

Natalie Lo

YouTuber/freshman in highschool

March 27, 2019 -- Mountain View High School

0:00

Isabel: Recording.

Lilia: Who are you and what is YouTube to you?

Natalie: I'm Natalie and-

Isabel: Sorry, sorry. Okay hold on.

0:14

Lilia: Who are you- who are you and what is YouTube to you?

Natalie: I'm Natalie. I'm a freshman and YouTube is where I post about like just anything in general.

0:27

Lilia: Who or what got you into making YouTube videos?

Natalie: Um so I always watched YouTube as a kid. So then in 5th grade I made my first video, so I just posted it- I- it's not there anymore. I deleted it. It was really... cringy but yeah.

0:43

Lilia: So why did you delete it? Because it was cringy?

Natalie: It was really cringy.

Lilia: What was the video about when you posted it?

Natalie: Um I think it was a skit that me and my friend made.

0:54

Lilia: What is normally your inspiration for putting up-?

Isabel: Wait sorry, one second. It's just not working. It like keeps stopping... Um okay wait don't say anything right now I just want to see something. Yeah, it's just like stops randomly.

Lilia: Should we use the other camera or do you think something else?

Isabel: Yeah I think we should switch.

1:25

0:00

Lilia: Who are you and what is YouTube to you?

Natalie: Um I'm Natalie. I'm a freshman and YouTube is where I post about just fun videos that I made.

0:12

Lilia: Who or what got you into making YouTube videos?

Natalie: So, I always watched YouTube as a kid so then I was like, I'm going to make videos so I did.

0:22

Lilia: What is normally your inspiration for coming up with a YouTube video idea?

Natalie: I think other YouTubers. Whatever I see and I enjoyed, I would try and recreate it.

0:34

Lilia: What are some struggles you go through while making a video?

Natalie: Sometimes my video deletes, then I have to re-edit everything and it's really annoying.

0:45

Lilia: Yeah um, where do you usually film?

Natalie: I usually film outside with my friends.

0:53

Lilia: You do- like what type of videos do you make?

Natalie: Like... I make videos with my friends like adventures yeah.

1:03

Lilia: When did your passion for YouTube begin?

Natalie: My passion for YouTube began summer of 7th grade because I made this one slime video which got a lot of views and I was like this is really fun.

1:17

Lilia: How many views did it get? Do you remember?

Natalie: Well now it has twelve thousand.

Lilia: Wow, that's a lot.

1:23

Lilia: Um, how many subscribers do you have?

Natalie: Um I checked this morning and I have 173.

Lilia: Oh that's good.

1:33

Lilia: Uh how many views approximately do you get per video?

Natalie: Only like 150.

1:39

Lilia: No, that's good. Uh, how do people at school treat you because you do YouTube? Is it any different or the same than when you didn't do YouTube? Do they think it's cool, stupid, like what do they think?

Natalie: Well, I've had my YouTube channel since 5th grade so I don't think anyone really cares. Sometimes they pull up videos of me in 6th grade and it's- they make fun of me but then they think it's really fun and most of my friends are subscribed and they like my videos.

2:07

Lilia: Oh that's good. Uh have you always had passion for film or something of that sort that influenced you when you began YouTube?

Natalie: Um I was always into art so my first few videos were speed art of my art or videos of how to like draw or something.

2:25

Lilia: That's cool. Um, did it take you awhile to get comfortable being in front of the camera or was it natural?

Natalie: I think it was pretty natural because it's a camera.

2:36

Lilia: Did your parents ever like film you when you were younger and then you looked back at the tapes or no?

Natalie: Yeah. My mom has a YouTube channel too.

2:45

Lilia: Okay, and what does she post on her YouTube channel?

Natalie: Like videos of us when we were kids. Like one of her videos of my brother got twenty four thousand views.

2:56

Lilia: Oh what was he doing? He was just being...

Natalie: He fell over and Ellen DeGeneres emailed us. She wanted the video to be on her show but my parents thought it was a scam so they said no.

