Unless you're a part of the ASMR community, the lift riding community, the likelihood is that there are vast corners of YouTube that you've never explored to say nothing of understand.	
	Kevin Allocca is up to giving it a stab by explaining the You Tube phenomenon in his new book, Videocracy.
	Yet even after 13 years, it's barely understood by many.
	It also deserves a decent explanation of how it wormed its way into our collective consciousness.
	With its 1.5 billion users, and a billion hours of video watched each day, the platform deserves a book-length analysis of its successes and failures.
The book is a readable history of viral videos, racing through from lonelygirl15 to What Does the Fox Say? and everything between.	

https://www.wired.co.uk/article/kevin-allocca-youtube-videocracy-review

LIVEWORKSHEETS

A year is a long time on the internet. **Penning** a comprehensive account of a site like You controversy Tube – which **lurches** from controversy to controversy, and **garlands** new viral video stars in a matter of hours, never mind days – is difficult when confronted by the **slow-as mollassas** world of book publishing. But there's a distinct **dearth** of critical self-analysis of YouTube, its business practices, and its failings in Videocracy. Like another officially sanctioned book by Robert Kyncl, YouTube's chief business officer, published in September 2017, Allocca's take on YouTube has its issues: ones known to many creators publishing videos on the platform, to viewers, and to those covering YouTube on a day-to-day basis.

For years, YouTube has been blind to its many and varied problems. It has turned the other cheek as stolen copyrighted material thrived on the site; as bullying and harassment and hate speech replicated like bacteria on a Petri dish; and as a race towards increasingly extreme content in order to chase views resulted in **egregious** offence, serious injuries and even death.

In Kyncl's book, nearly the only admission that YouTube is anything but a harmonious place is an embarrassed, passing admission that the **soapbox** has a problem representing ethnic minorities. In *Videocracy*, Allocca's final analysis of the issues around the tasteless 'prank bro' culture that would eventually lead to Logan Paul uploading a video of a dead body in Japan's Aokigahara forest on New Year's Eve is: "putting aside the sometimes-unethical tactics used by pranksters, the fact that these videos have maintained such an appeal after all this time says a lot about the new **aesthetic** principles at play here".

serious	adorn	Pulpit for a sermon	philosophy
Moves slowly	Lack of	Extremely slow	writing

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