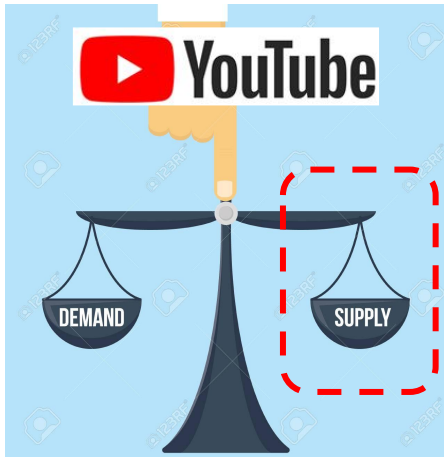
A random walk from alt-lite will end up at alt-right with a probability of 1/1700.

If this theory was true, it would be a **major threat** to Liberal Democracy.

Supply & Demand Framework



Supply (What Creators Find)



AFFORDANCES:

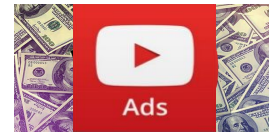
- Efficient content creation



- Discoverability by **#tagging** & **#tittling**



- Monetization through Ads.



- 1 person + Let's talk → LOW COST PRODUCTION

Supply (What Creators Find)



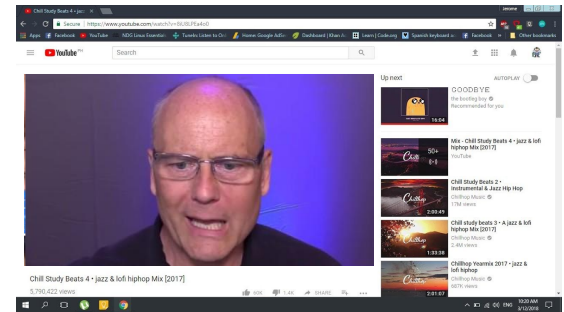
ONLY VIDEO:

• VIDEO VS. ~~TEXT~~



- Transmit **Emotions** (visual content)
- Video covers **whole** screen
- Deliver powerful **message** (conversational style)

FOCUS!!



Demand (The Audience Analysis)



NECESSARY CONDITION:

- Audience **interested** in watching Far-Right content. (if not, stop watching)



Already existed!

FACTORS?

- Worldwide radicalization
- Decline on trust governments and institutions (since 1960's move manufacturing away, less working-class jobs, lower opportunities, crisis...)



Demand (The Audience Analysis)

WHY YOUTUBE?



- **Disaffection** of Mainstream Media (with constrained ideological scope)



- **YouTube** has allowed, **reconnect** this people back into political consumption.

