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## **PHD THESIS SUMMARY**

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### **„Audiovisual participatory culture in the era of media convergence and divergence on the example of YouTube platform in Poland.”**

This dissertation focuses on the analysis of the audiovisual participatory culture in the Polish space of the YouTube platform. The dissertation aims to provide a comprehensive overview of the YouTube platform, its history, and above all, the contemporary dimensions and scope of services it offers. The main goal is to research and introduce the new media profession - youtuber - and to present the specificity of the functioning of internet creators on YouTube. The work also analyzes audiovisuality in itself as a peculiar phenomenon of the 21st century and the progressive technological development, which has become the engine of progress in the media sphere in this area, and thus gave many people the opportunity to express themselves on the Internet and to undertake attractive earning activities. The author also reflects on the concepts of convergence and divergence, which in a specific way "mingle in the cauldron of media changes" in the context of the contemporary media environment. An additional aspect that emerged during the preparation of the dissertation is the COVID-19 pandemic, which has become an unprecedented period with a huge impact on a multitude of aspects around the world, including the media, YouTube and internet creators. Therefore, the author decided to enrich the research and the work itself with the context of the COVID-19 pandemic, which, in the author's opinion, is an important and valuable extension of this dissertation.

The work was divided into four chapters, including one purely theoretical, two descriptive and the last - empirical, presenting qualitative research with the participation of internet creators operating within the YouTube platform in Poland. Each of the chapters has also been divided into six subchapters, the last of which - the sixth - is always a summary that collects information synthetically and includes the author's reflections on a given topic.

In the first chapter, the author discusses audiovisualism, audiovisual culture, and introduces a short history of cinema and inventions influencing the development of audiovisual

messages. The author also introduces the factors that left a mark on media transformations, as well as on the way media is consumed, and then also takes into account the concept of the so-called “new media” and refers to the notions of Web 2.0, 3.0 or 4.0, which he wants to signal the exponential pace of technology development. Then the author focuses on the concepts of convergence, divergence and “participatory culture”, which are the key topics in the context of the YouTube platform and this dissertation.

The above considerations provided a theoretical basis for the discussion and presentation of the YouTube platform, which is fully devoted to the second chapter of this doctoral dissertation. The author aims to describe the website in a comprehensive manner in order to show its multidimensionality and broad spectrum of activity in the context of the current media reality.

The third chapter focuses on the presentation of the main characters of the dissertation - internet creators operating within the YouTube platform. The author also introduces a specific “YouTube culture”, as well as partner networks, the so-called MCN (Multi Channel Network) networks. In addition, a large part of the third part focuses on monetization in the space of the YouTube platform and issues such as so called “patostreaming”, disinformation and all kinds of harmful content.

The fourth part of the work is devoted to the original research of Internet creators operating in the space of the YouTube platform in Poland. The author of the research approached the research without a predetermined thesis, but with a multitude of research questions that he wanted to find answers to in order to explore the multitude of aspects related to the creation and consumption of YouTube content. The research used qualitative research, more precisely - structured individual in-depth interview (IDI - Individual In-Depth Interview).

Finally, all information on the considerations is summarized, and the research results and reflections for the future are presented in a synthetic way, and the need for further research is underlined. Thus, the author hopes that this dissertation will become a contribution to further research and exploration of such an extremely intriguing, multidimensional and multifaceted medium such as YouTube.

**Keywords:** YouTube, youtuber, internet creator, participatory culture, audiovisual, convergence, divergence, new media, video, Internet, content