Motivation and Criteria as Determinant Factors in Accepting New Talents on User-Generated Content (UGC): Youtube as a Platform

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Abstract : This quantitative study explored factors that motivate the public to use YouTube; and the elements of criteria, which the public are looking for to accept new talents on User-Generated Content (UGC). There are mass inputs on the net but the publics are still being very selective in accepting new talents. Thus, it is important to identify determinant factors that contribute to the acceptance of new talents on UGC. A total number of 236 respondents have participated in this study using Simple Random Sampling and they were analyzed with descriptive analysis. The findings of this paper advocate that tremendous expansion; and diversification YouTube music offers are main factors that motivated public viewers in using YouTube on accepting new talents. It is also found that by being relatable and concurrently providing interesting contents, having the artist name and song title in the YouTube talent's title video and the number of views and likes of the video are some of the criteria that the public are looking for in accepting new talents on the UGC. This paper introduces YouTube as a mean of discovering new talents in the music industry where the public, especially the younger generations, whom are actively engaged with current digital landscape that they've been presently silver-plated.