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Unpacking the Debate: What YouTube Comments Reveal About Political Equality in America

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Abstract

Technological advancement and political engagement have positioned social media platforms as salient forces in the contemporary political sphere. Notably, YouTube has evolved into a prominent medium, surpassing conventional media constraints and redefining political information dissemination and reception modalities. This paper investigates YouTube's function within the United States political context, scrutinizing its influence on public opinion formation, political discourse, and democratic mechanisms. Specifically, by analyzing audience sentiment expressed in comment sections of popular news and political channels addressing socio-economic equality within the United States, this study aims to delineate the factors that modulate audience engagement with political content. By elucidating these dynamic interactions, this investigation contributes to a refined comprehension of how digital platforms, such as YouTube, construct political narratives and facilitate democratic participation. The resultant findings offer critical insights for scholarly discourse concerning digital democracy, civic engagement, and the evolving paradigm of digital political communication.

Keywords: YouTube, political engagement, public opinion, digital democracy, social media platforms

Introduction

The contemporary political sphere is characterized by a significant reconfiguration driven by the convergence of technology and politics, wherein social media platforms have ascended to positions of considerable influence (Olaniran & Williams, 2020; Kolotaev & Kollnig, 2021). This digital media evolution has inaugurated a new political communication paradigm, fundamentally altering information dissemination and consumption (Hoferer et al., 2020). Notably, YouTube has emerged as a prominent and dynamic platform, effectively surpassing the limitations of traditional media formats, reflecting a broader cultural "televisualization" or "YouTubification" (Thornton, 2009). This study is predicated on acknowledging YouTube's substantial capacity to shape political narratives, modulate public discourse, and facilitate citizen engagement within American politics.

Scholars have begun to study YouTube because it is no longer just for fun; it is a significant source of political information that affects how people think and talk about politics in the US. This vast collection of political videos, including campaign coverage and citizen journalism, shapes how political stories are told (Mostafa et al., 2023). There is concern that YouTube's algorithms, which show people content they are likely to agree with, might create "echo chambers" and "filter bubbles," reinforcing existing beliefs and worsening political divisions.

Beyond its effects within the US, YouTube's worldwide reach raises important questions about how it shapes global views of American politics (Timcke, 2021). Its ability to reach diverse international audiences adds a layer of complexity to its impact on America's image abroad and its diplomatic efforts, essentially promoting global connections. By examining the interactions between political figures, content creators, and viewers using three YouTube video examples, this article aims to better understand how digital platforms influence US democracy and politics. The exploration of United States Politics through the lens of YouTube has been an evolving field of study since 2014, marked notably by LaChrystal D. Ricke's seminal work, "The Impact of YouTube on United States Politics," published by Lexington Books. Ricke underscores YouTube's significance as the most trafficked video–sharing site globally, exerting a substantial influence on the political internet. The book focuses on YouTube's crucial role in establishing the contemporary media landscape and its impact on political communication in the United States. Ricke's perspective has progressed in many situations, as previously noted. However, there was a research gap regarding how people respond to information on the YouTube site that depicts politics in the United States and whether it will promote peace

or mayhem in the future. As a result, no strategy is in place to make the YouTube platform more successful.

Indeed, YouTube's evolution reflects broader shifts in media consumption habits, providing new opportunities for public participation in political discourse (Alzubi, 2023). Current research trends explain how political movements use the platform to rally supporters, communicate information, and organize events. YouTube emerges as a dynamic platform for grassroots activity, allowing political actors to communicate directly with their audience and develop a sense of community (Fujiwara et al., 2024). The evolution of studies on the role of YouTube in US politics has occurred in various circumstances, demonstrating the platform's dynamic influence on modern political communication. However, as the digital ecosystem evolves, experts face new obstacles and opportunities in evaluating YouTube's impact (Boulianne et al., 2024). Researchers can gain insights into how YouTube impacts political discourse, involvement, and perceptions, as well as democratic government in the digital age, by investigating user behaviors, platform dynamics, and sociopolitical situations.

