

Unveiling Multifaceted Emotions In Music Video: Understanding Act Utilitarianism's Role In Maximizing Viewer Happiness

Hannah Sophia A. Guanio¹, Krystel Joice P. Fuñe², Merry Rose O. Narvasa³, Marion Gabriel C. Lazarte⁴, Reynaldo C. Gallego⁵, Raymond B. Roxas⁶
^{1,2,3,4,5,6} Polytechnic University of the Philippines – Parañaque City Campus.

Abstract	Article Info
<p>This study explores the emotional responses generated by music videos and investigates how act utilitarianism influences the maximization of viewer happiness in the context of online content moderation and social media algorithms. The study also revealed a multifaceted of emotions experienced by viewers, including happiness, inspiration, nostalgia, connection, gratitude, and negativity. Despite differing opinions, users freely express themselves, often defending artists and creating a supportive atmosphere in comment sections. Act utilitarianism emphasizes actions that maximize overall happiness, necessitating the acknowledgment of diverse emotional expressions in comments. Music videos spark conversations across the internet, highlighting the need to adapt content moderation and community guidelines to accommodate this complexity and ensure platforms like YouTube remain inclusive spaces where diverse opinions are valued and heard.</p>	<p><i>Keywords:</i> YouTube, Guidelines, Community, Act Utilitarianism Ethics, Music Videos</p>

Date of Submission: 22/03/2023
Date of Review: 05/04/2023
Date of Acceptance: 20/06/2023
IJMEET / Volume 1, Issue 3, 2023

INTRODUCTION

Ethics play a crucial role in guiding our actions and influencing our behavior. One fundamental principle of ethics is respecting other people and their values, which is essential in creating a harmonious and inclusive social environment. In Michael J. Quinn's "Ethics for the Information Age" (2020), the Act Utilitarianism approach states that an action is considered good if it produces more happiness than unhappiness, considering the well-being of all affected beings. Therefore, it is vital to integrate ethical principles into our actions and interactions to promote well-being and positive outcomes in our broader social context.

Social media is a platform that allows individuals to create and share experiences while adhering to specific guidelines set by each platform. YouTube was introduced in February 2005 by three former PayPal workers, the video-sharing website. When launched in 2005, YouTube was meant to be a dating site but quickly changed to a platform for user-generated videos (Lawson, C., 2022). Although many social media platforms turned out to be temporary, YouTube continues to grow quickly and is now the second most visited website in the world (Arthurs et al., 2018). YouTube holds its position as the world's leading online video platform, with users dedicating a staggering 4 billion hours (about 460,000 years) to video consumption each month. In addition, content creators significantly contribute to this vast collection by uploading an impressive 72 hours (about 3 days) of videos every minute.

Applying act utilitarianism to online content moderation and social media algorithms, particularly in YouTube's content moderation and algorithmic decision, is important. Act utilitarianism evaluates the consequences of actions (Quinn, M.J., 2020). In the context of content moderation, YouTube has community guidelines that specify what kind of content is allowed. These guidelines cover spam, deceptive practices, sensitive content, violence, dangerous material, regulated goods, and misinformation. Educational, documentary, scientific, and artistic content is approved within these guidelines, showing that YouTube is committed to diversity of expression. YouTube updates these guidelines regularly to create a safer community and provide creators with the freedom to share diverse experiences and perspectives while maintaining a constructive and respectful virtual space. By following these guidelines, it adheres to the utilitarian approach, where ethical action is the one that maximizes benefit over harm. Additionally, act utilitarianism suggests that an action should maximize overall happiness for the greatest number of people. Xu et al. (2016) said that YouTube offers a wide range of content that caters to a diverse global audience, making it an attractive platform for both aspiring creators and established media companies to share information. Moreover, Jiménez-Castillo & Sánchez-Fernández (2016) state that comment sections on YouTube videos provide audiences with an opportunity to engage with content creators by expressing their thoughts and feelings. This inclusivity contributes to the overall happiness of the users.

In 2020, a study conducted by Gorwa revealed that social media algorithms, including those used by YouTube, significantly impact the content users see in their feeds. Additionally, a study conducted by Covington et al. (2016), showed that YouTube's algorithm prioritizes viewer engagement and satisfaction over specific content attributes. As the relationship between content creators and viewers continues to evolve, it is crucial to consider the role of online content moderation and algorithms in determining content visibility. This study explores how Act Utilitarianism relates to maximizing overall happiness for viewers in the context of online content moderation and social media algorithms.

LITERATURE REVIEW

YouTube as a Social Media Platform

YouTube is a platform for sharing videos. It was founded in 2005 and is now the second-largest global search engine and influencer marketing platform (Lawson, 2022). According to the most recent YouTube statistics as of January 2024, the social media network has over 2.70 billion monthly users, making it the second-most popular worldwide (Global Media Insight, 2024). As per the latest Statista report, India has the biggest YouTube user base, with approximately 462 million active users (Statista, 2023). Every day, users view more than one billion hours of video on the platform, which has stronger user engagement in comparison to other platforms. The popularity of YouTube channels varies by the number of subscribers and total views. In terms of violative content like child safety, nudity, violence etc., YouTube has set its community guidelines to ensure an enticing and safe network.