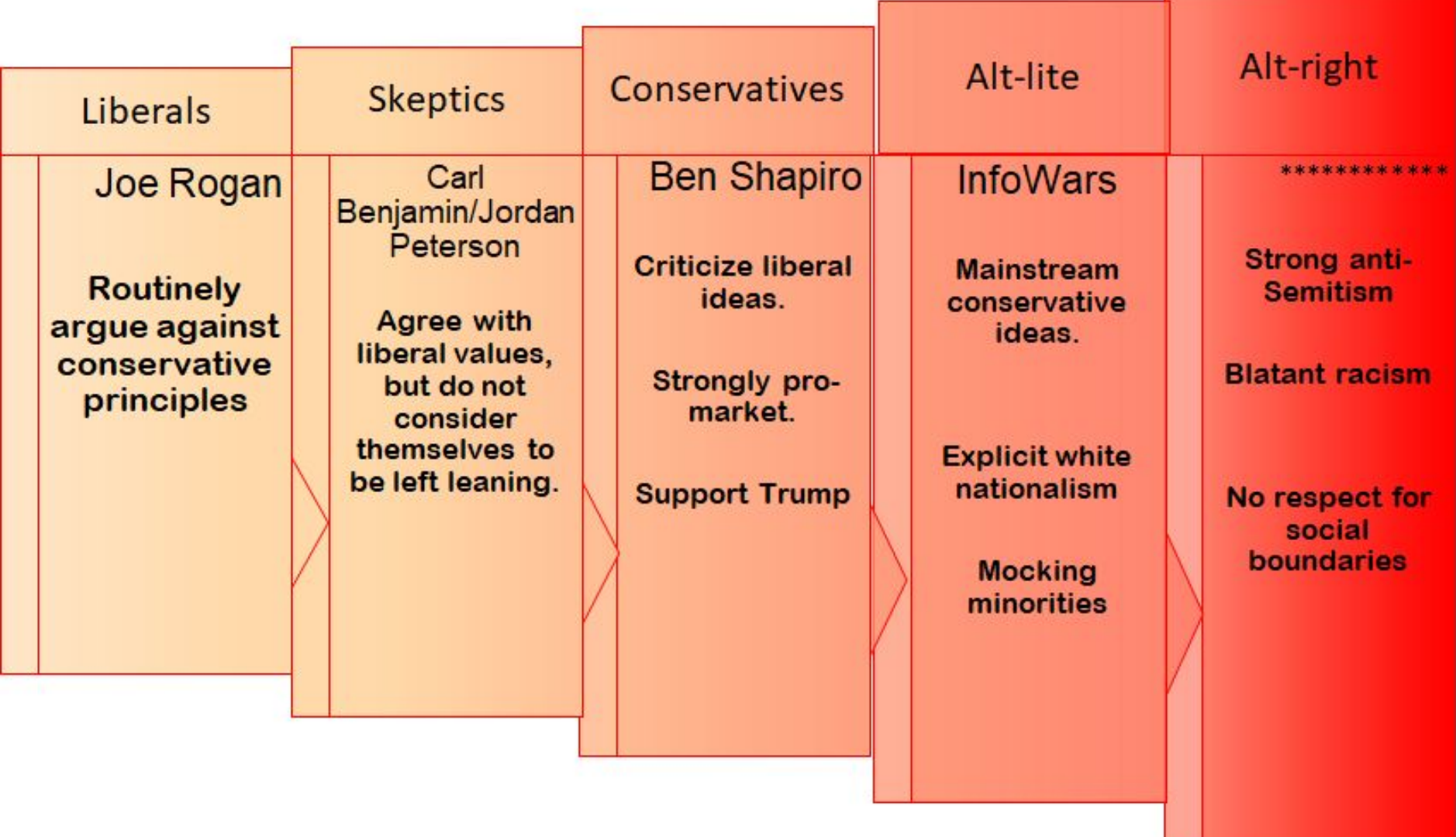
- **Video** is more direct, emotional, closer
- **Community** interactions (similar people)
- Parasocial **relationships**



“Real NEWS”??

Alternate Influence Network (AIN)

- **What?** It's a community of content creators who have cultivated a community of viewers by live streams and videos.
 - **Why network ?** They regularly feature on each other's shows and videos, also promote it to their own audience.
 - **Who are they ?** Divided into five categories
-



