

**Abstract**

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**YouTube platform as a space of  
communication: Youtubers age**

YouTube as a platform is one of the most important spaces of communication in the digital era. As a digital space it is bonded by protocols and interfaces.

YouTube, in terms of its medium specific affordances, contributes to a unique idea and characteristic of online community formation created on the site by the users with help of the UGC (user generated content).

In the analysis, a group of Vlogs (video blogs understood as a UGC) has been identified through the methodological approach, where the development of communication and a typology of content was created to identify specific modes of online communication and use of the YouTube platform space.

The analysis identified 10 vlogs from Polish and 10 vlogs English speaking broadcasters. The range of topics can be define by the following phrases: political issues, cultural affairs, modern society and community creation (broadcasters included: Tyler Oakley, Fine Brothers Entertainment, PewDiePie).

Overall, the paper contributes with an understanding of audiovisual communication and social behaviour on the Internet, exemplified with YouTube. YouTube is presented as a space communication with diversity of UGC categories and interaction protocols.

The research include the general information about YouTube space idea: a new type of YouTube community concentrated on development of the YouTube space in the online and offline reality.