



The YouTuber, making a living by being oneself in the age of digital talent?

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Author: Allard (Laurence)

Abstract: This article reflects on the creative economy of digital talent, its actors, its audiences, and its formats. We aim to understand how “expressive work,” consisting partly in “talking about oneself” on digital social platforms such as YouTube, can lead to legitimate socioeconomic forms of “self-entrepreneurship.” The “talent value” that young people consider YouTubers to perfectly embody thus seems to be becoming the generational conception of work value.

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