The YouTube social capital - library users finding a place and space on YouTube

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Dr. Lindall Elaine Adams
Purpose of the research

To explore the potential for libraries to leverage YouTube as a tool for outreach and engagement with their users, including strategies for creating content and engaging with viewers. Overall, the research could help to shed light on the evolving role of social media platforms like YouTube in the realm of information sharing and community building, particularly in the context of libraries and other knowledge institutions.
What is social capital?

Libraries

1. Patron trust as measurable outcomes of social capital that are important for libraries’ societal value and of benefit to library patrons.
2. Community engagement (interact, communicate and outreach initiatives).
3. Capital gains that is measured through outcomes through experiences of using the library in their personal life e.g., individual wellbeing, skills development.
4. Trust through the social interactions with the library staff.
5. Social capital measured in of products/services that are provided, people who are helped, activities that are organized.
6. Success stories – move away from what the library did and why the library matter.

YouTube

YouTube social capital refers to the value and influence that a person or a brand gains from their presence and activity on YouTube.

It is a measure of their ability to connect and engage with their audience, build a community, and generate content that is popular and well-received.

YouTube social capital can take various forms, such as the number of subscribers, views, likes, and comments, as well as the level of engagement and loyalty of their followers. It can also include the level of trust, credibility, and authority that a person or brand has in their niche or industry.

Additionally, it can also open opportunities for collaborations, sponsorships, and partnerships with other influencers and brands. Additionally, it can also open opportunities for collaborations, sponsorships, and partnerships with other influencers and brands.
Social capital – the physical place

- Studying
- Quiet time
- Comfortable place to complete tasks.
- Meeting place (Adams, 2018)
And then the sudden decline physical numbers

(Abrams, 2022, Scoulas & De Groote, 2019)
video content found its way into the library's footfall.
ASMR phenomena

➢ Autonomous Sensory Meridian Response (ASMR) pleasurable tingling sensation that some people experience in response to certain stimuli, such as soft whispers, tapping, scratching, or other gentle sounds (rain or waves).

➢ Visual triggers, and soothing voices help viewers relax, de-stress, and fall asleep.
(1) University Library Ambience | Study & Work | 4 Hours | Deep Focus & Productivity 🎧 - YouTube
Replacing the library’s study place/space

Giulia Schabbach 10 months ago
I love this video so much! It always helps me focus on my work, my studies, my research... Do you plan on making other videos like this?

alyssa loo 1 year ago
This is so soothing and helping me get productive with my own writing! Off to check out your channel in hopes there are more videos like this!

Gujadhur Geet 1 year ago
Your videos brings so much of positivity 😊✨ love this ambience 😊✨

artetis 2 months ago
Please make more long study/write vids like this 😊
You always have a magical vibe on your videos, it feels very creatively inspiring.

Scandi Calm 1 year ago
What are you studying or working on today? I hope this ambience helps you to stay focused 😊

Eryberrie True Crime 4 months ago
Criminology. I'm studying with the OU so this type of ambience is brilliant!

Nyctophile 1 month ago (edited)
@Eryberrie True Crime Nice!! I am studying Politics with OU on side.

Nyctophile 1 month ago
HRM topic: Compensation and Benefits.

TheDarkMikeBass 13 days ago
Quantum physics and perception
Library users forgetting us?

shajack34 1 year ago
I'm literally in a library now, but I prefer listening to this cause an actual library has people that won't shut up lol

whisper 5 months ago
This video is by far the best ambient sound I've found yet :D I'm not a big fan of listening to music when I study because I get distracted easily but THIS. I've been listening to this for the past week nonstop and I've gone from studying 2 hours a day to 5 hours a day. Thank you so much Winter Whale. You're saving lives here! :)

terribly glued together 2 years ago
I personally don't go to libraries, because the one's in my city are not very comfortable and it's just not a good environment overall, but I love listening to these because it makes me feel not left out. So thank you.

Joann Price 1 month ago
Gorgeous Library! I want this! Awesome! 😊

aziraphale 1 year ago
This library sounds far more interesting than any other libraries I've been to

Dacien Nguyen 6 months ago (edited)
such a life saver, I've always wanted to have a quiet place that I can totally focus on my study because my home is too noisy
Benefits of library sounds

Library sounds can provide a sense of familiarity and comfort, even if they are working from home or in a different environment.

By listening to library sounds on YouTube, students and researchers can recreate a distraction-free environment and minimize distractions from their surroundings.

Library sounds can be calming and relaxing, which can help reduce stress and anxiety. This can be especially beneficial for students and researchers who are feeling overwhelmed or anxious about their workload.
Want big impact?

ASMR have millions of views and dedicated communities of viewers (Keiles, 2019).
Using ASMR sounds as social capital

• ASMR could be seen as a potential tool for **building social connections** and enhancing community engagement.

• Libraries could offer ASMR videos that **showcase** the sounds and sensations associated with ASMR, to attract and engage patrons.

• Libraries could host **ASMR events or workshops**, where people could come together to experience ASMR and discuss its benefits. By doing so, libraries could create a sense of community around ASMR and potentially attract new patrons who are interested in exploring this phenomenon.

• ASMR could also be seen as a way for libraries to **promote health and wellness**. ASMR is often used as a relaxation technique and can help reduce stress and anxiety.
Don’t rely on footfall, think of followers and subscribers.

New social capital - shift from physical place to virtual space.

Make ASMR an effective tool for connecting, engaging, and creating that physical place on YouTube.
Reconnect with missing patrons
References


- Adams, Lindall Elaine. (2018). The contribution of library programmes at the Emfuleni Library and Information Services in creating social capital to reduce poverty. University of South Africa. [http://hdl.handle.net/10500/25176](http://hdl.handle.net/10500/25176)


Thanks!

Any questions?

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▪ Dark gray #111111
▪ Teal #6b9fa4

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Blue is the colour of the clear sky and the deep sea

Red is the colour of danger and courage

Black is the color of ebony and of outer space

Yellow is the color of gold, butter and ripe lemons

White is the color of milk and fresh snow

Blue is the colour of the clear sky and the deep sea
**SWOT Analysis**

**STRENGTHS**
Blue is the colour of the clear sky and the deep sea

**WEAKNESSES**
Yellow is the color of gold, butter and ripe lemons

**OPPORTUNITIES**
Black is the color of ebony and of outer space

**THREATS**
White is the color of milk and fresh snow
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Team Presentation

Imani Jackson
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Blue is the colour of the clear sky and the deep sea

Marcos Galán
JOB TITLE
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Ixchel Valdía
JOB TITLE
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Nils Årud
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- Resize them without losing quality.
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