



CURE1009

**Online
Celebrities**

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Hong Kong
youth problems
raised by
FH PRODUCTION
and
its impacts
among HK youth



PRODUCTION

Part 1

Research Summary

FH PRODUCTION HK

- (Mainly) Two young men from HK
- Post-secondary students → Full time YouTubers
(Given up university degree because of their YouTube business)



(“I Come From YouTube” Episode 2, one of their short film series. It is about how they started their YouTube business 4 years ago.)

“Bearhead”:

In charge of
internal affairs

Responsible
for making up
contents of
videos/ films
(**script-writing**
, **editing**, etc.)

熊仔頭：

對內，負責創作、剪片
等內部工作。

史迪仔：

對外，個性隨和，適合對
客和物色演員，近日擔心版
權問題，轉變了面部形象。

“Bluehead”:

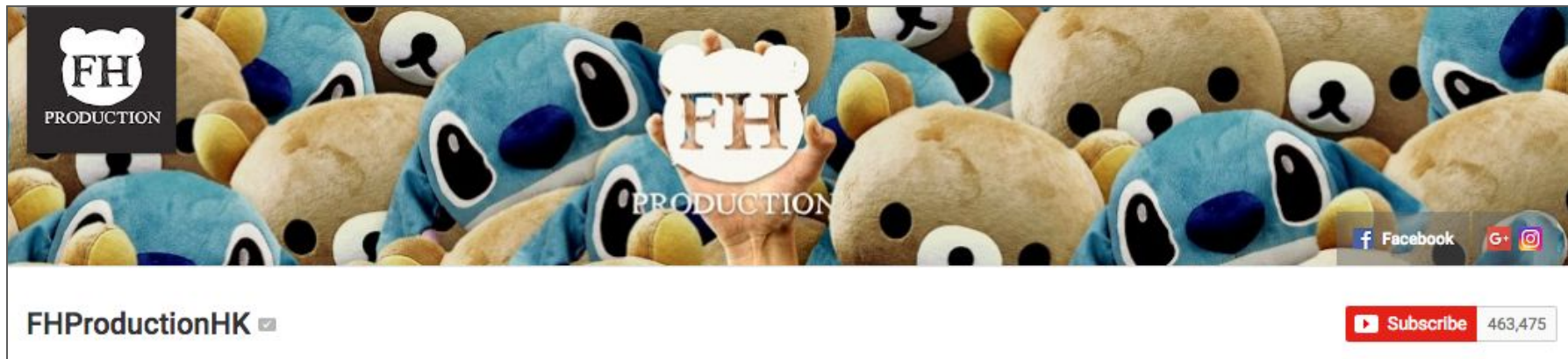
In charge of
external affairs

Responsible
for **commu-
nicating** with
advertising
companies,
looking for
suitable **actors**,
etc.





As “YouTubers”...

- Social media they use: **YouTube** (YouTube Channel)
- Publish **short films** & **videos** (usually <15mins) → netizens click into them and watch



As “YouTubers”...

2012	<ul style="list-style-type: none">○ Start up of YouTube Channel		
2014	<ul style="list-style-type: none">○ [February] Channel with the highest number of subscribers in Hong Kong (247,000)○ 5 of their videos were ranked in the “Top 10 Original YouTube Short Film Productions in HK”		
2016	<ul style="list-style-type: none">○ Number of subscribers: >463,487○ Still growing rapidly in significance		

Making use of YouTube to make critical statements

- Main & targeted audiences: **HONG KONG YOUNGSTERS**
- Youngster spend **lots** of their **leisure time** on social media
 - ↪ possible to create great impact
- **Simplify & summarise** youth problem → present in short films
- **Funny & ironic** jokes
 - ↪ **stand out** among all the YouTubers
 - ↪ catch audience's' attention, **resonant**
 - ↪ **inspiring & reflecting**

Critical statements

HK youth problem: Education system

- Fail to enter university → **associate-degree scheme**
- **Not considered** to be as “**qualified**” as university students, got **discriminated & disrespected** by relatives and bosses
- Government **didn't** set up the scheme **for students' sake**



我在香港讀書的日子 - 上集 (“My life as a student in HK” - Episode 1)



FHProductionHK



Subscribed



463,491

1,333,451 views

Critical statements

HK youth problem: Education system

- Requires students to have good **memorising skills & exam-oriented techniques**
- In general: HK students **neither study according to their interest nor for prospect**, but for “qualification”



我在香港讀書的日子 - 上集 (“My life as a student in HK” - Episode 1)



FHProductionHK



Subscribed



463,491

1,333,451 views

Critical statements

HK youth problem: Financially incapable

- Low **social mobility** → unable to climb up the **social ladder** → low **wages**
- Excessively high **property price**
- ⇒ **Only life goal**: Earn & save money to buy flats



They are supported by...