YouTube provides more than just sharing videos. YouTube makes it possible to share content, showcase talent, disseminate information, and build careers in creative ways. According to YouTube's terms and service, updated as of 2022, the platform allows users to discover, watch, and share videos, and other content, providing a space for people to interact, inform, and inspire others worldwide. As stated by Balakrishnan & Griffiths (2017), creating and finding content are two main purposes of users on YouTube, wherein users produce their own content to share publicly or with specific individuals. Whereas content seekers are individuals who look and search for content to satisfy their personal needs. Some of the key difference that set YouTube apart from other traditional media platforms (Television, Radio, etc.) and contribute to the platforms massive following are its free membership, which enables user to leave comments on the videos, and letting the users create their own content (Cihangir & Çoklar, 2021). The most common ways that users interact with YouTube online are by liking, disliking, commenting, sharing, reading comments, and submitting and viewing videos (Khan, 2017). Within the constantly changing environment of digital media, video creators on sites like YouTube have more power than just providing entertainment. As said by Hamid et al., (2018), content creators are people that make their videos and post them on their own YouTube accounts, in which the behaviors of content creators provide an understanding of social reality, where each content creator has their behaviors linked to their content to keep and expand the number of viewers. YouTube creates a strong and unique connection between content creators and their viewers. Platforms like YouTube allow anyone to be a content creator, and videos posted from this platform encourage the viewers to engage via comments, likes, and shares (Savage, 2015). This bond allows users from around the world to engage and enjoy a variety of interesting content. YouTube has made content creators use their platform to spread happiness to the viewers and offer a safe environment. As per Burgess & Green's (2018) book *YouTube: Online Video and Participatory Culture*, the YouTube platform is deeply connected with the cultural logic of community, transparency, and authenticity across all commercial scales. Additionally, according to the study by Alonzo & Albizuri (2021) titled *YouTubers: Audience Identification with and Reasons for Liking Them*, YouTubers prove their brands by being transparent about their personal lives and being near their fans. In return, followers express their gratitude to them for their videos that "make them smile."

Act Utilitarianism in Online Content Moderation

Alias et al. (2013), YouTubers are considered role models who inspire viewers to stay motivated in their learning journey. One very well-known platform where content creators share their work is YouTube. A single video may be viewed by millions of people, with their young supporters often following it. But parents typically have no idea about their children's online habits or the Youtubers they subscribe to. Teens and parents may not realize it, but Youtubers do have an impact on how teenagers behave. Although the lack of awareness may not be entirely harmful, this influence probably is (Alzara, 2019). YouTubers have engaging and expressive personalities that captivate the audience and encourage them to subscribe to their channels for their entertainment needs. YouTubers express their attitudes, preferences, and actions to their viewers through videos (Hou, 2019).

According to Hatamleh et al. (2023.) Social media can have a negative impact on subjective satisfaction even if it also offers benefits like raising awareness and giving people a platform to socialize. Numerous investigations into the relationship between social media use and subjective happiness have shown that the reasons behind using social media are critical in determining its effects. (Kim et al. 2020; Verduyn et al. 2017). It's critical to comprehend the relationship between social media, incentives and subjective happiness since it can help develop policies that encourage responsible social media use and improve people's general wellbeing. Numerous recent research attest to the popularity of internet and social media studies. (Kwon and Park 2020; Doğan 2016). According to certain research, using electronic media reduces psychological well-being. (Twenge 2019; Mathers et al. 2009). However, Dogan (2016) discovered that the use of social media was a crucial indicator of life satisfaction and pleasure. There is ongoing debate on the relationship whether positive or negative between social media platforms and subjective happiness. Research backs up these arguments, with some indicating that social media platforms—in particular, social media, which enables people to interact and speak freely—have a good link with subjective happiness or well-being. (Chiu et al. 2013; Phu and Gow 2019). A person's subjective well-being is based on their emotional health, and Tien et al. (2021) characterizes happiness as a person's experience of pleasure throughout their life, while the terms happiness and well-being

are sometimes used interchangeably. (Armbrecht and Andersson 2020; Hashemiannejad et al. 2016; Veenhoven 2012).

The large amount of content generated by users on YouTube creates a challenging ethical dilemma on how to balance the right to free speech with the risk of causing harm. Utilitarianism, which promotes maximum net happiness for the greatest number of people, is one strategy that is gaining popularity (Mill, 2011). This idea is applied to YouTube, where it gives priority to removing offensive material that has the potential to seriously hurt both individuals and society, such as hate speech, false information, and violent threats (Hatamleh et al., 2023; Citron & Norton, 2021). Supporters contend that it preserves platforms' obligation to encourage responsible online spaces and safeguards vulnerable users (Stiegler, 2022). Critics caution against the dangers of biased moderation procedures, the difficulty of defining "harm" and "good" from a variety of viewpoints, and the possibility of stifling important content in the name of utilitarianism (Saether et al., 2023; Pasquale, 2023). It is these complex issues that the researchers want to solve. The researchers aim to investigate the viability and drawbacks of this approach by applying a utilitarian lens to YouTube's content moderation policies. In the end, they hope to contribute to the development of a framework that promotes diversity in online expression and protects individual rights while optimizing the common good.

Utilitarian Approach to Evaluating and Moderating User-generated Content.

Utilitarianism is a moral philosophy that aims to maximize happiness and pleasure in the world (Utilitarianism, Act and Rule | Internet Encyclopedia of Philosophy, 2014). According to Kinza Yasar & Lebeaux (2022), User Generated Content refers to the original content created by creators that are published on social media; there are so many types of user-generated content, such as photos, blogs, videos, live streams, surveys, and case studies. In the "SPECIAL COLLECTION of the CASE LAW on FREEDOM of EXPRESSION" (n.d.), it is stated that dominant social media platforms significantly influence the state of online freedom of expression through their moderation practices.

