



# INTERNATIONAL RESEARCH JOURNAL OF HUMANITIES AND INTERDISCIPLINARY STUDIES

( Peer-reviewed, Refereed, Indexed & Open Access Journal )

DOI : 03.2021-11278686

ISSN : 2582-8568

IMPACT FACTOR : 6.865 (SJIF 2023)

## Emergence of Content Creation on YouTube as a Pop Culture Phenomenon in India

ABHIJIT GHOSH

Teacher

Dept. of BFA in Digital Filmmaking & VFX,  
Techno India University (West Bengal, India)

DOI No. **03.2021-11278686** DOI Link :: <https://doi-ds.org/doi/10.2023-79187335/IRJHIS2306013>

### Abstract:

*In India, popular culture is gradually expanding beyond the three religions of Bollywood, Cricket, and Politics. Social networking, affordable data, and industrialization all contributed to India's pop culture frenzy. Everyone has embraced the massive tsunami that is western popular culture, including young people, adolescents, adults, and even the elderly. However, this frequently overshadows Indian popular culture. India's pop culture is evolving into one that is more interesting, avant-garde, and unconventional. Indians are now served a plethora of content spread across several media outlets such as streaming web series, films, stand-up comedy, vlogs, and many more, as opposed to Ekta Kapoor TV series being one of the few media content you could consume few years back. Numerous people now have access to a platform where they can share their talents and make a living by pursuing their passions, thanks to YouTube. As far as content creators in India or of Indian descent are concerned, I observe the emergence of two types: those who stick to a tried-and-true formula and use the Indian context to appeal to the country's general populace, and those who develop themes and skits by utilising Indian culture and its nuances. Viewers turned to YouTube to learn new skills, hone new passions, find content to share with friends and family, and foster a sense of community. The creators, on the contrary, are committed to Create with Care and have continued to impress and inspire us all with their artistry. In this research study, I want to analyse how YouTube is a constant travel companion for millions of people who are navigating the transforming landscape of the present, as even more Indians are discovering the significance of video as a gateway to the world. This study is crucial because it must look at how the imagination and creativity of our ecosystem may improve the lives of millions of Indians even in trying circumstances. Some of the most well-known creators in recent years have developed new and inventive formats of storytelling that cover topics like family and friendships, language proficiency, motivation as well as grooming content and social messages. They have done this by going beyond the conventional methods of editing videos to music and transitions. It's time to investigate the content and creators that helped YouTube become embedded in India's popular culture with millions of subscribers and viewers.*

**Keywords:** YouTube, Popular Culture, Content Creation, India, YouTuber, Sociocultural, Vlogger

### Introduction:

YouTube, launched in 2005, a video-sharing network owned by Google, has become an important element of Indian popular culture. YouTube has altered the way people consume, produce, and share videos, with over 2 billion logged-in monthly active users globally, generating a rich and

diverse ecosystem of material that spans genres, languages, and cultures. YouTube has grown in popularity in India, becoming a source of entertainment, knowledge, and social connection for millions of users. The purpose of this research study is to investigate YouTube as a popular culture in India, analysing its cultural, social, economic, and technological components and examining its impact on Indian society.

With an internet connection and a camera, anyone can now make and distribute material on YouTube, democratising the video creation process. In India, this has led to the rise of a new generation of content producers known as "YouTubers," who are extremely well-liked and influential among Indian consumers. These YouTubers appeal to the many interests and tastes of Indian audiences by creating a wide variety of content, such as comedy routines, music videos, travel vlogs, beauty instructions, and more. They have also given rise to fresh modes of artistic expression, posing a threat to conventional media outlets and changing the face of popular culture in India.

There are a number of reasons why YouTube is so popular in India. First off, a significant portion of the Indian population now has access to YouTube because of the widespread availability of affordable smartphones and internet connectivity. Additionally, YouTube has become a well-liked site for viewers looking for video in their native languages due to the variety of content it offers, including regional language content. Additionally, YouTube's interactive features, which let users communicate with content creators through comments, likes, and shares, have cultivated a sense of community and social engagement among users in India.

In order to provide a thorough analysis of YouTube as popular culture in India, this research piece will look at its cultural, social, economic, and technological aspects. The following facets of YouTube in India will be examined, drawing on existing literature and empirical research: its influence on Indian popular culture, media consumption trends, the emergence of new forms of creative expression, and the difficulties and opportunities related to YouTube as a popular culture platform in India.

