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### Why are emotional videos so popular?

So many things had occurred in the year of 2016 that people will never forget such as the presidential election, Black Lives Matter movement, deaths of many well-known celebrities, etc. But the one thing that has occurred last year that I will never forget is many people had come out of "the closet" in my personal life and celebrities confessed they were either gay, lesbian, bisexual, pansexual, asexual, or transgender. In the year 2016, many celebrities had come out, such as Bruce Jenner now known as Caitlyn Jenner, Colton Haynes, Bella Thorne, Kristen Stewart, and so much more. Even my best friend of two years just had recently confessed to me that she is pansexual last year. She knew since the beginning of high school but was afraid to admit it because she did not want to be bullied and judged. If it weren't for the coming out videos on YouTube, she would not have had the guts to come out to anyone. Often emotional expressions of coming out place LGBT issues in the public eye while creating a personal connection between creators, their audience, and the wider LGBT community. For those sharing their stories, YouTube offers a space where they can be themselves and connect with others, to both seek and provide support, regardless of where they are. Emotional videos gain so many views but can help change people's lives.

Coming out can feel like an isolating and the most traumatizing experience — but YouTube users are proving it doesn't have to be. In the article “YouTube Trends Explainer: Coming out on YouTube,” Carly Lanning and Christine Huang states there are more than 36,000 videos related to the subject on the platform today, the sum of which have received more than 300m views. Last year alone, we saw ~9,600 coming out stories shared on YouTube - a 20% increase from the year before. Two gay teen brothers became a viral sensation after an emotional video of themselves coming out to their father. The brothers, who are originally from Ohio but now live in Los Angeles, said they came out to each other when they were both 16 years old. The brothers were inspired by other coming out videos that have made the blogosphere rounds. Austin said that the now-famous telephone call was “the scariest moment” of his young life. On January 14th, 2015, fraternal twins Austin and Aaron Rhodes known as the Rhodes Bros on YouTube made a video coming out to their dad which is the most viewed coming out video on YouTube. This video inspires so many emotions, as the boys initially struggle to get the words out. When they finally do, their father offers the most perfect response to his sons: “It’s the way things are, you know? You’re grown people. You grew up in a lot different generation than me. I just don’t really know what to say — you know I love you both and that’ll never change.” The video had made over 4 million views in the first 24 hours, 23,866,374 views in total, and they were also invited to the Ellen show shortly after. “Twins Come Out to Dad” video has been a significant breaking point for YouTube as a platform for connecting with the LGBT community.



Many major YouTube creators such as Hannah Hart, Tyler Oakley, Lucas Cruikshank, Troye Sivan, Gigi Gorgeous, Joey Graceffa, Shane Dawson and Ingrid Nilsen have shared their own coming out stories on their channels in hopes of creating honest, open relationships with their fans and to help further a message of unconditional love, acceptance, and support. Tom Daley is best known for winning a bronze diving medal in the 2012 London Olympics. He came out on YouTube because of he, "wanted to put an end to the rumors and speculation," Daley explains. The platform gave him complete control of his story(so far the video has received 12.4 million views). Another major Youtube creator Connor Franta, who joined YouTube in April 2010 with 5.6 million followers creating content ranging from lifestyle video blogs to comedy skits to inspirational short films, made a coming out video. Franta made a video in 2011 saying he is not gay but chose to come out on YouTube in December 2014 which has received 11.4 million views. "I'm making this video for anyone who needs it," Franta explains of his decision to come out on YouTube. "It may not seem like it right now, but you are going to be

fine." Finding courage and support was one of the most important points in Franta sharing his story.

People who found courage and support and decide to reveal to the world their sexuality will come upon positive reactions and comments. After *Juno* star Ellen Page came out as gay, there were many celebrities tweeting support such as Kate Mara and Mia Farrow. Videos are not the only way people come out to others. There are some who came out as gay using Instagram such as *Teen Wolf* actor Charlie Carver come out as gay in a series of Instagram posts. Over time, this abstract 'knowing' grew and articulated itself through a painful gestation marked by feelings of despair and alienation, ending in a climax of saying three words out loud: 'I am gay'", Carver told fans. Meanwhile, they would get hateful comments as well.

Not everyone is going to accept your sexuality. There is a video who secretly recorded which shows how one family responded when their young son told them he is gay which has over 8.8 million views. The video starts with them choosing their religion over him, disowning him, kicking him out of their home, then swearing, physical assault, and emotional assault. The mother said, "God created nobody that way, and you have chosen to choose." In the article "Secretly-Recorded Coming Out Video That Is Almost Every LGBT Child's Nightmare Goes Viral," Badash states 40 percent of homeless runaways are LGBT kids and 1.6 and 2.8 million youths run away each year.

While there are some, who are not accepting of those who came out. There are other who use emotional videos as a joke to make money. On Quora, an aspiring YouTuber states, "considering the average CPM of \$1.5; you will get \$7.5 for 5000 views. So if you make some 100 videos and get 5k views each, you will earn around \$700 to \$1000. It can help me more if

you partners with YouTube's MCN, sell stuff, ask for a donation, etc. But for an educational channel, these won't work". "A guy known on the internet as MysticGotJokes tried to trick his girlfriend into thinking that he was gay as a prank, but it went wrong, and she ended up ripping his sexuality apart. His girlfriend said, "It all makes sense!. Your eyebrows are nicer than mine: it takes longer for you to get ready...". The video Mystic published has over 5.2 million views. Another parody prank video is of a guy named Joe from Dei and Joe on YouTube who planned on pulling a prank on his girlfriend, but it went wrong when she did not believe him, which has 376,741 views. The guy made a joke by actually coming out a closet. Another video is the coming out prank with 316,196 views someone did this guy who is known as MatthewZ on YouTube tried to prank his brother saying he is gay, but it backfired when his brother sees the camera and pretends to think he is gay. It is hard for people to come out to the world as gay but when people make videos pretending to be gay to trick people is wrong. These videos do not change anybody's lives for the better -- maybe for the worse. But YouTube can still be helpful platform for LGBT community.



It takes knowing LGBT people, talking with them, loving them, for society as a whole to understand and embrace them. Based on my personal experience, having a best friend who is pansexual and close friends who are gay, lesbians, and bisexuals make me understand how hard it must be for them. Coming out is important and is a very nerve-wracking moment in any LGBT person's life. In today's society, many YouTube creators have taken over the Internet whose motive is to help make it easier for other young people struggling with their sexual or gender identities while others use it as "click bait" to get views to make money which is wrong.

There is not much to dispute in the analysis I have offered of emotional videos. The real question concerning these issues has to do with do emotional videos get views only if they are negative, not positive? Put simply: if someone were to post a video on the internet, are they only doing it for entertainment purposes? Further, why do people post things online that are very personal to them? To answer this question, we need to think of videos like engagement videos and wedding videos. The wedding video "JK Wedding Entrance Dance" which has 94 million views on YouTube and the engagement video "Aspyn and Parker: The Engagement" which has 3.4 million views on YouTube. I believe the more positive emotional videos on YouTube get more views than the negative emotional videos. The reason why people post very personal videos online because they want to reflect on the videos in future for themselves and their families as well.

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