

YOUTUBERS' SOCIAL FUNCTIONS AND THEIR INFLUENCE ON PRE-ADOLESCENCE

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INTRODUCTION



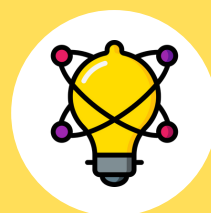
Adolescence,

The media is a key part of a person's development today, so it is essential to understand how young people interact with their **media environment**.



Digital Culture,

teenagers formed by youtubers, are "influencers" who introduce young people to multimedia products aimed at them.



YouTube and youtubers,

are not considered by young people as examples in terms of values, having a limited impact while they build their **youth identity**.

METHODOLOGY AND RESULTS

Mixed sequential explanatory design on audience (Creswell, 2014), two phases:

1) Quantitative analysis:

Google questionnaire entitled: "Young people's preferences": SPSS

2) Qualitative analysis: discussion groups: Atlas.ti software

Discover what attracts preteens about youtubers, the social functions they attribute to them, and how they integrate the models and values proposed by youtubers into their lives, in their capacity as "influencers".

- Students from 1st of ESO (11-12 years old) from 41 high schools in Cataluña.
- 10 youtubers of the 20 with the most followers (Socialblade, 2016).

Preference of youtubers as a reference for entertainment and for their proximity to a digital youth culture.

Young people denote a certain degree of media literacy.

Boys value the identification function more and girls value the socialization function.

Being a youtuber is considered more of a "hobby" than a profession.

CONCLUSIONS



The gender bias is evident. Boys triple the number of girls who have had a YouTube channel and almost quadruple the number of girls interested in a professional future as youtubers.



Although young people belong to the digital ecosystem, the proposals for education and communication in schools and the notion of prosumers need to be given greater prominence.



YouTube and youtubers should become part of the opportunities and comply with the neoliberalist system in which we live.

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