

YOUTUBE SOCIAL NETWORK

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Abstract

Article analyzes Youtube definition, youtube advantages and disadvantages, youtube advertising. Thanks to Youtube, a larger number of users can be reached and allows you to see the reaction of the players to the video advertising. YouTube is one of the most popular sites on the world, which receives millions of impressions annually and spends millions of content makers that it has. The profit earned through YouTube comes from advertising. Content developers who post ads in their videos receive about half of the revenue generated by these ads. Youtube is a social network that allows you to make money.

Key words: Youtube, youtube advantages and disadvantages, youtube advertising, social network, platform

JEL Classification: M31, M39

I. INTRODUCTION

YouTube is social network, which focuses only on video content. Thank Youtube You will have plenty of time to plan, film, edit, market and analyze content consistently. You will need to define your brand goals and plan how the video can help you achieve it. But if you allocate the right amount of time and energy to the platform, you can create attractive, shared content for your growing audience. Youtube is a social network that allows you to make money. The purpose of this article is to uncover the features of the Youtube social network. The subject of this article is Youtube.

II. YOUTUBE DEFINITION

Youtube is social network, which helps people share video information, education purposes. Youtube is international platform, which commmericalized video and people can earn money from this platform. Youtube helps people educate in home. You can watch video and learn a lot off things.

Table 1. Youtube definition

Author	Defintion	Higlights
Wattenhofer, M., Wattenhofer, R., Zhu, Z. (2012)	„YouTube is the world's leading social media distribution platform. According to public statistics, more than 48 hours of video content is loaded every minute and 3 billion impressions every day. To add content traffic / user experiences, YouTube connects to the major online social networking sites (OSNs), such as Facebook, Twitter, and Google+, to make it easier to distribute non-websites.“	A key international platform for socially-enabled media diffusion.
Holland, M. (2016)	YouTube came from a site where amateur and ad-free videos were directed to a web-based destination that now uses commercial and professional videos.	That is now consumed by commercialized and professional videos
Snelson, Ch. (2011)	„YouTube was created as a video-sharing service for the everyday user, the potential for educational use has not gone unnoticed. Over time, scores of colleges and universities have established a presence on YouTube by creating their own video-sharing webpages called YouTube channels.“	A video-sharing service for the everyday user
Duffy, P.	YouTube is a popular video sharing website where users can upload, view, and share video clips. YouTube has become an enormously popular form of web 2.0 new media.	A popular video sharing website where users can upload, view, and share video clips.
Zhou, R., Khemmarat, S., Gao, L. (2010)	YouTube has been one of the most successful user-generated video sharing sites since its establishment in early 2005. YouTube provides several features such as	YouTube provides several features such as search engine, front page highlight,

	search engine, front page highlight, and related videos recommendation	and related videos recommendation
Cayari, Ch. (2011)	„YouTube has become the third most visited website in the world (Alexa, 2011) – behind Google and Facebook1 . Since its creation in February, 2005, YouTube saw rapid growth; sixteen months after its creation, 100 million clips were being viewed per day (comScore, 2006).“	The third most visited website in the world
Prensky, M. (2010)	Why is this new communication form—short, mostly self-created videos—so important for educators to understand? The answer is that a huge portion of the world’s knowledge, especially new knowledge, is going uniquely into this form	New communication form
The Tech Terms Computer Dictionary (2009)	„YouTube is a video sharing service that allows users to watch videos posted by other users and <u>upload</u> videos of their own.“	A video sharing service
Technopedia (2018)	YouTube is a popular video sharing website where registered users can upload and share videos with anyone able to access the site. These videos can also be embedded and shared on other sites.“	A popular video sharing website where registered users can upload and share videos with anyone
Cambridge English Dictionary (2018)	The <u>name</u> of a <u>website</u> that <u>allows people</u> to show <u>videos</u> they have made	A <u>website</u> that <u>allows people</u> to show <u>videos</u> they have made
Oxford Dictionaries (2018)	Early 21st century: from YouTube, the proprietary name of the video-sharing website.	The video-sharing website

III. YOUTUBE ADVANTAGES AND DISADVANTAGES

As stated Fairly (2015) YouTube lets you upload and easily access all types of home or professional video. YouTube is a well-known video hosting site that reaches millions of users around the world. To manipulate the YouTube platform to promote a video requires a small amount of technical skills. A business owner or marketing specialist should be more concerned about skills and techniques to create an engaging video that could benefit business when it's released on YouTube as more and more videos are uploaded on this platform daily.

