



Appropriating YouTube for Music Interaction

Dr. Lassi "Al" Liikkanen,
20 Sep 2013

SHORT HISTORY OF YOUTUBE

Since 2/2005

🎧 Freedom and anarchism with user-created content



User uploaded content

🎧 Lazy Sunday
got it going

🎧 2/2006



User uploaded content

🎧 DMCA request from NBC after 5M views in Feb 16th 2006

– <http://youtube-global.blogspot.fi/2006/02/lazy-sunday.html>

🎧 “Elusive, much desired youth audience”

– Burgess & Green 2008

But not user-generated...

🎧 Kruitbosch
and Knack
2008

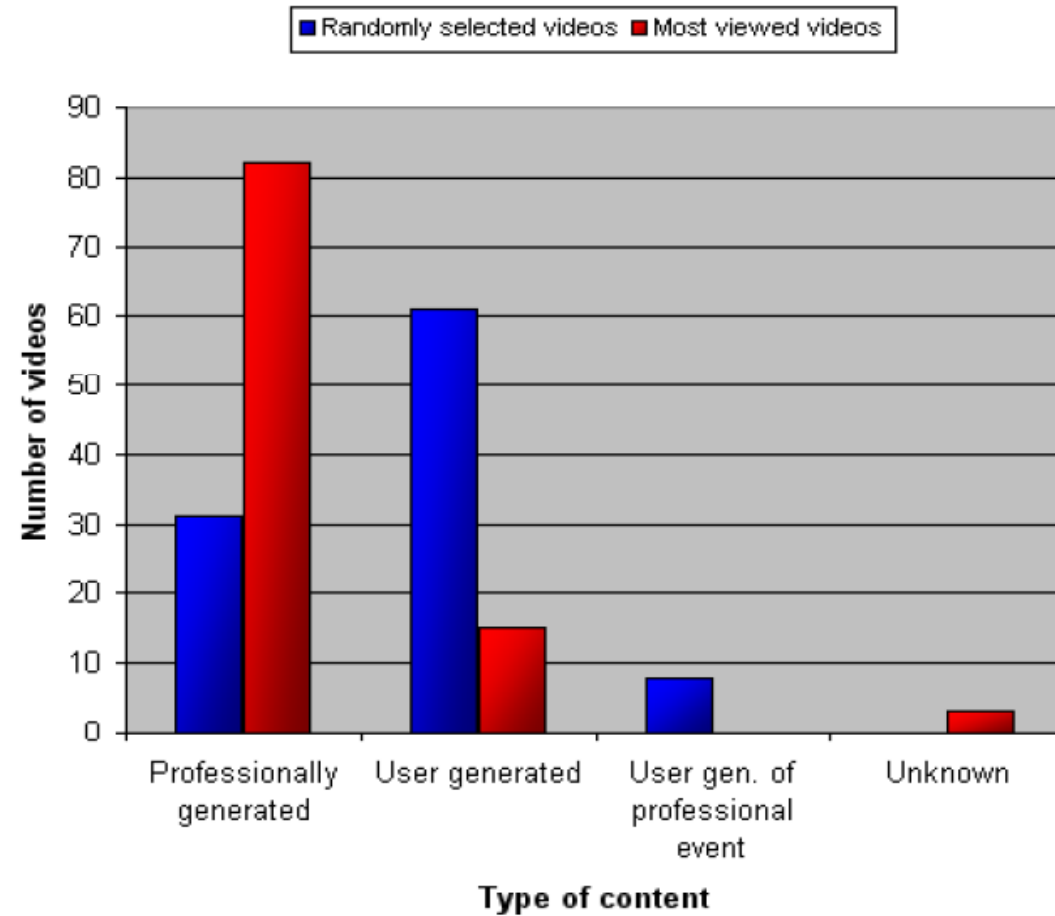


Fig. 1. Categorization of Video Content


HAPPENED SINCE THEN...

