

# YouTube and entrepreneurship in Spanish-speaking America

## YouTube y emprendimiento en América de habla hispana

### *YouTube e empreendedorismo na América de fala hispânica*

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**ABSTRACT** | The objective of the study was to reveal the role of the YouTube platform regarding entrepreneurship in Spanish-speaking America, considering theoretical foundations about YouTube content, users, and components of entrepreneurship: company and entrepreneur. The interpretative paradigm was followed with qualitative methodology to analyze 44 videos on entrepreneurship in Spanish. The results indicate that YouTube supports both components of the entrepreneurship with messages that motivate, transfer knowledge or carry out marketing; in addition, it is ground of ventures, constituting an intermediary space for this initiative towards economic, human, and social development.

**KEYWORDS:** YouTube; entrepreneurship; society of information; motivation; training; speak Spanish.

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**RESUMEN** | El objetivo del estudio fue revelar el rol de la plataforma YouTube con respecto al emprendimiento en la América de habla hispana, considerando los fundamentos teóricos sobre contenidos, usuarios de YouTube y los componentes del emprendimiento: empresa y emprendedor. Se siguió el paradigma interpretativo con metodología cualitativa para analizar 44 videos sobre emprendimiento en español. Los resultados indican que YouTube es soporte para ambos componentes del emprendimiento con mensajes que motivan, transfieren conocimientos o realizan marketing. Además, es sede de emprendimientos, constituyendo un espacio intermediario para esta iniciativa hacia el desarrollo económico, humano y social.

**PALABRAS CLAVE:** YouTube; emprendimiento; sociedad de la información; motivación; formación; habla hispana.

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**RESUMO** | O objetivo do estudo foi revelar o papel da plataforma do YouTube em relação ao empreendedorismo na América de língua espanhola, considerando fundamentos teóricos sobre o conteúdo, e usuários do YouTube e os componentes do empreendedorismo: empresa e empreendedor. Foi usado o paradigma interpretativo com metodologia qualitativa para analisar 44 vídeos sobre empreendedorismo na língua espanhola. Os resultados indicam que o YouTube apoia ambos os componentes do empreendedorismo com mensagens que motivam, transferem conhecimento ou realizam marketing. Além disso, é sede de empreendedorismo, constituindo um espaço intermediário desta iniciativa para o desenvolvimento econômico, humano e social.

**PALAVRAS CHAVES:** YouTube; empreendedorismo; sociedade da informação; motivação; treinamento; fala hispânica.

## INTRODUCTION

Entrepreneurship is a formula to face times of crisis, change, and uncertainty in the social and economic spheres (Toca, 2010). It drives economic growth through new products, markets with innovation, productive units, jobs, and increases productivity (Arias & Giraldo, 2011; OCDE et al., 2016).

In the context of the information society, YouTube states in its strategic principles to believe in the opportunity of human beings to found a company and succeed on their own merits, integrating into communities of support to achieve common goals, such as the development of society (YouTube, n.d.). Although its initial intention was to present audiovisual content to allow users to watch, share, and download videos (Oliva, 2012; Ramos, 2016), nowadays it allows users to generate content (Torres, 2007; Weber, 2004), becoming a new challenge for independent productions.

Thus, new user profiles appear on YouTube that elaborate and disseminate information, the product of ideas and thoughts propagated in the local-global interactive system and in real time (Scolari, 2008). The self-programmable worker emerges in the business-organizational world (Castells, 2009), who, with his/her creative capacity and evolutionary nature, locates information and converts it into new knowledge (Torres, 2007). In this regard, YouTube can be considered a space of mediation for independent and innovative entrepreneurs and, like the Internet, fulfill the role of support for progress (Miller, 1996). In Latin America, 67% of people are involved in this flow of media, channels, content, and innovations (Moreno, 2018). However, high levels of poverty, inequality, and income gaps persist in this region (CEPAL, 2019). Productivity is presented as a challenge for social progress, and entrepreneurship is considered a means to this end (Lederman et al., 2014). In this vein, this study explores Spanish-language entrepreneurship video content produced in the region.

## THEORETICAL FRAMEWORK

Under the wing of Google since 2006, by acting as a mediation scenario for content consumption YouTube is considered a strategic ally of entrepreneurs and SMEs (Pico & Coello, 2017). Given the interactivity so close to the consumer (Chiriboga-Mendoza et al., 2018), it allows the use of multiple contents created by simple people, without either a predetermination of the discursive structure nor a complex audiovisual language, thanks to the usability, the increase in visits, and the disappearance of technical barriers (López, 2018; Rodrigo, 2014; Scolari, 2008). This facilitates productions to circulate with efficiency and effectiveness, which allows the creator to pursue impact objectives through this channel.

