

The Kids Club

<https://youtu.be/dBWWa2utonc>

This video is to advocate people taking control of their digital life. We live in a digital age where most of our information is obtained on the Internet. However, the information we absorb is carefully calculated by sophisticated algorithms. For example, the newsfeed of Facebook and the recommendations of YouTube videos are based on our digital footprint. If we keep ignoring this truth and take action, we will be manipulated unknowingly by the system.

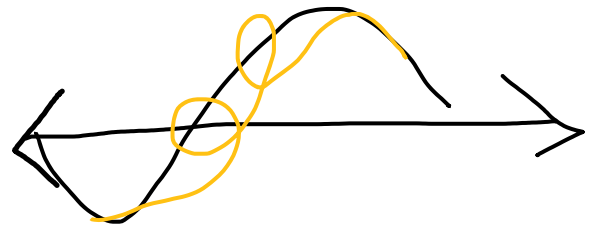
Background:

'The Kids Club' is one of the controversial YouTube channels in Elsgate. Elsgate refers to the channels which produce disturbing parody videos featuring kid's favorite characters. These channels manipulate YouTube algorithms to reach out to more viewers, including children. Methods include using popular keywords in titles and colorful thumbnail, and more.

The pictures used in this video are mostly memes featuring cats and babies. The baby memes come from one of the Elsgate videos. The rumor said that if you keep clicking the first YouTube recommendation video, you will find your YouTube feed full of weird baby videos, like the one in my video.

Narrative / Fabula:

I consider my narrative trajectory is an inversed sine wave. The inspiration comes from the three acts structure. In three acts, the graph gradually goes up, building audiences' interest. I thought: what if I bored the viewers at first? To make the curve goes down at first. The reason for doing this is explained below.



I also used narrative repetition that I use the same repetitive pattern to show things. The repetition in the middle of the video has some changes each time, which gives new meanings.

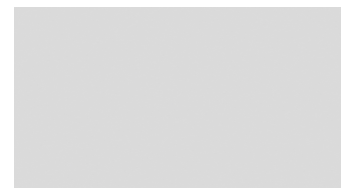
Also, in the end, I repeat the opening in reverse order. But after viewing the video, the endings image has new meaning again.

As a matter of fact, the video can be view in any way, reverse, non-chronological, etc.

Scene breakdown / Syuzhet :

One:

The 30s white frame is meant to annoy people. Nowadays, people are so used to having information fed to them continuously and quickly. Seeing this emptiness, the audience will start wondering "is the video broken?", "is something hidden in the frame?" They may look closer to the screen or try different angles. Then they may even scribe through the timeline to see what's ahead or play video at double speed.



That is exactly what I want. Taking back CONTROL on what they are watching. Control the timeline. See whatever they want to see. Not to stay in the story reality, but be an active observer or outsider in real world. Actively interact with what he/she is viewing.

Two:

A meme with caption “full control.” Here to state my central message. (Ironically, the “quote” hand gesture suggest it’s not real. Viewers cannot truly control.... Because it’s me giving them what they see haha) The screen look suggest the computer related.



Three:

You can see people turning heads, but later all heads turn in same direction in same rhythm. It symbolises individuals can see that they want to see online at first. Later, all heads seem to be ‘ordered’ to be synchronized. All people lose individuality and control or they are manipulated to be the same. Here also suggests the Echo Chamber effect.



It’s Mark Zuckerberg’s photo. It suggests the video is related to social media. To be more precise for me, I’m referring to the algorithms behind the internet, like suggestions in social media or Google search.

The glitch effect suggest it’s computer related.

Four:

Look inside to the internet or social media.



Five:

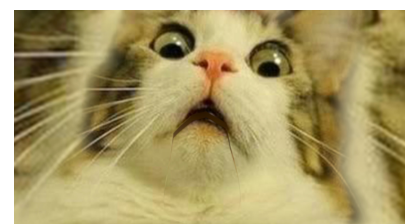
Those cats are all from memes. They all represent the content on the Internet. Meme culture is suggested here. The internet is full of vast information, sometimes they’re junk information. But people is addicted to it. They keep looking for new exciting memes/information.



It’s easy to lose sight of what you want from the internet. That’s why there are algorithms. Yet we lose control as we are told what to see.

Six:

The repeated cat memes create a tunnel. It symbolizes going deeper down the rabbit hole. It can refer to going to the deep web too.



Seven:

The match cut of the cats eyes. Why match the eyes? Because we are trained or lead to see the same thing. It refers to echo effect too. Each cats resembles avatar, referring to our identity.



But more importantly, the repetitive match cut of cats looks like the facial recognition. Privacy issues are concerned here. Deep down in the algorithms of the internet, our data is collected.

Eight:

The repeats the scene five. But I add the weird baby. This baby appeared in one of the disturbing video for kids. It refers, deeper in the web, there is stranger content. The strange part isn't we can reach to this content, but someone make this content. Someone can manipulate us but playing with the algorithms and false information.



Nine:

The repeated baby memes create a tunnel. It symbolizes going deeper down the rabbit hole.



Ten:

Same as scene seven.



Eleven:

Exit from the trip. (or go in if you watch in reverse)



Twelve:

Here to wake the viewer again. Do take control on what you are watching. Now the viewer watched the video, they may be more comprehend to what we need to control.



Thirteen:

This is a breathing moment for viewer to think. Also for audience to watch in reverse.