Study in two parts

 Survey study

 Digital anthropology

Definition

 Music on Youtube =
content likely to be discovered with
artist/title keyword search

DIGITAL ANTHROPOLOGY

Descriptive Research Approaches

 Cases

 Statistics

Case of Frontside Ollie

VilleTolvanen.com
Entrepreneur, Growth Advisor, Strategist

Ville Rooma Data Brändi Arkisto

09/04/2013
Ville Tolvanen
strategia
Kommentit (151)

Tuukka Temonen: Oliko "Frontside Ollien" suosio pelkkä vedätys?



Tuukka Temonen: Oliko "Frontside Ollien" suosio pelkkä vedätys?

Toimitus: Olen pyytänyt useita kertoja ystävääni, maailmanparantaja ja ohjaaja Tuukka Temosta kirjoittamaan Tolvaseen. Nyt se vihdoinkin tapahtuu. Tuukalla on asiaa. Lue tarkasti.

Rakastan Youtubea. Enää ei tarvitse kytätä milloin näkisi jotain kiinnostavaa, vaan valitulla hakusanalla löytyy mitä mielenkiintoisempaa materiaalia omista mielenkiinnon kohteista.

Lisää aiheita
Markku T Pohjoiskor 11/04/20
Jari Saras riippuu ky voittavaa 08/04/20
Puskapalo 04/04/20
Liikaa tiet 16/03/20
Ilgiaika 09/03/20
Median m 06/03/20
Ylen hyvä 02/03/20
Muuttuuk 28/02/20


HELSINGIN SANOMAT ARKISTO UUTiset JUURI NYT OHJE

Kulttuuri TORSTAINA 11.4.2013 Siirry päivän lehden etusivulle

Tutkija: Frontside Ollien suosio on aitoa

Youtuben kuuntelutiedoista ei löytynyt manipulaatiota

Kristiina Markkanen HS



RONI REKOMAA LEHTIKUVA

Robinia mainostettiin jo ennen Frontside Ollien julkaisua Suomen Justin Bieberinä.

Aalto-yliopiston Tietotekniikan tutkimuslaitoksella vastikään valmistuneen tutkimuksen mukaan teinitähti **Robinin** esittämän Frontside Ollien Youtube-suosio on aitoa.

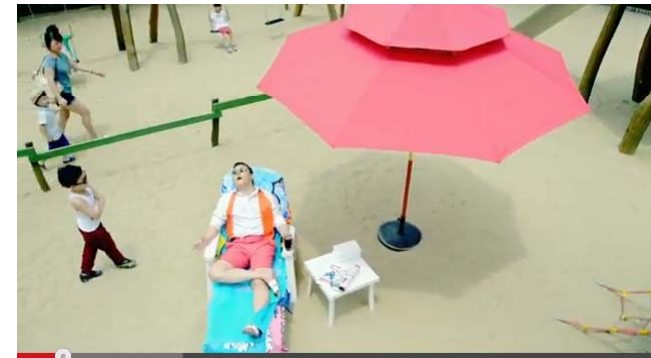
Lassi A. Liikkasen ja Tuukka Sandströmin vielä julkaisemattomassa tieteellisessä artikkelissa selvitettiin, miten nuoret kuuntelevat musiikkia Suomessa vuonna 2012.

"Vaikka Youtuben kuuntelukertojen manipulaatiota on maailmalla todistetusti tapahtunut, emme Frontside Ollien kuuntelutiedoissa havainneet siitä merkkejä", Lassi A. Liikkasen sanoo Helsingin Sanomille.

<http://www.villetolvanen.com/2013/04/09/tuukka-temonen-kuka-puhalsi-frontside-ollien/>
<http://www.hs.fi/paivanlehti/kulttuuri/Tutkija+Frontside+Ollien+suosio+on+aitoa/a1365570798639>



























Robin is bigger than PSY!

