Participatory

Accessible tools for video production and distribution have changed the role of media in our daily lives. We create video in regular conversation with communities and source material as an ongoing dialogue, with increasingly low barriers allowing for the most casual of participation.

Structural Remix ✕

Structural Remix describes a range of forms including Technical Memes, Supercuts, and some YouTube Poop that emphasize or derive meaning from their formal qualities. They are usually made with humorous intent, though their comedy can be deeply embedded within in-jokes and absurd formalism. Much of the appeal of the Structural Remix is creative labor made visible.

Buffies | 1:01 | 2002 | Chuck Jones

Of Oz the Wizard | 1:41:47 | 2004 | Matt Bucy

Kramer's Entrance | 6:16 | 2009 | Tyler Creviston

We Are Number One but the word one triggers duplication and makes the video slow down + get louder | 4:05 | 2016 | MrMrMANGOHEAD

The entire bee movie but every time they say bee it gets faster | 7:03 | 2016 | Avoid at All Costs

"All Star" by Smashmouth but every word is someBODY | 1:33 | 2016 | James Nielssen

I'll Make a Man Out of You but every s is emphasized plus zoom | 3:23 | 2017 | Redicebergz

Frozen - Let It Go but every noun is replaced with "Harry Potter" | 3:41 | 2017 | Maciej Harasymczuk

John Wick is Michael Jackson | 1:17 | 2017 | Dean Wyatt

Steamed Hams but it's on VHS and when someone says "steam" or "ham" it suffers from generation loss | 2:48 | 2018 | Mitchell Hang

Lip Dub ✕

Lip Dub feature large groups lip syncing to the camera, usually shot in one take by a roving camera. These videos are often a matter of pride, allowing a community to creatively show off their company, school, or hometown and its uniqueness and creativity. They are low-cost, participatory endeavors made appealing by their do-it-yourself ethos and enthusiastic amateurism.

Numa Numa | 1:39 | 2004 | Gary Brolsma

Back Dorm Boys | 4:55 | 2005 | Wei Wei and Huang Yi Xin

Lip Dub - Flagpole Sitta by Harvey Danger | 4:24 | 2007 | Connected Ventures

University LipDup #1 | 5:50 | 2008 | sphrean

LIPDUB - I Gotta Feeling (Comm-UQAM 2009) | 4:54 | 2009 | Luc-Olivier Cloutier

Shorewood Lip Dub | 6:36 | 2009 | ShorewoodLipDub

Lip Dub Axe Sud Toulouse 2010 | 4:53 | 2010 | orenjikao

The Grand Rapids Lip Dub | 9:48 | 2013 | sefllc

Avon High School Lip Dub 2014 | 6:31 | 2014 | SPatelProductions

Songification ✕

Musicians have long manipulated found sound to turn non-traditional objects or events into musical elements. The proliferation of tools like autotune and video editing software has made this effort more accessible and spawned a number of highly popular approaches. Songification videos tap the vast reservoir of source material available online, finding rhythm and melody in unexpected places to create humorous, critical, nostalgic, or sublime musical remixes.

sunday bloody sunday | 3:06 | 2006 | rx

Kutiman-Thru-you - 01 - Mother of All Funk Chords | 3:36 | 2009 | kutiman

BED INTRODUCER SONG!!! | 2:07 | 2010 | schmoyoho *The Gregory Brothers coined the word "songification"

Wishery | 3:30 | 2010 | Pogo

99 Problems (Explicit Politic Remix) ORIGINAL UPLOAD | 2:34 | 2012 | Diran Lyons

SEAGULLS! (Stop It Now)" -- A Bad Lip Reading of The Empire Strikes Back | 3:56 | 2016 | Bad Lip Reading

Donald Trump's Speeches As An Early 2000s Emo Song | 2:43 | 2017 | Super Deluxe

Saxophonetics: Willy Wonka with drums | 1:20 | 2017 | Dan Felix

Oh Hi Mark But It's a Piano Dub | 1:59 | 2018 | Finn M-K

Challenge ✕

Challenge videos depict participants engaging in unusual or challenging feats in order to participate in a popular collective phenomenon. These challenges are short, replicable templates for interactivity that offer participation on an achievable scale. The videos, while usually unremarkable on their own, compose something noteworthy in aggregate, and their growing popularity entices more participants to engage before the challenge fades in popularity. Many of these dares existed before they became video phenomena, but their documentation affords a wider audience and the promise of potential virality.