Problem Identification

Ricke's output on "The Impact of YouTube on United States Politics" has been essential in advancing our understanding of this platform's revolutionary significance (Ricke, 2014). Ricke's study has served as a foundational text for understanding how YouTube has become integral to political campaigns and communication strategies. Ricke explores YouTube's evolution as a political communication tool, highlighting its complex impact on politicians and citizens alike. While Ricke acknowledges the importance of consumers' media consumption patterns, Ricke also investigates other factors, such as YouTube's algorithmic character, the influence of content providers, and the larger media ecosystem (Donnellan et al., 2020). At the same time, the platform has evolved as an essential tool for campaigning, promoting debates, engaging constituents, and encouraging contact between citizens and political officials alike.

Studies that monitor the evolution of YouTube's impact on US politics throughout time may shed light on its future impacts. By tracking changes in user behavior, alterations in political messaging methods, and creating new political communication trends, academics can foresee and minimize potential hazards while maximizing the platform's benefits to democratic governance (Tarvin, 2021). We aim to

study the impacts that overcome everyone's media consumption habits. Indeed, it will be a far more extensive study. In this article, we will only discuss the positive and negative outcomes of the individuals' consumption, which will be studied from the comment sections of the YouTube content picked by us.

This study intends to create a comprehensive framework that defines the platform's influence on new media dynamics and soft power by evaluating the feelings voiced in YouTube videos about US politics (Gallarotti, 2015). As a public space for electronic content, YouTube offers a wide range of information that can be accessed. The wide range of influence of YouTube on this may open the dissemination of information about public opinion and the mobilization of social movements, which leads to the sentimental opinions of the public that may be analyzed. One of YouTube's unique aspects is its democratized nature, which enables anyone with an internet connection and a camera to become a content creator and political pundit. This democratization has resulted in a cacophony of voices across the ideological spectrum, thereby widening political debate.

Furthermore, the sale of political content on YouTube raises concerns about corporate influence and the commercialization of political discourse. Interrogating the sentiments conveyed in YouTube political videos allows us to determine the contours of power and influence in the digital arena and design tactics to harness the platform's potential for constructive social change. Despite its undoubted significance, the subtle nature and far-reaching impact of political opinion conveyed in YouTube videos are little known (Bowyer et al., 2017). YouTube's decentralized structure poses unique obstacles and opportunities for understanding its viewers' perspectives on US politics.

The new media theory explores the transformation functions of digital technologies on communication, culture, and society, examining how the internet and other digital technologies may contribute to the public. The power of digital technologies will vary and will not close the possibility of various issues. The article uses new media theory to better comprehend YouTube's distinctive characteristics as a digital platform for political communication. Soft power refers to the ability of a country or an entity to influence interactions that shape international relations, which are more appealing and credible (Gray, 2011; Gallarotti, 2015). Soft power can help a country's global status, create diplomatic contacts, and form alliances by appealing to shared ideals and goals.

The dynamics of US politics on YouTube are strongly affected by new media theory and the concept of soft power (Kaleem, 2023). As a digital platform, the new media

theory explains how YouTube facilitates interactive and decentralized communication, allowing multiple political views to arise and engage directly with audiences (Setiawan et al., 2020). While soft power is important, political figures, organizations, and influencers utilize YouTube to project cultural norms, ideologies, and narratives that engage and persuade viewers. They may affect public opinion, generate support, and increase their impact domestically and internationally by capitalizing on the platform's global reach and the appeal of compelling multimedia content (Finlayson, 2022). As a result, to explore further the sentiments conveyed by viewers in YouTube videos about US politics, we are utilizing a theoretical framework based on new media theory and integrated with the notion of soft power (Jin, 2024). This theoretical approach offers a complete lens through which to examine the complex dynamics of political discourse in the digital environment.

Research Method

This study will use a qualitative approach to answer the research topic. According to Nassaji (2020), the qualitative approach in research is to acquire and analyze data without modification while explaining it as clearly as possible (Nassaji, 2020). Supported with the Internet Research Method (IRM), a compelling research instrument that allows for efficient, cost-effective data collection while also providing access to large samples and new demographics (Claire et al., 2016). This approach aims to demonstrate a set of methodological guidelines and a disciplined approach to the culturally oriented study of technologically mediated social interaction that occurs via the internet and related information and communication technologies (Kozinets, 2020), and this research employs a qualitative approach to internet netnography research method (Viljoen, 2022).