Meme	Views	YT Release date	Time, month	Views/ month
Gangnam style	1445771755	7/15/2012	8	175,187,499
Front side ollie	10371512	1/13/2012	14	720,942



STATISTICS

2013

#	Channel	Subscribers	Uploaded video views	Rating
1.	 Machinima	8 936 478	4 416 318 717	
2.	 Rihanna	9 673 872	3 944 213 195	
3.	 Justin Bieber	5 643 707	3 912 460 517	
4.	 Turkish Music - Türkçe Müzik	1 669 935	3 251 054 893	
5.	 PSY	6 323 534	3 093 790 124	
6.	 Expert Village Watch. Learn. Do.	2 032 322	2 819 477 905	
7.	 IGN	3 331 701	2 620 471 557	
8.	 Smosh	11 877 575	2 569 053 533	
9.	 Atlantic Records	1 414 297	2 550 294 525	
10.	 Eminem	5 635 471	2 514 555 865	
11.	 Ray William Johnson	10 017 799	2 440 105 447	
12.	 Rooster Teeth	5 885 675	2 332 669 118	
13.	 Ultra Music	1 617 772	2 303 708 878	
14.	 Lady Gaga	2 901 444	2 284 423 167	
15.	 PewDiePie	11 837 336	2 208 797 075	

<http://www.socialbakers.com/youtube-statistics/> 14.8.2013

Lassi.Liikkanen@hiit.fi @lassial

Sound SIG 20 Sep 2013



Explore search volumes. Type in one or more terms



Trends

Finland ▾ Past 30 days ▾ All categories ▾ YouTube Search ▾



Hot Searches

Top Charts *New!*

Explore

+ Add term

Compare

Search terms

Locations

Time ranges

Related searches ?

Top

cheek	100	<div><div style="width: 100%;"></div></div>
robin	100	<div><div style="width: 100%;"></div></div>
timantit	65	<div><div style="width: 65%;"></div></div>
timantit on ikuisia	60	<div><div style="width: 60%;"></div></div>
musta barbaari	60	<div><div style="width: 60%;"></div></div>
minecraft	55	<div><div style="width: 55%;"></div></div>
fox	55	<div><div style="width: 55%;"></div></div>

Embed

Rising

boom kah	Breakout
the fox	Breakout
musta barbaari	+3,800%
fox	+1,150%
kipua	+900%
miley cyrus	+300%
mikael gabriel	+160%

Embed

Musical content types in YouTube

Showing results for *nicki minaj super bass* Search instead for *nicki minaj super*

The screenshot shows a list of search results for 'nicki minaj super bass'. The results include:

- Original video:** Nicki Minaj - Super Bass by NickiMinajAtVEVO (304,506,207 views)
- Performance:** Nicki Minaj Sings 'Super Bass' with Sophia Grace (52,538,470 views)
- Lyrics video:** Nicki Minaj-Super Bass(lyrics) 2011(NEW) by ShukurTUBEz (28,743,229 views)
- Lyrics video:** Nicki Minaj - Super Bass By Sophia Grace Brownlee (40,174,784 views)
- Lyrics video:** Nicki Minaj Super Bass Lyrics Clean Version (6,278,695 views)
- Still video:** Super Bass - Nicki Minaj (Cover by @Karmin) (17,256,703 views)
- Still video:** Nicki minaj (3,071,065 views)

🎧 YouTube users have created new music video types

🎧 Video is secondary to music

Youth and kids study 2011

Anna Aarnio ja Jari Multisilta
Helsingin yliopisto
CICERO Learning
www.cicero.fi

Facebook ja Youtube
– ne on meidän juttu!

Kansallinen tutkimus lasten ja nuorten
sosiaalisen median ja verkkopalveluiden
käytöstä 2011



🎧 Aarnio & Multisilta
2011

🎧 N=2464 , 7-20 year
olds

🎧 YouTube and
Facebook by far the
two systems most
widely used

Rhythm analysis w. Cheek

The screenshot shows a YouTube video player interface. The main video is titled "Cheek - Timantit on ikuisia (Official video)" and is from the channel "LiigaMusicOy". The video has 3,623,878 views, 15,996 likes, and 1,829 dislikes. It was published on August 9, 2013. The video player shows a woman sitting on a bench in a cemetery. To the right of the video player, there is a "What's hot?" section with four video recommendations: "Ylvis - The Fox [Official music video HD]", "Sanni - Jos mä oon oikee (virallinen musiikkivideo)", "PistePiste kertoo uuden albumin kappaleista", and "Jason Derulo - 'Talk Dirty' feat. 2 Chainz (Official HD Music Video)". Below that is a "Suggestions" section with three recommendations: "YouTube Mix", "Cheek - Anna mä meen feat. Jonne Aaron", and "Cheek - Jossu feat. Jukka Poika".

