

Graduate Student Research Day 2012 Florida Atlantic University

DOROTHY F. SCHMIDT COLLEGE OF ARTS & LETTERS

YouTube, Ideology & Justin Bieber

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This essay uses the story of Justin Bieber as a case study supporting the argument for YouTube as an ideological machine promoting American ideals of democracy and opportunity. Using Bieber's music video Baby for textual analysis, the young pop icon is examined as the unofficial spokesman of YouTube. Adding a historical overview of YouTube, one can begin to make the connection to Bieber and the powerful narrative of success and stardom through media based discovery. The essay concludes with a number of ideas for further study on YouTube.



Ideology

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Site Statistics:

- 4 billion videos viewed per day
- 60 hours of video uploaded per minute

A case study of Justin Bieber's rise to fame through YouTube reveals the video website as a *perceived* tool for social mobility. Bieber's story reinscribes traditional American ideologies by promising that those talented enough can "be discovered" through the video website- the newest path from obscurity to celebrity.

"Embedded in every technology there is a powerful idea...these ideas are often hidden from our view"

Neil Postman

The music video "Baby" by Justin Bieber is YouTube's all time most watched video with over 720 million views and counting

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