

Communication, Education and Cyber Culture: Baudrillard's Consumerism in the YouTube Generation

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Abstract: *In 2006, Time magazine considered the YouTube platform "the best invention of the year", and considered it a space where citizens can participate actively, commenting and exposing their criticism and personal tastes. Youtube has become a phenomenon of popularity and its users, the youtubers, have become opinion leaders capable of moving the masses. Today, society is consumerist and buys many products unnecessarily. Youtubers are, in this sense, one of the opinion leaders that lead the community to acquire products that they present in their channels. Jean Baudrillard is one of the authors who speaks of this problematic in his book Consumption Society that is the theoretical basis for our study.*

Keywords: Communication, Cyberculture, Baudrillard, YouTube

1. Introduction

Getting to communicate with the other has always been a concern of the human being, and over the centuries, mankind has developed a mechanism that helped to meet this need. We invented paper, traditional and mass media, newspapers, magazines, radio and television. Until we reached the InternetGalaxy (Castells), where, as its name indicates, the internet is the main figure.

The internet has changed many aspects of man's daily life and diverse concepts such as time, space, instantaneity and interactivity. Today, we dedicate more time to virtual than real space. Cybernetic space has become the most used space for discussion and debate, and all these changes have led to the need to receive new information, according to the second, but not any information, an interactive information, which must be accompanied by image, video or other interaction.

With the Internet, in addition to all the changes that we have already mentioned, other mechanisms of communication, other platforms revolutionized the public space, take for example Youtube. At this point, the link between cyberculture and the YouTube platform is created.

For many, YouTube is just a video platform, but the truth is that this tool has revolutionized cyberspace by becoming a channel for discussion, in which users have become opinion leaders. In this new space of information trades, the new challenges in Communication meet the new challenges in Education, as students and teachers are brought together by this timeless and spaceless new classroom. A new Education is needed, focused on digital natives needs and skills, namely the knowledge of new literacies, for instance, connected with internet, digital information and online platforms, like YouTube.

In this sense, this study becomes pertinent to perceive the perception that the youtubers have of the community that

follows them. For example, do beauty youtubers influence the choices of followers? This is our study goal, that we will try to answer in the course of this paper.

In order to understand the consumerist logic of this society, our study is based on the analysis of Jean Baudrillard's Consumption Society. Thus, our methodology is based on a case study of a Portuguese beauty youtuber, a qualitative study through the video analysis of six youtubers, and the bibliographical review of the work of Jean Baudrillard.

2. Literature Survey and Problem Definition

2.1 Ciber Space and the consumer society

The current generation is dependent on new technologies for everything, especially the internet, which has allowed society to connect with the world through an information network, the world wide web.

According to Manuel Castells, just as electricity played a fundamental role in our lives, in changing everyday routines and in security issues - people go out at night without fear - the internet has also brought changes.

The Internet is the fabric of our lives. If information technology is the historical equivalent of what electricity was in the industrial age, in our era we could compare the Internet to the electricity grid, given its ability to distribute the power of information across all spheres of human activity. (Castells, 2004: 15)

At the same time, the internet has become a dependency and has revolutionized the concepts of time and space. Individuals live connected to cyberspace constantly, due to the need to be always available to communicate with each other, receive and share information. Thus, it is crucial to admit that the internet has become an essential tool in our day-to-day life.

However, there are those who regard technology as a god, salvation for all evils, and whoever looks at these evolutions as a demon. Stephen Hawking, considered one of the world's most renowned scientists, thinks that science and technology "will cause the destruction of humanity":

(...) we ourselves will be responsible for the destruction of planet Earth, along with our own creations. (...) nuclear war, global warming and genetically modified viruses are the scenarios that, despite being the consequence of the great advances in science and technology, may be the disgrace of the human species. (...) Although we have evolved a lot and the advances in research are extremely beneficial in several areas, what can be the "villain" of the planet is the misuse of knowledge and tools¹

However, new media have occupied a prominent place by allowing "a greater number of people to have access to information" (Lima, 2015: 24).

