

A CONTENT ANALYSIS ON YOUTUBE'S SELECTED
MUSIC VIDEOS

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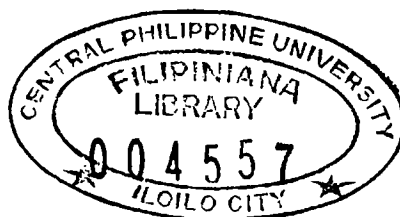
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ABSTRACT

This study is a content analysis on YouTube's selected music videos. It aimed to focus on the selected music videos in YouTube entitled "Somebody that I Used to Know"(2011), namely by *Gotye featuring Krimba* which is the original version of the song, and the other four music videos which are cover versions of *Walk off the Earth*, *Pentatonix*, *Boyce Avenue*, and *Matthias Harris* . Using the Social Action Theory by Anderson and Meyer, the five selected music videos were analyzed according to their content, quality of production, technical skill, and sound production. A researcher-made criteria duly validated and reliability tested was used in order to present the data and findings clearly of this study. The artists or performers from the five music videos were identified and classified as to the frequency of artists or performers in a video. The videos were also recognized as to which of them stands out the most according to their content, quality of production, technical skill, and sound production. Based on the results and findings, all the five music videos are of different style but could still capture the viewers attention because of their creative way of singing and presenting the song. It is recommended that future researchers should also include the impact or significance of the music video, and should have an in-depth research of more related studies.