DATA AND METHODOLOGY

The case study method is a research approach that delves into a particular situation or phenomenon in detail to provide a comprehensive understanding of it. This analysis involves examining unique characteristics, contextual factors, and potential influences. Robert K. Yin's book "Case Study Research Design and Methods" (2014) provides a detailed exploration of this approach.

For our study, we chose to focus on music entertainment, as it has a significant impact and popularity on YouTube. According to evidence, music is the most-searched topic on the platform, and the top 10 most-watched videos are all music videos (Schlue, n.d.). Music videos offer a unique and immersive musical experience, enabling listeners to engage with songs in an audio-visual format (Dasovich-Wilson et al., 2022). We chose this subject to achieve our objective of enhancing happiness through YouTube music videos, recognizing the powerful impact that the audio-visual nature of music videos can have on the emotional and psychological well-being of the audience.

A qualitative method was employed in this study, considering various comments from the viewers of the most watched music videos (MVs) on YouTube. Taylor Swift, BTS, and Ariana Grande are selected as they are among the most followed artist on YouTube. According to YouTube Culture & Trends - Data and Cultural Analysis for You, updated as of January 2024, BangtanTV ranked at #2, Taylor Swift at #6, and Ariana Grande at #8 in the all-time most subscribed official artist channels. The sample data for the study will include 100 comments each on the chosen music videos, and the research method will entail the qualitative analysis and thematic analysis of these comments. The aim of the analysis is to understand the factors that contribute to the satisfaction and engagement of viewers.

RESULTS AND DISCUSSION

In Figure 1. The song "Dynamite" by BTS (also known as Bangtan Sonyeondan) was released on August 21, 2020, and has become the most-viewed music video of kpop band BTS on YouTube with 1.7 billion views. It has gained worldwide popularity and has captured the hearts of fans globally. Apart from its upbeat and colorful music video, the song carries a profound meaning that resonates with the audience. Researchers have found that 45% of the comments expressed joy, positivity, and enjoyment, followed by 25% of comments

inspired by the artist's talent and creativity. Viewers also felt nostalgia, accounting for 20% of the comments, and 10% of the comments expressed a connection with the song.

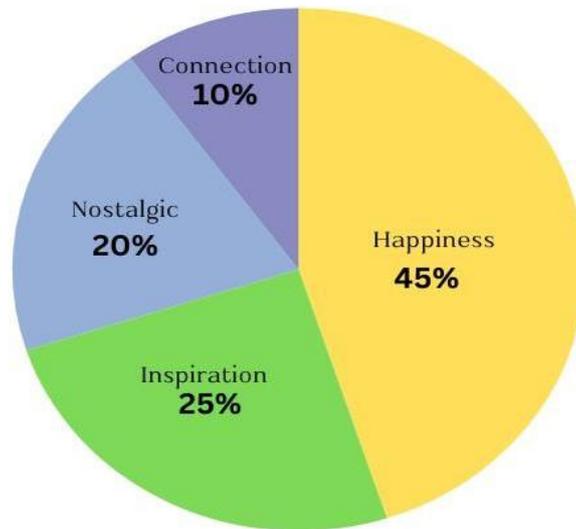


Figure 1. Comments gathered on BTS's Dynamite MV

Figure 2 represents the comment for "Shake it off" was released in 2014 and is Taylor Swift's most-viewed music video on YouTube, with over 3.3 billion views. Given its popularity, users actively engage in comments on the music video. The collected comments revealed that the most prevalent comments are happiness at 64%, followed by inspiration at 17%, gratitude at 10%, and negativity at 9%.

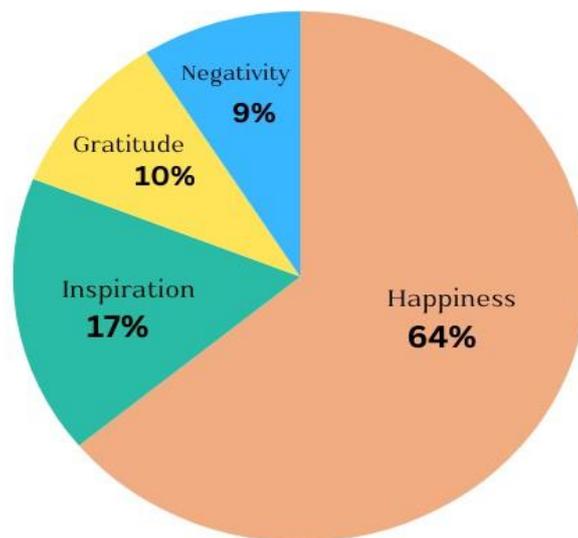


Figure 2. Comments gathered on Taylor Swift's Shake It Off MV

In Ariana Grande's "7 Rings" music video, released in 2019, is the most-watched solo video on her YouTube channel, with 59 million views. The video received (See Fig. 3) a lot of positive comments, with 45% of the comments expressing nostalgia for the song and its impact. Another 35% expressed admiration and love for Ariana, reflecting the joy the song brings to her fans. The remaining 20% highlighted the gratitude felt by the viewers about the music video.

