

## So, you want to be a youtuber? Try journalism.

If you have kids, chances are they want to be youtubers. After a [2017 survey](#) found that youtuber was the number one job kids want (with 'vlogger' coming in second), a 2019 [study](#) found that kids would rather be youtubers than astronauts. Parent bloggers are [exchanging advice](#) on raising children with youtuber aspirations, [books are being published](#) on the topic, and toys such as the [Toy Vlogger Kit](#) and [video creator dolls](#) are proliferating.

Many are tempted to copy the content of giant creators such as [PewDiePie](#), [Ryan's World](#), and [MrBeast](#), and dream of replicating their meteoric success. However, a better option might be to convince your kids to be journalistic youtubers. Globally, YouTube is [increasingly used](#) for news and information. YouTube is known as the [second biggest search engine](#), after Google. [The Digital News Report: Australia 2023](#) reveals YouTube is increasingly used as a news source, with almost a quarter of all Australians using the platform for news. The percentage of people going to YouTube for news increases when older demographics are excluded, with around 28% of Gen Y and Gen Z using YouTube for news. The DNR also reveals that roughly half of the Australians who go to YouTube for news 'mostly pay attention to mainstream media and journalists'. This means that about one in ten Australians are primarily receiving societal, political, and economic information from non-mainstream YouTube creators.

What does a kid need to do to become a youtuber in this area? This might come as a surprise, but they need to go to university. Youtubers who create fact-based journalistic content, or provide commentary on issues of societal importance, are generally highly educated. They have a bachelor's degree (B). Many have a master's degree (M), or PhD. The transnational nature of YouTube means such creators are from around the world, often catering to international audiences while also adding local issues into their content mix. In the UK, [Tom Nicholas](#) (PhD), [Philosophy Tube](#) (M), and [Munecat](#) (B) create thoroughly researched, well referenced, videos on societal and political issues. In the USA [Sydney Watson](#) (M) creates videos commenting on societal issues. [Coffeezilla](#) (B) reports on, and [investigates financial crime](#). [LegalEagle](#) (B) provides in-depth reports on various events related to US law. The Dutch channel [Money & Macro](#) (PhD) and Canadian [The Plain Bagel](#) (B) create content that goes into detail on finance and economic issues. In Australia, [Daisy Cousens](#) (M) creates content commenting on cultural and political issues. And then there is, [friendlyjordies](#) (B) which often publishes investigative videos on issues of political integrity, [environmental destruction](#), and hyperlocal issues important to communities in [regional NSW](#). These content creators are professionals who take their youtuber businesses very seriously.

It appears that there is no specific type of degree that leads to success on YouTube. The above creators come from a variety of academic backgrounds that include engineering, fine arts, political science, economics, and philosophy. Interestingly, only one of the above youtubers studied journalism as part of their degree. Perhaps university study in general lays the groundwork for a youtuber career as it provides in-depth knowledge of a specific topic area as well as transferable skills such as critical thinking, research, and writing. So,

while your kids could try publishing [vlogs](#), [skits](#), and [prank videos](#), they may have a better chance of becoming YouTube stars by getting good grades at school and getting a university degree.