

Platformed Analysis

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For this platformed analysis I have decided to go with YouTube as it is the most natural platform for me to talk and visually show my elements for this project. YouTube allows me to create and perform at a natural pace verses Instagram and TikTok's shorter attention span content, or even the slides which lacks the visual representation for emotions. Since my content replates more influence culture and self-branding, I will be using YouTube vlog style to highlight cross platform branding by including my content from TikTok and Instagram. Generation Like draws a parallel between youth seeking validation through engagements, this would be my posts from my travels, photos with friends, and moody content. The movie also talks about self-branding so this parallels with how portray that based on how I have my Instagram and TikTok laid out.

When it comes to creating content, I have learned there two types of mindsets in the creation process. Theres raw unedited footage and vocal recordings and then there is edited and polished videos. By this when I was starting my video, I thought about creating a script at first but then trying to speak while reading was actually hard for me to do. I have decided to just create an outline and bullet points of what I am going to talk about and really say what comes to mind that way it looks more natural and rawer. Of course, there is some light editing to polish and video and keep it within a reasonable limit. When creating the video there is a lot to the thought process because I needed to decide what content I

wanted to show and how I can tie this academically into the topic and how to structure it into the video so that it is not choppy, but consistent.

My audience goal was to highlight how regular people are influencers. In my important courses we are required to make ePortfilo about ourselves, this is a larger profile of someone's LinkedIn, but this highlights yourself the same way social media platforms do. People do their own self branding, many not even realizing they do so by posting things like memes, travel pics, group photo picture, or content that is unique to them with the intention to share to a larger audience. Generation Like shows how likes an engagement affects behavior. For instance, in my video I shared I went to Greece and Denmark by myself for my first solo trip. I wanted to show the world that I am stepping into my own power solo traveling. To show that anything is possible even when the world is so bleak and times seem intense. My solo traveling is trying to my identity, and others will see and think, "wow he really did it." The context of this Greece trip was I am twenty-three and ending a four year relationship earlier this year. This breakup tore apart my friend group, and I had to rebuild myself and everything I believed in from the ground up. Greece was me proving to myself I can survive and flourish. (sounds corny)

Completing this project changed how I think about new media tech and youth culture. I would say from the content I have learned from this class, it has added another level of awareness with how I interact and view content on social media. It creates a digital footprint that traces your life, but its also an expressive outlet for you to stand out in a world that is constantly overloaded with information and exhausting. Both platforms allow me to show a polish form of myself but also highlighting the fun moments and aesthetics

throughout my life. This project has made me realize that the youth is using these platforms for identity curation and to prove that their lives are worth highlighting. It also made me more aware of algorithms work and seeing how corporatized the internet really is.

BLOW ARE LINKS TO THIS DOCUMENT ON MY EPORTFILO AND PART 1 YOUTUBE VIDEO:

<https://youtu.be/l8q9D72s8yY>

<https://sites.wp.odu.edu/maxkhamphavong/>