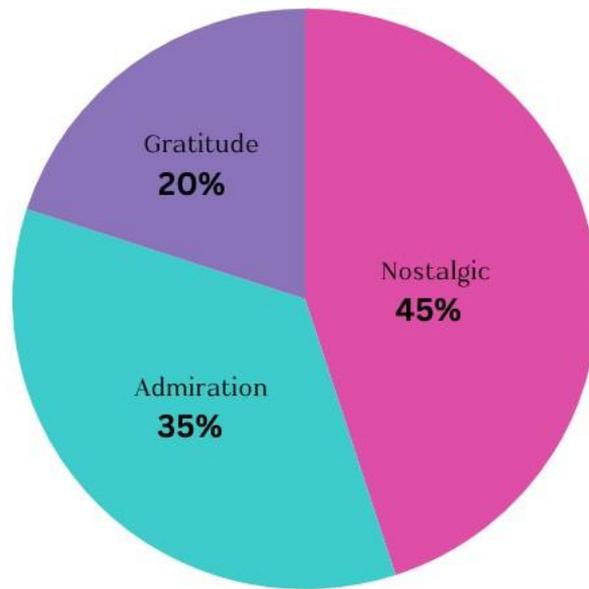


Figure 3. Comments gathered on Ariana Grande's 7 Rings MV

Generally, the authors evaluated user feedback from three distinct music videos on YouTube: BTS's "Dynamite," Taylor Swift's "Shake It Off," and Ariana Grande's "7 Rings." Comments across these videos conveyed a spectrum of emotions, including joy, inspiration, nostalgia, and gratitude, as seen in Fig. 4. Our analysis underscored the positive influence these videos had on viewers' overall experiences.

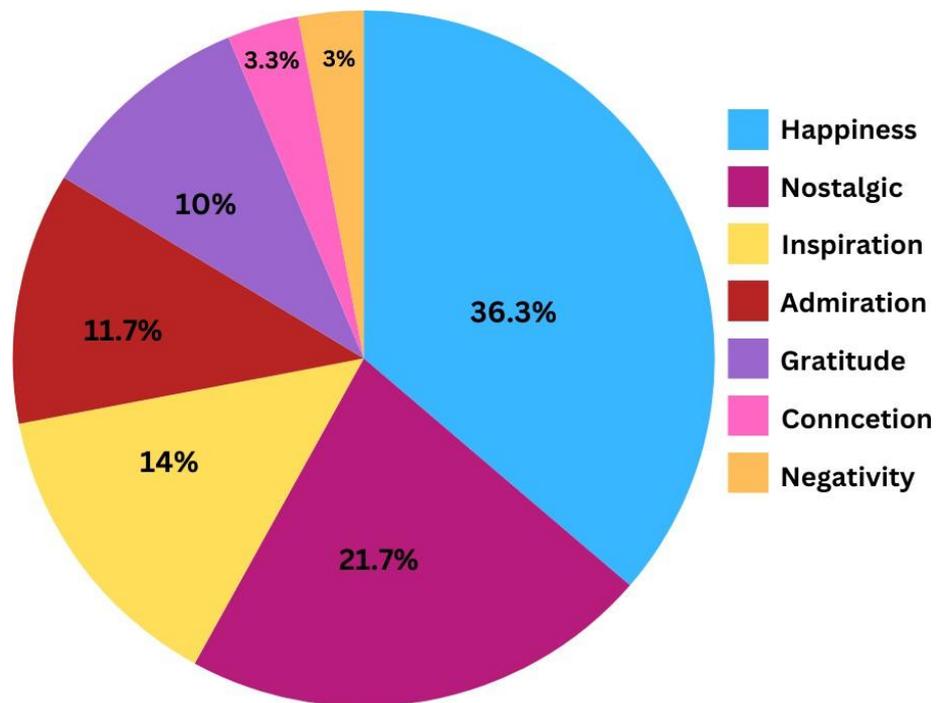


Figure 4.

Happiness

In his 1861 book 'Utilitarianism,' Mill defines happiness as the sense of pleasure and freedom and the absence of pain. In the study of Disabato et al. (2016), they pointed out that happiness is a crucial measure of how good someone feels overall, highlighting the strong connection between feeling happy and having a positive mood.

Here are some comments translated into English from each music video:

The comments themed as joy/happiness in the selected music videos are as follows:

COMMENT 1: *"I can't stop smiling while watching the whole mv, damn their energy!"*

COMMENT 2: *"Eight years later in the song still genuinely makes me happy •v"*

COMMENT 3: *"here again to remember what happiness feels like"*

Nostalgia

In the context of autobiography, nostalgia is defined as a craving for cherished memories, a sense of closeness with significant individuals, and a wistful regard for the past (Sedikides & Wildschut, 2019; Sedikides et al., 2008; Wildschut et al., 2006, 2010). Short-term experiences with nostalgia, like thinking back on a memory or using a toy from one's youth, foster emotional health, personal development, and a subjective sense of meaning in life (Baldwin & Landau, 2014; Cox et al., 2015; Hepper et al., 2021; Kelley et al., 2022; Layous et al., 2022; Routledge et al., 2011, 2012; van Tilburg et al., 2019).

The comments, translated into English, convey a theme of Nostalgia in the selected music videos:

COMMENT 1: *"The memories this song brings back are insane. Timeless masterpiece"*

COMMENT 2: *"THIS SONG BRINGS ME A LOT OF MEMORIES TAKE ME TO 2021 BACK"*

COMMENT 3: *"It's been 5 years since this anthem was released"*

Admiration

Admiration is one of the positive emotions or appreciative feeling caused by praise or acknowledgement of excellence. It becomes evident when unique skills, talent, or accomplishment are showcased (Lewis et al., 2021). Onu et al. (2016) claims that admiration creates a social connection by praising and appreciating others, motivating us to learn from role models.

