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The Truth About Disney Princesses: TED Talk Annotated Resource List

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Annotated Resource List

TED Talk Information

The TED Talk I watched was *The Truth About Disney Princesses* by Jon Cozart. This talk was about Cozart's journey through YouTube and how he became popular within a week. This talk was a youth TED Talk, but I figured that these would work as well. Cozart talks about uploading his first video in middle school, which was him playing all the major people in the Axis Powers and parodying World War Two for an assignment. Since then he has started a journey on finding what makes a video popular. He didn't understand why a video of a little kid playing Hitler with a pink Myspace page was not as popular as a video of a cat. He uploaded a few videos through high school but none of them went popular until uploading *Harry Potter in 99 Seconds*, which gained him thousands of subscribers and ten-million views within a week. He went on to perform this in the talk.

He also talks about his theory of how to keep people watching you, which is that if you do not give people a reason to click away, they will not click away. He strives to make every video he produces immaculate, because if it meets his standards then he believes that he has done a good job. He then performs another viral hit by him: *After Ever After*. This video is basically him taking Disney Princesses' songs and parodying them to what he believes would happen after they had their happily ever after if they were put into our world. He believes that everyone has voice and a personality, so anyone can tell stories and make videos like he did.

Annotated Resource List

Book Sources

Evans, L. (2010). *Social media marketing : Strategies for engaging in Facebook, Twitter & other social media*. Indianapolis, Ind.: Que.

This book provides information on how to become successful using social media. Liana "Li" Evans discusses how to understand your audience, build trust among them, protect your brand, and how to integrate social media into existing marketing programs to profit big from these new platforms. Although it does not directly discuss being a professional YouTuber, it does discuss how business can use YouTube and other social media platforms to become more successful. Being a professional YouTuber is a career, so with Cozart wanting to keep people from clicking away he can use the information in this book to keep his audience entrained not only through YouTube, but through other platform such as Instagram and Twitter.

Strangelove, M. (2010). *Watching YouTube : Extraordinary videos by ordinary people* (Digital futures). Toronto ; Buffalo, NY: University of Toronto Press.

This book discusses the beginning of YouTube and what is emerging now. From people showing just little pieces of themselves in the early years to people showing their entire lives as of now. This book also covers the new genres of videos that are emerging and gaining a following. Since Cozart has been making videos for a few years in pursuit of finding what makes a video popular, this book ties in with what he is seeking, making it relate to the topic of the talk.

Internet Source

Votta, R. (April 04). Jon Cozart tears down 'YouTube culture' with parody single . Retrieved September 12, 2017, from <https://www.dailydot.com/upstream/jon-cozart-youtube-culture>

This is an article about a more recent video by Cozart called 'YouTube Culture: A Song'. In it he calls out aspects of the YouTube fame machine that no one talks about, in song form. In the song, he calls out aspects of viral stardom from having friends based on similar subscriber counts, playing drinking games when the average subscriber age is less than 21, and stars using ghost-writers to write their books. The article talks about how Cozart waited to release this song for over a year because of his fear of backlash he might get for the song, but he ultimately released it because YouTube is changing and either he needed to find a new job or change with it. This relates to the talk because Cozart has kind of figured out what makes a YouTuber popular in it, and in his true fashion calls it out for being botched.

Lucas, S. (2014, December 01). Anatomy of a Viral Video Success: It's All About the People. Retrieved September 12, 2017, from <https://www.inc.com/suzanne-lucas/anatomy-of-a-viral-video-success-it-s-all-about-the-people.html>

This article is basically about the steps to making a viral video. The author found these through discussing the viral success of a certain video with that video's producer. She found that it was better to wait until a video is ready before uploading it, that it takes time and money to produce quality videos, that hiring the right people is essential, looking for your niche will help you develop a video that is put together well, and to set your goals as well as try to surpass them. This relates to the talk I chose because Cozart said that he was interested about learning how and why certain videos become popular, and that idea is what this article is about.

Reference Source

Barnett, G. (2011). *Encyclopedia of social networks* (Sage reference). Los Angeles: Sage Publications.

This encyclopedia introduces the field of social media, which is quickly developing into a wide-range of different platforms. Since social media is heavily favored today, this is a much-needed resource to help describe all the different “communities” popping up all over the web. This reference looks at these communities, or social networks, since they have been around for longer than most social media sites. YouTube now is like a hub for social networks, and since Cozart is a professional “fanboy” and tells his stories as well as likes and dislikes, he is creating a network of like-minded people, making this relate to the talk I chose.

Scholarly Journal Article

Figueiredo, F., Almeida, J., Gonçalves, M., & Benevenuto, F. (2014). On the Dynamics of Social Media Popularity: A YouTube Case Study. *ACM Transactions on Internet Technology (TOIT)*, 14(4), 1-23.

This journal uses YouTube as a case study to help make sense of the confusing factors that impact the popularity of social media and how these factors can bring valuable insights to content creators and online advertisers today. The authors analyze how video popularity evolves since the videos upload, taking the popularity trends that characterize groups of videos. They also analyze what leads users to videos. The main subject of the journal is the popularity trends on YouTube videos, which is exactly what Cozart is on a mission to find.