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Media Analysis Paper

COMM 5200

**Introduction**

Although Phillip DeFranco has been uploading content on YouTube for over a decade, his show that bears the same name, debuted on July 5th, 2016. Over the course of his run on YouTube, DeFranco’s channel has garnered him over 6 million subscribers; with his weekly videos averaging between 500,000 to 1 million plus views. DeFranco started as a commentary channel, usually focusing on one specific pop culture topic per video. As the channel grew, so did the force behind the figurehead. The Phillip DeFranco show, which I will abbreviate as PDS throughout the remainder of this paper, now employs several people and is partially funded by the viewers. PDS uses crowdfunding website, Patreon, to raise funds in addition to whatever money is made off of ads interspersed throughout the show on YouTube.

Over the course of the past two months, I have analyzed the show by a couple of metrics. Primarily, I documented the daily content breakdown of the show itself. When it came to politics in specific, I analyzed how the political story at hand was presented. While PDS tries to remain centrist, as often reinforced by Phil himself, I tried to analyze the language used and if DeFranco chose to give an opinion, which “side” of the American political spectrum it typically aligned with. This paper also explores the entertainment angle of PDS, and how this is directly linked to the consumption of politics.

I typically accessed the show 3 times a week, yet usually skipped Friday, as those stories are often viewer requested and related to social media content. The following is a culmination of my weeks of analysis.

**Analysis**

Perhaps one of the largest takeaways of PDS, is its almost formulaic sense of familiarity. Each PDS is usually bookended by a standard runtime, rarely surpassing 30 minutes’ worth of content. PDS has a set schedule that promises new videos every Monday through Friday, and typically only covers between 4 to 5 stories on any given day. Every single video begins with the familiar “Sup you beautiful bastards, hope you’re having a fantastic [enter weekday here] My name is Phillip DeFranco, and let’s just jump into it!” What makes this greeting unique is its usage of, albeit mild, profanity, and a term of endearment, DeFranco does an excellent job of creating a repertoire with viewers, and stresses the importance of this “relationship” throughout the show, by almost always (at least once per episode) “passing the question off to you”. Every show then concludes with “And I love your faces…and I’ll see you next time”

Ironically, while this alludes to the notion of a sense of casualty, the Phillip DeFranco show hardly ever strays from its routine. DeFranco has created a tightly wound system that ensures the viewer is soothed with familiarity, even when the content becomes difficult in subject matter. A large part of the allure of PDS, includes a safe haven for those already familiar with YouTube as a platform. This may then explain why PDS covers a healthy amount of YouTube related stories, that can even be borderline, gossip-esque, at “worst”. As Bouilane discusses in her analysis of online engagement, viewers become familiarized with a certain medium, which can lead to increased engagement (Bouilane, 195). In this case, it can be argued that those who consume high amounts of content on YouTube, may feel it is inherently easier to click on a YouTube based news show, out of sheer familiarity. If they see one of their favorite content creators in the thumbnail, even better.

While there is still no concrete evidence to support a correlation between internet access and higher engagement, (Bouilane, 195) even those who click on PDS for celebrity or entertainment news are receiving political information by proxy. Which leads into a large portion of this analysis, the entertainment age and what it means for content creators.

In Markus Prior’s 2005 article regarding news v. entertainment, there is a large discussion surrounding the American public’s shift to entertainment-based content. While it can be argued that PDS has a niche viewer base, stemming from being exclusively on YouTube, there is still enough diversity in content to make it appealing to a wider audience. With the birth of the internet, technology has allowed for a revolving door of content, available around the clock on all sorts of digital mediums. (Prior, 577) Furthermore, PDS allows for an integration of entertainment-based content, interspersed with politics. Even political stories can have a satirical tone or jab thrown in on occasion. Appendix A references the specific verbiage, but several of these political stories are lightly flavored with comedy. My analysis leads me to believe that DeFranco has a tendency to lean into liberal bias, however PDS appears to be harder on frivolious social issues- as defined by DeFranco himself. Particularly favoring people who denounce the notion of “cancel culture” and other social justice practices. However, his delivery is never aggressive, as to ensure that the opinions remain digestible and don’t isolate a common demographic of the audience.