The comments, translated into English, convey a theme of Admiration in the selected music videos:

COMMENT 1: *"I love listening to you. You have such a soulful voice that captivates people regardless of their culture. You are incomparable."*

COMMENT 2: *"I love this music because it speaks of the passion of life in dynamics (represented by life in dynamite)."*

COMMENT 3: *"very beautiful voice. This voice can move everyone"*

Gratitude

Gratitude is a strong emotion that can benefit both the physical and al well-being of a person. In the study of R. Sansone and L. Sansone (2010), they indicated that "gratitude is the appreciation of what is valuable and meaningful to oneself; it is a general state of thankfulness and/or appreciation." The Latin words for favor, gratia, and agreeable, gratus, are where the word "gratitude" originates. According to Pruyser (1976, p. 69) and Emmons & McCullough (2004), the terms that are derived from this Latin root "have to do with kindness, generousness, gifts, the beauty of giving and receiving, or getting something for nothing."

The comments, translated into English, convey a theme of Gratitude in the selected music videos:

COMMENT 1: *"Great music"*

COMMENT 2: *"I found myself falling in love with this kpop boyband and they became my happy pills."*

COMMENT 3: *"Thank you so much Taylor Swift, only your songs can accompany me when I'm feeling sad, because of your songs I'm happy again."*

Inspiration

Inspiration can often be found in media content. For example, a consumer survey found that 63% of participants found inspiration while watching YouTube videos, and 80% of respondents said they were inspired while watching television (Raney et al., 2018). A number of themes have emerged from media psychology research on inspiration that have the capacity to greatly motivate people (Dale, Raney, Janicke, Sanders, & Oliver, 2017).

The comments, translated into English, convey a theme of Inspiration in the selected music videos:

COMMENT 1: *6 years ... That's how long this song has been saving me from drowning from ppl's opinion of me ... She is an inspiration*

COMMENT 2: *this song inspired me to be myself and stand out love you Talor Swift*

COMMENT 3: *So sweet of Ariana to take an inspiration from song my favourite things Connection*

Humans require connection, which is the state of being linked. Positive social connections are referred to as a person's "social connection" and are seen as an important aspect of their life. Research has indicated that social relationships are essential for people's well-being (Wilkinson, A., Bowen, L., Gustavsson, E., Håkansson, S., Littleton, N., McCormick, J., Thompson, M., & Mulligan, H. (2019)). This study set out to find out how people with chronic illnesses perceive the formation and upkeep of social connections. "The influence of an important change in life course," "Wherewithal for social connection," alongside "Beneficial connection" were the main subjects. According to the studies, social interaction is crucial and facilitates providing genuine assistance to others, providing access to resources and knowledge that promote health and wellness.

The comments, translated into English, convey a theme of Connection in the selected music videos:

COMMENT 1: *"I can so relate to this song.... Every time I'm lonely, this song's played on repeat in my room. I love u Taylor!! ♥♥"*

COMMENT 2: *"It's been three years since this beautiful song lifted your spirits on a sad day."*

COMMENT 3: *"Should I feel powerful with this song? Yes!!!!!"*

Negativity

Obadimu et al. (2019) define toxicity as the use of impolite, insulting, or harsh language that is likely to irritate another user. Moreover, Saleem et al. (2017) describe hate speech as words through which the speaker or writer expresses hatred towards a person or people.

The comments, translated into English, convey a theme of Negative in the selected music videos:

COMMENT 1: *"Her music gives me vertigo and makes me feel like crap. Puts me in a bad mood and makes me get dizzy."*

COMMENT 2: *"This song is the equivalent of cat shit wrapped in fake gold. Absolutely embarrassing to watch."*

COMMENT 3: *"BTS is a waste everyone hates it"*

This thorough examination provides a comprehensive understanding of the diverse ways in which users engage with and interpret YouTube music videos. The universal appeal of happiness and positivity, along with themes like artist appreciation, sentimentality, and gratitude, emphasizes the emotional impact of music on a wide range of individuals. These insights offer valuable information for platforms and content developers seeking to optimize audience enjoyment and illuminate diverse reactions to specific songs. Future research endeavours could delve into additional aspects of audience engagement, further enriching our comprehension of the intricate relationships between viewers and digital media.

Considering YouTube as a social media platform, it is evident that it serves as a medium for users to interact with a diverse range of content, particularly music videos. The positive sentiments expressed in the comments highlight the platform's ability to connect individuals globally through a shared appreciation for music and entertainment.

CONCLUSION

In summary, the study revealed that there are multifaceted of emotions when watching music videos. Many people found happiness in the music video, while others felt inspired, nostalgic, connected, grateful, and even negative. Despite differing opinions, users freely expressed themselves, with some defending the artist and creating a supportive atmosphere in the comment sections.

Act utilitarianism, our guide to ethics, suggests that actions should maximize overall happiness. In this context, it means acknowledging and respecting the wide variety of emotions expressed in these comments. It's not just about happiness; it's about the various ways that music affects our lives, binds us together, and ignites

conversations that ripple across the internet. The key is to adapt content moderation and the community guidelines to keep up with this complexity so that YouTube continues to be a place where everyone's opinion is valued and heard.

