

Reaction

The internet is constructed largely from the immediate thoughts and gut instincts of its billions of participants, and these reactions are valued for being authentic, unfiltered, and vulnerable. We see ourselves in the reactions of others, and in exposing our reactions we reveal ourselves.

Surprise & Reunion

Early reaction videos captured viewers responding to frightening, funny, disgusting, or otherwise surprising videos that were notorious for soliciting strong reactions. The subject's reactions are usually unexpected or exaggerated, so the suspense of these candid videos usually resolves in comedy. Reunion videos document family members and pets responding with surprise at seeing a loved one after a long time apart, often upon their return from military duty.

Christian the Lion- Reunion! | 1:02 | 2002

Scary Maze Game | :52 | 2006 | CantWeAllJusGetAlong

2 girls 1 cup Grandma reaction! Grandman Marlene. | 1:31 | 2007 | Jackie Leigh

Seeing my dog the day I got back from Afghanistan | :38 | 2008 | Itschmidt02

Funniest Reaction to Scarlet Takes a Tumble Video | 2:39 | 2008 | Jason Bryan

Son's reaction to 'Empire Strikes Back' reveal!!!! | :47 | 2011 | bashthemonkey

Mom's Reaction to her Sleepwalking Video | 1:29 | 2012 | stillsoundlyawake

U.S. Soldier Surprises Her Son During High School Football Game | 2:04 | 2012 | Homecoming Heroes

Soldier Surprise His Mom At Home | 1:22 | 2012 | grabagething

Game of Thrones Red Wedding Reactions Compilation | 6:06 | 2013 | Horrorcirdan

Airman Surprises family for Christmas | 2:08 | 2015 | Mike Ciuffoletti

Marriage Proposal

Mediated expressions of love have grown in importance as we live our lives more publicly online through social media. Proposals created for and captured on video prove or validate one's love by the public attention, labor, and performance paid in its service. For the viewer, they prove the narrative of romantic love that permeates our culture, while their pervasiveness perpetuates these expectations.

NBA Proposal | 1:45 | 2005 | Dave11

Tree Marriage Proposal | 5:42 | 2008 | Luke Goddard

Movie Trailer Proposal - Joe Penna | 5:14 | 2010 | Joe Penna / MysteryGuitarMan

Isaac's Live Lip Dub Proposal | 5:52 | 2012 | Isaac Lamb

Spencer's Home Depot Marriage Proposal | 5:40 | 2013 | Spencer Stout

Justin and Emily: The Proposal | 26:59 | 2013 | Justin Baldoni / Wayfarer Entertainment

Wedding Proposal in LAX | 4:59 | 2014 | James Sandoval

BEST MARRIAGE PROPOSAL EVER!!! *FIREWORKS***** | 9:20 | 2016 | Jerry LaVigne

AMAZING VALENTINE'S DAY PROPOSAL (emotional) | 11:06 | 2018 | Ivyanderry Rebel

React

The React video is a formalized, highly produced reaction video. React videos feature a vlogger or other on-camera talent responding to current events, probing questions, new food, trending videos, or other stimuli and giving their authentic first impressions. React videos differ from earlier reaction videos in that these situations are intentionally created, and the subject is intentionally reacting, for the camera. React videos are frequently titled after videos they respond to, which helps attract viewers and explains their continuing prevalence.

DON'T CALL ME FAT!! | 4:48 | 2009 | Ray William Johnson

Kids React to Viral Videos (Double Rainbow, Obama Fail, Twin Rabbits, Snickers Halloween) | 7:00 | 2010 | Fine Brothers Entertainment

Egoraptor vs. GHOST PEPPER - Metal Gear Solid V: Ground Zeroes - Hot Pepper Game Review | 5:20 | 2014 | Hot Pepper Gaming

The Big, the BOLD, the Beautiful | 13:47 | 2016 | h3h3Productions
*a failed lawsuit against this video established that reaction videos are fair use

"Kalen Reacts" Potato Salad Cake | 1:31 | 2017 | Kalen Allen

REACTING TO MY OLD VIDEOS #1 | Kingsley | 13:16 | 2017 | Kingsley

ADULTS REACT TO BLACK PANTHER TRAILER | 9:44 | 2018 | Fine Bros Entertainment

Audience Surrogate

In an audience surrogate video, a host participates in a special or uncomfortable experience—typically chosen for comedic value—and responds on camera. These situations are frequently proposed by viewers, and the resulting videos supplant the need for viewers themselves to engage in the activities. The construction and execution of audience surrogate videos for empathy—for the viewer to imagine themselves as the host—is decidedly literal and transparent.

