

CONTENT CREATOR: MARQUES BROWNLEE

Read the paragraph below to learn a little more about Marques Brownlee.

“Brownlee runs a popular YouTube channel, MKBHD, where he reviews gadgets and offers commentary on the tech industry. His channel has over 13 million subscribers and has drawn in 700 million views in the last 12 months. Brownlee posted his first YouTube videos while in high school, breaking down the inner workings of a HP Pavilion laptop he purchased with his saved allowance. His channel took off after he graduated from Stevens Institute of Technology, and he's since made YouTube videos on smartphones, headphones, camcorders, smartwatches, tablets, speakers, Nike's self-lacing boots and Tesla's Cybertruck. More recently, he's scored sit down interviews with such luminaries such as Elon Musk, Bill Gates and Mark Zuckerberg.”

Forbes Magazine. (n.d.). Marques Brownlee. Forbes. Retrieved August 24, 2022, from <https://www.forbes.com/profile/marques-brownlee/?sh=788816dd455d>

After listening to the podcast clip of Marques Brownlee, answer the question below.

What was the most significant point of the podcast clip?

Content Creator v Influencer

The internet has completely changed the landscape of entertainment and news. According to YouTube, over one billion hours of content are watched every day, and approximately 500 hours of content are added to the YouTube platform every minute.

Prior to the rise of the internet, a few media companies controlled the distribution of entertainment and news. The internet changed that. Suddenly, we became aware that there was content available on YouTube, TikTok, Instagram, Pinterest, Facebook, Twitter, Substack, and Snapchat. And much of it was free. This availability created a need for more content and as a result, “ordinary” people began to make and distribute content. The knowledge economy was born. This “new” economy made it possible for people to earn money by marketing a variety of “inane skills, hobbies, and interests online.”

This creator economy made it possible for individuals to specialize in what they loved. You like dancing? Create videos teaching people to dance. You want to make sure that medical information is accurate? Make a video that debunks incorrect information by “stitching videos,” a process that enables you to “write over” someone else’s content. You like cooking? Create a cooking show that features your particular specialties.

Some content creators realized about the same time that they could attach themselves to a particular brand. These content creators are known as “influencers.” They influence others to purchase products, subscriptions, or their way of life.

While influencers are a part of the creator economy, a content creator is not necessarily an influencer. A content creator is just that -- someone who creates content, someone who is dedicated to developing content that serves a real purpose -- someone who facilitates important discussions on social media. The content creator who is successful knows their audience and want to share what they know (or have learned) with that particular audience. The purpose of creating content is to give your listener some information or knowledge that they do not have. The focus of your content is that content -- not who wrote it or filed it.

An influencer is also a content creator with a completely different purpose. The intention of the influencer is to sell a brand -- or a way of life. Their *purpose* determines the shape of their content. They are promoters, and the project or product they promote is more important than what they say. Their focus is entirely on the product they are promoting and themselves. The content they produce is a means to an end. And that end is to sell something more than information. Influencers are often well known and have thousands of followers.

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