As McGregor and Molyneux discuss in their piece “Twitter’s influence on news judgement”, we now have a clearer metric for what content gets highlighted as “newsworthy”. “We ask journalists to apply their own news judgement in deciding whether an item is newsworthy” (McGregor & Molyneux, 4). This phenomenon occurs on a daily basis as it pertains to PDS, because the audience refers to DeFranco to curate a show that cherry picks the most important topics of the day. PDS is not a traditional show, in the sense that there is no time limit that indicates when it begins and ends. However, part of why it seems to consistently draw in viewership can be partly attributed to its familiarity. Therefore, a large disparity in run time would be counter intuitive to what people know about PDS. It’s up to the team behind PDS, with DeFranco himself still having the final say, to judge what is newsworthy content. YouTube algorithm can be tricky, especially when it comes to what it chooses to promote. In recent years distancing itself from heavily promoting political and/or sensitive content. It’s vital for YouTubers to then learn what will generate the most clicks. In a day and age where the top YouTubers are now being quantified as lower tier celebrities, there is a huge market to put these individuals in the thumbnail and title, even if the most important political stories take a backseat. Although, quasi celebrity politicians like president Trump are click worthy in themselves. While McGregor and Molyneux’s article focuses on Twitter, these same concepts are applicable to YouTube. Particularly because, like Twitter, many journalists may attempt to delegitimize YouTube. Journalists who outright discount the usefulness of social media are potentially isolating a rich avenue of potential traffic (McGregor & Molyneux, 11). Anecdotally, I’ve had friends and colleagues show visible confusion when I’ve mentioned I regularly watch a YouTube news show. For many consumers, they are still attempting to bridge the gap between Social Media and its value as a legitimate news source.

The Phillip DeFranco show offers a broad variety of subject matter, and although I previously discussed its fixation on entertainment news, it is worth noting that politics also play a significant role in the makeup of content. My own findings suggest that out of the 107 stories I watched throughout the 8-week period, 40 of those stories were politically focused. That means that a little less than half of PDS’ overall content is political in nature. For an entertainment obsessed internet culture, I found that number to still be pleasantly high.

Technology now plays a significant role in how our politicians and the like communicate. This is inherently beneficial to the nature of their work as Nueman, Bimber, and Hindman, mention in their dissertation about citizenship, that many big wig executives and government regulators initially missed the boat for technological shifts. (Nueman, Bimber, Hindman, 3) PDS offers the opportunity for free content that can bridge the gap between international audiences. Something that the shift in technology has allowed for in a previously regional or domestically inclined news landscape. In my analysis of PDS, I found a decent number of international political stories to be represented. These stories reached American viewers as they focused on traditionally shunned countries in the Western media, like say Pakistan, India or Thailand. Brexit was constantly discussed over the course of the 8 weeks. What makes PDS a worthwhile investment also stems from the breadth of the research, again, something we can thank technology for. (Nueman, Bimber, Hindman, 4). PDS uses this to their advantage, often curating stories where they touch on various different outlets, the response of politicians or celebrities on Twitter, and video news clips. PDS creates a holistic picture of what the story entails.

When it came to political stories, the majority were centralized around the Trump administration. While international stories are covered, PDS has been transparent that their main demographic of viewers are American. This makes sense as the show is produced and run by Americans, and based in Los Angeles, California. Naturally, they are going to be more inclined to discuss stories in the American canon. Trump as a polarizing figure has created ample coverage for PDS, but even so, the tonal cover of Trump is often less aggressive by PDS standards in comparison to the first couple of years where DeFranco was a bit more outwardly critical. Because PDS is crowdfunded to a large degree, and politics can often be unnecessarily divisive, political stories are usually the most centrist content available in the PDS show.