Google Trends

Trends

Finland ▾ 2008 - present ▾ All categories ▾ YouTube Search ▾



Hot Searches

Top Charts **New!**

Explore

cheek

Search term

+ Add term

Compare

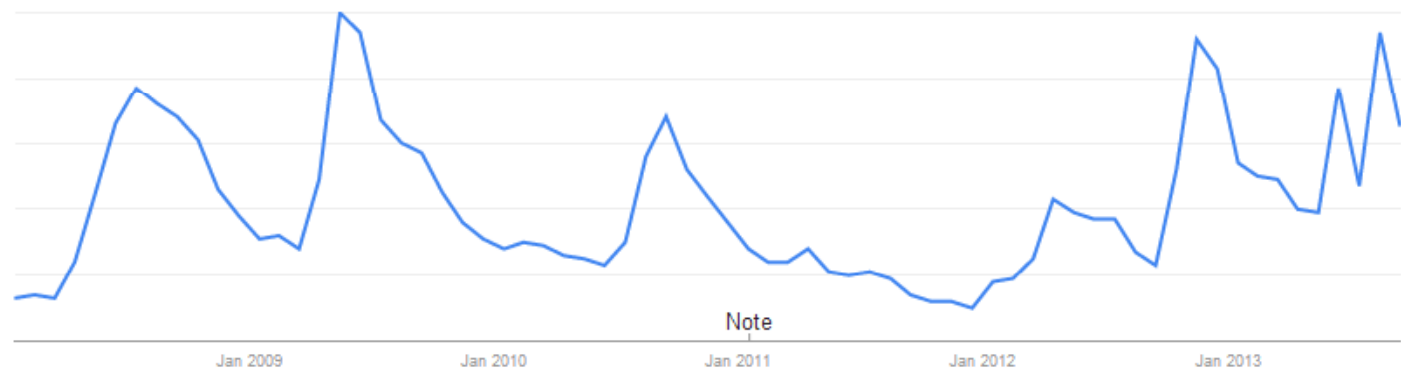
Search terms

Locations

Time ranges

Interest over time ?

News headlines Forecast ?






Embed




Hit video analytics

← → ↻ www.youtube.com/user/UniversalMusicFin




Universal Music Uutuudet

 White Lies - First Time Caller by WhiteLiesVEVO 84,690 views	 Kolmas Nainen - Me ollaan ne by KolmasNainenVEVO 9,036 views	 The Weeknd - Live For feat. Drake (Official Video) by xxxxxxxxo 780,959 views
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Recent uploads

 Frederik - Isoveli 3,987 views 5 days ago	 Ismo Leikola - Mitä jos me silti voitetaan 32,369 views 5 days ago	 Kotiteollisuus uusi single? Osa 2. 1,842 views 6 days ago
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Popular uploads