REFERENCES

- Alias, N., Razak, S. H., elHadad, G., Kunjambu, N. R., & Muniandy, P. (2013). A content analysis in the studies of YouTube in selected journals. *Procedia - Social and Behavioral Sciences*, 103, 10–18. <https://doi.org/10.1016/j.sbspro.2013.10.301>
- Aristotle, & Rackham, H. (2003). *The Nicomachean Ethics*. Harvard Univ. Press.
- Armbrecht, John, and Tommy D. Andersson. (2020). The event experience, hedonic and eudaimonic satisfaction and subjective well-being among sport event participants. *Journal of Policy Research in Tourism, Leisure and Events* 12: 457–77.
- Arthurs, J., Drakopoulou, S., & Gandini, A. (2018). Researching youtube. *Convergence: The International Journal of Research into New Media Technologies*, 24(1), 3–15. <https://doi.org/10.1177/1354856517737222>
- Balakrishnan, J., & Griffiths, M. D. (2017). Social Media Addiction: What is the role of content in YouTube? *Journal of Behavioral Addictions*, 6(3), 364–377. <https://doi.org/10.1556/2006.6.2017.058>
- Baldwin, M., & Landau, M. J. (2014). Exploring nostalgia's influence on psychological growth. *Self and Identity*, 13(2), 162–177. <https://doi.org/10.1080/15298868.2013.772320>
- Barrett, F. S., Grimm, K. J., Robins, R. W., Wildschut, T., Sedikides, C., & Janata, P. (2010). Music-evoked nostalgia: Affect, memory, and personality. *Emotion*, 10(3), 390–403. <https://doi.org/10.1037/a0019006>
- Case law on content moderation and freedom of expression. (n.d.-b). https://globalfreedomofexpression.columbia.edu/wp-content/uploads/2023/06/GFoE_Content-Moderation.pdf
- Chiu, Chao Min, Hsiang Lan Cheng, Hsin Yi Huang, and Chieh Fan Chen. (2013). Exploring individuals' subjective well-being and loyalty towards social network sites from the perspective of network externalities: The Facebook case. *International Journal of Information Management* 33: 539–52
- Choi, G. Y., & Behm-Morawitz, E. (2017). Giving a new makeover to steam: Establishing YouTube Beauty Gurus as digital literacy educators through messages and effects on viewers. *Computers in Human Behavior*, 73, 80–91. <https://doi.org/10.1016/j.chb.2017.03.034>
- Cihangir, H. H., & Çoklar, A. N. (2021) Using Youtube as an Education Environment: Examining Follower Views. <https://files.eric.ed.gov/fulltext/EJ1312890.pdf>
- Covington, P., Adams, J., & Sargin, E. (2016). Deep Neural Networks for YouTube recommendations. *Proceedings of the 10th ACM Conference on Recommender Systems*. <https://doi.org/10.1145/2959100.2959190>
- Cox, C. R., Kersten, M., Routledge, C., Brown, E. M., & Van Enkevort, E. A. (2015). When past meets present: The relationship between website-induced nostalgia and well-being. *Journal of Applied Social Psychology*, 45(5), 282–299. <https://doi.org/10.1111/jasp.12295>
- Dasovich-Wilson, J. N., Thompson, M., & Saarikallio, S. (2022). Exploring music video experiences and their influence on music perception. *Music & Science*, 5, 205920432211176. <https://doi.org/10.1177/20592043221117651>
- Disabato, D. J., Goodman, F. R., Kashdan, T. B., Short, J. L., & Jarden, A. (2016). Different types of well-being? A cross-cultural examination of hedonic and eudaimonic well-being. *Psychological Assessment*, 28(5), 471–482. <https://doi.org/10.1037/pas0000209>
- Dogan, Ugur. (2016). Effects of Social Network Use on Happiness, Psychological Well-Being, and Life Satisfaction of High School Students: Case of Facebook and Twitter. TED EG`IT`IM VE B`IL`IM 41.
- GMI Blogger. (2024, January 11). YouTube Statistics 2024 [Users by Country + Demographics]. Retrieved from <https://www.globalmediainsight.com/blog/youtube-users-statistics/#country>
- Gorwa, R. (2020). Algorithmic content moderation: Technical and political challenges in the automation of platform governance - Robert Gorwa, Reuben Binns, Christian Katzenbach, 2020. *Big Data & Society*. <https://journals.sagepub.com/doi/full/10.1177/2053951719897945>