Even so, studies suggest that few people are living in political echo chambers. Like Reese and Shoemaker suggest, the borders between partisan politics are now becoming increasingly fuzzy (Reese & Shoemaker, 403). However, news sources do take a considerable amount of caution in making sure they are represented in a light that distinguishes them from less favorable outlets (Reese & Shoemaker, 403). Because less people live in echo chambers than we may even realize, a staunch partisan allegiance to either republican or democratic ideals can be isolating. PDS, thus, has created a formula that ensures there can typically be a centrist opinion guiding the discussion, for the sake of objectivity. It is still important to note that DeFranco is not without political commentary. Appendix A shows various examples of instances where DeFranco did personally give an opinion. On occasion, it does however become borderline horserace coverage, where it ventures to ask the question “will a law, decision, court case, dissertation, etc., be a positive or negative move or offer a beneficial outcome for a politician or political party?”

In summation of this analysis portion of the paper, PDS appears to have found a formula that works well within the confines of technology, politics and human interest. As a show that was born and has subsequently prospered in the technology age, it is going to be reflective of patterns that draw in viewership. PDS knows how to use clickbait to their advantage, in addition to being able to create a balance of stories that are entertainment based, with stories of political issues. PDS has also proven to do a considerable amount of research into its stories. Like most crowd funded programs or shows, there is a level of accountability needed because the people directly fund the research in many cases. Furthermore, audience engagement is pivotal to the success of the show, and that’s what makes PDS an important news source in our current political times.

**Evaluation**

Far from perfect, there are aspects of PDS that I’m not entirely fond of. However, I still find myself a regular viewer because I more often than not appreciate the content and honest delivery. The research is usually well presented, and while DeFranco does interject his opinion quite often, it is always labeled as such. It’s a show that seems to have created a working balance between objectivity and personal opinions. This format, however, does not appeal to everyone. Although I would argue PDS has liberal leanings in regards to politics, DeFranco is often critical of far-left leaning social activists, in particular. It’s a bit of a dichotomy, and because of this highly left and right leaning individuals may find it to be wishy washy.

Political echo chambers are actually less common than we have been led to believe, and this is one of my largest issues with a lot of America’s mainstream media. I believe that certain media outlets work to further create a divide between partisan lines whether intentional or not. PDS is a show that may not always appease either side entirely, but I do believe its public funding is part of the reason why it remains a show that is for the people by the people. Programs like PDS are reminiscent of NPR or PBS, yet a show like PDS wouldn’t have been possible maybe even as early as 5 years ago. YouTube and similar streaming platforms are redefining how we consume information.

PDS being a YouTube show is paradoxically one of its greatest strengths and yet one of its largest inhibitors. YouTube content creators are still often delegitimized when compared against traditional celebrities, news outlets and television programing. However, the numbers seen on YouTube are showing immense opportunity for growth and upward mobility. Certain content creators can pull 10’s of millions of views per video. Many of these creators are now a young generation of millionaires. They are a part of an influencer category that seems to relate almost intimately with the new generation, in a way that certain millennials may not even understand.

After analyzing PDS for the past 8 weeks, I believe it does not sufficiently cover politics enough to adequately keep an individual informed on all fronts. For hardcore political junkies and activists, it may not completely satiate the need to be consistently updated. However, I find that the formula works best for people who are looking for a multi layered show, that offers an entertaining and concise experience. The benefit is that someone who clicks on a story about a popular YouTuber, may then by proxy, be exposed to political information as they search the video. Ultimately, PDS is a good supplement to a fuller political media diet.

Appendix A: Tracking Notes

Tracking PDS. Political stories are **bolded**. Political stories are loosely defined as relating to politicians, law-making, stories that relate to power imbalances, any story relating to president Trump, and in certain circumstances social related hierarchy problems as well. If DeFranco’s personal opinions are expressed, the framing of the story, tone, and relevant language used will be noted.

* Each Phillip DeFranco show features a segment called “today in awesome” which features content Phil recommends for viewers. That segment will be abbreviated as TIA.
* Stories related to YouTubers (the platform on which the PDS is, will be labeled as YT.