Thus, YouTube assumes the interactive culture of the network society, which produces meanings linked to multiculturalism, cosmopolitanism, individualism, and consumerism in the presence of multiple identities and different communities with shared collective values, although particular desires or needs are prioritized in an open-source operating system (Castells, 2009; Lash & Lury, 2007; Weber, 2004). The consumer becomes a user, integrating into the creative production process as an emitter and receiver (Castells, 2009; Islas & Arribas, 2010), originating dialogues with other users turned into followers in a cycle of immediate feedback, through collaborative work (Ramos, 2016; Sánchez & Contreras, 2012; Scolari, 2008; Sued, 2010).

YouTube is also a business model in a space that in a collaborative way is a market agent for information products and content, serving as an intermediary and connecting different users' groups, according to certain regulatory frameworks (Valderrama & Velasco, 2018).

This integration of organizational, technological, communicational, and cultural aspects in YouTube strengthens the interactivity that characterizes the network society, promotes the interest of users who visit the site and makes the videos, produced and distributed at low cost, popular (Di Pietro et al., 2011). Creators transcend entrepreneurship and inspire people around the world, since this communicative process is recognized in the virtual community, strengthening the content negotiation to rescue valuable information (Berrocal et al., 2012; Scolari, 2008).

Content on YouTube is not controlled either in format, genre, thematic duration, or actors (Ramos, 2016); there is a change in the code of the entertainment framework (Castells, 2009), in view of the existence of technological, media, and thematic polyvalence (Scolari, 2008). As a means of communication, it solves people's needs (McQuail, 2000).

The contents created by active users or youtubers and cultural industries respond to promotional criteria, with formats coinciding with those existing in cinema and television, to lead the user to other products. Content visualization is crucial and content generated by amateurs represents the most popular genre (Murolo & Lacorte, 2015; Pérez & Gómez, 2013).

### **YouTube users**

YouTube users are individual subjects, free, technologically capable of expressing judgments about what surrounds them, what they see, what they consume (Aced et al., 2009). There are the former participants, who keep their account, but do not upload videos, the occasional users, who do not have an account and only watch videos when they look for something specific (Lange, 2007; McQuail, 2000), the youtuber, and the influencer.

The youtuber has an attractive personality and frequently created content on a YouTube channel (Valls, 2015). The channel bears his/her name or nickname, and his/her business model is to achieve the highest number of reproductions. By adhering to the partnership (or partner program), which allows inserting ads or advertisements in selected videos, he/she obtains earnings based on the number of views (Chávez, 2014). Influencers, on the other hand, are youtubers who use their perspective on a topic to influence their followers, a situation that companies take advantage of to sponsor their products (Gelo, 2017).

Although it is useful for the youtuber to be supported by a brand, not in all cases he/she consents to be associated to its content. Therefore, they prefer to do without advertising on their original channel, which made them popular, and produce other videos to support their original projects (Murolo & Lacorte, 2015). In YouTube, therefore, the business model forges income based on the type of advertising and the channel's popularity, measured by the number of subscribers (Chávez, 2014). While earnings may be low, they provide recognition to the producer, which can be used to propel him/her into other job prospects, such as trainer, lecturer, or worker in traditional media (Valderrama & Velasco, 2018).

### **Entrepreneurship**

Entrepreneurship refers to the process of starting a business, formulating a strategic plan to organize and invest resources, and assuming risks to obtain rewards from the activity (McCleary et al., 2006). It involves new ways of doing business through creation or imitation; it occurs when the subject acts according to his/her perception of reality and that of others, combining feelings and intuition to commit to building a future in which he/she believes, based on his/her dreams and identity (Rogoff, 2007). Therefore, it includes a dynamic of innovation with high motivation and commitment (Rodríguez, 2009) to achieve economic success, generating new jobs (Comisión de las Comunidades Europeas, 2003). Thus, the components of entrepreneurship are related, on the one hand, to the company – from the business idea, the availability and obtaining of resources– and, on the other hand, to the entrepreneurial subject, with his/her skills, level of motivation, and commitment as key factors (Gibb & Ritchie, 1982 cited in Kantis, 2004).

The entrepreneur takes risks, pursues some benefit, innovates, identifies, and creates business opportunities individually or collectively. He/she fixes, coordinates and combines resources, trusts in uncertainty, and breaks old patterns, which leads him/her to innovate (Kantis, 2004). Given the need for achievement, he/she can exploit a business opportunity identified by someone else (Schumpeter, 1976 & Stevenson, 1983, cited in McCleary et al., 2006), pursue his/her interests and dreams, or given the inability to obtain a traditional job, take risks in search of different ways of life (Rogoff, 2007).