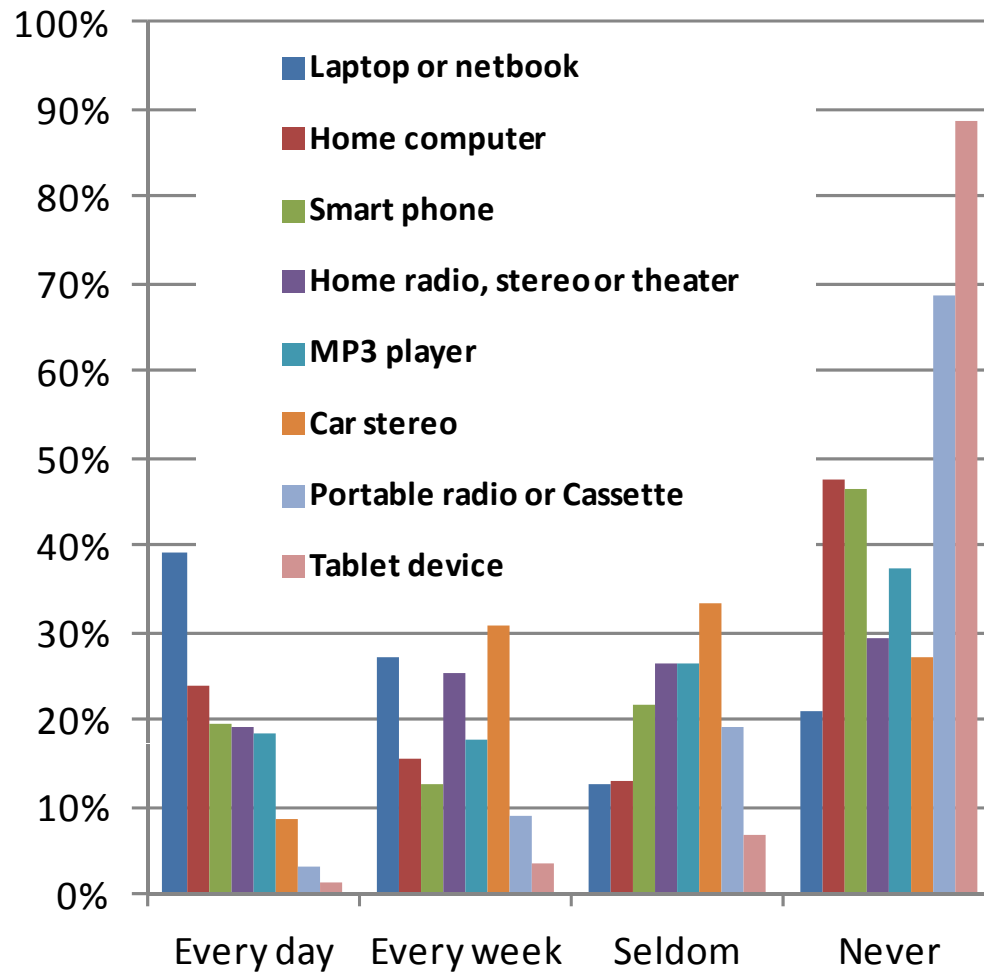
 Robin - Frontside Ollie 10,902,539 views 1 year ago	 Robin - Puuttuva Palanen feat. Brädi 5,074,093 views 1 year ago	 Munamies - Pomppufiilis 3,528,365 views 2 years ago
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DIGITAL MUSIC SERVICES SURVEY