Week 1

February 11th, 2019 PDS Show

Stories Discussed: Viral video of “balcony becky”, grammy’s, TIA, Michelle Carter (criminal case) update, **Anti Vax protest in Washington.**

* **Anti Vax:** DeFranco takes a staunch stance against anti-vaxers, calling the issue “extremely frustrating”. He does however note that he doesn’t view people in the community as “monsters” and says it is difficult to label them as such. He takes a more compassionate stance, in that, he tries to humanize anti vaxxers as primarily “uneducated”. These people are not inherently “evil”.

February 12th, 2019 PDS Show

Stories discussed: Esquire Backlash, Shane Dawson Conspiracy (YT), TIA, **El Chapo**, **Government Shutdown.**

* **El Chapo:** DeFranco does not give any personal opinions regarding El Chapo.
* **Government Shutdown:** DeFranco does not indicate any personal opinion. He passes the question off to the audience, “What do you want to happen? What do you think will happen?”

February 13th, 2019 PDS SHOW

Stories discussed: Becky balcony story (update), Russia Reebok, Logan Paul Mural Controversy (YT) TIA, **China Reddit Investor**

**China:** DeFranco says he is categorizing China’s shareholder stake in American company, Reddit, as something he is skeptical of, concerned with, and will keep an eye on. But notes the fear may be overexaggerated, and stresses he says this as someone who is “incredibly skeptical of China, the communist party, and the people in power”

Week 2

February 18th, 2019 PDS SHOW

Stories discussed: Brittany Dawn scamming story (YT), **Jussie Smollet Update**, TIA, **Trump’s National Emergency and Border Wall.**

**Jussie Smollet:** DeFranco says he is personally waiting for more information. He takes a strong stance however, saying if this turns out to be a hoax it is “unforgivable”. It would be essentially discrediting the very movement Smollet is trying to bring attention to. DeFranco says he is fascinated to see how the story unfolds.

**Trump’s national emergency.** DeFranco says that much of what is documented from people within the Trump camp is irrelevant to the issue at hand, although can be argued as morally questionable. He stresses people need to realize this is a “team game” and the game is “democrats” vs “republicans” a “result oriented game” says there is reason for people to think Mitch Mcconnel is a hypocrite. Largely sounds off on this issue, giving a lot of personal opinions.

February 19th, 2019 PDS SHOW

Stories discussed: **Malia Obama drinking,** **Trump Border Wall lawsuit,** TIA, YouTube Issue exposed.

**Malia Obama:** DeFranco sides with Malia Obama. Says that it is unfair to hold her in any sort of contempt because she is not outwardly presenting herself as a public figure. Says there is agreement from the Chelsea Clinton’s and Ben Shapiro’s of the world, that the story is frivolious.

**Trump Border Wall:** Does not give any personal opinion about the border wall update, simply says we will have to “wait and see” what transpires next.

February 20th, 2019 PDS SHOW

Stories discussed: Anxiety and Depression young people study, TIA, digital ads, **Trump administration LGBT.**

**Trump administration:** DeFranco says as long as there is follow through, he “kind of doesn’t even care about Trump’s intent. He says if this push can help the LGBTQ population of any country it is a win. He cheers on any move that actually helps equality.

Week 3

February 25th, 2019. PDS SHOW

Stories discussed: Shane Dawson & Jeffree Star (YT), YouTube Demonetization (YT), R Kelly Charged, TIA, **Venezuela Conflict Update**.

**Venezuela Conflict Update:** Says we really don’t know and can’t predict the United States’ involvement in Venezuela. Will we see a military response? DeFranco turns the conversation to the audience without offering any concrete opinion.

February 26th, 2019. PDS SHOW

Stories discussed: Ariana Grande & Despacito, Pewdiepie YouTube (YT) **Elon Musk SEC,** TIA, **India and Pakistan Conflict.**

**Elon Musk:** Doesn’t give a personal opinion, outside of curiosity for how it will develop. Says it will be interesting to watch, passes the question off to the viewers.

