**You and the Tube**

**English**

**September 2014**

In a thoughtful and mature tone, tell me something about Youtube that we sometimes take for granted. However, I don’t want stats or how to download videos etc; instead I want you to tell me about its popularity and what this says about society. What does its prominence say about the bigger world around us and how we interact with technology? I don’t really care about WHAT Youtube is; I am more interested in the WHY behind its ubiquity/everywhere-ness.

Try to do this in 6-8 sentences. Be prepared to hand this response in for a quick reading.