

# “I Asked My Mom A Hundred Times To Put It On YouTube”: Unboxing Videos in Early Childhood

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## ABSTRACT

Unboxing videos are an increasingly popular type of media consumed by young children worldwide. According to the most recent Common Sense Media survey, 34% of children eight years of age and younger in the United States often or sometimes watch this type of video online. When targeted to children, these videos feature products such as Shopkins, L.O.L. Surprise balls, and other toys being unpackaged and assembled on camera.

This poster will present a case study of Rosabella, a 6-year-old girl who enjoys watching unboxing videos on YouTube and creating her own videos when she receives new toys. Data were collected through interviews, participant-generated photography, and photo-elicitation. Rosabella described engaging in a variety of information activities related to her interest in unboxing videos, including information seeking, creation, and sharing. For instance, she described watching CookieSwirlC, a popular YouTube channel with over 11 million subscribers. She also described ways in which her information activities are both facilitated and restricted by her parents. For example, Rosabella’s parents facilitate her information creation activities by recording her as she unpackages new toys. They also restrict her information sharing activities; Rosabella expressed a strong desire to share her unboxing videos with others, stating “I asked my mom a hundred times to put it on YouTube.” However, her mom said that the videos are “just for family.”

Drawing on the case of Rosabella, this poster will also present a research agenda for further explorations of the unboxing video phenomenon as it relates to young children’s information practices.

## TOPICS

information needs; information seeking; information use; special populations