- Graciyal, D. G., & Viswam, D. (2021). Social media and emotional well-being: pursuit of happiness or pleasure. *Asia Pacific Media Educator*, 31(1), 99–115. <https://doi.org/10.1177/1326365x211003737>
- Grigoropoulos, J. E. (2019). The Role of Ethics in 21st Century Organization. *International Journal of Progressive Education*, 15(2), 167–175. <https://files.eric.ed.gov/fulltext/EJ1219282.pdf>
- H Hou, M. (2019). Social media celebrity and the institutionalization of YouTube - Mingyi Hou, 2019. *Convergence*. <https://doi.org/10.1177/1354856517750368>
- Hamid, F., Mulyana, A., & Regina, M. (2018). Motive, meaning and social action of YouTube content creators in Indonesia. *ResearchGate*. <https://doi.org/10.21276/sjhss.2018.3.2.8>
- Hashemiannejad, Farideh, Shabnam Oloomi, and Shima Oloomi. (2016). Examine the Relationship between Critical Thinking and Happiness and Social Adjustment. *International Academic Journal of Social Sciences* 6: 31–36
- Hatamleh, I. H. M., Safori, A. O., Ahmad, A. K., & Al-Etoun, N. M. I. (2023).
- Hepper, E. G., Wildschut, T., Sedikides, C., Robertson, S., & Routledge, C. D. (2021). Time capsule: Nostalgia shields psychological wellbeing from limited time horizons. *Emotion*, 21(3), 644–664. <https://doi.org/10.1037/emo0000728>
- Huang, K., Chang, Y., & Landau, M. J. (2023). Pandemic nostalgia: Reduced social contact predicts consumption of nostalgic music during the COVID-19 pandemic. *Social Psychological and Personality Science*, 15(1), 12–21. <https://doi.org/10.1177/19485506221149463>
- Jiménez-Castillo, D., & Sánchez-Fernández, R. (2019, July 25). The role of Digital Influencers in brand recommendation: Examining their impact on engagement, expected value and purchase intention. *International Journal of Information Management*. <https://www.sciencedirect.com/science/article/abs/pii/S0268401219301653>
- Kelley, N. J., Davis, W. E., Dang, J., Liu, L., Wildschut, T., & Sedikides, C. (2022). Nostalgia confers psychological wellbeing by increasing authenticity. *Journal of Experimental Social Psychology*, 102, Article 104379. <https://doi.org/10.1016/j.jesp.2022.104379>
- Kwon, Misol, and Eunhee Park. (2020). Perceptions and Sentiments about Electronic Cigarettes on Social Media Platforms: Systematic Review. *JMIR Public Health and Surveillance* 6: e13673
- Lawson, C. (2022). Youtube: The World's second largest search engine. *Intro to Social Media*. <https://open.library.okstate.edu/introsocialmedia/chapter/youtube-the-worlds-second-largest-search-engine/#:~:text=YouTube%20was%20founded%20in%20February,Steve%20Chen%2C%20and%20Jawed%20Karim>
- Layous, K., Kurtz, J. L., Wildschut, T., & Sedikides, C. (2022). The effect of a multi-week nostalgia intervention on well-being: Mechanisms and moderation. *Emotion*, 22(8), 1952–1968. <https://doi.org/10.1037/emo0000817>
- Lim, F., & Ker Yuek Li. (2022, June 16). A JOURNEY TO EXPLORE THE INFLUENCE OF YOUTUBER TO GENERATION Z. *ResearchGate; Universiti Putra Malaysia*. https://www.researchgate.net/publication/364503345_A_JOURNEY_TO_EXPLORE_THE_INFLUENCE_OF_YOUTUBER_TO_GENERATION_Z
- M. Laeeq Khan. (2017). Social media engagement: What motivates user participation and consumption on YouTube? *Computers in Human Behavior*, 66, 236–247. <https://doi.org/10.1016/j.chb.2016.09.024>
- Mathers M;Canterford L;Olds T;Hesketh K;Ridley K;Wake M; (n.d.). Electronic media use and adolescent health and well-being: Cross-sectional community study. *Academic pediatrics*. <https://pubmed.ncbi.nlm.nih.gov/19592322/>
- Michael Ann DeVito University of Colorado Boulder, DeVito, M. A., Boulder, U. of C., Inc., A., & Metrics, O.
- M. A. (2021, October 1). Adaptive folk theorization as a path to algorithmic literacy on changing platforms. *Proceedings of the ACM on Human-Computer Interaction*. <https://dl.acm.org/doi/10.1145/3476080>
- Mill, J. S. (1863). *Utilitarianism*. Parker, Son, and Bourn.