Dominique Wolton addresses these communicative changes in "Thinking about Communication" (1999), where he defines communication as one of the most brilliant instruments of the twentieth century. Being so, the objective of the communication is to approach men, to make known new cultures, to divulge values. On the other hand, this symbol becomes fragile when used without excess weight and measurement, undermining the public and private liberties of each individual and entity (Wolton, 1999).

Communication triumphs in this century when everything revolves around the internet, but the ambiguities that accompany this process are as strong as progress (ibidem). This is because, the current communication mixes interests and ideals and devalues the culture. This change leads Dominique Wolton to question the relationship between communication - a tool that has been used for many times and by different people - and the ideologies and interests of this contemporary society, which leave the author to ponder whether the true meaning of communication is not lost in these days (ibidem).

And taking into account that all these changes occur first in cyberspace and only later are reflected in our daily life, we must understand what is meant by cyberspace, and, simultaneously, by cyberculture.

According to Levy (1998), cyberspace is a new medium that values knowledge. In retrospect, the author considers land as the first space in which man inhabited, followed by territory, later the market, and, currently, cyberspace. Thus, this new space encompasses the new technologies and the information that circulates in them. It is in this last space that cyberculture arises, which, according to the same author, refers to a set of practices, attitudes, modes of thought and

values that develop along with the growth of cyberspace (Levy, 1998).

It is therefore in this cyberspace that spaces of sociability are created, such as virtual communities. Being that, cyberculture covers the set of cultural phenomena that occur within this space.

Although the term cyberculture is well-known in contemporary society, there is still "no specific definition that holds within itself the idea of what constitutes cyberculture" (Baratto & Crespo, 2013: 17). This lack arises from the fact that cyberspace is a relatively recent phenomenon, and that, perhaps for this reason, it needs more analysis.

But before narrowing this concept, the need arises to understand what culture is.

Culture is a broad term that reflects human actions. That is, it is common to hear that culture is the opposite of nature because to culture belong objects, aspects, traditions that man created and that nature does not produce. Thus, culture results from aspects apprehended by man in a social context, the result of socialization with other individuals. And culture includes palpable aspects, objects such as clothing, musical instruments, and untouchable aspects, such as religion, the rules of each society. These aspects are the mirror, the cultural reality of each people.

New technologies, for example, are the result of human action. It was man who created them. And so, it was this human action that gave rise to the creation of a new culture, the digital culture.

According to Baratto & Crespo (2013), digital culture has given rise to new contexts, new relationships, before replacement of the self before the other, "but it should be stressed here that culture did not become digital, sought to adapt to the digital landscape, to the virtual world." That is, cyberculture represents the transport of culture to cyberspace, under the process of axiomatic (Des) centralization, that is, from the web revolution there was a metamorphosis of culture. Take the case of the book as an example. The book, metaphorically is an axiom, nevertheless suffered a decentralization to be transformed in the online world, where it is presented like a book in online format, existing a dematerialization. And why does this phenomenon happen? Because the reader of the 21st century is not a traditional reader, it has technological capabilities that encourage it to look for alternatives to traditional objects.

In short, we can define cyberspace as a non-physical space, with non-physical interactions, with an egalitarian structure and a space of disincarnation. This allows us to conclude that cyberculture, in its essence, encompasses some concepts such as deterritorialization, since in real space we can delimit boundaries, territories and in cyberspace there are no limits to the circulation of information, and the concept of depersonalization, because the person "disappears" and gives place to an avatar.

¹Kleina, *Stephen Hawking: a ciência e a tecnologia "vão causar a destruição da humanidade"*, <https://www.tecmundo.com.br/ciencia/94264-stephen-hawking-ciencia-tecnologia-causar-destruicao-humanidade.htm>

Faced with so many changes within society, communication could not remain immune, after all, communication was always an intrinsic need of the human being, in order to be able to communicate with the other and belong in society. But what changes have arisen in the communicative process with the advent of the internet?