- Social media networks - **YouTube:**

Freedom (topics & methods) → create their own **style**

↪ Convey messages

- Audiences - (Mainly) **Subscribers:**

Receive messages

Create numbers of **views & subscription** → fame → more & more ppl are paying attention

↪ **Spread** their name & statements

Part 2

Data Set

Discussion Thread – Online Network

Observation:

《我在香港讀書的日子》“My Life as a Student in HK”

Education system

○ YouTube



Jacqueline Yu 2 年前

根本就唔關大學學位多唔多事，就算多左學位，香港既大學生自然就會變質，學位愈黎愈唔值錢，到時讀黎都把鬼屁。輸家仍然都係學生。

回覆 · 30

查看全部 3 則回覆



King Yin Hong 1 年前

+Hon Pan Tsui 唔係問佢想點，係要問政府幾時先有好政策改善

回覆 · 1



Edmond Li 8 個月前

+King Yin Hong 咁都政府錯，讀某d科根本係乞食，佢地都走去讀啦

回覆 · 1

(The degrees would be devalued anyway.)

(When is the government going to solve this problem?)

(The problem is that some university programmes are not career-oriented at all, we should not blindly blame the government.)

○ Facebook



Johnson Cho 開多啲學士學位

社會平均學歷上升，人人學歷高就業競爭大，資方可以選擇以低人工請同等學歷既學生，到時大學生搵唔到苟工/理想工作，問題無限loop.....

January 31, 2014 at 8:57pm · Like · 21



Adam Wong 的確啊，香港政府ge教育制度真係好有問題，睇下D“膠官”，佢地送晒佢地D子女去外國讀書就知咩事啦...

January 31, 2014 at 8:58pm · Like · 13

(The degrees would be devalued and the problem of unemployment still exists.)

(There is something wrong with the education system so most of the government officials sent their children to foreign countries.)

Discussion Thread – Online Network

Observation:

《現代香港故事》“The Story of HK people nowadays” Financially Incapable

○ Facebook



(The video is very impressive that it totally tells the inner voices of the lower class.)

○ YouTube



(We are burning our precious lifetime to study and work hard only for unworthy mortgages.)

People responded to FH Production's videos and showed their concern towards social issues.

Discussion Thread – Online Network

Interview

Name: Jenny

Age: 18

**The most impressive video:
“My Life as a Student in HK”**

**Changes after watching the videos:
→ Understood more about the plight of HK
students, but still have to follow the
education system**

Name: John

Age: 20

**The most impressive video:
“The Story of HK People nowadays”**

**Changes after watching the videos:
→ More concerned about the housing
policy made by the government**

Part 3

Argument: Impacts on culture and society

Data interpretation



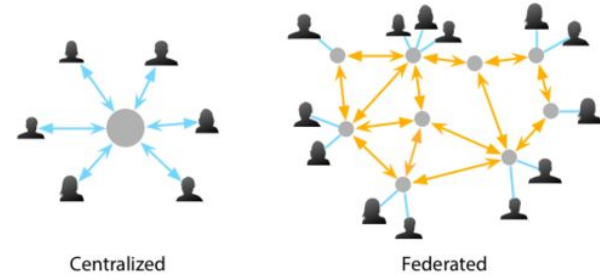
- The degrees would be devalued anyway.
- When is the government going to solve this problem?
- The problem is that some university programmes are not career-oriented at all, we should not blindly blame the government.
- The degrees would be devalued and the problem of unemployment still exists.
- There is something wrong with the education system so most of the government officials sent their children to foreign countries.
- We are burning our precious lifetime to study and work hard only for unworthy mortgages.
- The video is very impressive that it totally tells the inner voices of the lower class.
- I understood more about the plight of HK students, but I still have to follow the education system.
- I am more concerned about the housing policy made by the government.

Positive impacts

- 5 of their videos were ranked in the “Top 10 Original YouTube Short Film Productions in HK” in 2014
- Arouse resonance from netizens by raising youth problems
- High view rates = draw people’s attention on issues like education system and financially incapable dream



Positive impacts



- **A proof of Gladwell's words:**
 - **With social media, individuals felt empowered and confident to stand up for themselves**
 - **Rapid dissemination of information, efficient**
 - **Easier for the powerless to give voice to their concerns**
- **In the past: Mass media is a top-down, centralised system**
- **Nowadays: Social media is decentralised and interactive**

Can they change the society?

- **Gladwell's sayings:**
 - **Passive participation among viewers**
 - **Distant personal connections**
 - **No direct interactions (face-to-face)**
 - **No discipline and strategy**
- **Therefore:**
 - **Weak ties; a loose, unorganized group of**



How do the others pick on them?