- Music videos as Meaningful Entertainment? psychological responses ... - WVU. (n.d.-b).
<https://researchrepository.wvu.edu/cgi/viewcontent.cgi?article=7625&context=etd>
- Meng-Lewis, Y., Xian, H., Lewis, G., & Zhao, Y. (2021). A qualitative study of admiration for the famous. <https://eprints.whiterose.ac.uk/173930/1/21582440211006730.pdf>
- Nada Jamal Alzara (2019). YouTuber's as role-models: A study of the ways YouTubers influence teenagers in the UAE. (2022). <https://doi.org/10.36394/jhss/16/2b/13>
- Nycyk, M. (2016). Enforcing community guidelines in web-based communities: The case of flame comments on YouTube. *International Journal of Web Based Communities*, 12(2), 131. <https://doi.org/10.1504/ijwbc.2016.077254>
- Obadimu, A., Mead, E., Hussain, M. N., & Agarwal, N. (1970, January 1). Identifying toxicity within YouTube video comment. SpringerLink. https://link.springer.com/chapter/10.1007/978-3-030-21741-9_22
- Oleynick, V. C., Thrash, T. M., LeFew, M. C., Moldovan, E. G., & Kieffaber, P. D. (2014a). The scientific study of inspiration in the creative process: Challenges and opportunities. *Frontiers in Human Neuroscience*, 8. <https://doi.org/10.3389/fnhum.2014.00436>
- Onu, D., Kessly, T., & Smith, R. J., (2016) Running head: Admiration: knowns and unknowns. https://www.researchgate.net/publication/291423811_Admiration_A_Conceptual_Review
- Phu, Becky, and Alan J. Gow. (2019). Facebook Use and Its Association with Subjective Happiness and Loneliness. *Computers in Human Behavior* 92: 151–59.
- Quinn, M. J. (2020). *Ethics for the information age*. Pearson.
- Rivas, A. S., Mohamad, H. A., Lumabao, B. B., & Sinsuat, R. (2022, October 7). Vlogging Among Filipino Youth: A Discourse Analysis. ResearchGate; unknown. <http://dx.doi.org/10.5281/zenodo.7157136>
- Rout, L., Praliva Priyadarsini Khilar, & Rout, B. (2023, March 21). Does YouTube Promote Research Ethics and Conduct? A Content Analysis of YouTube Videos and Analysis of... ResearchGate; Taylor & Francis. <http://dx.doi.org/10.1080/08989621.2023.2192404>
- Routledge, C., Arndt, J., Wildschut, T., Sedikides, C., Hart, C. M., Juhl, J., Vingerhoets, A. J. J. M., & Schlotz, W. (2011). The past makes the present meaningful: Nostalgia as an existential resource. *Journal of Personality and Social Psychology*, 101(3), 638–652. <https://doi.org/10.1037/a0024292>
- Sæther, B. I., Sæther, K. M., & Tønnessen, K. V. (2023). Fairness as a moral imperative in data-driven moderation: Lessons from Twitter and YouTube. *Ethics and Information Technology*, 25(1), 33-53. <https://pubmed.ncbi.nlm.nih.gov/38165711/>
- Saleem, H., Dillon, K. P., Benesch, S., & Ruths, D. (2017). [PDF] a web of hate: Tackling hateful speech in online social spaces. Semantic Scholar. <https://www.semanticscholar.org/reader/249d1b13cbffdcab9ccef4a83126ee222641dc82>
- Sansone RA, Sansone LA. Gratitude and well being: the benefits of appreciation. *Psychiatry (Edgmont)*. 2010 Nov;7(11):18-22. PMID: 21191529; PMCID: PMC3010965.
- Sedikides, C., & Wildschut, T. (2019). The sociality of personal and collective nostalgia. <https://www.tandfonline.com/doi/full/10.1080/10463283.2019.1630098>
- Serena Zhaohe Zhang. (2019, February 11). An Exploratory Research Design on What Makes a Good Vlogger, is Vlogging an Ideally Happy Career?.docx. Academia.edu. https://www.academia.edu/38330442/An_Exploratory_Research_Design_on_What_Makes_a_Good_Vlogger_is_Vlogging_an_Ideally_Happy_Career_docx
- Social Media Motivation and Subjective Happiness. *Social Sciences*, 12(4), 228. <https://doi.org/10.3390/socsci12040228>
- Thrash, T. M., and Elliot, A. J. (2003). Inspiration as a psychological construct. *J. Pers. Soc. Psychol.* 84, 871–889. doi: 10.1037/0022-3514.84.4.871
- Tien, Nguyen Hoang, Dinh Ba Hung Anh, Le Doan Minh Duc, Thi Thuy Tran Trang, and Pham Bich Ngoc. (2021). Subjective well-being in tourism research. *Psychology and Education* 58: 3317–25.

- Twenge, Jean M. (2019). More Time on Technology, Less Happiness? Associations between Digital-Media Use and Psychological Well-Being. *Current Directions in Psychological Science* 28: 372–79.
- Utilitarianism, Act and Rule | Internet Encyclopedia of Philosophy. (2014). Utm.edu. <https://iep.utm.edu/util-a-r/>
- van Tilburg, W. A. P., Sedikides, C., Wildschut, T., & Vingerhoets, A. J. J. M. (2019). How nostalgia infuses life with meaning: From social connectedness to self-continuity. *European Journal of Social Psychology*, 49(3), 521–532. <https://doi.org/10.1002/ejsp.2519>
- Veenhoven, Ruut. (2012). Happiness: Also Known as ‘Life Satisfaction’ and ‘Subjective Well-Being’. In *Handbook of Social Indicators and Quality of Life Research*. Dordrecht: Springer Netherlands, pp. 63–77.
- Verduyn, Philippe, David Seungjae Lee, Jiyoung Park, Holly Shablack, Ariana Orvell, Joseph Bayer, Oscar Ybarra, John Jonides, and Ethan Kross. (2015). Passive Facebook Usage Undermines Affective Well-Being: Experimental and Longitudinal Evidence. *Journal of Experimental Psychology. General* 144: 480–88
- Xu, W. W., Park, J. Y., Kim, J. Y., & Park, H. W. (2016). Networked Cultural Diffusion and Creation on YouTube: An Analysis of YouTube Memes. *Journal of Broadcasting & Electronic Media*, 60(1), 104–122. doi:10.1080/08838151.2015.1127241
- Dale, K. R., Raney, A. A., Janicke, S. H., Sanders, M. S., & Oliver, M. B. (2017). Inspiration in media psychology: Themes and theoretical perspectives. In J. D. Cohen & J. L. Maas (Eds.), *Routledge Handbook of Media Psychology* (pp. 314-326). Routledge.
- Raney, A. A., Janicke, S. H., Sanders, M. S., & Oliver, M. B. (2018). Understanding inspiration from mediated entertainment: A theoretical and empirical overview. *Communication Theory*, 28(2), 191-211.
- Yasar, K., & Lebeaux, R. (2022, August 17). What is user-generated content (UGC)?. CIO. <https://www.techtarget.com/searchcio/definition/user-generated-content-UGC>
- YouTube. (n.d.-a). YouTube culture & Trends - Data and Cultural Analysis for You. YouTube. <https://www.youtube.com/trends/records/>
- YouTube Community Guidelines & Policies - How YouTube Works. (n.d.). YouTube Community Guidelines & Policies - How YouTube Works. <https://www.youtube.com/howyoutubeworks/policies/community-guidelines/>
- YouTube users by country 2023 | Statista. (2023, October 25). Retrieved from <https://www.statista.com/statistics/280685/number-of-monthly-unique-youtube-users/>