Bronwyn Loskywitz

Mobile Media

Fall 2020

Mobile Media Mobile Video Paper

A Vlog of Nothing and Everything: The Mobility of Video

There you are; sitting at home, scrolling through TikTok or whatever social platform you

prefer. Perhaps you've been scrolling through for five minutes or thirty, regardless you're using

that content for a specific reason, whether you recognize it or not. As discussed in Omar and

Dequan's paper there are five motivations for our consumption of mobile content, ranging from

escapism and self-expression to social interaction and archiving. However, the particular

motivation we'll be exploring is peeking. Best described by Omar and Dequan, "The advent of

UGM has enabled exhibitionism and voyeurism and people have developed pleasure from

accessing private details and peeking into the private lives of others." (Omar & Dequan, 2020).

And that's exactly what I intended to give viewers through my mobile video—a peek into my

life and the nonsense that occurs.

Following the project's goals, I wanted to demonstrate how I spend my free time safely

when there's seemingly nothing to do. As someone who before the pandemic spent the

majority of my time outside of the house, it was challenging to adjust to a lifestyle completely

different from one I had become accustomed to. My video, *The Masked Adventures of Bronwyn*

Loskywitz is a short cinematic vlog of what I do on a free day and how I find ways to have fun

and enjoy myself even when the activities I can partake in are limited. The idea of having fun while "doing nothing".

In the first half of the video, I shot strategically, planning out specific shots and transitions of me getting ready (inspired by ones I've seen used on social media, primarily TikTok) while also talking to the camera as one does in vlogs. For the remaining portion of the video where I went out doing various activities of playing with my dog outside and having my own dance party inside, I played my phone in different locations or would whip it out when I felt moments were worthy of being filmed. This is what expresses the mobility of the video; my ability to whip out my phone at a moment's notice to film the content of my day. This idea directly ties into Berry's chapter, which discussed mobile media social interactions as well as our creative practices. When dissecting the evolving practices, he states, "I possessed a mobile phone that could take photographs and video sequences and was with me all the time. I could take photos or shoot video whenever the impulse arose." (Berry, 2017). This ability to film anytime, anywhere does affect the content we create and in the context of my project it allowed me to capture moments of my dog I won't have been able to film had I been using a traditional camera. I would have needed to have a camera set up filming the entire time to ensure I captured candid moments, whereas this wasn't necessary using my smartphone.

Overall, my project was inspired by the short film *Detour* and the TikToks I consume regularly and my goal for my mobile video was to find a middle ground between the two. I wanted to balance the use of cinematic aspects in mobile video while maintaining that personal connection to the audience often displayed in mobile content made for social media. It aims to

comment on the mobility of video as I take my phone and the audience with me throughout my day and utilize edits and transitions often seen in TikTok content. My motivation to take inspiration from TikTok specifically stemmed from a few reasons, the first of which being I wanted to find quick, unique ways to keep the viewer's attention. This video is three minutes in length and thus three times the length of the content found on TikTok and other social platforms. Viewers are accustomed to quick, bite-sized content and so when the content exceeds that length it can be beneficial to find ways to make them perceive the content as being shorter than it is by making it a faster pace.

The mobility of video allows us to take viewers with us anywhere and give them the opportunity to step into our lives. We can make content out of seemingly nothing that means everything to the ones it entertains and promote them to keep scrolling.

References:

Chapter 7 from Berry, Marsha. (2017). *Creating with mobile media.* Cham, Switzerland: Palgrave MacMillian.

Omar, Bahiyah & Dequan, Wang. (2020). Watch, share or create: The influence of personality traits and user motivation on TikTok mobile video usage. *International Journal of Interactive Mobile Technologies.* 14(4): 121-137.