### **Reasons for YouTube's popularity in India:**

In India, YouTube has become extremely popular for a number of reasons. The following are some of the main elements that have helped YouTube become so popular and successful in the nation:

**Accessible Platform:** Anyone with an internet connection and a device may publish, share, and watch videos on YouTube thanks to its user-friendly interface and simple accessibility. YouTube has been widely accessible to a sizable portion of the population as internet usage has expanded in India, especially with the development of affordable smartphones and data plans.

**Diverse Content:** YouTube offers a wide variety of video that is catered to different interests, genres, and languages. Users can access a variety of media in their native tongues, such as

music, movies, comedies, educational videos, cooking recipes and more. This diversity makes it possible for people of all backgrounds to locate content that appeals to their cultural and personal tastes.

**Talent Discovery:** YouTube has become a potent forum for gifted people to display their abilities, inventiveness, and original viewpoints. A lot of aspiring musicians, comedians, artists, and content producers have found success by using YouTube to connect with a large audience. Due to the democratisation of talent discovery opportunities, people who work in fields other than traditional entertainment can now become well-known and successful.

**Engagement and Interactivity:** YouTube enables direct engagement and communication between content producers and their viewers. To promote a sense of community and interaction, viewers can share, like, and comment on videos. Live chats, Q&A sessions, and collaborations are common ways in which content producers communicate with their audience, giving viewers a more individualised and engaging experience.

**Alternative to Traditional Media:** YouTube offers a platform in addition to conventional media outlets like television and films. Users can access content on-demand without being constrained by geographical boundaries or planned programmes. The ability to select information in accordance with personal interests has drawn interest from the Indian public, particularly from the younger generation, which is increasingly abandoning traditional media consumption patterns.

**Mobile-Friendly Interface:** YouTube's mobile-friendly interface has greatly contributed to the platform's success in India, where smartphone adoption has increased significantly. Users may easily watch videos on their mobile devices thanks to the platform's adaptive design and smooth streaming features, facilitating consumption while on the go.

**Educational Content:** YouTube has grown to be a significant source of educational material in India. Tutorials, lectures, and educative videos on a variety of topics are shared by many educational institutions, teachers, and subject matter experts. YouTube is a well-liked learning tool, especially for people without access to traditional educational possibilities because of how easily educational resources can be found there.

**Social and Cultural Influence:** YouTube has a significant social and cultural influence in India, influencing societal and cultural trends. It has produced a unique group of influencers and celebrities who have a big impact on the ideas, beliefs, and tastes of their followers. The platform has been crucial in raising awareness of social issues, promoting activism, and rallying support for a number of causes.

**Monetisation Opportunity:** There is currently no other site on the earth that is as profitable for sharing videos or advertising as YouTube. In the past decade, there has never been a website that allows us to publish films, instantly become popular, and earn money online. Successful YouTubers

in India have been able to create sizable income and establish long-lasting careers thanks to YouTube's monetization options, including advertising, sponsorships, business collaborations, and merchandise sales. The amount of money that YouTubers can make through monetization though varies depending on various elements, such as the quantity of views, the nature of the material, and the monetization strategy. However, it is possible for YouTubers in India to make a good living from their channels if they put in the necessary time and effort.

Therefore, accessibility, a variety of material, discovering new talent, interaction, being an alternative to traditional media, mobile friendliness, educational value, and social and cultural influence and monetisation are important elements that have influenced YouTube's success in India.

(Samiksha Jain)(ECONOMICS):

The way individuals consume and interact with content has changed as a result of YouTube's major role in Indian popular culture. This analysis explores YouTube's sociocultural impact in India, examining how it has influenced social activism, music, entertainment, education, and other areas by the well-known Indian YouTubers who have contributed to the platform's relevance in defining popular culture.

**Music:** YouTube has completely transformed the Indian music scene by enabling unsigned artists to obtain exposure and display their skills without the help of conventional record labels. Indian YouTube stars like Shraddha Sharma, who began by uploading cover songs to the site when she was just 15 years old, have gained millions of subscribers, established successful music careers, and garnered plenty of love and support. Her fame is a testament to YouTube's ability to democratise the Indian music industry and promote new talent. The band Sanam, whose lead vocalist is Sanam Puri, became well-known by performing covers of well-known songs from Bollywood and other cultures. Their music videos have millions of views on YouTube and have helped independent music covers gain popularity there.

