

The Practice of Parodying: YouTube as a Hybrid Field of Cultural Production | Sage Journals

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May 24, 2018

Parody is so pervasive in participatory culture that it is described as a central component of Internet vernacular. Valuable insight has accumulated about parodies as artifacts, however, little is known about their creators. Drawing on the sociology of culture, this article explores YouTube music video parodies as a field of cultural production. Through interviews with 22 YouTubers recruited from a sample of top-ranked parodies, it examines the relationship between practitioner characteristics and their evaluation of parody. Contrary to other studies of participatory culture, the field was predominantly male in its participation and norms. It presented a divide between 'strategic' and 'passionate' practitioners who used parody to different ends. Nevertheless, interviewees valued similar attributes of parody, often diverging from scholarly definitions of the genre as critical commentary. This dynamic and the genre's popularity are explained by the hybrid qualities of the field, which encourage diverse uses of parody.

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