Lilia: Oh haha... that would have been cool though if he was on like Ellen.

Natalie: Yeah.

3:14

Lilia: Are you planning to do YouTube for a while or is it just temporary?

Natalie: I mean it's for fun so I think I'll do it for a really long time for fun.

3:24

Lilia: Uh, why do you use YouTube? Do you see it as a career choice or more of a hobby? Or like a mixture?

Natalie: I- I use YouTube for a hobby just to make videos for my friends to watch, for my families to watch.

3:40

Lilia: Have you ever felt a moment where you wanted to quit and give up YouTube?

Natalie: Not really.

3:45

Lilia: Is there like anything that like just keeps you going or like what?

Natalie: Well I think it's fun how my friends say that they like my videos and how they watch the whole video, not just half of the video and I'm like well if you're enjoying it, I'll just make more.

Isabel: Just really quickly, just remember to state the question yeah. But you're doing good.

4:07

Lilia: Uh have you gotten any gains from YouTube yet such as brand deals or something like that?

Natalie: I have not gotten any brand deals from YouTube.

4:15

Lilia: Uh what have you learned from YouTube like educational videos, random facts, or an important lesson taught by a video influencer?

Natalie: I've learned from YouTube that most people like videos that are like how-to videos, not just random videos.

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Lilia: Uh do you have a regular posting schedule?

Natalie: I don't really have a regular posting schedule. I try to post whenever.

4:43

Lilia: Uh... according to an article, it said, "...Do your children dream of YouTube stardom? Do them a favor, crush that ambition?" If you had a child who wanted to pursue a career in YouTube, would you let them or would you agree with Bloomberg and "crush that ambition"?

Natalie: Wait, if I had a kid?

5:03

Lilia: If you had a child would you let them do YouTube as like a career?

Natalie: If I had a child, I would let them have YouTube as a career because a lot of people have been successful and they're having fun while, you know, getting paid.

5:18

Lilia: Yeah... and then if you blew up [on YouTube], would you look at YouTube as a career choice or would you still like find a another job and have that to the side?

Natalie: If my YouTube blew up, I would consider maybe making it a career but at the same time I also have to have plans for my future and like other stuff like I want to be an animator, so that's like my main course.

5:44

Lilia: Okay and do you have like anything else to add about YouTube? Why you think- how fun it is?

Natalie: YouTube is really fun and everyone should make videos or you know.

5:55

Lilia: And then also how do you feel about the YouTubers that do make a career out of Youtube like do you think it's like a cool career path to follow or what are your thoughts on that?

Natalie: I think YouTubers that pursue a career as a YouTuber is really cool because they get to do so many fun things and they share it with everyone and everyone can like watch all their videos and I think it's really cool.

Lilia: Okay yeah, that's all we have. Thank you.

6:32

0:00

Isabel: Recording.

Lilia: Do you have anybody who helps you with your YouTube channel, like filming or like anything else?

Natalie: Um for a while in 6th grade my friend would film the videos for me while I was in it.

0:14

Lilia: And how long does like editing take for you about?

Natalie: Um I think it depends. I don't really sit down and edit for hours so usually it takes me like a week to edit.

0:26

Lilia: Um a lot of our parents' generation frown upon YouTubers whose entire careers are founded upon by the plat- that- platform. Many see YouTubers, especially vloggers and lifestyle bloggers, as a

disturbance to society since they film everywhere out in public and are disrespecting other people's privacy. What are you- your views on that perception of YouTubers?

Natalie: Um I don't think every YouTuber disrupt like the people around them. Maybe like Logan Paul and Jake Paul but then there's a lot of YouTubers that like help society like they're doing videos like "I'm making someone's day", you know it's like maybe sometimes it's like people invade other people's privacy but most people like blur out people's faces in videos.

1:15

Lilia: And how do you feel about like Jake Paul and Logan- Logan Paul like out here disrupting people? Do you think it's like giving a bad rep on YouTubers?

