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New Media & Communication

[YouTube.com/Jenna Marbles](https://www.youtube.com/JennaMarbles)

There is no shortage of communities online – large or small – and they all have things that bring those individuals together. One community that I have been a part of since the day it came around is one on YouTube. Jenna Marbles is a YouTube comedian/blogger, and I have been steadily watching and loving her videos through the years. I have watched her style of videos change, her sense of humor develop, her life change, and so much more. Jenna Marbles has over 16 million subscribers on her “JennaMarbles” YouTube channel, and another 1.5 million subscribers on her “JennaMarblesVlog” channel. All of these people following her and watching her videos constitute as a community – and a rather large one at that.

In this community, people engage with Jenna Marbles’ videos by watching her videos, leaving comments on her videos, and even give them a thumbs up or down. The comments on her videos range anywhere from people saying how much they laughed watching it to people commenting saying that her videos help them get through hard times in their lives. There is the occasional troll who leaves dumb, rude, or mean comments (or all 3) on her videos. Despite the fact that they’re not saying they enjoy the videos and are saying quite the opposite, they fall into the community as well. They took time out of their days to watch these videos. Another characteristic of this particular community is that the people in it did just that – they watched Jenna’s videos no matter how long or stupid they might have been. In the comments of the videos, many people (including myself) use Jenna Marbles’ videos

as a way to get in a good laugh. They might have had a rough day and needed to smile, they might be distracting themselves from parents who are fighting in the other room, or Jenna might just inspire them in some way or another. There were a variety of comments that I saw that simply talked about how that person enjoyed Jenna's "carefree attitude" and they admired how much she "loved and enjoys life." Other comments showed me that her fans connected with each other through their love of Jenna. Someone might post something about how they are struggling, and more often than not, there was at least one response to their comment encouraging them in some way. These people connect with one another and help each other through their tough times. This community as a whole generally finds joy and happiness through the videos that Jenna posts weekly, and that is one constant that I observed as I scrolled through hundreds of comments below her many videos.

The reason that this particular group is definitely considered a community is because everyone gathers (in a sense) to watch the productions of this one particular comedian that we all seem to enjoy. If we did not enjoy her videos and her sense of humor, then we would not be there watching the videos (unless we were trolls, which is a very small percentage of the people). "Community", as defined by Google is "group of people living in the same place or having a particular characteristic in common." By this definition, the group of people that subscribe to Jenna Marbles' YouTube channel is a community. We all have a particular characteristic in common – we like Jenna Marbles. Through the years, as I have watched these videos, I've been able to somewhat keep up with Jenna's life and it makes me feel like I am closer to her. I know that other people feel the same way,

because when she travels, thousands of people go to meet her. Some go way out of their way to do so, but they are all connected by their love for this Internet personality and her ability to put a smile on their faces.