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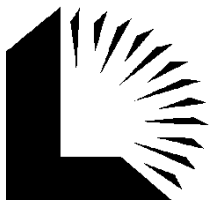
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The Audience and Business of YouTube and Online Videos

Louisa Ha



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THE AUDIENCE AND BUSINESS OF YOUTUBE AND ONLINE VIDEOS

Edited by Louisa Ha

This book thoroughly analyzes digital natives as YouTube audiences as well as creators of online videos and considers how the coexistence of user-generated and professional content on YouTube makes it a unique platform in the ever-expanding online video industry. Using a mixed method approach, it examines the underexplored business side of YouTube: its audience in the form of product review videos, comments on videos, sharing to other social media and as online video services such as Netflix and Hulu, brand videos, sponsored videos, and online video advertising.



- 1. YouTube as a Global Online Video Portal and an Alternative to TV** by Louisa Ha
- 2. Users and Non-users of YouTube and Online Video Services** by Mohammad Abuljadail
- 3. What Do Digital Natives Watch on YouTube?** by Alyssa Fisher and Louisa Ha
- 4. How Digital Natives Watch Online Videos: Digital Divide and Media Devices** by Louisa Ha
- 5. YouTube Product Review Videos as eWOM** by Nicky Chang Bi
- 6. Comments on YouTube Product Review Videos** by Xiaoli Wen
- 7. YouTube and Other Social Media** by Fiouna Ruonan Zhang and Nicky Chang Bi
- 8. Brand Videos on YouTube** by Alyssa Fisher
- 9. Sponsored Videos on YouTube** by Fiouna Ruonan Zhang
- 10. Online Video Advertising Viewership and Avoidance on YouTube** by Kisun Kim and Claire Youngnyo Joa
- 11. Most Popular YouTube Channels** by Louisa Ha
- 12. Is YouTube Red the Ultimate Viewing Experience and What is the Future of Online Video Audience Research?** by Louisa Ha

"This book offers an insightful look at YouTube from an audience perspective, providing not only valuable background information but also original data that helps us understand the dynamic nature of YouTube users and online video business. A must-have book for both practitioners and scholars who want to understand in-depth the ecosystem of YouTube and audience characteristics beyond simple statistics."

—**Sylvia Chan-Olmsted, University of Florida**

Louisa Ha is professor in the School of Media and Communication at Bowling Green State University and editor of *Journalism and Mass Communication Quarterly*.

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