

Michał Jas
Institute of Media, Journalism and Social Communication
Faculty of Humanities
Jan Kochanowski University in Kielce

Summary of the doctoral dissertation:

Social media entertainment feature.

Analysis on the example of YouTube

written under the scientific supervision of Olga Dąbrowska-Cendrowska,
PhD, DSc, Professor of the Jan Kochanowski University in Kielce

The main goal of the doctoral dissertation was to show a wide spectrum of entertainment on YouTube. Other objectives of the study included: demonstrating the professionalization of the production of entertainment materials on YouTube and distinguishing the factors determining preferences in searching for entertainment materials on YouTube.

The dissertation is an attempt to answer the following research questions:

Q-1: Who are the creators of popular entertainment content?

Q-2: How is the entertainment function of YouTube implemented?

Q-3: What kind of content does an Internet user search for on entertainment YouTube?

Due to the complexity of the main research questions, secondary objectives have also been identified. The following objectives were formulated for PB-1: 1) identification of motivation to create entertainment materials 2) definition of *a youtuber* 3) showing the professionalization of a youtuber 4) showing the social status of a youtuber 5) showing the masculinization of the youtube entertainment market. Within PB-2, the following were determined: 1) the identification of popular entertainment genres that have been constituted on YouTube, 2) the genre identification: vlogs, pranks, parodies/satires and challenges, 3) the presentation of genre homogenization within a given entertainment channel, and 4) the identification of the so-called Polish YouTube. The goals allowing for a better response to PB-3 are: 1) determining the frequency of using YouTube 2) distinguishing the most frequently searched content on YT 3) determining the most popular entertainment genres on YT 4) determining the assessment of the so-called Polish YouTube 5) determining prognostic trends regarding YouTube.

The research strategy adopted assumed triangulation of research. The following research methods available for the discipline of social communication and media studies were used in the paper:

- analysis and criticism of literature,
- content analysis,
- Observation
- diagnostic survey (CAWI type).

The combination of qualitative and quantitative methods allowed for the verification of previously accepted research hypotheses, which were:

H-1: The YouTube entertainment market is dominated by relatively young men

H-2: The assessment of the so-called Polish YouTube is unequivocally negative in the opinion of Internet users

H-3: Entertainment is the main factor that determines the YouTube experience.

The structure of this work, apart from *the Introduction* and *Conclusion*, consists of six chapters, each of which ends with a separate part summarizing the analyzed threads. The *Eternal Work Bibliography* with *the List of Tables* and *the List of Charts* and *Appendix 1. Survey Survey Worksheet*.

The first chapter of the work is a theoretical introduction to the issue of entertainment in the media and consists of five subchapters and a synthetic summary. It was prepared on the basis of criticism and analysis of existing sources. The first subchapter focuses on the concept of media and their typologies available in the literature on the subject. Then the relationship between the media and society is described, and in the third chapter we focus on the functions of the media. The fourth subchapter, entitled *Entertainment. The contextual approach* is a sociological study of entertainment. The last part of the first chapter is a discussion of entertainment in the mass media. In order to better illustrate this issue, this part of the work has been divided into smaller, but autonomous fragments: press, radio, television and the Internet.

The second chapter devoted to the YouTube platform is also a theoretical part of the work and, like the first, was developed on the basis of criticism and analysis of the literature. The first subchapter is devoted to the phenomenon of the culture of participation or participation, according to which the average individual generates new cultural artefacts by constantly formulating it. Then attention was focused on the phenomenon of social media, of which YouTube is one of the leading representatives. The next subchapter reflects on the subject of film and, generally speaking, the culture of the image, which dominates in contemporary media messages. The main part of this second chapter was a theoretical outline of YouTube.

The place of its history, specificity, current significance, as well as the emerging trends in the Internet media system are devoted.

The third chapter of the work is entitled *Methodology of own research*. The first parts include: the subject and purpose of the research, questions and research hypotheses. The focus was then on describing the research procedure. The next part of this chapter is an explanation of the individual research methods and tools that were used in the doctoral dissertation (literature analysis and criticism, content analysis, observation, diagnostic survey).

Chapter Four, *The Sender. The analysis of the most popular entertainment creators on YouTube* is an empirical part of the doctoral dissertation, which included an analysis of the entertainment function of social media. On the basis of the basic scheme of communication: sender – message – recipient, a study of entertainment in media studies was carried out. The fourth chapter opens with a theoretical subchapter on the phenomenon of youtubers and is an overview of the definition of the term *youtuber*. Then the attention was focused on the five most popular Polish YouTubers (in terms of the number of channel subscriptions), which included Karol Gązwa (Blowek), Stuart Burton (Stuu), Remigiusz Wierzgoń (ReZi), Sylwester Wardęga (SA Wardega) and Robert Pasut, Cezary Józwik and Rafał Masny from the AbstrachujeTV channel. The selection was made on the basis of a report published on the industry portal "Wirtualne Media", which took into account the division into channels and creators in the entertainment category.

In the fifth chapter entitled *Transmission. Analysis of the most popular entertainment content on YouTube* discusses the most popular audiovisual materials from the channels of the above-mentioned creators. 25 videos were selected from each channel, resulting in a total of 125 entertainment videos analyzed. On the basis of the existing categorization (genres) of videos on YouTube and on the basis of observations, the research material was divided according to the following types: vlogs (monologue and dialogue/reportage vlogs), gaming, pranks, parody/satire, challenge and others. It also includes a quantitative and qualitative analysis of entertainment materials and specifies their genre features.

This analytical part of the work closes with the sixth chapter entitled *The Recipient. Results of a survey* in which the results of YouTube audience research were presented. The CAWI method was chosen as a tool for conducting the survey. The survey lasted from 1 to 31 December 2022 and covered 310 students from all over Poland. The respondents answered questions about motivation of using the website; preferred genres of online entertainment available on YouTube; as well as ratings of the so-called Polish YouTube.

This dissertation is an attempt to fill the research gap concerning the entertainment function of social media. In addition, the work deepens knowledge about YouTube itself and its entertaining nature.