The research technique prioritizes collecting extensive data on audience responses to YouTube material about US politics on popular news and political channels. This method is motivated by an awareness of the depth and complexity inherent in user-generated content on YouTube, particularly viewer comments, which serve as an important source of qualitative data (Sui et al., 2022). The research uses this methodology to find underlying themes, patterns, and attitudes expressed by viewers, thereby contributing to a better understanding of the role of YouTube in affecting public perceptions and opinions on politics, as well as informing future research and platform moderation efforts (Kozinets & Gretzel, 2024).

Research Framework

The study's scientific approach attempts to provide vital insights into the numerous emotional and ideological facets of political discussion on YouTube. Through a careful analytical approach, we hope to improve the understanding of how YouTube is a powerful influencer in changing public views and ideas about US politics in the digital age. This article goes beyond understanding the audience's emotional responses and ideological inclinations toward the political narratives disseminated through the curated videos.

Central to this discussion is the identification of YouTube's growth as an important forum for political activity, where varied voices and perspectives combine, impacting the formation of collective narratives and attitudes (Vlahovic et al., 2023).

Three well-known content creators - Ben Shapiro, Mr. Beat, and CrowderBits - were chosen to implement this strategy, each reflecting a unique perspective on politics.

1. Channel: Ben Shapiro (https://www.youtube.com/watch?v=TBDfMQ27Asw)
1. Channel: Mr. Beat (https://www.youtube.com/watch?v=Pb7Bmew6Nlg)
1. Channel: CrowderBits (https://www.youtube.com/watch?v=gjmSZ1b0wwo)

In addition, three content items from the United States News and Politics YouTube channel were selected to provide a diverse representation of political information on the platform. The exact YouTube video links provided for each content creator/channel act as operationalizations of the selected content for analysis, allowing immediate access to the videos under consideration. The focal point of analysis lies in the comment sections of these videos, where viewer sentiments, opinions, and interactions related to political discourse are captured. To manage the scope of analysis, the top 10 comments from each video were systematically selected, resulting in a total sample of 30 comments.

This article has limitations, including a constrained scope due to selected channels and videos, which may introduce biases. The reliance on top comments provides valuable insights but represents only a fraction of overall viewer engagement. Additionally, the research in this article is conducted within a specific temporal context, capturing sentiments at a particular point in time, which may evolve due to changing events and social dynamics. Acknowledging these limitations, this article offers a comprehensive exploration of sentiment expression within YouTube channels focused on News and Politics, providing valuable insights into the digital

landscape of political discourse. By addressing these limitations, we will enhance the validity and reliability of our findings, contributing to a nuanced understanding of the role of YouTube in shaping public perceptions and opinions on political matters.

Before we go far, understanding the definition of terms related to the research topic is paramount for establishing a solid foundation and context for the study. Each term encapsulates key concepts and principles that are central to the investigation of political discourse on YouTube. For instance, grasping the concept of netnography provides researchers with a methodological framework for analyzing online communities and interactions, while familiarity with terms like viewer engagement and sentiment analysis equips researchers with tools for understanding audience behavior and attitudes towards political content. Moreover, definitions such as ideological orientation and digital public sphere offer insights into the broader socio-political dynamics at play within digital spaces. By comprehending these terms, researchers can navigate the complexities of the research topic more effectively, ensuring that their analyses are grounded in a thorough understanding of the underlying concepts and phenomena.

1. YouTube refers to a video-sharing platform where users can upload, view, and interact with various types of video content, including but not limited to entertainment, education, and news.
2. Political discourse encompasses exchanging ideas, arguments, and opinions about governance, policies, and societal issues.
3. Sentiment analysis computationally identifies and categorizes opinions, attitudes, and emotions expressed within textual data, such as social media posts, reviews, and comments, to understand public sentiment toward a particular subject.
4. New media refers to digital forms of communication and expression that utilize computer technology and the internet, allowing for interactive, user-generated content and distribution through online platforms like YouTube, social media, and blogs.
5. Soft power refers to the ability of a country or entity to influence and persuade others through non-coercive means, such as cultural diplomacy, international cooperation, and the dissemination of information and ideas, often facilitated by new media channels.