Diet Coke & Mentos Experiments | 2:50 | 2007 | patman477

Cinnamon Challenge BEST Compilation August 2013 | 15:00 | 2013 | Quind Eloy

Best Harlem Shake Compilation | 9:44 | 2013 | realyouchfails

The Best Ice Bucket Challenge ||Compilation|| ✓ | 8:56 | 2014 | Alex Gouda

Best of Mannequin Challenge Videos 2016 Compilation Top 10 | 5:53 | 2016 | SomethingGreatMedia

Kylie Jenner Lip Challenge Compilation Fail - Shot Glass #KylieJennerChallenge! | 9:05 | 2015 | Vidly

Charlie Charlie Challenge Playing Pencil Game - Vine Compilation! (RAW VIDEO) | 11:01 | 2015 | Vidly

Running Man Challenge Vine and Instagram Compilation | 8:02 | 2016 | Cleveland Cavaliers Basketball

Sync-Along ✕

Sync-Along videos, typically performed solo or created through editing, feature people, animals, or objects lip syncing, dancing, or otherwise moving to synchronized music or other recognizable audio. Some sync-along videos, like many created on platforms Vine and DubSmash, find comedy in unexpected combinations of tightly synchronized motion and sound. Other sync-along videos, often found on musical.ly, place a focus squarely on the music as creators lip sync or dance to their favorite songs.

Swipe up to browse videos created by users of the **Musical.ly app**.

Video Games

The computer revolution created video games and the internet, and their cultures are deeply intertwined. Since the web's inception, video game enthusiasts have recorded and shared their play online to document, perform, and socialize.

Let's Play ✕

Let's Play videos are screen recordings of video game play accompanied by audio (and sometimes video) of their players. Early Let's Play videos were minimally edited for efficiency; later videos introduced heavier editing to showcase the personalities of their players. The defining quality of the Let's Play video is its focus on the subjective experience of the player, produced with a casual or playful tone in conversation with an assumed audience that feels like spending time with friends. While Let's Play videos are not primarily instructional or educational in nature, they can be useful tools for education and criticism.

Immortal Level 1 (with commentary) | 9:24 | 2007 | Michael Sawyer / slowbeef

Let's Play Earthbound Pt. 1: Meteoraga | 10:56 | 2008 | NintendoCapriSun

Pokémon Crystal - Part 1 | 10:03 | 2010 | chuggaaconroy

Yogscast - Skyrim Playthrough 1 - The Beginning | 18:44 | 2011 | YOGSCAST Lewis & Simon

Minecraft: Survival Let's Play Ep. 1 - A Journey of Plural Heroes | 16:36 | 2012 | CaptainSparklez

JUST DANCE 4 HILARITY! (Game Bang) | 17:56 | 2012 | Smosh Games

Let's Play: GTA IV - Cops 'n Crooks Part 1 | 35:23 | 2013 | Achievement Hunter

Minecraft Xbox - Sinking Feeling [124] | 23:44 | 2013 | Joseph Garrett / Stampy Cat

WARNING: SCARIEST GAME IN YEARS | Five Nights at Freddy's - Part 1 | 17:43 | 2014 | Mark Edward Fischbach / Markiplier

Among The Sleep Ep.1 (Where's Mommy???) | 30:32 | 2014 | H20Delirious

Goat Simulator - Steam Train | 37:41 | 2014 | GameGrumps

Lo Fi Let's Play 20: Where in the World is Carmen Sandiego | 17:46 | 2015 | Leigh Alexander

Hello. | Ep 1 | Minecraft Crazy Craft 3.0 | 11:14 | 2015 | LDShadowLady

GREATEST STORE CLERK!! - Job Simulator VR | 24:35 | 2016 | iHasCupquake

FIFA 17 - THE JOURNEY | 37:41 | 2016 | W2S

Demonstration ✕

Video game demonstrations often appropriate or subvert the original game, but they do not tell a story or otherwise require a suspension of disbelief. Early recordings of speedruns, in which players complete games as quickly as possible, allowed viewers to watch and learn from top players. As games and player behavior evolved, these videos exhibited other skills and creative labor like pacifist runs (in which the player completes a game without killing anyone), mods (modifications that alter the appearance or behavior of a game), and elaborate creations built within a game's world.