The truth is that the evolution of digital platforms and new media configurations, centered on the process of globalization, have ushered in a new era, postmodernity. This era is based on the speed of the globalization process, which gives rise to the creation of "transnational spaces, revalorizes local cultures and brings to the fore third cultures" (Mozzini, s / d: 2). That is, globalization comes to revolutionize the idea of space, which is no longer seen as homogeneous and closed, and is now considered open, without limits and borders:

Yesterday the time of the displacement allowed us to prepare for the encounter with the other; today, with that time interval gone, the other is present almost immediately and is soon more rapidly "threatening." (...) This time is a means of maintaining distances and avoiding face to face too quickly. Nowadays, when access to the other becomes direct and unconditional, it would be good to meditate on this lesson of diplomacy (Wolton, 1999: p.45).

According to Wolton's thinking, we can conclude that the boundaries between time and space have been broken like others such as public and private.

Now, knowing that cybernetic globalization has reached the cultural identity of nations, how has it also influenced the identity of man? The truth is that man is adapting to a new world, which is constantly evolving, and therefore makes him vulnerable to change, but there is something that the human being can not resist because he is intrinsically connected to it : the values of consumption. These values relate to the essential goods that man needs to suppress his needs. But will these needs of postmodern man be the same (needs) 100 years ago? Certainly not, since man has today a panoply of goods and services that made him a consumer. Jean Baudrillard, philosopher of this time, inserts his study in this question.

Jean Baudrillard is considered one of the main theorists of postmodernity, published more than fifty works and focuses his work on the semiological studies of consumption, heritage of his doctoral thesis "The system of the Objects", that originated a book later.

He was born in 1929 and from an early age worried about the impact of the new media on society, arguing that the bombardment of information to which the human being is exposed will influence the definition of critical mass, since Man can not filter all the information that arrives and to which it is exposed.

In this sense and according to Baudrillard, the human being must have the capacity to see the world as it is, to perceive its essence, and not as it appears to be. The philosopher also argued that we do not live in reality, but in a constructed

reality, in a hyperreal time, in which we are able to believe a lie rather than a reality.

It is in this sense that we intend to make the tip with the beauty youtubers. To the extent that they are influencers of the masses, able to move them, and above all, lead them to consume certain products just because they are recommended by them.

But rather, it is important to understand a little more about this consumer society of Jean Baudrillard. The consumer society is a work of Jean Baudrillard that results from a study of contemporary consumption society. The analysis of this work will help us to understand the influence that the beauty youtubers have in the community that follows them. At the outset, the author states that man has today many products, objects and services at his disposal, which have made him an abundant consumerist.

This attitude caused the man to stop having a social relation with what he acquires, worrying more about the brands of the products that he consumes and having what the other also has. The marketing medium, conscious of this position, bombards the individual with commercials transmitted by the mass media.

According to Baudrillard "we began to live less than the proximity of other men, in their presence and their speech and more under the mute look of objects" (2011: 13). That is, we live the time of objects and forget what civilization and contact with the other offers us.

Baudrillard also discusses in his work the range of products offered to us and the strategies that commercial areas adopt in order for us to acquire a certain product.

When we go to a shopping center, we find ourselves "with the exuberance of preserves, dresses, food and confection" (Baudrillard, 2011: 15) all in excessive quantities. This new relationship with the object has revolutionized the world: what matters is the quantity and not the utility of the object. Baudrillard gives an example of the arrangement of the objects in an appliance establishment where the "washing machine, the refrigerator, the dishwasher" (idem: 16) are placed in the same place, therefore, more important than showing the individual utility of each object, is to pass the message of the global, encouraging the consumer to acquire more than one product, even if he does not need it at the moment.

When we speak of consumerist activities, Baudrillard defends the existence of four: "shopping, flirting with objects, playful wandering and combinatory possibilities" (ibid.). However, connected to modern consumerism comes a new concept: Drugstore.