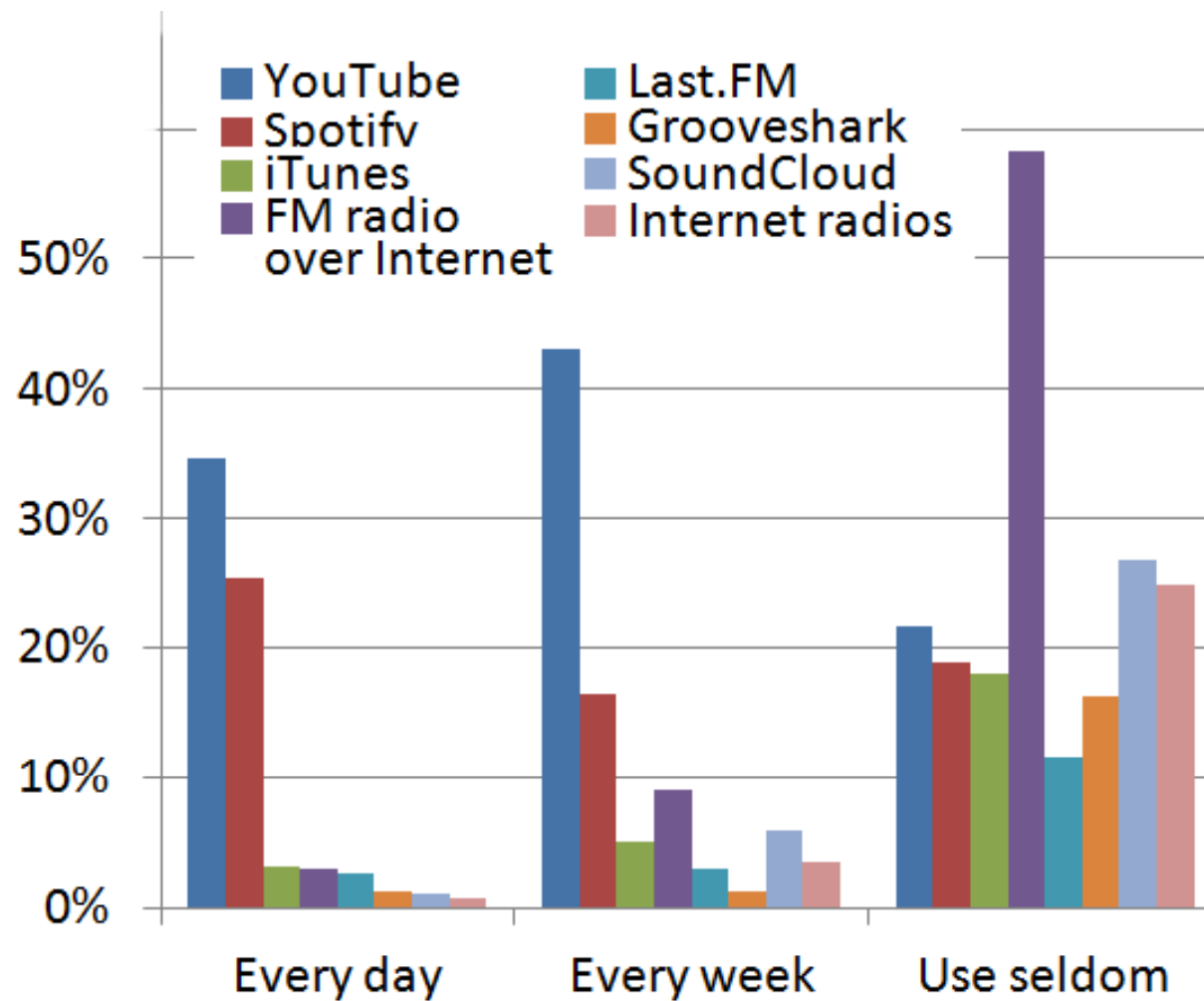
Where's My Music? 2012 Study

- 🎧 Survey study of Finnish students use of music devices and services, emphasis on YouTube
- 🎧 November-December 2012 N=762
- 🎧 Mode age 24 years
- 🎧 Some highlights of the data