**Entertainment:** YouTube has completely changed the Indian entertainment scene by giving a platform to a wide range of content producers to show off their talent and connect with a large audience. The amusement that Indian YouTubers provide connects with the Indian audience and has helped them build their own brands and careers as superstars. Millions of fans pay attention to and actively participate in the comedic sketches, web series, and vlogs they generate. Indian YouTuber Bhuvan Bam, often known as BB Ki Vines, is a comedian whose funny and relatable skits have made him a household name. He has a huge following and is regarded as one of the pioneers of Indian YouTube comedy because of his distinctive storytelling approach and compelling characters. Another creator Ajey Nagar, better known as CarryMinati, is quite well-known for his ranting and roasting videos. He has been instrumental in establishing India's roasting culture trend and influencing many viewers' preferences for types of entertainment.

**Education:** YouTube has become a valuable educational resource in India, providing a wide variety of content that covers a range of subjects and specialties. Numerous Indian YouTubers focus on educational content, including tutorials, lectures, and educational films that are appropriate for a range of age groups and learning requirements. Access to education has increased as a result, especially for individuals who do not have access to formal educational resources. Indian YouTuber Gaurav Chaudhary, also known as Technical Guruji, makes videos about tech-related subjects. By demystifying complex technological concepts and offering insightful reviews, he makes technology approachable to a wide audience. The educational impact of YouTube in India has been greatly enhanced by Technical Guruji's channel, which has emerged as a go-to resource for IT enthusiasts. A popular food YouTuber recognised for her simple-to-follow recipes and cooking advice is Nisha Madhulika. She has played a significant role in the growth of cooking-related YouTube channels and in encouraging many others, particularly housewives, to develop their culinary abilities and has aided in the merging of traditional and contemporary Indian cuisine in popular culture.

**Social Activism:** In India, YouTube has developed into an effective tool for social activism that enables video producers to spread awareness of significant social concerns and rally support for a range of causes. Indian YouTubers use their platforms to raise awareness of societal issues, foster inclusivity, and promote debate on important issues. An Indian YouTuber named Dhruv Rathee emphasises on social and political problems in his videos. He helps viewers become knowledgeable and active citizens by offering analysis, comments, and fact-checking on current affairs. Rathee's content highlights YouTube's potential as a tool for social activism and awareness-building.

Thus, it is clear that YouTube has had a significant impact on Indian popular culture, having a particular impact on the fields of music, entertainment, education, and social activism. We can observe how Indian YouTubers have used the medium to influence and reshape popular culture through examples like Shraddha Sharma, Sanam Puri, Bhuvan Bam, Ajey Nagar, Technical Guruji, Nisha Madhulika, and Dhruv Rathee. YouTube's democratising qualities, accessibility, and interaction have given content producers power and given a platform for various voices to be heard. Their influence continues to evolve as the YouTube platform grows and adapts to the changing dynamics of Indian society. As YouTube develops, it will continue to influence popular culture in India and offer fresh platforms for social impact, expression, and creativity.

### **Growth and Popularity of YouTube in India:**

The expansion of YouTube in India is a good thing for the country. It has opened up new doors for businesses and individuals, as well as promoting entrepreneurship and education. As YouTube expands in India, it is expected to have an even greater impact on the country.

