

# Identity

Our deeply interconnected social media environment world challenges our understanding of how we fit into the world and demands that we craft and project a personal brand online. We create media, or watch and share it, in order to express and perform our identities and affiliate ourselves with our communities.

## Affiliative

Affiliative videos target micro-audiences by reflecting viewers back to themselves, operating on a level of intimacy and recognition similar to in-jokes. These videos rely on recognizable phrases and situations, incentivizing viewers to share them to their networks to express their own identities. That affiliative videos cost little to produce allows them to target narrowly carved audiences that have not received such specialized attention in traditional media.

**Shit Girls Say** | 1:18 | 2011 | Shit Girls Say

**Shit White Girls Say...to Black Girls** | 2:01 | 2012 | chescaleigh

**YOU KNOW YOU'RE ARAB WHEN...** | 1:56 | 2012 | fouseyTUBE

**Meet Your First Black Girlfriend** | 1:40 | 2013 | Akilah Obviously

**THINGS ASIAN PARENTS DO** | 3:32 | 2013 | FUNG BROS

**Weird Things All Couples Do** | 2:34 | 2015 | As/Is

**Korean girls taste American snacks (ENG sub)** | 9:53 | 2015 | Solfa

**Things Not to Say to Someone With a Facial Disfigurement** | 4:08 | 2016 | BBC Three

**THINGS ONLY TRANS GUYS UNDERSTAND** | 9:01 | 2016 | Sam Barnes

**Sounds Every 90s Kid Will Remember** | 3:53 | 2016 | The90sKid

**gringos vs salvadoreños** | 3:08 | 2017 | el singraciatv

**8 things normal for moroccan but weird for the rest of the world!!** | 3:44 | 2017 | TheZgirl

**I Am A Victim of Sexual Assault** | 8:31 | 2017 | MyLifeAsEva

**People Guess Who is White In a Group of People** | Lineup | Cut | 12:33 | 2017 | cut.com

## Loop Theater

Working within the constraints of the now-defunct social video platform Vine, users iterated on a unique kind of performance that relied on the 6.5-second loop as a defining formal element. Fast edits, absurd switches in logic, over-the-top acting, and nonsensical phrases and situations coined a number of memes and found the videos shared far outside their originating platform as Vine compilations. The strange, wacky humor was performed for friends and followers on the social network, an expression of self-identity.

Swipe up to scroll through a selection of Vine videos.

## Spotting

Spotters seek out and record videos of transportation technology including elevators, trains, buses, and airplanes, and share their finds online to express their passions with like-minded enthusiasts. Spotting videos are typically accompanied by highly specific details about manufacturers, models, and route numbers. Spotting is associated with autism spectrum disorder, though not all spotters are autistic. People on the autism spectrum gravitate to predictable patterns and multi-sensory experiences, delving deeply into their subjects of interest.

**Minnesota Roped Hydraulic Elevator at High Museum in Atlanta** | 2:48 | 2007 | Elevation Productions by musicfreakkcc

**Otis Hydraulic Elevator at Barton Creek Men's Dillard's.** | 1:00 | 2007 | CaptainElevator42189

**Bel-Del Railfan Weekend 2007** | 4:08 | 2007 | Joseph Fusco

**Beautiful Otis Scenic Traction elevator @ 2 Eaton Harbour Centre Hampton VA** | 5:33 | 2011 | DieselDucy

**I DID IT! I FINALLY CAUGHT A HERITAGE UNIT! (UP 1989) (2012)**

**London Luton Airport Plane Spotting (Part 2) Easyjet, Wizzair, Blue Air Romania, Monarch Airlines** | 6:23 | 2012 | bananamanuk TBP HYMAR

**Motala Hissar Chain Drived elevator @ Våggatan 17A, Bollnäs, Sweden.** | 3:57 | 2013 | Elevators from Sweden!

**Attempting to move the Bigboy 4018** | 5:53 | 2013 | mesaman3000

**Bus Spotting At Shude Hill Bus Station Greater Manchester On The 16/08/2014** | 9:21 | 2014 | manchester planespotter

**Autism Outreach - Why I ride elevators : elevaTOURS Channel Trailer** | 2:30 | 2015 |

**Night Railfanning Bonanza Rajdhani-Duronto at Maximum Speed through India's Busiest Route!** | 2:25 | 2015 | Anirudh Jolly