Mr. Cheng (鄭政恆), a film critic:

- Social media (e.g. Facebook, YouTube):
 - Relatively cheap production cost, more free for creativity, based on self-interest
- Drawback: have they gained enough power to dismantle the mainstream culture?
- Suggestions: perform on other platforms, collaborate with the new media

熊仔頭試拍愛情片 FHPProductionHK

網絡訊息萬變，二〇一二年熊仔頭和老友史坤仔成立FHPProductionHK，主要為了博君一笑，而用Production之名，純粹因為「個名威喇」。由於史坤仔性格害羞，不願以真面目出鏡，熊仔頭為配合老友，一直以頭套形象示人。當初香港的YouTuber尚未專業化，二人用「DC仔」拍片，以膠帶等簡單黏合充當腳架，憑着幽默的對話，獲得不少觀眾的青睞。可是熊仔頭認為：「keep住一個風格會死，一直想慢慢轉變，以前為了自high，現在拍攝心聲居多。」二人近日投資五位數字，用上四個月時間拍攝愛情電影《一天》，雖然內容被指「抄考」了多部外國作品，但此類獨立製作在香港仍屬新鮮，在網絡風評仍不錯。熊仔頭說，隨著知名度增加，「越來越多品牌找我們拍片，站在觀眾立場，當然不希望我們拍爛壞片，但我們覺得，如果要影片拍得好，觀眾自然會受落。」有網民得知頻道涉足商業，立刻指牌，史坤仔看到此類留言，通常看得很開：「佢佬嘅一上心就大鑊。」他們認為，觀眾看到廣告後反感，令人氣下降，曾因廣告拍得不好看，以FHP製作的三段廣告《女人有話兒》、《捉不緊的歲月》、《我來自YouTube》為例，收視沒比其他片段差很多，「老闆屢次預拍機念，通常不認同軟推銷，遇到會放手的老闆，例如香港電視的王維基，發揮空間會大一點。」但二人坦言，隨著拍片年資增長，對技術要求也越來越高，單靠廣告收入，難以維持生計，「我們需要一個月設計一份劇本，而廣告的收入，現在剛好平衡支出，很難賺大錢。」



影評人意見*

優點：《一天》讀feel，據基於集體回憶，悲喜交集的愛情小品，內容學屋星架的舊版《西遊記》，短片來說已很低流暢了。

改善：校園風格不夠強，課室太空，可增加演員和佈景，如想帶出校園風格，可參考《那些年》等非本地製作。

職業團隊代表：FHPProductionHK

頻道註冊日期：2012年1月19日

訂閱頻道人數：347,752

觀看影片次數：24,576,665

男女觀眾比例：男71% 女29%

原創影片數目：30條

最多瀏覽影片：《男人有話兒3》(1,451,904觀看次數)

https://www.youtube.com/watch?v=n6K_eH449SM

主要觀眾年齡：18-24歲



■影評人鄭政恆

影評人：衝擊主流創作

影評人鄭政恆認為，相對傳統媒體，YouTube影片的製作成本較低，創作自由度高，獨立製作單位能因應個人興趣，拍攝一個議題，是一個好的現象。問題是，這類的製作，能否集結到一份力量，衝擊主流媒體。「80年代的電視劇和流行曲，全部年齡階層的人都喜歡，觀眾從8歲到80歲都有。現在YouTube的影片，觀眾多集中在年輕組，距離衝擊主流媒體還有很遠的路要走。YouTube頻道仍予人業餘的感覺，我期待在YouTube拍片的人，有機會在其他平台發揮得更好，例如嘗試和新媒體合作，衝擊主流創作，而非作為一個過渡的空間。」

Our thoughts

- Utilizing social media as a traditional form of media (TV)
 - An alternative way to earn money
 - Advertisements on YouTube and Facebook (e.g. collaboration with travel agencies)
 - Accumulation of fans → audience commodities
 - Chose to be full-time YouTubers



當facebook成為不少網民每天的指定動作。

四點二十出爐的年輕人不住打睇一睇工，在facebook成立專頁，累積了以十萬「點讚」的讚好和評論，他們將會做及獨特的網民生活，成為香港的新寵兒，開始創收。

在YouTube拍片起家的Production，電影片中繼續推行該廠的「狗仔隊」，幫襯網民，像拍片員與YouTube Facebook拍片雙重發展「組合」，有網民覺得好Byday拍片網民平台合時與中心，將Facebook專頁及商業機構，能與網民有密切互動與合作，讓一片片的網民Jaime，幫襯「狗仔」，讓網民及文字網誌「網羅」，facebook專頁，贏得無數網民青睞，讓網民人認為自己到網民世界。



狗仔隊生活，當網民與網民的人，拍片員與網民在網民中活動，就幫網民拍了市面活動。

在facebook有YouTube的熱門度中，不消會看Production的網民人——「狗仔隊」，除了半個網民人生活與網民的生活，狗仔隊「狗仔隊」，拍片員與網民在網民中活動，就幫網民拍了市面活動。

網民人學生的狗仔隊生活，三年前朋友古詩人——拍片員與網民在網民中活動，就幫網民拍了市面活動。



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《網絡紅人 廣告商新寵
Facebook創業搵真銀！》
on Eastweek
(Online Stars worked with
profit-making companies to
make ads on Facebook and
earn money)

Conclusion

- **Agreeing with Gladwell:**
 - **“Easier for activists to express themselves, and harder for that expression to have any impact”**
- **However:**
 - **A good and effective tool to draw public’s attention on some social problems**



- T H E E N D -

T h a n k y o u !