This new title concerns modern consumption in hypermarkets, hence the link with hyper-real time. And why in big business? Because they have more space, therefore, more products and better planning of the place where each product should be to attract the attention of the consumer. This attitude changes the concept of "cultural center" since the culture of the citizen itself changes.

In a reflection on this topic, many years ago, the only purchases that were made were in the local markets, then appeared a few isolated points of sale, the stores, later the supermarkets, but today, the hypermarkets reign and they own the commerce, enough which, in videos of beauty youtubers, when referring to purchases, were made in stores that are only present in shopping malls, large commercial establishments, or in virtual stores - another novelty.

That said, clothing, accessories, general consumer goods, have become a luxury. With time, we can now buy everything we need in one place that has all the amenities to lose more time on the commercial surfaces - air conditioning, banks, personalized attention - and consequently get more products.

We live a "new art of living (...) say advertising" (Baudrillard, 2011: 17). Because as we have already mentioned, marketing also enters this game.

In short, Drugstore is based on the assumption that it is at the basis of the creation of a "gigantic shopping center" (idem: 18) where a little of all consumer interest services are available.

As we have already seen, the needs and satisfactions of consumers are closely linked today, because the human being is no longer aware of what is an essential good. This attitude is partly the result of the process of aesthetics related to advertising and marketing, which manipulates the desires and tastes of consumers, driven to the acquisition of objects that are not really essential, but superfluous.

Consumerism is a myth. That is, it is seen as the word of contemporary society about itself; is the way our society is spoken. In a way, the only objective reality of consumerism is the idea of consumption, the reflective and discursive configuration, indefinitely resumed by daily speech and intellectual discourse, which eventually acquired the strength of common sense. (Baudrillard, 2011: 264)

That is, it is we who characterize this consumer society. Because, in fact, if the only thing we did consume, then the myth would not exist, it would be an acquired reality.

What constitutes this new "morality of modernity" (ibidem) is the approach to the "consumed consumption" image (ibid.) And not the consumption of goods and services.

In short, Baudrillard conveys the message that society is more concerned with trying to be what it aspires to be than in convincing itself that things are as they are and not with us we transmit what they are. There is the question of hyper-real time, the human being is more concerned with the virtual, with the message that goes on in the commercials for example, and does not realize that they are realities built that of real have nothing.

The same thing happens on YouTube, for example, with the beauty youtubers.

2.2 Youtube

YouTube, currently, is a space able to create movements, in which the voice is a common citizen, a youtuber, and not a journalist. According to Araujo, this new platform "gave the possibility of creating contents that were previously only in the hands of specialized professionals, (...) journalists" (2011: 5).

Created in 2015 by Chad Hurley, Steve Chen and Jawed Karim, "it's not a communication company that produces its own content. It is intended only for the aggregation and dissemination of content hosted by its users" (Burgess & Green, 2009: 4). Still, YouTube has revolutionized public space, and created a new way of communicating. But what is the success of YouTube? Essentially due to the fact that it offers tools that allow the user (with account) to create and define their style, to have a closer relationship with those who follow it. Tools like: sharing function and comments.

"Although YouTube was created with the aim of creating a platform with easy access to videos published by ordinary people, it has grown rapidly thanks to the ease of sharing and commenting on its content" (Lima, 2015: 8). Thus, although it is not a social network, it is easily seen as one, where the social community occupies a prominent place.

This platform turned out to be, also, "a dream for any marketing director" (Miller, 2008: 9) because it adapts to any type of business, whatever its size. In addition, "having a YouTube channel and publishing the videos is free and that is why this community has proved so attractive for the virtual dissemination of any business" (Ibid.).

In short, the relevance of this platform is irrefutable:

Whether you love it or hate it, YouTube is now part of the mass media scene and is a force to be taken into account in the context of contemporary popular culture. (Burgess & Gree, 2009: 8).