**India and Pakistan:** DeFranco also doesn’t give a personal opinion for this story. He passes off the question to the audience. I am beginning to notice that DeFranco is far less apt to comment on international stories vs domestic stories.

February 27th. PDS SHOW

\*This video is unique in the sense that it says “the following content has been identified by the YouTube community as inappropriate or offensive to some audiences” I am guessing this is because of the “momo challenge” which caused large controversy in the mainstream.

Stories discussed: Momo Challenge Misinformation, TIA, **Cohen testimony**, **Dowless update**, **India/Pakistan update.**

**Cohen Testimony:** Because this story is still being developed, DeFranco says there is not enough reaction yet to make comments. The testimony is unfolding in real time.

**Dowless Update:** Talks about the “pure chaos” in North Carolina’s 9th district. Uses terminology like “massive.” Mentions it will be interesting to see the full fallout of the situation.

**India/Pakistan:** Begins the segment by saying they will talk about “everyone’s favorite reality show between two escalating nuclear powers. He does not give any personal thoughts but does say sarcastically he is “ending the show on that happy note”

Week 4

March 4th, 2019 PDS SHOW

Stories discussed: Baltimore investigation, Jeffree Star Controversy (YT), TIA, Alabama Tornado, **West Virginia Iilhan Omar.**

\*Only one staunchly political story.

**W. Virginia (Omar) :** Doesn’t give a commentary on this story. It mentions anti-Israel comments from Omar, which may be a controversial topic for DeFranco to comment on, as people are so polarized when it comes to this issue. He simply calls for the viewers to “sound off” their opinion.

March 5th, 2019 PDS SHOW

Stories discussed: Kylie Jenner Billionaire, Barstool Sports Controversy, TIA, **EUCD Article 13.**

**Article 13:** Because DeFranco has personal ties and opinions on YouTube, he is passionate about discussing this story. He says the situation of Article 13 is very “troubling” He calls for a change, but the “right change”. He says this is an international issue dealing with consumption. If article 13 passes this will be a massive issue for content creators. Like most YT related stories, DeFranco is extremely passionate.

March 7th, 2019 PDS SHOW

Stories discussed: YouTube copywrite strike against PDS from Complex, NBA, TIA, Pewdiepie (YT), **Tracking Journalists, Brexit News.**

**Tracking journalists:** DeFranco calls this a huge win for Trump right now. He says there is nothing in the report definitively damning for Trump. This seems like less of a support from Trump, and more so just informing viewers that this will likely not cause problems for Trump.

**Brexit News:** He does not give a personal opinion, passes the question off to the audience. Encourages thoughts from those who live in the EU, “over” the American viewers.

Week 5

March 11th, 2019 PDS SHOW

Stories discussed: woman attacked by jaguar, captain marvel box office numbers, TIA, Ethiopia airlines crash.

**This is the first PDS show, in my tracking, with zero political content. None of the stories could even be loosely described as political.**

March 12th, 2019 PDS SHOW

Stories discussed: K-Pop scandal, Logan Paul’s new doc, TIA, more countries ground Max 8 airplanes, Venezuela updates.

**Venezuela:** For now, DeFranco says that we will need to wait and see how things unfold. *Typically, with update stories, it appears that DeFranco tries to maintain little to no personal opinion.* This particular update is true to that.

March 13th, 2019 PDS SHOW

Stories discussed: Kurzgesagt (YT), TIA, **College Admissions Scandal.**

**College Admissions:** Not inherently political, but has large implications for college admissions. The department of justice indicted many individuals, furthermore, I decided to include it. DeFranco says the situation highlights issues with college, calling backdoor donations to any school “bullshit”. He is not saying what these people did was “okay”, but the situation needs to be assessed from a larger scope.