Liberals

Skeptics

Conservatives

Alt-lite

Alt-right

Joe Rogan

Carl Benjamin/Jordan Peterson

Ben Shapiro

InfoWars

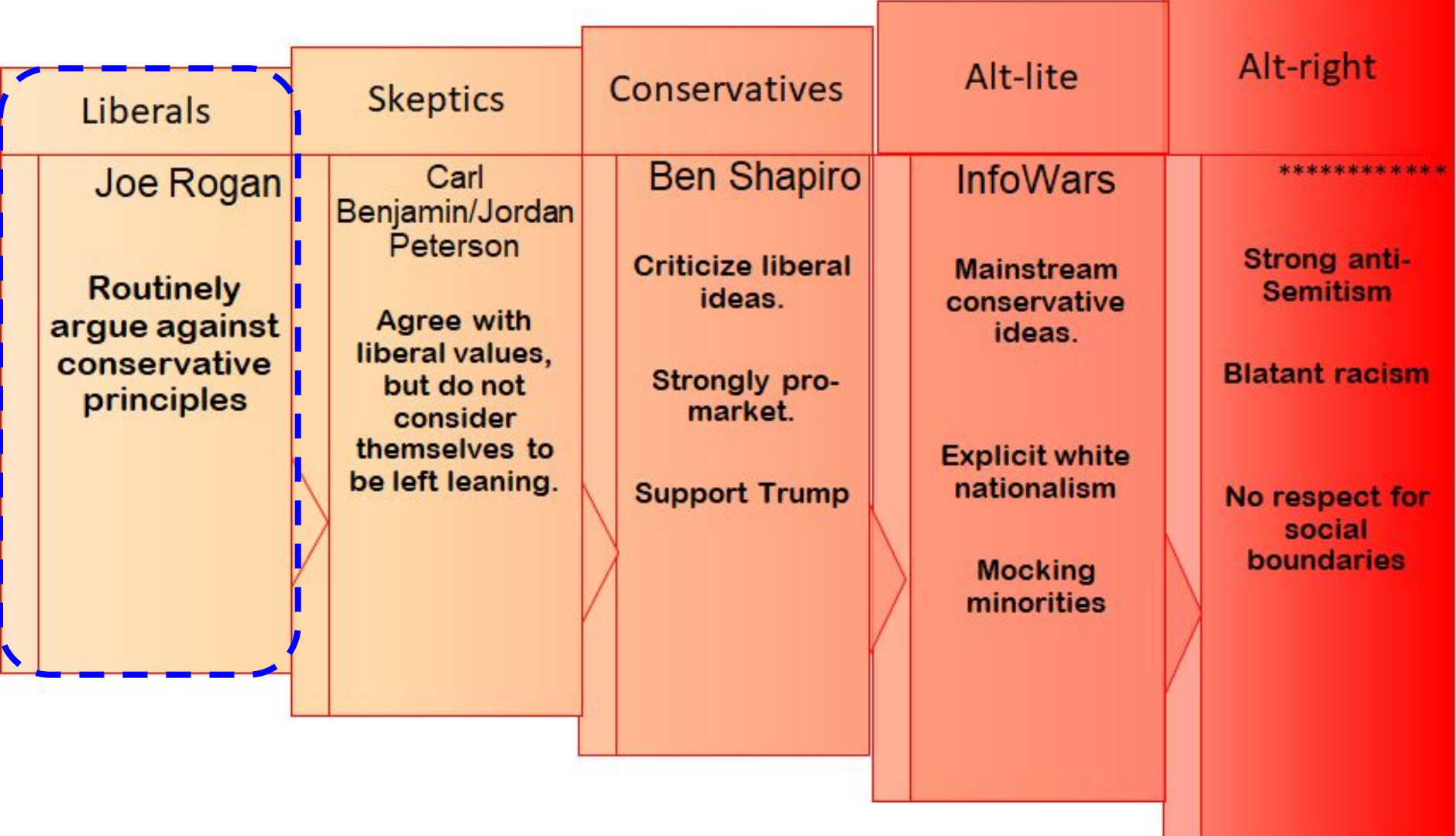
Routinely argue against conservative principles

Agree with liberal values, but do not consider themselves to be left leaning.

