

The work relates to the increasingly frequent cases of attacks on young people who act in their own videos, which are becoming the social network phenomenon. Young people are presented through a variety of audiovisual contents which is then aggressively attacked and massively shared. This paper seeks the causes of such behavior of recipients. In the first part I describe the context in which videos are produced, what is the impact and response. I refer to the reaction of media and ordinary Internet users. In the analytical part I use different tools through which I try to penetrate deeper into the structure of those videos, find out what fail and try to reveal where is the cause of fascination and motivation to aggressive incursions. I watch mainly symptomatic scope of these videos and looking how it relates to society and ideology. I analyze videos primarily in terms of neoformalistic analysis, semiology, mythology, cultural studies, feminist theory and psychoanalysis. Through these methods I discover latent dimensions that video clips can possibly contain. The study focuses only on videos in which appearing young girls. One of the objectives of this study is to identify precisely the possible influence of gender and how the reception is motivated by sexuality.