



YouTube, informal education and empowerment speeches on the Internet: a study through the reverberation of “Tour pelo meu corpo” videos

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Abstract

Any kind of interaction turns into knowledge. YouTube outbreaks as a platform that enables new discussions and learnings, acting as a disruptive tool and confronting the usual protagonism of mass media. New narratives are rising and all of us are becoming capable to interact directly with them - and even to create our own stories. The “Tour pelo meu corpo” videos are an example of how an alternative media creates alternative stories and, analyzing the reverberations of this video in YouTube, social media and traditional media through a netnographic approach, it is possible to see what are the requirements for a video to outstand, to achieve mass media and to transform people.

Key words:

digital narratives, videos, YouTube

Introduction

In October 2017, Luiza Junqueira (JUNQUEIRA, 2017), an *youtuber*, posts in her channel a video called “Tour pelo meu corpo”. Using this common formula and applying it in the context of her own body, Luiza shows the particularities of this “place” to the public and demystifies paradigms about feminine beauty and esthetics. The video has been a trend, repeating itself in several different channels, even where subjects of self-acceptance, empowerment and self-esteem are not usually discussed.

Starting from the content produced by Luiza Junqueira, the “Tour pelo meu corpo” videos are the object of study of this project. The objectives are to understand the reason of the format viralization, to see if the YouTube platform really allows free expression and makes a mentality change possible and to understand how new media confronts and connects to mass media.

Results and Discussion

After reading canon communication authors, watching several related videos and analyzing social media to understand the echoes of the chosen videos in our society, a quantitative research was made in Google and YouTube. The results proved that the “Tour pelo meu corpo” tag was widely discussed in vlogs, blogs, articles, podcasts and social media posts and largely reproduced in several different channels, but still not analyzed in scientific/academic community.

Ellora Haonne (HAONNE, 2017) video, called “Tour pelo meu corpo - Expectativa VS Realidade”, even not being the first one launched, was the first result in search engines. Comparing Luiza’s and Ellora’s videos and analyzing the data (Table 1), we can see that Luiza’s video has a rejection rate much higher than Ellora’s: 84% of people commenting in Ellora’s video are inspirational stories and compliments to her courage; 38% of the comments in Luiza’s video are criticizing the girl’s exposure and the image of her body. Luiza, a fat woman, was victim of a highly fat-phobic and sexist hatred speech, which happens less with Ellora, a skinner girl, closer to the beauty standard. Ellora was even invited to perform in a TV show from Rede Globo, proving that all of us are able to create narratives, but only a few survive and are spread away.

Table 1. Basic metrics of analyzed videos

	Views	Likes	Dislikes	Comments	
				Positive	Negative
Ellora Haonne	2.821.264	279000	3500	11.123	2119
Luiza Junqueira	1.703.877	161000	6700	7.511	4603

It is possible to see through “Tour pelo meu corpo” videos that the female empowerment happens through the observation of others and diverse bodies, so distant in their physicality, but so close due to YouTube. There are communities formed (the hashtag #CorpaoQuerido in Instagram, for example) and new characters, closer from our lives, that we can see now as heroes. However, there is a question that arises: what kind of beauty standard should I have to make acceptable for me to accept myself? What narratives, even with YouTube, are still being highlighted in the detriment of others?

Going further, it is possible to recognize that vlog as a genre of communication encourages criticism, debate and discussion. The public does not passively watch videos; on the contrary, they are often engaged in what has been seen. However, in addition to having a device with Internet access (which already generates several ways of exclusion), watching a video on YouTube requires you to know that it exists, dribbling the algorithms, and clicking on it, as an imperative interaction.

Conclusions

We’re living in a coexistence between “old” and “new” applications, forms and practices of thinking, making and consuming media. YouTube and the “Tour pelo meu corpo” videos positions themselves as both as a symptom and as an agent of cultural and social transitions that are intimately connected to digital technologies, the protagonism of ordinary people and the formation of online communities. “As knowledge becomes networked, (...) the smartest person in the room is the room itself: the network that joins the people and ideas in the room, and connects to those outside of it.” (WEINBERGER, 2012).

WEINBERGER, David. *Too big to know*. USA: Basic Books, 2012. 256 p.

JUNQUEIRA, Luiza. *Tour pelo meu corpo*. (10m19s). Disponível em: <<https://goo.gl/QWLji5>>. Acesso em: 02 nov. 2017.

HAONNE, Ellora. *Tour pelo meu corpo - Expectativa Vs Realidade*. (6m54s). Disponível em: <<https://goo.gl/r1BAeX>>. Acesso em: 03 jan. 2018.