Criticize liberal ideas.
Strongly pro-market.
Support Trump

Mainstream conservative ideas.
Explicit white nationalism
Mocking minorities

Strong anti-Semitism
Blatant racism
No respect for social boundaries



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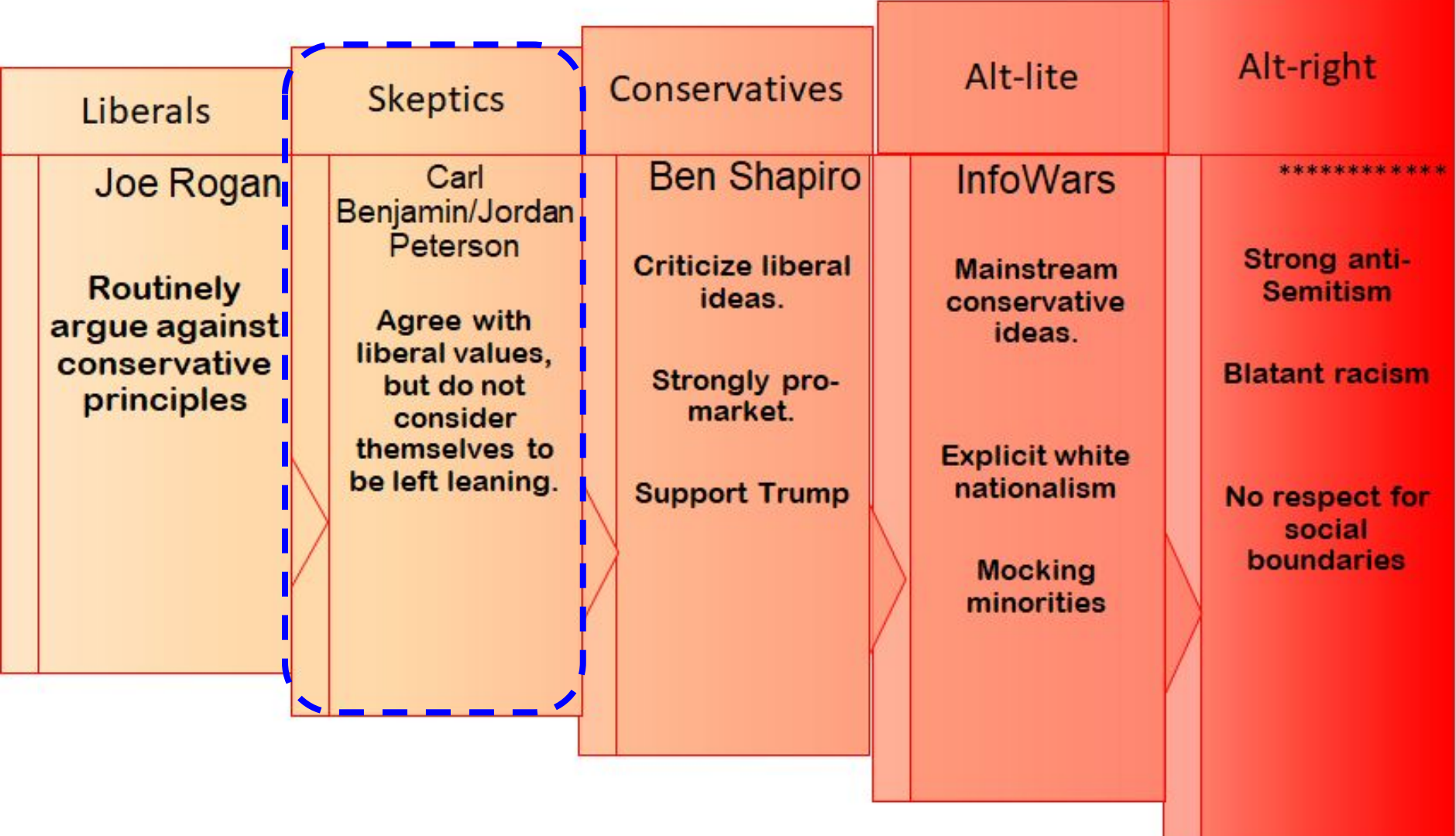
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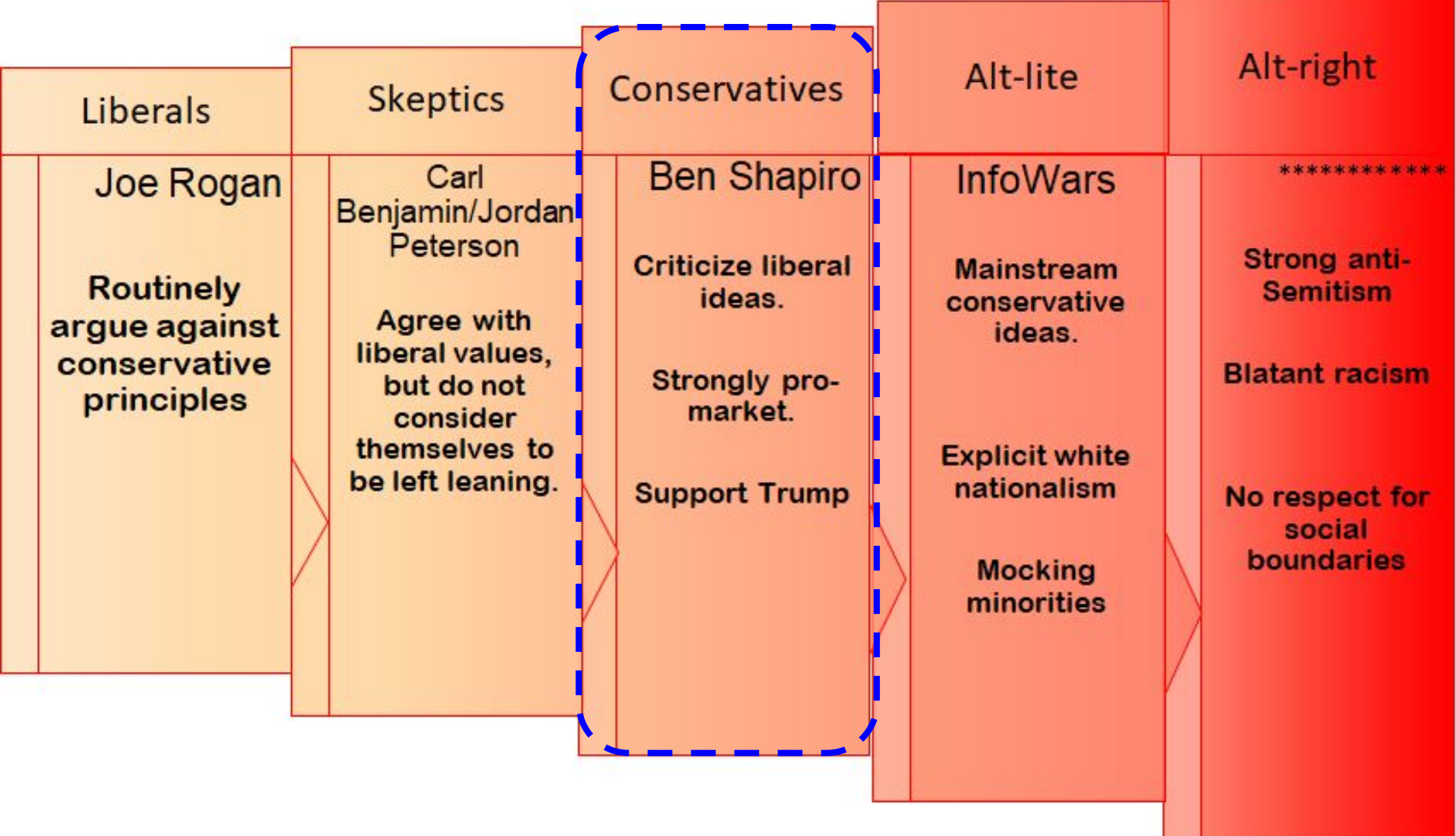
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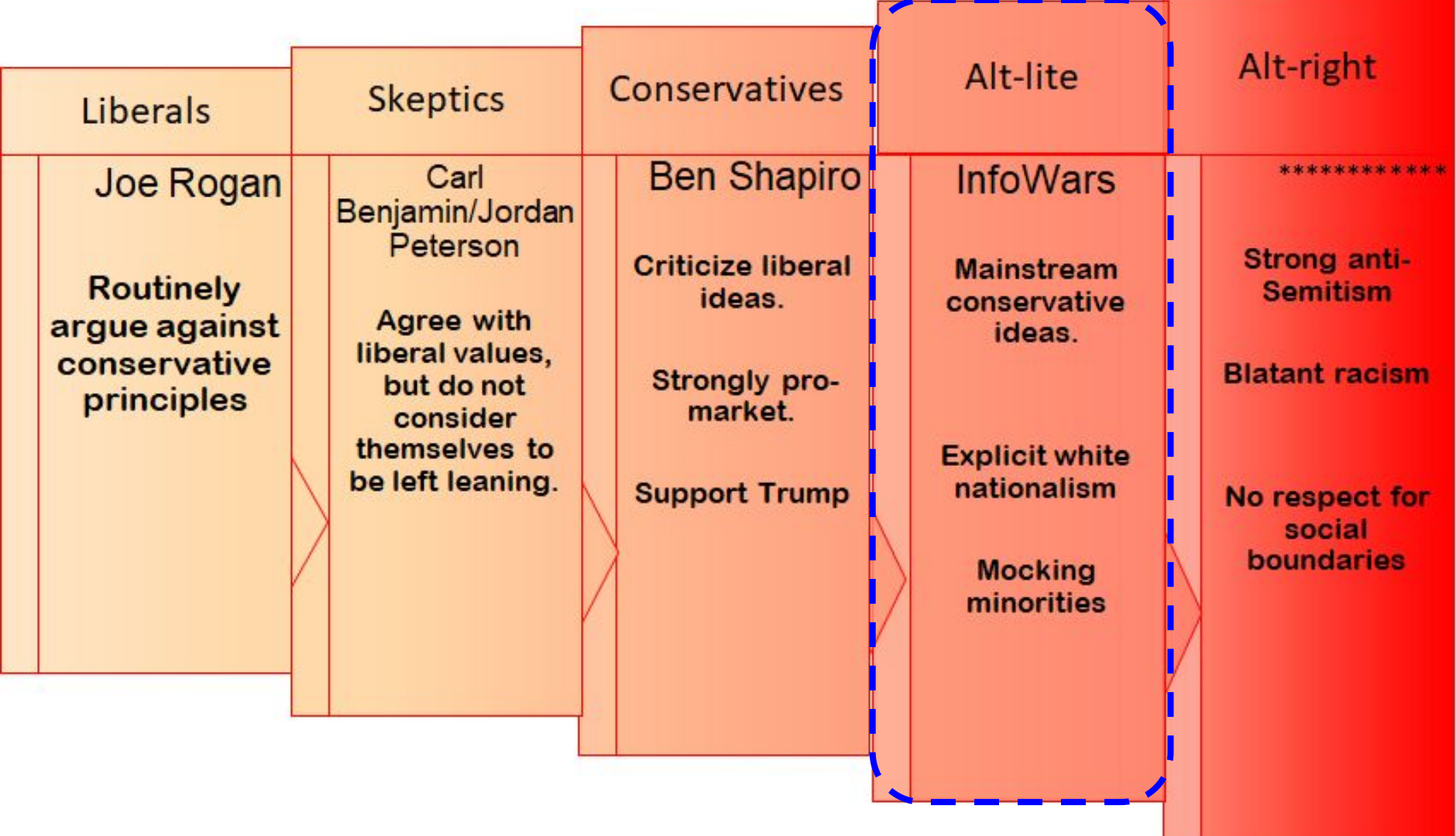