By way of conclusion, YouTube's success is still growing. Home videos, fitness programs, interviews, songs, trivia are some examples of what you can see and share, anytime, anywhere, on this platform. With a community of over one billion users from 75 countries, the goal is to produce "content for an audience" (Lima, Bataglioli, Souza & Marcelino, s / d: 3).

This community, constituted by youtubers, became a phenomenon capable of influencing the masses, giving rise to the so-called "Youtube generation" (Strangelove, 2010: 187), which have often occupied media spaces, notably on television news where the image is fundamental. And what, after all, are youtubers? According to Burgess and Joshua are users of YouTube, who spend their time to produce content for this platform, sharing it later (2008: 3). That is, while a blogger creates his journal in a blog, a youtuber feeds a page of videos.

In Portugal, the youtubers phenomenon is still relatively recent, but names like Mafalda Melo and Sampaio (A Maria Vaidosa), Ines Mocho and Sofia Bbeauty have managed to create careers and embrace new projects thanks to Youtube.

Ines Mocho, for example, graduated in communication design but dedicates herself to make-up. While attending the make-up course, she began to share what she learned on video and now has her make-up academy where she teaches and makes it her profession. The beauty youtuber already has 140 783 subscribers on Youtube (as of this date).

Mafalda Sampaio, with 227,297 subscribers, began on YouTube out of curiosity four years ago (2014), with videos about her routine, make-up, beauty and fashion tips, and nowadays, besides having her own products already has its own paper magazine, The Maria Vaidosa Magazine, which is quarterly on lifestyle, beauty and fashion.

But can you earn a life exclusively and exclusively from YouTube? It's difficult, and many Portuguese youtubers claim to be almost impossible. Although the addition of advertising can help with some extras, YouTube serves as a launching pad for partnerships and new projects. In this sense, beauty youtubers may be easier, because the brands contact them to participate in events, make partnerships, make contracts, and hence comes the income, the trips.

But are youtubers aware of their influence in society? And what news did they bring to the new public space? These are some of the questions we will try to answer.

According to a Pixability study, conducted in 2014, beauty videos account for about 700 million views per month. Still based on the same study, make-up videos account for 9.8 billion views, 1.2 billion hair videos and nail videos count for a total of 959 million views.

This study also allows us to conclude that YouTube has become the tool most consumers use to find out what products they should use and where they can buy them. "Consumers have access to more than 75 hours of videos with content related to beauty on a daily basis and all this information influences their behavior as consumers" (Pixability, 2014, p.2).

We can then prove that Baudrillard's thinking is still well-established in today's society, since consumers are more concerned with constructed reality than with true reality, proof of this:

Consumers combine their goings to perfumeries and cosmetics stores with the visualization of videos produced by Youtubers. In this way, they gather viable information that they think is necessary and useful to acquire a particular product. This is because Youtubers do not make their videos to promote the brands, but the products regardless of their brand. (Pixability, 2014, pp. 10).

Thus, the consumer acquires a product because certain youtuber who follows and likes the recommended it, even if it is very expensive, and sometimes even unnecessary at the time. But the stereotype was created "if the other has what I also have to have", which encourages the purchase.

And while YouTube is not the source of direct income, it is the channel for funding to emerge. After all, there are Portuguese youtubers who, due to the high number of subscribers and visualizations they have, have been awarded

contracts with beauty and fashion brands, becoming ambassadors for some brands, others even creating their own products (varnishes, books) and earn their living from these activities, although they are not direct profits of the Youtube channel, they arose due to the content that they published in the same.

3. Methodology / Approach

3.1 Study case and content analysis

In order to understand if the beauty youtubers are aware of the role they play in the public space, we contacted a Portuguese beauty youtuber to conduct an interview, while maintaining the anonymity of the interviewee. So, choosing a case study.

