

Summary of the Doctoral Dissertation
„Polish Journalistic Vlogs on YouTube: A Case Study”

The dissertation focuses on the phenomenon of journalistic vlogs as a new form of digital audiovisual content and media expression. Their development is closely tied to the shift in the communication paradigm, which began with the advent of Web 2.0, when the internet became more interactive, multimedia-oriented, and multichannel. These changes laid the foundation for the development of blogs, and later, vlogs.

Journalists recognized this format as an opportunity to break free from the constraints of traditional media and to create more personal and authentic content. By launching their own channels on YouTube, they gained freedom in content creation and distribution. They can develop new narrative styles, experiment with multimedia, and build direct relationships with their audiences.

The first Polish journalistic vlogs appeared on YouTube as early as 2012, but their popularity has significantly increased in recent years. They have become an alternative source of information and entertainment, attracting a wide audience. Journalists who embrace this format bring a new quality to journalism by creating personalized, interactive, and visually engaging content.

The research conducted for this dissertation is qualitative in nature and includes content analysis of eight Polish journalistic vlogs, along with in-depth interviews with their creators. The methodology used allowed for the identification of endogenous and exogenous factors determining the success of journalistic vlogs, as well as the motivations driving journalists to choose this form of activity. Among the internal factors, authenticity, personality, charisma, regularity of publishing, and the ability to engage with the audience played the most significant roles. The research showed that vlog creators strive to maintain traditional journalistic values, such as reliability and credibility, while adapting their message to a more direct and subjective communication style on YouTube. External factors,

particularly platform algorithms and promotional activities, significantly influence content visibility, channel growth, and the acquisition of new audiences. The content analysis revealed various approaches to creating audiovisual materials, ranging from high-standard productions with advanced techniques in execution and editing to simpler, minimalist forms.

The vlog format allows journalists to shape their message in accordance with their own values and standards. It offers the opportunity to cover topics ignored or marginalized by mainstream media and opens new professional development paths, including the ability to monetize content without intermediaries. It encourages the pursuit of passion and the creation of independent informational channels tailored to the challenges and expectations of today's audience.

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