Table 2. YouTube advantages and disadvantages (based on Soffar, H. (2018))

Advantages	Disadvantages
YouTube is free, You do not have to pay for video.	You need to pay for the video editor program. It cost a money.
YouTube allows you to link your Google AdSense account to it and allow you to earn money from uploaded videos. So you can have additional income source.	Service costs require money. You must spend additional money.
YouTube is cheap and easy. You do not have pay for watching youtube video and you can easily reach information you needed.	There may be problems with copyright infringement
You can reach YouTube 24 hour per day. You can find information any time.	You must have original content or have a clear permission for the person who creates the content to add it to your video
YouTube is easy to share information. It is easy to send needed information for people, which it needed.	YouTube may be harmful to privacy
YouTube has many different kind of videos. There are a lot of information about any kind of subject.	.Can comment everyone wanted. It is not so good because comments can be very negative.
YouTube is easy to use without computer knowledge. You can have very little knowledge, but you can use information.	
YouTube helps you become creative. YouTube video learn you a lot of things.	
YouTube help you save money.	

Successful video marketing should create web site traffic to the online business website from a simple and short video that is fun, adorable and informative for viewers. YouTube's popularity continues to grow fast. If you use YouTube for Business, you have access to potential customers on different platforms. It's not just a computer or a laptop. Modern users are accessing YouTube on smartphones, or smart TVs. With this tool you can reach millions of people, this is a advantage. Creating YouTube promotional videos takes many factors into account. While a free tool provides a solid foundation for more eco-friendly traffic, it's easy to deliver the desired volume if the benefits and drawbacks of YouTube marketing are not well-understood and applicable.

IV. YOUTUBE ADVERTISING AND STATISTICS

Under the current market conditions, with a wide variety of goods and services, Youtube advertising is becoming one of the most important tools for informing, presenting, engaging and persuading existing and potential customers, visitors and customers. The advertiser helps the user to choose a product, encourages individual buyers, and sometimes even wider consumer circles to buy a product. It helps in shaping interests, customs, opinions, overcoming mistakes and prejudices, serving the cultural, moral and aesthetic upbringing of people. Advertising describes the utility of goods, their meaning, prices, range and quality. Youtube advertising can bring significant benefits to the merchant or service provider, consumers. The advertisement first informs the consumer about the existence of the product, bringing it to the attention of potential users. In addition to advertising, even a very good product may not be known. In addition, many shoppers may miss the excellent store, useful service provider or a great event. Advertising requires cost that needs to be targeted. It is very important to choose the appropriate means of advertising. One such tool is the Youtube social network. It's important to choose the amount of advertising and choose the target audience. Advertising effectiveness is important before and after the campaign. Ad performance depends on your advertising goals. An advertiser's task is to select the best tools suitable for the target audience. Other equally important are effective promotions Elements are the right choice of time, context, and local logic to make The promotional appeal will not only reach the maximum audience, but also would attract her interest. The evaluation of advertising effectiveness verifies how advertizing clips, layouts, posts are accepted by your target groups. An evaluation of the effectiveness of an advertisement can be used both for the completion of advertising and for the development of commercial advertising. Advertising is tool that affects business success and development. It is aimed at attracting consumer attention, interest, information, and affecting customers: testing, purchasing goods or continuing service contracts. Youtube advertising operation principle:

1. You have full control over the daily budget of your ad, so you can always set how much you spend on advertising.
2. Advertising management. Advertising company manages your campaigns and meets your goals. (Advertising management includes: creating new ads, braking or extending them, setting budgets, and customizing different types of ad formats).
3. Tracking your ad results. With the help of advertising company you will always be able to ensure the quality of your business and improve it. You will be able to monitor your advertising effectiveness, customer interest, customer orientation, and detailed statistics on how you go about productivity!