6. Social policy refers to government actions, programs, and interventions designed to address social problems, promote social justice, and enhance the well-being of citizens.
7. Political internet refers to the interconnected network of digital platforms, websites, and online forums where political information is disseminated, discussions are conducted, and vivid engagement is fostered.

Findings and Discussion

By analyzing the three curated YouTube videos on US Politics, we identify that these are the current sustainable issues in the United States and are raising various perspectives.

Ben Shapiro DEBUNKS Viral 'Systemic Racism Explained' Video

The content debunks the concept of systemic racism by examining aspects such as educational policy, redlining, and unconscious bias, suggesting that racism cannot account for all disparity. The content refutes the concept that all inequality stems only from systematic racism, emphasizing the role of human choices and societal variables in affecting results. By covering numerous factors such as education, work, and wealth accumulation, the movie emphasizes the varied nature of inequality, encouraging a more comprehensive approach to addressing societal concerns. While acknowledging the historical consequences of slavery and segregation, the film emphasizes the importance of focusing on present policies and practices in order to build a fairer society.

The content pushes viewers to rethink their ideas about systematic racism and seek other reasons for societal inequality using examples such as redlining and educational chances. The content promotes a joint effort to alleviate injustice and build a more inclusive society. Finally, the content encourages viewers to move beyond oversimplified narratives of systematic racism and instead participate in meaningful discussions and activities that promote equality and opportunity for everyone.

The One Political Issue That Unites All of Us

The content script explores how corporate welfare brings people together across party lines, emphasizing the detrimental impact of subsidies, tax benefits, and exclusive contracts on taxpayers. It underlines the importance of reform in addressing this issue. It also states that corporations frequently use campaign contributions and incentives to influence politicians.

The content states how the media has a key influence in defining the public view of corporate welfare, as it frequently fails to highlight the negative consequences of government subsidies and tax benefits on taxpayers. Here, it underscores the need for citizen engagement and action in fighting for policy changes that address corporate welfare while promoting economic fairness and equity.

THIS Is How You Fix "Systemic Racism" | Louder With Crowder

The conversation centers on systematic racism, classism, family structure, and education in the United States, emphasizing historical context, present challenges, and possible remedies. The content discussed how systemic racism and classism are interwoven concerns influencing opportunities and outcomes in the United States. Personal responsibility, educated decision-making, and healthy family structures are critical in resolving systemic issues and effecting generational change, especially in the educational system.

The content emphasizes the complicated interplay of institutional racism, classism, and historical disadvantage, underlining the importance of taking a nuanced approach to effectively addressing these issues. In this context, there are also proposed solutions, such as school choice and teacher training, highlighting the significance of systemic reforms in education to promote fair access and quality for all kids, regardless of background. The dialogue promotes a balanced approach to systemic concerns, enabling productive debates about solutions prioritizing education, family values, and personal agency for positive social change.

Analysis

The selection of these three contents represents a deliberate effort to include a wide range of perspectives and engagement types in the analysis. The study aims to thoroughly explain how YouTube impacts public views and opinions on politics and social policy in the digital era by studying content from creators with diverse ideological orientations and presentation techniques. In this section, we are using the ethnography method to understand online communities to curate the comment sections of the curated content, as follows:

Table of Analysis of Data Sentiment Comments

Positive	Negative
"Jamal, what a perfect name to use on a video talking about racism."	"Let us talk about racism." "This is Jamal" Come On."
"As a black woman, I was not raised with people mentioning perspectives like Ben. Moreover, I can say this opened my mind. I notice many times when people say things about race, that there is nothing to back it. Alternatively, often times the situation seems to be more about qualifications, culture and socio economics status than race. What I learned is that the lack of details can often distort the picture."	"Why is Jamal "African American" but Kevin is "white"? Shouldn't Kevin be "European American" or Jamal be called "black"? Obviously because they want to frame "white" as a politician entity as well as a racial identity."
"To accuse others for one's own misfortune is a sign of lack of education. To accuse oneself shows that one's education has begun. To accuse neither oneself nor others shows that one's education is complete." Epictetus."	"Literally every generation ahead of mine were farmers and barely went through schooling. It's very aggravating to have someone sit and tell me that my parents, grandparents, and great parents were handed great education and employment opportunities. It's actually very enraging. Especially since my name is Kevin."
"Privatize profits and socialize losses" "I wish every American got a pie chart each year showing them how their tax dollars were spent."	"How do we stop racism? Stop talking about it. I'm going to stop calling you a white man, and I'm going to ask you to stop calling me a black man." - Morgan Freeman. I also think people have lost their minds focusing on this topic so much."
"This kid is going to be all right. No victim mentality has his stuff together, articulate, and willing to listen."	"They literally picked the most stereotypical names for these two kids."

"The kid is one of the most intelligent, articulate, and mindful people I have ever come across! His arguments as an unprepared 19-year-old put the interviewer to the test and even logically won on many areas. Congratulations to him and his family and he is an example to how people should conduct themselves in heated debates."	"The way his plant is just right in front of the lamp when there's a perfectly empty space next to the lamp for it to go…"
"For this kid to be this mature, articulate, and put together at just 19 is crazy. I was an idiot at 19. Can't imagine a universe where he won't succeed in life,"	"The video Ben watched was exactly what was taught to me in college. I left that class feeling like everything was my fault and there was nothing I could really do about it. I realize now that the class was only showing half of the picture. It scares me that Universities are allowing this curriculum and that I was so easily convinced, why are they trying so hard to separate white people and black people?"
"Proud of this young man, he represented himself very well. He asked all the right questions (thumbs up emoji)"	"The nerve to pay out bonuses by using bailout money from the taxpayer is a level of evil that is almost impressive."
"LWC should hire this youngster and put him on your show every once in a while. Thoroughly enjoyed this conversation!"	"I never understood why the idea of a family with nothing being given a thousand dollars is outrageous, while the cruelest and laziest and wealthiest of us all being given a billion dollars is somehow a good thing."
"It's so refreshing to hear an honest and respectful conversation that is absent of irrational emotionalism and ad hominem."	"My greatest concern is how to recover from all these economic and global troubles and stay afloat especially with the political power tussle going on in US."

"This kid's parents should be very proud. He's a class act and already very much an adult. Wonderful."	"The fact that the government still gives the fossil fuel industry free money despite everything is absolutely insane to me."
"This is one of the best conversations I've seen in a while. Good Luck kid."	"Makes perfect sense since both political parties are corporate-owned. Corporate lobbyists write the bills that often later become laws. We are no longer a republic, but a corporatocracy led by a super-rich oligarchy."
"These kinds of conversations are what the Change My Mind series really needs to shoot for. We all know you are gonna outsmart an emotionally guided, speaks without even a shred of thought, nonsensical, desperate to be heard, college student that shouldn't be there to start with, given their state of mind. This gentleman portrayed a logical argument that results and ACTUAL positive outcomes and results that can be real world applied. Hat's off."	"Theodore Roosevelt would be so disappointed if he knew big corporations got power again."
"I was thinking "whoa kid really knows how to think for himself and is not in the least bit intimidated by opposition" and then he said he was homeschooled and everything made sense (face with tears of joy emojis). I'm on year 2 of homeschooling my kids and this is why."	"Any time I hear a corporation describe as "too big to fail", I think it might be time for that corporation to be broken into smaller pieces that can fail."