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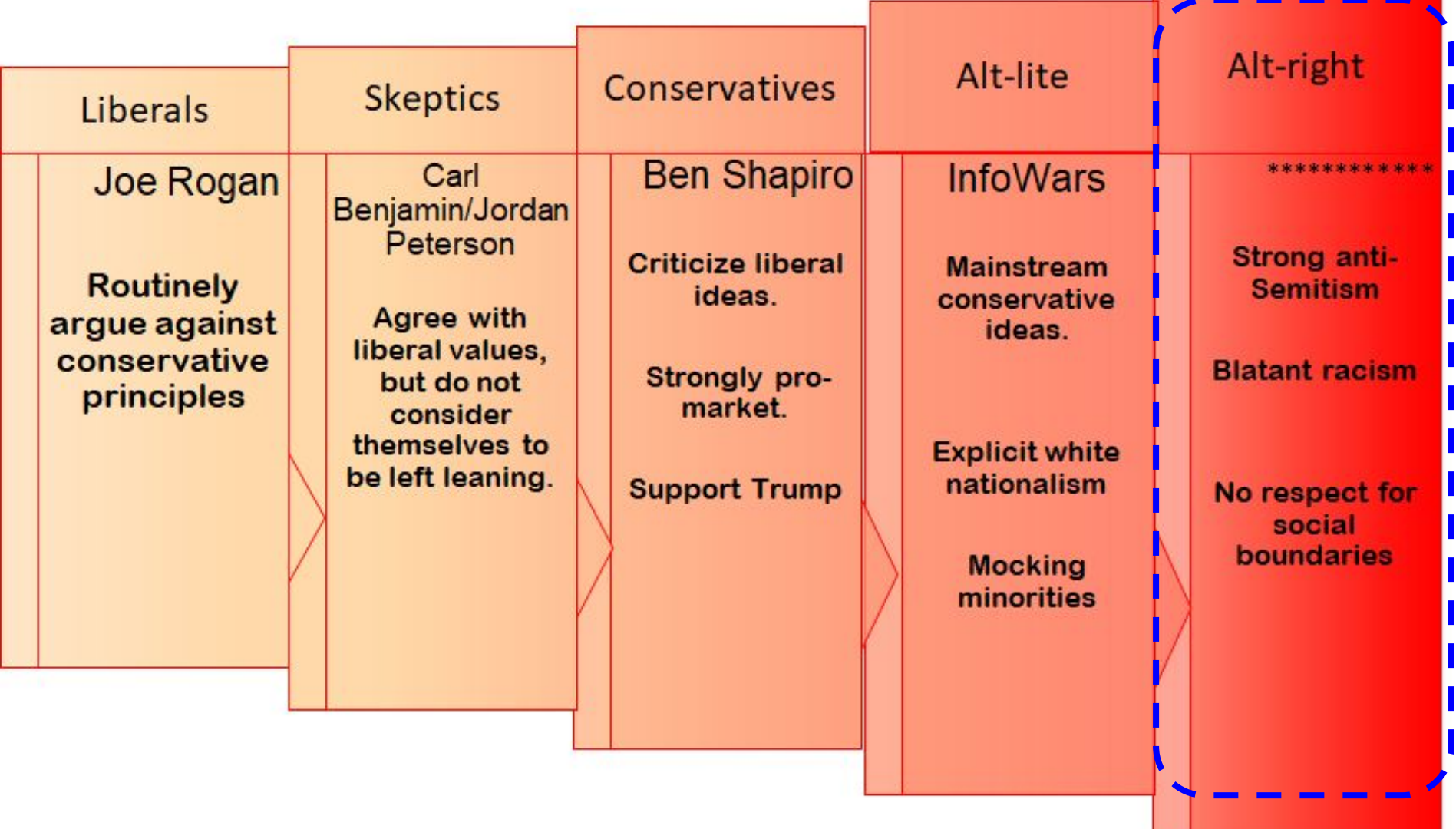
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Conclusions

- **Zombie bite** has not been proven.
Supply and Demand explains the popularity better
 - The **growth of far-right** video reflects the actual society.
Constrained audience has been awakened.
 - YouTube and **its social** component has overtaken the traditional cable news
 - Radicalization happens in the same way that on real world.
Recommendation engine does **not affect**.
-