There are a lot of advertisers and their creators, so it's getting harder to notice. In order to attract and retain the attention of customers, it is important to stand out, but it needs to be very smart and thoughtful, as it can sometimes lead to negative consumer reactions. We hear about the benefits of advertising to companies very often, but it must be borne in mind that it also has positive sides for consumers.

There is some type Youtube advertising [19]:

1. TrueView Youtube video ad creatives designed to draw customer attention within the first 5 seconds. After 5 seconds, the client can watch the promo video further or press "Skip" and continue watching the video you watched previously. Such Youtube video ads provide a massive visibility to the product being advertised. This type of Youtube ad is charged only for full impressions or clicks on the displayed ads that lead to the advertiser's website. Benefits - Promotional advertisements are FREE until the user reviews the advertisement for 30 seconds and the advertising price is from 0.01 € per click or video review.

2. In-Search Youtube's advertising search is a great way to find potential customers when they search on Youtube. These Youtube ads appear in searches above organic search results, which are marked with a yellow border, the inside of which is an "ad". These Youtube advertisements work great so they can easily get customers' trust in your product or service.

3. In-Display Youtube video ads, these Youtube ads appear on the right side of the video and above the list of suggested videos. In larger players, this ad may appear after the player.

Youtube ads are semi-transparent and overlapping ads that appear in the bottom 20% of the video. It is also possible to display YouTube ads of 300x250 and 300x60 size, to the right of the video in question and above the list of suggested videos. Youtube statistic presents an estimate on YouTube's projected net advertising

revenues in the United States from 2015 to 2018. In 2018, the online video portal's U.S. net advertising revenues are projected to reach 3.96 billion US dollars, 2017 – 3.5 billion US dollars, 2016 -2.92 billion US dollars, up from 2.24 billion US dollars in 2015. In 2016, YouTube accounted for 20.9 percent of the U.S. video advertising revenue market. The video platform's audience in the United States is projected to reach 188 million users in 2019. [9]

Table 3. net advertising revenues of youtube in the united states from 2015 to 2018 (in billion u.s. dollars)[9]

11. 2015	12. 2016	13. 2017	14. 2018
15. 2.24	16. 2.92	17. 3.5	18. 3.96

The statistic shows the number of YouTube U.S. users from 2014 to 2015, including a forecast until 2019. According to the projected figures, the number of online video platform viewers will amount to 187.8 million in 2019, 184.7 million in 2018, 180.7 in 2017, 176.1 million in 2016, up from 170.7 million in 2015. As a part of Google’s multi-brand online empire, YouTube is the most popular online video property worldwide 256897 – as of December 2015, it ranked before Facebook and Chinese competitor Sohu.com in terms of global audience reach. [9]

Table 4. Number of YouTube users in the United States from 2014 to 2019 (in millions)[9]

19. 2014	20. 2015	21. 2016	22. 2017	23. 2018	24. 2019
25. 163.5	26. 170.7	27. 176.1	28. 180.7	29. 184.7	30. 187.8

Dogtiev (2018) mentioned that YouTube became a video by looking at what Google started searching for many years ago. In fact, YouTube is now the 2nd largest search engine in the world, with more than 1.8 billion people registered on the site to test 5 billion videos a day. It has gone a long way in the last 13 years since the launch of 2005. It's redesigned from the site to upload amateur videos to a location where you can watch many other types that modern television can offer. Every 60 seconds YouTube downloads more than 300 hours of high-quality video, which contributes to the already rich collection of 1,300,000,000 videos.

V. CONCLUSIONS

Youtube is the social network that is the most visited. As mentioned Soffar, H. (2018) YouTube is a great platform for personal use, such as sharing videos with friends and family, without the intention of selling products and services. This is a popular video sharing site that is available to the public, YouTube videos will appear on YouTube and the Google Search Engine. According to 2018, Youtube had 1.57 billion users, of which 30 million users daily visited on YouTube. The average youtube time is about 40 minutes. According Omnicoagency (2018) there are some statistics: „62% of YouTube users are male. 80% of YouTube users are from non-US countries. 9% of small businesses are on YouTube. "Millenium year" YouTube has doubled preference for traditional television.“ [18].

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