Quake done quick | 26:37 | 1997 | Yonatan Donner, Matthias Belz, and Nolan Pflug

DOOM E1M1 Pacifist | :15 | | 1998 | Thomas Pilger

DOOM E1M2 Pacifist | :28 | 2003 | Xit Vono

DOOM E1M3 Pacifist | :56 | 2004 | Adam Williamson

DOOM E1M4 Pacifist | :15 | 2001 | Adam Hegyi

DOOM E1M5 Pacifist | 1:18 | 2000 | Adam Williamson

Warthog Jump | 2:39 | 2002 | Randall Glass

Morimoto Super Mario Bros 3 speed run | 13:27 | 2003 | Morimoto *first tool-assisted speedrun to gain wide attention

Metroid - NES Speedrun | 24:45 | 2004 | Scott Kessler

N64 Super Mario 64 0 Star Speed Run | 11:01 | 2007 | Swordless Link and Mitjitsu

Modern Warfare 2 No Scope Sniper Montage (MW2 100% No-Scopes) | 2:18 | 2009 | boohoodman

SIM CITY 3000 - MAGNASANTI - 6 MILLION - ABSOLUTE MAXIMUM 6:59 | 2010 | Vincent Ocasla / tashrhgs02

Minecraft Space Shuttle | 6:59 | 2011 | MrSquishy / Matt Bonikowski

Minecraft Scientific/Graphing calculator - Sin Cos Tan Log Square root | 16:49 | 2012 | SgtGodswordBerserker

The Legend of Zelda: Ocarina of Time Speedrun by ZFG in 21:45 [Commentated] | 32:51 | 2012 | ZFG, Cosmo, and SwordlessLink

GTA 5 PC Mods Whale Cannon Animal Cannon Mod | 4:31 | 2015 | taltigolt / Jonathan Gustafsson

BeamNG.Drive Trucks Vs Cars #5 | 8:33 | 2016 | Insanegaz

Machinima ✕

Machinima, a portmanteau of "machine" and "cinema", is a method for making animated films with video game software. Early machinima films were recorded as light-weight "demo files" that were considerably smaller than video files, allowing Machinima to propagate online well before sharing video was feasible. Machinima creators use video games for theatrical rather than competitive purposes, producing music videos, episodic comedy sketches, parodies, dramas, and even live talk shows. Machinima typically responds to the stories, settings, and characters of its source material: most machinima involves combat because the games that afford machinima are about combat.

Diary of a Camper | 1:38 | 1996 | United Ranger Films

Operation Bayshield | 7:22 | 1997 | Clan Undead

Blahblahlicious | 8:17 | 1997 | Mackey McCandlish and Brian Hess

Hardly Workin' | 16:16 | 2000 | Ill Clan

Fake Science | 5:46 | 2002 | Dead on Que

Red Vs. Blue: Episode 1 - Why Are We Here? | 2:40 | 2003 | Rooster Teeth

The French Democracy | 13:09 | 2005 | Alex Chan

Molotov Alva and His Search for the Creator - Episode 1: Out Of His Skin | 1:03 | 2007 | Douglas Gayeton

Counter-Strike For Kids | 3:35 | 2008 | Janus Syndicate

Keisha Fabo | 2:27 | 2011 | Kyle M.

COPS: Skyrim - Season 1: Episode 1 | 4:37 | 2012 | Bryan Basham and Jeff Hatz / Adjacent LA

The Storyteller: FALLOUT S2 E1 - Boomers & Vault 34 | 7:19 | 2014 | ShoddyCast

The Bolted Behemoth | 7:37 | 2014 | The Winglet / Mark Palmer

Openness - S1E2 "Score One for the Lesbians" | 40:53 | 2015 | SnapshotOfASoul

Not Normal | 11:38 | 2017 | Matt McDonald