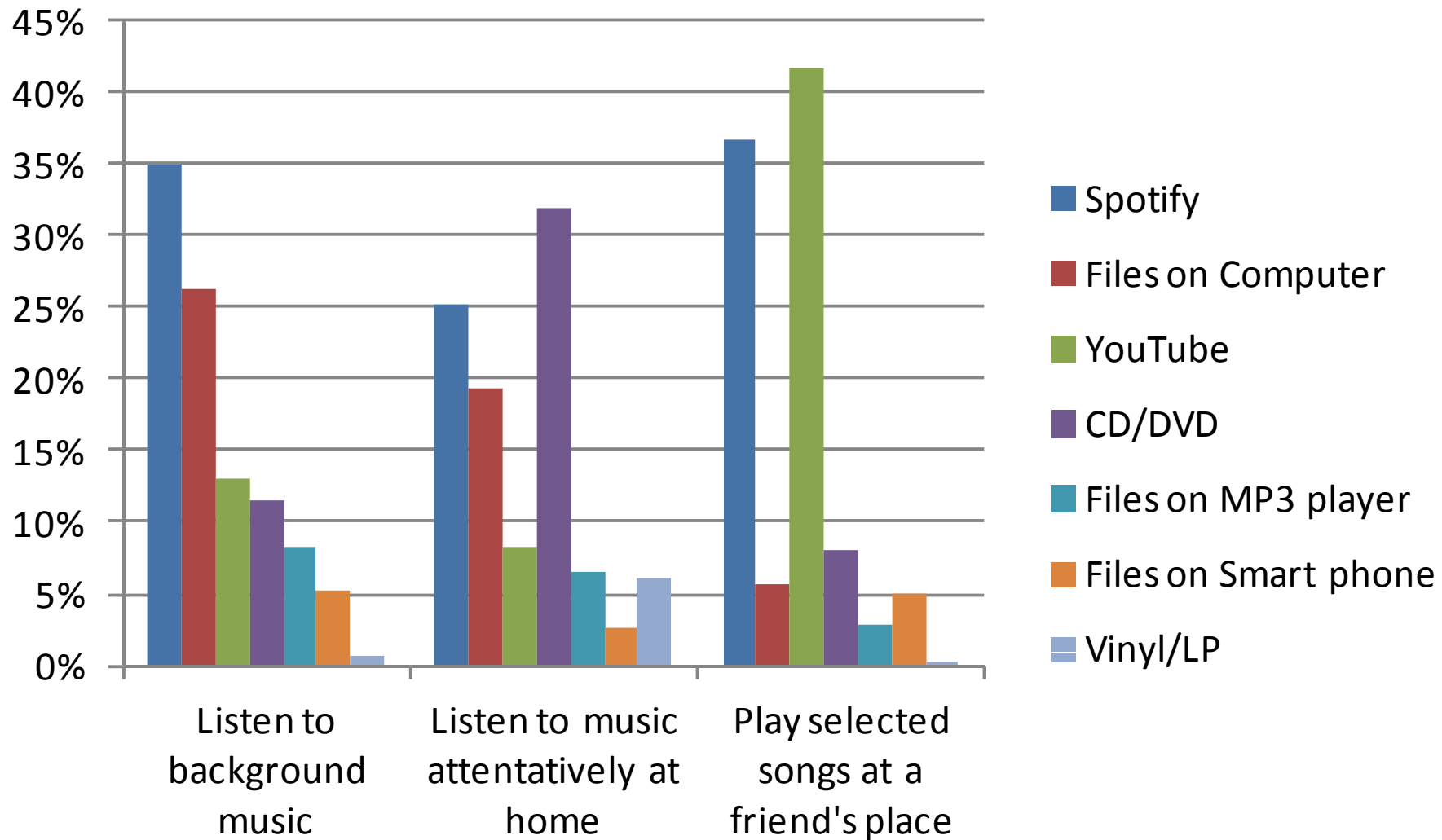
Most commonly used devices



Most popular services



Technology choices in context



Conclusions

- 🎧 YouTube is the leading digital music service for the Finns
- 🎧 Popular culture forum
 - Cf. long tail

apps.Facebook.com/earwormclinic

The screenshot shows the Facebook app interface for 'Earworm Clinic'. At the top, the Facebook logo is on the left, a search bar with 'Haku' in the center, and 'Etusivu' on the right. Below the navigation bar, there are language options: 'In English / Suomeksi /'. The main content area features a cartoon illustration of a doctor with white hair, glasses, and a mustache, wearing a white lab coat and a stethoscope. He is pointing towards a speech bubble on the left. The speech bubble contains the text: *Do you have tunes playing in your head that just won't stop? Are earworms getting on your nerves? No problem! Doctor Earworm is here to help everyone affected by earworms! Tell the doc about your symptoms and learn what you can do to relieve your condition!* To the right of the doctor is a framed sheet of music. Below the illustration, the text 'Earworm Clinic' is displayed in a dark blue box. At the bottom of the screenshot, there is a light blue box containing the following text: 'Earworm Clinic is an application that does not substitute real medical advice, but giving the doctor few minutes of your time allows you to learn something about yourself and contribute to science! This test is a part of [research](#) conducted by Dr. Lassi 'Al' Liikkanen at Helsinki Institute for Information Technology HIIT'.

Thank you!

🎧 My publications at

<http://hiit.fi/lassial>

ING MUSIC

🎧 Tweets around music technology
@lassial

🌀 Currently searching for a new
position...

HOME TAPING IS K

