

Social media and good humour turn young anonymous Andalusians into Internet hits

LOCATION: Seville-Córdoba

DURATION: 1'48"

SUMMARY: Young Andalusians have received thousands of visits in YouTube thanks to the use of tools provided by the 2.0 net, social media and sense of humour. Parodies of urban tribes or tricks to flirt are the ones that have made them being considered as Internet phenomena.

According to the professor in Educational Technology of the University of Seville, Julio Cabero, this is possible thanks to the web 2.0 phenomenon, that allows anonymous citizens, with no direct access to traditional media, finding in the Net a way to express their creativity.

VTR:

He is 23, is from Seville and an Internet hit. He put in the shoes of a 'cani'.

Ambience: I am 'cani'...

And this way, Norman Vivas, also known as Zorman, has managed to reach the third place in Youtube's most viewed videos in Spain in 2012, with more than ten million views.

JULIO CABERO
Professor at the University of Seville

"The classical Facebook or Tuenti phenomenon, you are important depending on how many friends you have, that has made phenomena like the videos 'I am posh', 'I am 'cani'', 'I'm a rapper', etc, managing that people distribute them."

It is what is called the 2.0 effect, that in just hours can turn an anonymous person into a star of the net.

JULIO CABERO
Professor at the University of Seville

"There is a lot of creativity, there are many people who have no access to the media and that's why in a certain moment, when they have those resources, which are the ones given by the 2.0 web, free software and so, they produce messages and emit it."

SALVADOR RAYA
Video blogger

"I look for popularity in the sense of making what I like, I make videos about news, I like information, news, tutorials..."

Ambience: "We are going to try flirting with her in a simple way."

It is also the case of Salvador Raya, that with his news and tutorials has reached more than eight million views in his YouTube Channel.

SALVADOR RAYA
Video blogger

"People in the Internet look for what they amuse them. If they surf for ten minutes, what are they going to find? Fun things that make their day."

Ambience: Dances, sings, and sings in the morning.

Internet phenomena, that mainly due to humour, reach thousands of people in the whole planet.

Ambience: We are going to say goodbye with Currito, so greetings for everyone...