The research supported by case studies has been increasing and gaining a greater reputation. This growing awareness in the field of education and the social sciences has been largely due to authors such as Yin and Stack who, although not completely coincident, have sought to deepen, systematize and credibility the case study within the scope of research methodology. (Meirinhos&Osório, 2010: 49)

The choice falls on a youtuber who in addition to making videos for YouTube is a professional makeup artist, and, for that reason, the quality of the products and the brands of them, are aspects that devotes a lot of time, to be able to analyze the pros and cons and select those she believes are the best for her job as a professional makeup artist.

We also turn to content analysis in an attempt to understand which products are most advertised by the beauty youtubers in your videos. In this case, in order to have a more solid sample we analyzed the videos of six Portuguese beauty youtubers during a week (from May 21 to 27).

To select our sample, we use sampling for convenience, where the investigator can select the sample based on what he is interested in ascertaining and confirming. According to Morita, in this type of methodology "the sample is obtained from the convenience of the researcher" (Morita, 2012: 149). Thus, this selection is not based on a probabilistic criterion, "but it meets the potential binomial of information and operational limitations" (Braga, 2010: 41).

3.2 Qualitative Methodology

According to Pone, we need a detailed look to answer to a complex problem:

(...) the discourses of texts - written and visual - construct the social situations and the people involved in them, as they benefit or support individuals, therefore, power relations, as they refer to other discourses continuously, overlapping in an inter- complex relationship (Pone, 2004: 43)

Our study is based on three variables of the qualitative methodology, the bibliographic review, the interview and the video analysis. The analysis of videos will be done using

tables that will allow us to organize and systematize the information collected.

4. Results and Discussion

4.1 Meeting a beauty youtuber

The selected youtuber joined YouTube in 2011, is 28 years old, graduated in Graphic Design and is a professional makeup artist. The interview was conducted by email and until the date of the interview had just over 25 thousand subscriptions.

The youtuber reconciles her profession, makeup artist with the YouTube channel, and when questioned about whether or not she has an appreciation of the influence she exerts under the people who watch her videos, youtuber did not hesitate: "Yes, more and more. Brand feedback is extremely important to realize the dimension of what I say and can influence. It's Incredible ". Youtuber understood this as a positive aspect, and it turned out that the brands are aware of the visibility that the population gives to youtubers, and through partnerships with them they get free advertising for the brands.

In order to prove this, we asked youtuber about the partnerships that have emerged thanks to YouTube: "Avon, Kryolan, Dermacol, Inglot, Guess, Timberland, Furla, Freshly cosmetics among many other bigger and smaller". What raises a problem here, if these brands send the products to this youtuber, is it able to remain impartial and really say what you think about the products, even if they are negative reviews?

"Absolutely. There are many products I do not like and brands continue to send me and my audience continues to want to know more. " And it goes without saying that whenever you talk about a product sent to you by a brand, make sure you tell your audience that the product has been sent to you, after all, "transparency, sincerity and honesty are the basis of my work, even if this may, in some way, harm me. Sincerity in the very first place. "

We've also questioned youtuber about the videos your fans like most, comment and share: "Perhaps the most affordable shopping, favorite products of the month, products I do not like, or that I end up with." That is, once again, everything revolves around the products, and more than that, what they value is the opinion of the youtubers about these products.

4.2 Analysing the videos

For the analysis of videos we selected six youtubers and analyzed the videos that they published during a week, systematized the information.

Right at the beginning of the video, we have verified that all youtubers choose to identify the channel. The youtuber introduces himself to the camera, says his name, introduces the channel, the subject of the video, providing important information about it, calls for channel subscription and social media visits. This attitude helps to whet the curiosity

of the viewer and can increase your willingness to continue watching the video.

However, if the video is a Weekly Vlog, youtubers start the video without such a formal introduction, starting with the day-to-day images.

When the video relates to the analysis of one or more products, and if it is a collaboration, youtuber first states that the product was sent to you by a certain brand and then describes and gives your opinion about the product. In the analyzed videos, the youtubers presented the pros and cons of the products - suggesting aspects to improve - what the function and the way of use, exemplifying, most of the time, before the cameras.

