



Exercise 3

Read the article about reaction videos, which are videos showing people reacting emotionally to something, and then complete the notes.

Reaction videos

Even if you're not sure what reaction videos are, you've probably seen them. Millions of these videos can be found online, showing people's emotional reactions to something they're looking at. There are specific online channels, some with over 20 million subscribers, which are devoted to nothing but reaction videos. These videos have become extremely popular worldwide partly because they can be very entertaining. In fact, they're so popular that many internet users worry they're missing out on something if they don't watch them – so they find them and watch them.

To make a reaction video, you film yourself watching and talking about a video you've found online. You then upload what you've filmed so other people can watch your reactions and leave comments. People make reaction videos about TV shows, scenes from movies, sports events, old news stories and many other things, but I mostly do first-time reactions to music videos.

For anyone thinking of making one of these videos, that last point is important. Always react to something you've never seen before, otherwise it won't have much of an impact. And, whatever you're looking at or listening to, be completely natural in the way you react. If you can be true to yourself, many viewers will think: 'that's how I feel too'. They want to feel a connection with someone else and they hope to achieve that as they observe someone reacting to something. Viewers also are often looking for help in forming an opinion about something, and on the internet, of course, there are plenty of opinions on anything and everything.

I first got interested in reaction videos when I came across some made by two 18-year-old girls from Jamaica. They were reacting to music from Southeast Asia, which I knew nothing about. I still like watching those girls' videos, partly because it's a great way of learning something new, which is a very common reason to follow reaction videos. One thing about those two girls is that they always enjoy themselves, and it's great to see. So, you should have fun as you're recording if you want to build a group of people who regularly watch your reaction videos.

There must be thousands of people around the world now making reaction videos, so it's quite a competitive market. Reaction-video makers with many regular viewers attract advertising, and they make money out of it. I already have an established following, but if I was considering entering that market for the first time and wanted a big, regular audience, I would do two things. Firstly, I would select one specific subject to focus on. Those Jamaican girls, for example, went for Southeast Asian music. I would also invite comments from viewers as this sort of feedback will help you make successful videos that people want to watch.



Question 9

Advice on how to make reaction videos that appeal to people:

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[Total: 7]

