

# YOUTUBERS VIDEOS AND THE CONSTRUCTION OF ADOLESCENT IDENTITY

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## INTRODUCTION

The YouTube platform is one of the most commonly used by Spanish teenagers and around 70% of young people between 14 and 17 years of age prefers this network

The main objective of this research is to analyze the content of YouTuber's videos that have the greatest impact on adolescents and their relationship with the construction of identity.

There are normally two identity scenarios that are addressed by YouTubers: gender identity together with sexual identity and vocational identity.

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## METHODOLOGY

Qualitative design based on content analysis through the qualitative data analysis program Atlas.Ti (version 7.0).

Contents related to the construction of identity in adolescence.

### SAMPLE

Videos with at least 10,000 visits and that YouTubers will have more than 100,000 subscribers on their YouTube channel.

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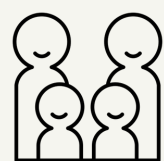
## RESULTS



YouTubers talk about their gender identity and sexual orientation, with special reference to the social construction that exists in their immediate environment



The videos show the active dynamics of gender identity construction in which adolescents pass through different stages of reflection and re-construction where the cultural context has a major influence



The videos show a positive evaluation of parents in particular, and of the family at large, with messages of affection, respect and admiration and, above all, gratitude

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## CONCLUSIONS

❖ In the case of vocational identity, YouTubers describe the difficulties they encountered in choosing a particular vocation at a time when they were experiencing so many physical and emotional changes.

❖ In social relations, there are very few YouTuber videos that deal with ideas for family, friends or partners.

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