	"As a UAW member on the edge of a strike due to corporate greed, and the fact they consume our tax dollars and tell us that it's our fault they might go bankrupt while making 21 billion combined in the first 6 months of this year really makes this video hit home."
	"I like how you said near the end, "the left tends to criticize the businesses, the right the government, but what some don't realize is those groups are often on the same team; a team which none of US are on" This is so true. Looking at politics itself, both political parties even have things they do to play for this super- team of the government and big businesses, which lends some credibility to the phrase "2 wings, 1 albatross." The albatross preys upon the people and keeps us divided under each of its wings, and obscures its true intentions with partisan garbage that in the end is relatively trivial. I wish the general populace could see this and understand we all have a common enemy to wrangle. The combined force of Big Corp & the federal government is extremely powerful and oppressive and needs to be culled, from both halves of the whole."

The first content, anchored by Ben Shapiro, is noted for its conservative views and sharp political commentary. Shapiro's channel has a big viewership of people who are interested in conservative opinions on current events and political topics. By integrating Shapiro's content in the analysis, the study hopes to capture the feelings and interaction patterns of viewers who subscribe to conservative ideas. Mr.

Beat hosts the second content, which focuses on educational political programming, providing historical insights and intelligent commentary on social and political concerns. Mr. Beat's program, which focuses on giving information in an approachable manner, appeals to viewers wanting a deeper understanding of political events and their historical context. In the last content, hosted by the team of CrowderBits provides a unique blend of comic and sarcastic comments on politics and current events. This program, hosted by Steven Crowder, combines humor and political analysis, appealing to those who prefer a humorous approach to serious problems. By incorporating CrowderBits into the analysis, the study hopes to investigate how humor and satire influence opinions of social policy and political discourse on YouTube.

Overall, viewers appear to express a mix of favorable and negative sentiments about United States politics on popular YouTube channels concerning news and politics. Viewers praised the young person in the video's maturity, articulateness, and critical thinking skills, as well as the respectful and honest nature of the conversation, and the youngster's ability to ask pertinent questions and engage in meaningful dialogue. Furthermore, other remarks express admiration for the person's capacity to think independently, which they credit to homeschooling.

On the other hand, negative sentiments encompass criticism directed towards the selection of stereotypical names for the individuals in the video, frustration with the discussion of race and identity, discontent with the state of education and the portrayal of certain topics in academia, criticism of corporate influence in politics and economic policies and disillusionment with the political system. Overall, while there are positive remarks regarding the individual's performance and the quality of the conversation, there are also significant criticisms directed towards various aspects such as racial framing, education, corporate influence, and political dynamics. These sentiments suggest a nuanced and multifaceted perspective among viewers, indicating both appreciation and dissatisfaction with the portrayal of political issues in the analyzed YouTube videos.

Interpreting sentiments from the top 10 comments on each video is crucial, yet it is important to acknowledge the study's limitations (Jones & Brown, 2021). Furthermore, conducted within a specific temporal context, the research captures sentiments at a particular moment, which may evolve over time due to changing events and social dynamics. Therefore, the top 10 comments on each video taken from the selected YouTube channel can be interpreted as a negative sentiment. Also, this result can answer the research article's question about sentiments viewers

express in YouTube videos regarding the United States Politics Popular Channel, YouTube News & Politics, which shows negative sentiments (Garcia et al., 2020). The positives and negatives spread by the viewers in those comment sections may overcome the impact of the equality of US politics, especially in a hostile online environment that is a barrier to political engagement.

Conclusion

In this research, we will explore the political discourse prevalent within the YouTube platform, focusing on the sentiment viewers express through comments. Through the lens of netnography, an in–depth analysis of viewer comments across channels such as Ben Shapiro, Mr. Beat, and CrowderBits was conducted to uncover the nuanced ways sentiments manifest in online political communication. Our research question, which centers on what kinds of sentiments viewers express in their own viewing of YouTube videos about United States Politics on Popular YouTube Channels on News and Politics.

By studying qualitative data obtained from audience comments, we found that viewers who watched videos about news and politics expressed negative sentiments on the YouTube platform. The findings of this study revealed a slew of underlying factors for the outpouring of unfavorable feelings in the arena of YouTube politics. Ideological differences, as well as dissatisfaction with political leadership and socioeconomic challenges, were major contributors. Viewer comments expressed a wide range of emotions, including rage, irritation, and disappointment. Furthermore, the study revealed that negative sentiment was frequently caused by viewers' proclivity to gravitate toward content that confirmed their pre-existing opinions and biases.