Week 6

March 18th, 2019 PDS SHOW

Stories discussed: JK Rowling backlash, James Gunn Rehired, Shane Dawson cat controversy (YT), TIA, **Christchurch.**

**Christchurch:** Says this story will elicit a large “tone shift”. Says they will never show the name or photograph of a mass shooter. Uses terminology like monster. Particularly difficult, because the shooter yelled the name of popular YouTuber PewDiePie. DeFranco says he will highlight the heroes of the story. DeFranco thanks the people and certain news organizations for people not glorifying and incentivizing shooters who are looking for notoriety and “fame”. Usually when mass shootings occur, DeFranco will dedicate an entire video to the tragedy. However, Christchurch isn’t even in the title of PDS.

March 19th, 2019 PDS SHOW

Stories discussed: **Tom Ford Fake News,** Google Stadia, TIA, **NZ Prime Minister Announcement, Russia Internet Censorship.**

**Tom Ford:** Not inherently political, but mentioning because it pertains to Melania Trump. DeFranco jokingly calls the segment “who is twitter boycotting today”. DeFranco mentions there were people on “both sides” making tweets, but particularly hones in on a tweet mocking Trump supporters for not being able to afford Tom Ford. (This occurred because Tom Ford allegedly, the tweet was later found to been fake, said derogatory comments about Mrs. Trump).

**NZ Prime Minister Announcement:** Brief update, no personal opinion given.

**Russia Internet Censorship:** Like most stories relating to censorship, DeFranco has a somewhat strong opinion. Allowing too much censorship, or specific kinds of censorship can potentially cause moral dilemmas. He does however pass the question off to the viewers.

March 20th, 2019 PDS SHOW

Stories discussed: YT creator arrested for child abuse, James Charles Ads (YT), TIA, Florida Felon Voting, SCOTUS immigration ruling.

**Felon Voting:** DeFranco says unless there is unprecedented backlash, he sees this moving forward. However, he passes the question off to the audience.

**SCOTUS immigration ruling:** Does not give any sort of personal opinion regarding immigration segment.

Week 7

March 25th, 2019 PDS SHOW

Stories discussed: Michael Jackson sexual assault documentary, TIA, **Summary of Special Council’s Report**, **Brexit Updates.**

**Summary of Special Council:** DeFranco chooses not to give any sort of personal opinion on this particular story.

**Brexit Updates:** Discusses “huge” Brexit news. Gives balanced coverage of both sides of the story. Again, encourages thoughts from those in the EU over his “fellow Americans”.

March 26th, 2019 PDS SHOW

Stories discussed: **Jussie Smollett**, TIA, Pewdiepie Ransomware, **EUCD passed.**

**Jussie Smollett:** Uses a comic angle to say the “story that never ends”. Points to Chicago’s mayor as being furious. DeFranco says this “closure” has only left us with more questions. He doesn’t appear to take a strong stance either way. More so just curious as to what actually occurred.

**EUCD passing:** Ties the story back into YouTube, and links it back to him personally. His content could potentially be at risk, and he makes it clear he would simply block his content in the EU. Has an opinion that is personal, like most stories dealing with issues of censorship and copywrite.

March 27th, 2019 PDS SHOW

Stories Discussed: **Cardi B,** TIA, **Anti Vax State of Emergency, Thailand Elections.**

**Cardi B**: Not inherently political, but does deal with important social issues related to power, furthermore it is being included. I was curious to hear DeFranco’s thoughts, and he begins by saying that this story is both very surprising and not surprising in any way. Says because it is Cardi B, there is reason for people to immediately believe she did this. Whereas, with someone like Beyoncé it would be more shocking. He found the story interesting, and says it’s different because this is not a typical “old tweets or words” being drawn up. He says he doesn’t understand her rational of the men “being aware” and consenting of having sex and doesn’t correlate to consent to be the victim of a crime.

**Anti Vax:** Says this a story that should not be a story in 2019. After watching DeFranco talk about vax on a few occasions now, his personal opinion is that vaccines need to be issued.

**Thailand Elections:** Does not give a personal opinion, but says it will be interesting to see what is voted on. He says looking from the outside in, he is not sure how you could have trust in the Thai government.