**BEST Day Railfanning In My Entire Life! I Can't Even Make a Title! MUST WATCH!** | 4:08 | 2016 | Erie West Sub Productions

**A day in the life of a YouTube Plane Spotter** | 3:01 | 2017 | SEQ Spotting and Travels

## Daily Point of View

Social media platforms like Snapchat and Instagram empower their users to create and share photos and videos of daily life. The platforms' simple interfaces for sharing, viewing, and interacting with media make it possible for them to play a regular role in the way many communicate in their daily lives. When you snap a selfie, post a photo of your meal, or share a concert video with your friends, followers, or the public, you're telling a small story about yourself. In this way, Daily Point of View media resembles language more than art or cultural product.

Watch recent videos by Snapchat users from around the world in the Snap Map. Pinch to zoom and swipe to pan the map. Touch hot spots to view videos.

# Vlog

The promise of the internet is the possibility that someone in the world is interested in what you have say. This access to audience offers an outlet for self-expression and companionship, and for some, a chance at stardom.

## Vlog

The vlog (a portmanteau of "video" and "blog") takes its ethos and namesake from the blog (short for "weblog") and is a personal, informal video directly addressed to the camera. When internet video was novel, vlogs were any kind of candid or journalistic endeavor published online. Today the vlog is regular, edited video documentation of a person's life, thoughts, opinions, and interests. Vlogs range from unscripted to poetic, but are marked by their casual focus on personal experience.

**Entry #8 - No more moping. Happy News** | :31 | 2000 | Adam Kontras

**Postcard from Peru - Tropisms.org** | 10:09 | 2002 | Luuk Bowman

**Wednesday dec 15, 002004 : daily** | 4:06 | 2004 | Rocketboom

**The Show with Ze Frank 11-14-2006** | 2:43 | 2006 | Ze Frank

**ever Forgotten** | 21:23 | 2015 | Bratayley

**Getting Sloppy in San Francisco (feat. Troye and Connor)** | 8:53 | 2014 | Tyler Oakley

**The Time The Rock Slayed Me (Day 2)** | 10:16 | 2014 | Lilly Singh

**HOW TO BE A YOUTUBER... Sorta...** | 6:11 | 2014 | Lohanthony

**Will You Be Forgotten?** | 4:47 | 2015 | Nathan Zed

**Our Baby Doesn't Have Two Moms** | 5:07 | 2015 | Queer Mama

**How To Get 1 Million Subscribers** | 7:23 | 2015 | Casey Neistat

**We Are All Probably Pretending** | 4:27 | 2017 | Evelyn From The Internets

**Why I Left** | 11:11 | 2017 | Michelle Phan

**MY SON'S FIRST HAIRCUT AT A BLACK BARBERSHOP** | 10:59 | 2017 | MAZELEE

**AMAZING COLOR FESTIVAL!** | Celebrating HOLI in INDIA! | 6:55 | 2018 | HeyNadine

**THE DAY I SHOULD HAVE DIED... (Skydiving Accident)** | 13:09 | 2018 | Logan Paul

**My First Kiss** | 4:08 | 2018 | ElleoftheMilles

**I'M MIXED WITH WHAT? MY DNA TEST RESULTS!** | 5:02 | 2018 | MilesJaiProductions

**MY FIRST NIGHT FILMING ALONE IN LA!** | 17:01 | 2018 | Molly BurkeBrotherhood 2.0: January 1st | 2:02 | 2007 | Vlogbrothers

**The Most Amazing Day** | 3:46 | 2016 | Vlogbrothers

**Grace Has Social Anxiety** | 2:51 | 2010 | Grace Helbig

**THE BABY IS HERE!!!** | 18:01 | 2010 | Shaytards

**Daddy Long Legs, Who Did Name You?** | 2:06 | 2011 | Flula

**An Invocation for Beginnings** | 3:00 | 2012 | Ze Frank

**Goodtimes, Goodtimes! (WK 105.5)** | 12:37 | 2013 | Bratayley

**Caleb, Gone But N**

## On Screen

Six explainer videos, produced by Polygon in association with Museum of the Moving Image, elaborate on some of the most significant new genres of online video: ASMR, Unboxing, Vlog, Let's Play, Reaction, and Explainer.