Natalie: Well those two people- that's two people out of the whole entire community like people can't just say YouTubers are bad just because Jake Paul and Logan Paul are bad. Yeah.

1:35

Lilia: How did YouTube come to play a major role in your life right now?

Natalie: Um I think since YouTube is really fun for me, making videos just makes me feel happy when other people spend time watching it.

1:55

Lilia: Um, how do you feel about the way YouTube functions business-wise? More specifically, the difference between someone who posts one viral video and someone who dedicates a lot of time to editing and uploading content consistently?

Natalie: Wait.

Lilia: Do you want me to repeat it?

Natalie: Yeah.

2:11

Lilia: How do you feel about the way YouTube functions business-wise- business-wise? More specifically, the difference between someone who posts one viral video and someone who dedicates a lot of time to editing and uploading content consistently?

Natalie: Um I think YouTube... I don't know wait. I think YouTube like supports the people that upload more constantly and yeah.

2:39

Lilia: Do you think um this affects the content that YouTubers put out?

Natalie: Yeah. People that blow up from just one video, they just and recreate like same like kind of videos while people that are more dedicated, they do more like, they have more variety in videos.

3:00

Lilia: Uh could this be why many YouTubers geared their videos towards a particular audience and why they are very quick to follow the trends and top searches on YouTube to get more people to click on their videos?

Natalie: Yeah I think, if there's a trend, a lot of other YouTubers try and follow it because then they get more views.

3:18

Lilia: Yeah, do you follow this trend and like do you copy other people's videos or are you more like original, do your own stuff, whatever you come up with?

Natalie: I have copied other people. Like I saw people do "take my phone to school day" vlogs so I did one of those.

3:35

Lilia: Uh how has YouTube- how has YouTube been able to create such a large window of new job opportunities?

Natalie: YouTube didn't really create job opportunities but they created like friend opportunities like some people I don't really know watches it and then we start talking and yeah.

3:58

Lilia: Do YouTubers who see the platform as their jobs solely make a revenue off ads or do other factors such as views, comments, and subscribers or how quickly it begins trending affect that ability to make money? Do you know?

Natalie: I don't know.

4:13

Lilia: Um would you say that YouTube is a stable career option or that it is a good way to get one's name out there to elevate a career in another area?

Natalie: I think YouTube is because YouTube's a free app, everyone can watch it, everyone can see your name and you can also have merch and stuff so...

4:34

Lilia: Uh yeah. Many YouTubers have gotten creative by also making merch, writing books, and being on tv shows or even YouTube Originals. What are the benefits of YouTube Premium and how has it changed or upgraded YouTube?

Natalie: Wait did you say YouTube Premium?

Lilia: Yeah.

4:50

Natalie: Okay. Well I have YouTube Premium but I don't think- I don't really- I can't really tell the difference like you get more videos and stuff but it's not that big of a difference.

5:04

Lilia: Yeah and uh many YouTubers do create merch and write books and stuff. Do you think that doing that gives them like a bigger platform to reach out to more fans and stuff like that?

Natalie: I think YouTubers that have merch and write books do tend to spread like the word more or like they have a bigger audience because now you have a physical copy of the book that's from the YouTuber.

5:33

Lilia: Yeah. According to some articles on TechCrunch and CNBC, YouTube has launched a few new features including one where viewers can "join" a YouTuber's community and the new feature of YouTube Premieres that launched- that launched just last year. Would you be able to explain to us what these features are and how they give "YouTubers a way to earn regular income without using a party-crowdfunding solution.

Natalie: Um I don't really know but I know like Emma Chamberlain has like one of them.

6:02

Lilia: Do you think it's like better to have this community or do you think it's kind of unfair to those who can't really pay for it?

Natalie: I think... it's good for the YouTuber because they make money but it's unfair for the viewers that's support them for so long but now they can't afford it.

Lilia: Yeah I agree. Okay great, thank you.

6:30