Final Week 8

April 1st, 2019 PDS SHOW

Stories discussed: Pewdiepie vs T Series (YT) What happened at the NAACP Awards, TIA, **Nipsey Hussle death, Ukrainian presidential race.**

**Nipsey Hussle:** Again, not inherently political, but deals with bigger issues of gang violence and potential hits out for his documentary. Calls the situation horrible, and says the man had many miles on his life, and a valuable story. Calls it a tragedy.

**Ukrainian Race:** DeFranco says this is a story you’ve probably never heard about. Says the main point of the story is that it’s “not just weird where you live, whole lot of weird going on everywhere”

April 2nd, 2019 PDS SHOW

Stories Discussed: Justin Bieber miscarriage joke, **Brexit Update**, Nipsey Hussle Vigil, **Khashogi Updates.**

**Brexit Update:** Says this is a brief update, and that there’s not too much to say as of now. DeFranco doesn’t give any sort of personal opinion.

**Khashogi:** Gave a TL; DR, as the story occurred back in the fall of 2018. He criticizes the White House and Saudi Arabia for saying that if the White House didn’t investigate, Saudi Arabia by no means would either. DeFranco sympathizes with the journalists. The way it is framed indicates a government failing.

April 3rd, 2019 FINAL PDS SHOW

Stories Discussed: Jeffree Star cosmetics robbery (YT—however, the FBI did get involved in black market makeup sellers) Conor McGregor, **DOJ warns the academy**, Layoff allegations at reform school.

**Justice Academy Anti-Trust Concerns:** DeFranco stands up for Netflix in this case, and says that they have given the opportunity for home entertainment. Kicking out Netflix is a resistance to change, and he clarifies he says this as “a consumer” and not a film aficionado.

Appendix B: Analyzing the Show

1. Over the course of 8 weeks. How much political content was present in PDS?
   1. Only 1 show over the duration of 8 weeks didn’t have any inherent political content. 23/24 shows had political content.
   2. 40/107 segments were political in nature.
      1. A few of these may be potentially debatable, but if stories were fence sitters their bigger implications for politics in society were noted.
2. Clickbait titles reign supreme in the PDS cannon.
   1. PDS show titles will sometimes use ALL CAPS DESCRIPTOR to elicit attention.
      1. These words are usually adjectives like “Huge, Disastrous, Wow, WHAT?
      2. Video thumbnails use pictures related to stories. These pictures use celebrities, politicians, and many YouTube content creators.
3. Phillip DeFranco’s intimate ties to YouTube
   1. YouTube stories are covered significantly on the show. This is likely because they garner clicks, as people who watch PDS are probably more likely to be aware of what is happening in the content creator community. Analyzing view counts shows that YouTube content creators in the title of thumbnail, appear to, on average, bring in more views.
   2. Copywrite issues or issues that deal with censorship, usually elicit emotive language from DeFranco. This is an issue that shows inherent bias, and usually is in favor of the content creator.
4. DeFranco uses comedy in nearly every show, whether it be in transitions, openings of stories or the opening of the show itself.
   1. EVERY show begins with “sup beautiful bastards?” and ends with “love your face, and I’ll see you (next time, on this day, etc)”
   2. It should be noted that DeFranco also occasionally uses profanity in his videos. This does not add or take away from the content itself, but in most news, sources cursing of any type would usually be highly discouraged.
   3. Many stories have comical soundbites. This language can be referenced and seen in the tracking notes of Appendix A.
5. DeFranco is careful when discussing partisan issues, likely because PDS relies HEAVILY on viewer funding.
   1. However, in social stories he is more likely to give a concrete opinion, as evidenced by Anti Vax, which was covered on a few occasions during my analysis.
   2. Staunch political videos are usually left with a more centrist undertone.
6. Contrarily, international political stories, which receive a fair amount of coverage, usually favor the rights of the people.
   1. Empathy is usually afforded to the people of these countries. Several developing countries were highlighted over the course of my analysis.

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