

## Youtube

2A: **YouTube** is a form of video sharing **entertainment** service owned by Google and is used widely by people on the internet. How many people watch videos on this entertainment platform? Well it is the **second** most visited site on the internet, you can also usually find the app **pre downloaded** on your phone. YouTube is able to function because creators called Youtubers **upload** videos to the site for views to watch, this is also represented by the **computational artifact**. Also when someone watches a video they usually view an ad, ads give both Youtube and the creator a source of income as they split the profits.

2B: For my Computational Artifact I used **Google Slides**, a **presentation** tool from Google; because it has the necessary implementation and function for my Artifact as it has many useful tools; for example the shape tool that helped point in which direction to read next. For my Artifact I wanted to explain what YouTube's purpose and function was. To accomplish this I wanted to show the cycle of YouTube: how creators make a video and that video goes to the viewer in a form of **entertainment**, then the viewer encounters ads throughout the video therefore giving a cycle of revenue from the creators and to YouTube themselves.

2C: YouTube has had both positive and negative effects on society, economy, and culture. One category YouTube has had an overall **positive** effect in would be the economy. As mentioned earlier in my last paragraph, YouTube has its own economic cycle which gives full-time jobs to some creators. YouTube has had an **influential** effect on **businesses** as many pay for ads to be displayed during videos, this large scale advertising has often resulted in an increase in sales for companies. Many companies have also used Youtubers as a way of showing off new products by **sponsoring** them to use the product or mention it in a video.

A category that YouTube has had a **negative** effect on would be society. Whilst YouTube is meant for entertainment purposes it is also used for **educational** purposes; an example of these would be tutorial videos, how to solve math problem videos, etc. But on the same coin this can also mean that YouTube can be used as a way to spread **negative or false ideas** through videos and popular Youtubers. An example of a negative influence of YouTube on society would be the effect these Youtubers can have on children. Many children idolize Youtubers they watch daily and most want to be like them in some way. This can mean that if the particular Youtuber has negative views like racism, or act in a harmful way; like destruction of property then the children might be prone to act like them and have a harmful effect on society.

2D: YouTube takes the **input** data in the form of recorded **videos** and **uploads** them to their servers/website for the general public to watch for entertainment or educational purposes. YouTube uses a **lossy compression** type for the videos so it can meet the needs of the viewer, for instance if the viewer has slow internet then they can turn down the resolution and the video will load faster. YouTube also uses an **algorithm** that will recommend videos based on watch time data and the type of category the video is in.

One potential **security concern** for YouTube is the fact that someone could hack into a Youtubers account and either pretend to be them, upload harmful videos, or delete the channel completely. There have been many tests from Youtube to help improve their security system, one example would be when hackers took over different YouTube channels and was able to edit and delete videos, the hackers could also rewrite the titles of all the channels videos so that it would display what they want. This can serve as a real example of what could possibly happen if a hacker actually gotten control of a Youtubers channel. Hackers can also **threaten** Youtubers by threatening to remove the channel if the Youtuber does not comply to their request. For many creators this would be a big problem as many make their living off YouTube and the popularity they have built up over the years, and for that to disappear would be devastating.

## 2E: Citations:

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Photos in the artifact are from Google Explore