When the product was not sent by the brands, the youtuber gives the indication of where it bought it and, when possible (sometimes they say they threw away the lugs) the price.

If the products analyzed are make-up, youtubers usually refer to packaging, consistency, durability, color, pigmentation and finish.

In the specific case of our study, there are several types of videos: Morning routine - youtuber explains how you prepare in the morning, what you eat, the care you have with the skin, showing the products you use; The favorites - mentions one or more product that finished, liked and repurposed; Weekly vlog - features clips of what you've done throughout the day; Haul - these are videos in which youtuber shows pieces of new clothes that you bought when you went to the mall, whether or not the new collection, the store and the prices, sometimes even wearing the looks and , or show in video how they stand, or take photographs that appear as they speak of sets; Tutorials - tips on hairstyles, make-up, with live demonstration, step by step; Make-up and speech - youtuber make-up and at the same time commenting on some social issues, or news from your life or career; 50 Facts about me - youtuber sets out facts about yourself that you have never mentioned before and that your followers are not aware of at the outset.

In short, we conclude that brands are always present in the videos of beauty youtubers, because, as its name indicates, they are categorized as being of beauty, and this inevitably leads to your videos being about makeup, beauty and fashion.

Still, it is possible to see that youtubers are aware that their opinions about a product will influence the followers, and for this reason, they reinforce during the videos that the opinion is sincere.

We live in a society where the image counts a lot and it is important to reflect on what is a lie and what is true. Does everything youtubers say about a product is true? Probably not. Many even come from the areas of marketing or design and only then know strategies and apply them to captivate and win followers.

As Baudrillard points out, it is important to realize what is real time, what is true, while being critical of what is not true.

5. Conclusions and Future Scope

YouTube is seen as the tool that revolutionized 21st century technology. The users of this platform, the youtubers, have found in this space the opportunity to be able to express freely about what happens in the world, or about what they like. They promote freedom of expression and encourage deliberative democracy.

They talk about what they like to do, addressing different areas from beauty, food, technology, music. In that space, which is theirs alone, publish content whose goal is to promote their work to the world, after all, it is a platform that almost everyone has access to since the internet. We highlight almost everyone, because the infoexclusion in cyberspace still exists.

Through the videos, these people gain notoriety and the greater the adhesion by the community of this medium, the more views and subscribers they have, the more recognition and prestige they get. And, in turn, the more prestige you get, the more brands show interest in advertising your products on these channels.

The truth is that marketing saw in this new platform the opportunity to win new audiences and new consumers to their products, in more indirect ways if we take into account the television advertisements. In YouTube, users dedicate a video to the promotion of one or more products, presenting the pros and cons of this same product, through a simple, short and clear speech. Inevitably, the community that follows the youtubers believes in what they transmit to them, and if they are not aware of it, they are even able to acquire the product just because a youtuber has recommended it.

It is here that it is important to retain Baudrillard's thinking as the need arises to warn the world about consumerism and the lies of the virtual world. Baudrillard argues that society today attaches much to image, to appearance, and it is necessary to know that there are limits. Yes, we can buy a blouse if we have the means and if necessary, but we should not buy it just because a friend of ours has it, or because that presenter, youtuber, model or actress used it in a certain event. We must realize what is really essential and not let advertising, marketing, deceive us.

Take as an example an advertisement to be displayed on billboards, where the end result that we all have access to is not the true reality. This is because image professionals have touched up the original photograph, made it more appealing for the consumer to want to buy that product. However, there are those who believe in what they see and buy the product thinking that it will look just like this model.

Thus, it is important to reflect on how the world is reacting to this phenomenon, as well as to create filters to be able to select what we should withhold from the information that arrives at us. That is why communication and education need to be very close in our schools and universities, in

order to give the opportunity to acquire the skills to deal with these information challenges. This is one of our present lines of investigation that will go deeper to evaluate this innovation in contemporary society.

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