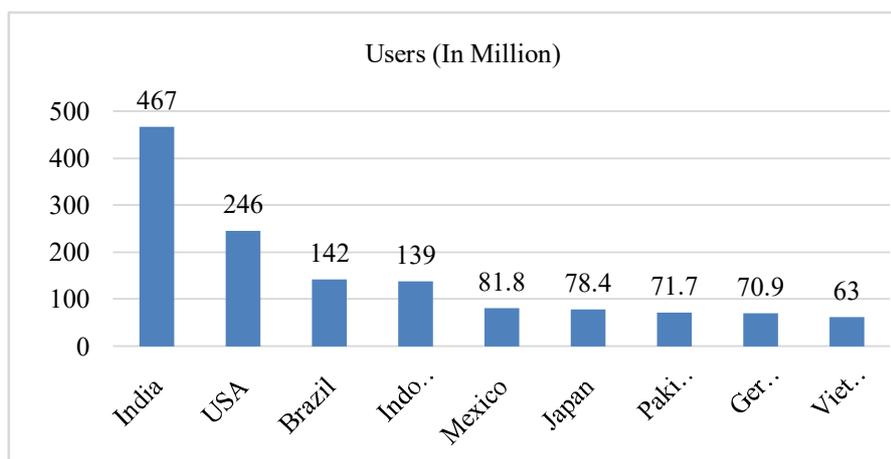


Figure 1: YouTube Users by Country (May, 2023)

In recent years, YouTube has seen enormous growth and popularity in India. According to the most recent figures (Figure 1), India has the highest YouTube user base, with 467 million active users.

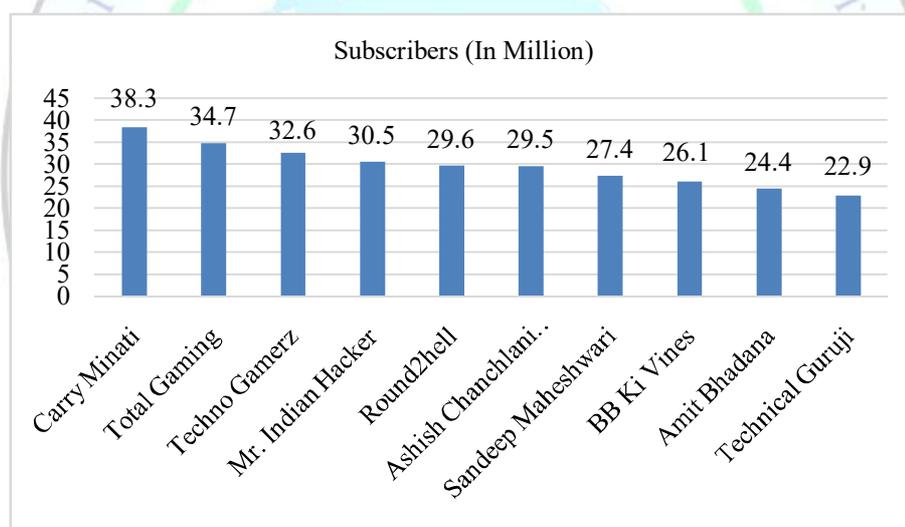


Figure 2: List of Top 10 Most Watched YouTube Channels in India (2023)

Indian YouTube video creators have been rapidly growing in number (Figure 2). Many people have built successful channels, including influencers, comedians, artists, and vloggers. Many Indian YouTube channels now have millions of subscribers and are very well-known.

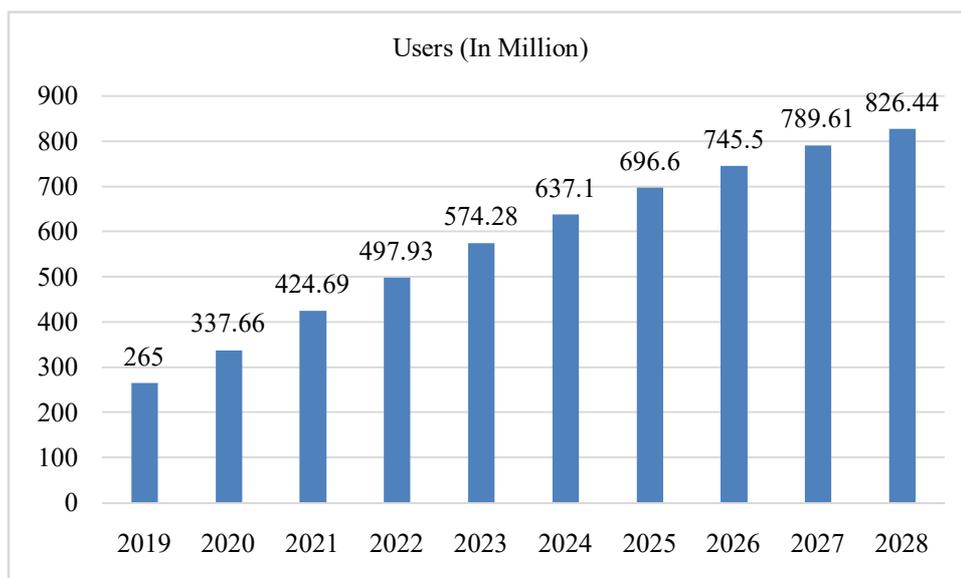


Figure 3: Number of YouTube users in India from 2019 to 2028 (Source: Statista 2023)

