



## ONLINE VIDEOS ON PHILIPPINE SEAS: CHARACTERISTICS AND THEMES

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**ABSTRACT** – The Philippine seas are critical to the archipelago’s sustainable development, but it is also mired in economic, environmental, political, and social issues. Digital media, particularly online videos, could aid in addressing such issues. However, there is a dearth of studies about the Philippine seas on digital media. Given such, this study investigated the 100 most viewed YouTube videos on Philippine seas. This was done through classification based on producer or uploader, upload year, and format, descriptive analysis of numerical data such as length and engagement metrics (views, likes, dislikes, and comments), and thematic analysis. Key results showed that local multimedia outlets dominated the production or upload of videos. Both professionally generated content produced or uploaded by governments and multimedia outlets and user-generated content produced or uploaded by individuals gained traction. Television news, web news, and news-like materials that provided immediate information were prevalent, while television features or documentaries received the highest engagement. Eleven themes surfaced in the most viewed YouTube videos on Philippine seas: (1) West Philippine Sea dispute; (2) biodiversity; (3) advocacy and call for action; (4) narratives of fisherfolk and residents of coastal areas; (5) leisure and tourism; (6) geography; (7) environmental and marine life destruction; (8) history; (9) indigenous people and culture; (10) research initiatives; (11) trade and resources. The West Philippine Sea dispute recurred in 81 out of the 100 videos. Implications and directions for future research were discussed.

*Keywords: marine biodiversity, professionally generated content, West Philippine Sea, user-generated content, YouTube*



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