

Sjöblom, Björn: My name is *Pewdiepie*: Let's play-videos as an arena for online youth culture

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This study concerns an emergent phenomenon within online child and youth culture, namely the genre of online videos called *Let's Play*. These are videos in which people play digital games, simultaneously recording events on the screen and their reaction to it. The player plays the game while narrating his or her experiences, providing a commentary on the events. This study addresses the issue of how players in these videos engage with online child and youth audiences as well as sustain an online community of followers.

Specifically, this study examines the practices of addressing and engaging with online audiences in one of the most notable *Let's play* producers, swede *PewDiePie*. As of 2014, his Youtube channel has attracted more than 26 million subscribers (more than any other channel) and a total of 4,5 billion views. As shown, this genre is far from a marginal cultural practice, and central to *Pewdiepie's* success is his cadre of fans (called *bros* in his videos).

The data for the study consist of a selection of *Pewdiepie*-videos, of a combined length of 20 hours. These have been analyzed for instances in which *Pewdiepie* directly and indirectly, verbally and through other means address his audience. Theoretically, this study draws on multimodal interaction analysis (Goodwin, 2000). Studies of interaction in online videos (Frobenius, in press), as well as of engagement with child audiences (Pettersson, 2013) will be used. In sum, the results of this study will further our knowledge of communicative practices in emergent online media formats, central to understanding child and youth culture in a digital age.

The presentation will be done in English.

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