The most recent figures (Figure 3) from Statista show that YouTube users, those who log in at least once per month, have been increasing year after year. Only 100 million Indians used YouTube actively in 2014. That figure is anticipated to rise to 500 million by 2023. Between 2023 and 2028, there would be a cumulative increase of 252.2 million YouTube users in India (up 43.92 percent). This prediction states that by 2028, YouTube's user base will have surged for five years in a row, reaching 826.44 million users. Notably, over the past few years, YouTube user numbers have been steadily rising. A number of variables, such as the expanding middle class, the accessibility of high-speed internet, and the popularity of smartphones, are fueling this expansion.

YouTube is the most popular platform for watching videos in India thanks to the large amount of time Indian consumers spend there. India has seen a steady rise in the number of content producers on YouTube, with people from many different industries starting lucrative channels. YouTube's expansion and rising popularity in India have made it an important platform for audience engagement, content development, and content consumption. It has given people a platform for artistic expression, amusement, and influence, changing the nation's media landscape.

### Conclusion:

In India, YouTube has emerged as a significant and defining element of popular culture. The platform has completely changed the way people interact with and consume content, enabling people from all different backgrounds to contribute to the development of popular culture. YouTube's democratising features have given independent artists, musicians, and content producers a platform to obtain exposure and connect with a large audience, undermining the power of conventional media outlets.

Despite having a largely beneficial impact on Indian popular culture, YouTube's tremendous

popularity comes with several difficulties and potential concerns. They include the dissemination of false information, the commoditization of content, and the competition for attention and approval among content producers. To use YouTube as a tool for constructive social change, it is crucial to critically examine and address these issues.

Overall, this research article emphasises how the creation of videos on YouTube has produced a revolutionary effect on India's pop cultural phenomena. It demonstrates how the platform can empower people, encourage inclusivity, and change the dynamics of popular culture. It also highlights the necessity to deal with issues like the dissemination of false information and the competition among content authors for recognition and certification. It takes continuing research, critical evaluation, and responsible participation from both creators and viewers in order to fully understand and realise YouTube's potential as a pop culture phenomenon in India.

### References:

1. Blogger, GMI. *YOUTUBE USERS STATISTICS 2023*. 26 May 2023.  
<<https://www.globalmediainsight.com/blog/youtube-users-statistics/#userstat>>.
2. Shrivastava, Ritu. *Top 10 Popular YouTubers In India In 2023*. 09 June 2023.  
<<https://awbi.org/top-10-popular-youtubers-in-india-in-2023/>>.
3. Degenhard, J. *www.statista.com*. 01 June 2023.
4. Isabelle Christine Joemono, Roswita Oktavianti. "Popular Culture in Video Content on YouTube." *Advances in Social Science, Education and Humanities Research*, volume 655 (2022).
5. Tawte, Pranali. *Ishan Chatterjee of YouTube India on building the future of creator economy*. 04 May 2023. <<https://www.socialsamosa.com/2023/05/ishan-chatterjee-youtube-india-future-creator-economy/>>.
6. Nensee, Kinnary. *How Did YouTube Grow in India?* 11 October 2022.  
<<https://startuptalky.com/youtube-growth-india/>>.
7. IQBAL, MANSOOR. *YouTube Revenue and Usage Statistics (2023)*. 02 May 2023.  
<<https://www.businessofapps.com/data/youtube-statistics/>>.
8. Samiksha Jain, Dr. Kamaljeet Kaur. "YOUTUBE CONTENT CHALLENGING STEREOTYPES: CASE STUDY ON INDIAN YOUTUBE VIDEOS." *Palarch's Journal of Archaeology of Egypt/Egyptology* (2020).
9. ECONOMICS, OXFORD. "Assessing the economic, societal and cultural benefits of YouTube in India." 2021.