Guys Try On Ladies' Underwear For The First Time // Try Guys | 2:37 | 2014 | The Try Guys

The Backwards Brain Bicycle - Smarter Every Day 133 | 7:57 | 2015 | Destin Sandlin / Smarter Every Day

Black People Try Vegan Soul Food 'For the First Time' | 5:28 | 2015 | All Def Digital

TESTING BOYS PRODUCTS | 6:24 | 2016 | Alexis G. Zall

Trying Out WEIRD Snacks! | 10:14 | 2016 | Roi Wassabi / Guava Juice

The Try Guys Raise Toddlers for A Day | 18:27 | 2017 | The Try Guys

I Tried the "Military" Diet For A Week | 10:06 | 2017 | Candace Lowry

I Ran A Marathon With Only Ten Weeks Of Training | 13:31 | 2017 | Michelle Khare

Putting 1 Pound of Makeup On My Face | 11:38 | 2018 | Rachel Levin / Rclbeauty

Glozell Freaks Out In An Oxygen Chamber | 11:14 | 2018 | GloZell Green and Awestruck

Leech Therapy | 15:42 | 2018 | Super Deluxe

Brit & Nina's Story | How Couples Sleep | Cut | 4:06 | 2018 | cut.com

Reaction GIF

Reaction GIFs are brief loops of bodies in motion that are posted in chats, emails, comment threads, message boards, and social network platforms in lieu of text to concisely express an idea or emotion. Understood as gestures, they can communicate with more nuance and concision than their verbal translations. While most reaction GIFs are excerpted from recognizable popular culture, they are only fully realized when used as reactions to express their users. These GIFs were originally compiled in collaboration with the /r/gifs community on the social news website Reddit for the Museum's 2014 installation **The Reaction GIF: Moving Image as Gesture.**

Witness

The proliferation of networked cameras, and the platforms that make it easier to sidestep traditional distribution gatekeepers, has made once rare first-hand videos of resistance, injustice, and tragedy increasingly common. While these videos come embedded with their own biases and are neither perfectly egalitarian nor objective, they can shape public opinion and change the course of justice.

Dash Cam

Special-purpose cameras for motorists and cyclists are particularly popular in Russia where they are installed to collect potential evidence of insurance fraud, road rage, or hit-and-run accidents. That this vast, informal network of cameras has captured catastrophic collisions, near misses, and even rare meteorological phenomena is an unintended consequence of its ubiquity. The brevity of dash cam videos has turned them into standard material for compilation videos; rarely encountered individually, dash cam videos are regularly copied, re-edited, and uploaded.

* These videos may not be suitable for all audiences and require special glasses, available at the front desk, to view.

TX Police Car vs Deer | :15 | 2008

Dash Cam : Fatal highway crash caught on drive cam (high speed) | 2:00 | 2010

у мужика железное очко | 1:02 | 2011

Scam Foiled By Dash Cam | :52 | 2011

Navarra в щепки | :34 | 2012

Drunk Russian on a Shopping Cart in the Middle of the Street | 1:12 | 2012

Luckiest dude in Russia Оренбург. Мужика на заправке повезло | :31 | 2012

ab0077 | 1:10 | 2012

Авария на южной объездной г.Владимир | 1:00 | 2012

Просто вышел через лобовое стекло | :32 | 2012

Взрыв метеорита над Челябинском **15.02.2013.avi** | :48 | 2013 | Aleksandr Ivanov

RUSSIAN DASH CAM FOOTAGE - Drunk guy fakes being hit | 1:18 | 2013

Russian tornado dashcam - Nice day for a ride! | 1:23 | 2014

Ultimate Dash Cam Fails | FailArmy | 5:18 | 2014 | FailArmy

ORIGINAL Dashcam footage captures Taiwan plane crash Taipei | :34 | 2015

Starts as an act of kindness...ends in disaster! (biker gets revenge) | 1:25 | 2016 | PadWings

Dash Cam Owners Australia - What Truck drivers put up with daily | 7:25 | 2016 | Dash Cam Owners Australia

Plane Miraculously Flies to Safety After Sudden Engine Failure | 1:28 | 2018 | Chad Barber

Protest Point of View

Stories of uprising and protest are traditionally told by establishment institutions reporting from the outside, often emphasizing violence and mayhem. With networked cameras, protesters and their sympathizers are able to capture and broadcast video from their own point of view in order to mobilize, document, and amplify their voices.

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Footage of Scott Olsen being shot by Police at Occupy Oakland | 2:25 | 2011 | Raleigh Latham

The Other 99 11/15/11 01:56AM | 34:59 | 2011 | Tim Pool / TheOther99

UC Davis Protestors Pepper Sprayed | 1:04 | 2011 | Aggie Studios

St. Louis County Police Fire Upon Ferguson, MO Protestors | 1:23 | 2014 | Mustafa Hussein / KARG Argus Radio

Standing Rock 2016-11-20 Militarized police attack water protectors | 5:28 | 2016 | Lauren Kay

#BatonRouge. Protest. | 15:45 | 2016 | Deray Mckesson

INSANE NEW FOOTAGE FROM CHARLOTTESVILLE | 26:52 | 2017 | Jake Westly Anderson

Berkeley | 21:38 | 2017 | Lauren Southern

Police Violence

Until recently, video evidence of police violence has rarely been available to the public. Police departments fight against the release of incriminating dash cam or body cam footage, and officers regularly confiscate evidence from witnesses' cameras. In the age of the smartphone, witnesses frequently record police encounters and are able to quickly distribute evidence of violence online. The regular stream of these videos has been vital to organizations like Black Lives Matter that address disproportionate state violence against black and brown bodies.

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Eric Garner

Laquan McDonald

Tamir Rice

Walter L Scott

McKinney Pool Party

Alton Sterling

Philando Castile

Nania Cain

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.

