

Abstract

This research seeks to address the topic of the influence of the YouTube advertising on society as seen by the members of hipster subculture. This work aims to explore the attitude of hipsters towards the YouTube thanks to an analysis of the interviews and also with the help of a theoretical framework of core concepts such as subculture, hipster, lifestyle or advertising practices. The reason I address hipster attitudes is the fact, that hipster phenomenon has become widespread nowadays. Moreover, those individuals are associated with skeptical stance towards the mainstream trends. Therefore, I have decided to confront the ostensibly distrustful view of hipsters towards YouTube as a representative of modern mainstream and then analyze self-proclaimed attitudes of hipsters as such.