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-fobic and sexist hatred speech, which happens less with Ellora, a skinner girl, closer to the beauty standard. Luiza 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.


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 themself 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).