While negative sentiment was prevalent across the investigated YouTube channels, it varied based on various parameters, including the channel's ideological stance, content type, and audience demographics. This study highlighted the major influence that negative sentiment plays in affecting political beliefs, conversation, and interactions inside the YouTube ecosystem. Despite its contentious character, negative emotion can be seen as a manifestation of democratic involvement and societal expression, highlighting the diversity of voices and perspectives present within the digital public sphere.

Ultimately, this study sheds light on the motivations, dynamics, and ramifications of audience expression on YouTube, offering valuable insights for content creators

and platform moderators. The crucial role of YouTube social media analysis in studying international relations in the digital era is marked by the penetration of the internet and the dominance of other social media platforms (Oloo, 2021). YouTube has become a transformative force that goes beyond mere entertainment. The importance of YouTube's social media analysis for studying international relations in the field of democracy in the United States lies in its ability to reveal the diverse and often fragmented landscape of public opinion. YouTube has become a platform for various interest groups, political organizations, and individuals to voice their views, criticize government policies, and mobilize support for specific political agendas. Through the analysis of video content, comments, and user interaction patterns, international relations scholars can gain a deeper understanding of public sentiment toward democracy issues, the level of online political participation, and the potential for polarization and radicalization that may occur.

In the field of public policy, YouTube social media analysis provides valuable insights into how policy issues are perceived, debated, and responded to by the public. Policymakers can use data from YouTube to measure public support for specific policies, identify potential resistance, and understand citizen concerns and aspirations (Koechlin, 2018). Video content created by civil society organizations, advocacy groups, and individuals affected by specific policies can provide grassroots perspectives often missed by traditional research methods. This analysis helps formulate more responsive, inclusive, and accountable policies. Through video testimonies, documentaries, and online campaigns, they can reach a broad audience, build solidarity, and pressure governments and stakeholders to act. Analysis of these contents helps international relations scholars understand the dynamics of online social movements, the effectiveness of digital advocacy strategies, and how civil rights issues are constructed and fought for in the digital age.

The influence of YouTube social media analysis on international relations studies is not limited to the domestic context of the United States. YouTube facilitates cross-border interactions and information exchanges between countries as a global platform. What happens on YouTube in the United States, whether in terms of political discourse, policy debates, or social movements, can quickly spread and influence public opinion and political dynamics in other countries. Phenomena such as the spread of extreme political ideologies, the emergence of online populist movements, and the mobilization of support for global issues such as climate change and social justice often gain momentum through platforms such as YouTube (Luders et al., 2022). Therefore, international relations scholars must integrate YouTube

social media analysis into their research frameworks to comprehensively understand the increasingly connected global political landscape. This analysis will not only help in understanding the internal dynamics of the United States but also in identifying global trends, analyzing the influence of transnational forces, and predicting potential international conflicts and cooperation. Understanding how information and narratives circulate and influence public opinion on YouTube is becoming increasingly important in the era of disinformation and information warfare.

However, it is important to acknowledge that YouTube's social media analysis has challenges and limitations. The large and growing volume of data requires sophisticated and interdisciplinary analytical methods, combining techniques from political science, sociology, communication, and computer science. In addition, issues such as algorithmic bias, content manipulation, and data privacy must be seriously considered in research. Developing ethical and responsible methodologies ensures that YouTube's social media analysis provides accurate and valuable insights for studying international relations. In conclusion, YouTube's social media analysis is an invaluable tool for studying international relations, particularly in understanding the dynamics of democracy, public policy, and civil rights in the United States and their impact on the world. Its ability to uncover public opinion, track the spread of information, facilitate advocacy, and connect actors across borders makes it a rich and relevant data source. By addressing the associated methodological and ethical challenges, international relations scholars can harness the potential of YouTube analysis to generate a deeper understanding of the complexities of global interactions in the digital age and their implications for world peace, security, and prosperity. Integrating YouTube social media analysis into international relations studies is no longer an option but a necessity to remain relevant and able to analyze the ever-changing realities of global politics.

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