Starting with a business idea, creating a company involves three non-linear stages: “the gestation of the entrepreneurial project, the launching of the company, and its initial development” (Kantis, 2004, p. 24). Continuous motivation is necessary to seek financing through various options and to establish the continuity of the idea, products or services, workers and organizational elements. The motivation offered by policies for opening up to markets is important (Kantis, 2004). Training in entrepreneurship related to the necessary skills and explaining its importance for economic, human, and social development is also essential (Löbler, 2007; Toca, 2010). Whoever wishes to learn entrepreneurship must be an active producer of his/her own knowledge, must become an agile communicator with strengths to persuade, create, recognize entrepreneurial opportunities, be a leader, negotiator, make decisions, solve problems, relate in networks, manage time, and acquire managerial skills to plan, market, control, generate strategies, conduct marketing, manage human resources, and practice critical thinking (Henrique & Da Cunha, 2008; Löbler, 2007). These characteristics contribute to increase the productivity of the field where entrepreneurship occurs (Arias & Giraldo, 2011; OCDE et al., 2016).

In that vein, it is possible to study the use that different social actors make of YouTube for entrepreneurship and how it concentrates voices and specialized content for learning or supporting entrepreneurship.

## **METHODOLOGY**

Based on the theoretical framework, we posited the following research question: What role does YouTube play in promoting entrepreneurship in Spanish-speaking America? We thus selected Spanish-speaking channels on entrepreneurship, considering the underdeveloped situation of Latin American countries in this regard.

Video content was analyzed to: a) understand which of the elements of entrepreneurship are considered: enterprise, business idea, and resources' availability or obtention, or the action of the entrepreneur-creator; b) discover the message's purpose, and c) understand the role that the platform plays regarding entrepreneurship.

The analysis of the videos was done from a qualitative-interpretative approach, establishing an observer/observed interaction in inductive processes to learn about the studied reality (Corbetta, 2010). The videos were considered as units of analysis, where communicational events occur that merit the search for meanings.

To collect the data, we conducted an initial immersion (Hernández et al., 2016) in videos on entrepreneurship (Hernández et al., 2016). The inclusion criterion was that the videos were in Spanish, as it is the native language of the countries

in which the underdevelopment situation mentioned above is present. Forty-four videos uploaded to the platform between 2016 and 2018 were selected, whose titles and channels are presented in table 1.

Successive observations were made to classify the messages and content according to the elements of entrepreneurship discussed in the theoretical framework.

N°	Video	Channel/user/ creator	Advertisements/ publicity
1	<i>Asesorías integrales de Antioquia, un ejemplo de emprendimiento empresarial</i> (Comprehensive advisory services of Antioquia, an example of business entrepreneurship)	NP Noticias (2018)	
2	<i>Aprende cómo está formado un ecosistema de emprendimiento</i> (Learn how an entrepreneurship ecosystem is formed)	Súmame al Éxito (2016)	
3	<i>CANCHITA - Historia de Emprendimiento</i> (CANCHITA - entrepreneurship story)	MUAbYCANCHITA Ederly (2016)	
4	<i>¿Cómo bajar la incertidumbre en un emprendimiento?</i> (How to reduce uncertainty in a venture?)	Uruguay XXI (2016)	
5	<i>Cómo conseguir dinero para tu emprendimiento por Jürgen Klarić</i> (How to raise money for your entrepreneurship by Jürgen Klarić)	BiiALAB (2016)	2
6	<i>¿Cómo eliminar la competencia?*</i> (How to eliminate competition)	Emprendedor Efcáz (2016)	
7	<i>Descubre qué es la formación de emprendimiento con Rompe tus límites</i> (Discover what entrepreneurship training is with Rompe tus límites)	Súmame al Éxito (2018)	1
8	<i>Diálogos emprendedores - Pedro Brache e Iván Gómez</i> (Entrepreneurial Dialogues - Pedro Brache and Iván Gómez)	CONEP RD (2016)	
9	<i>Emprendedores berracos: Alex Torrenegra de VoiceBunny</i> (Bold Entrepreneurs: Alex Torrenegra of VoiceBunny)	PANAL centro de emprendimiento. (2017)	
10	<i>Emprendimiento de primer mundo</i> (First-world entrepreneurship)	Muñoz, C. (2018)	1
11	<i>Emprendimiento en periodismo digital</i> (Entrepreneurship in digital journalism)	CANAL TRO (2018)	2
12	<i>Errores comunes de los emprendedores 2018   3 errores que cometí al emprender mis proyectos</i> (Common mistakes made by entrepreneurs 2018   3 mistakes I made when undertaking my projects)	Muralla Financiera (2017)	
13	<i>Especial de emprendedores venezolanos - Chic Magazine 09-08-2016</i> (Venezuelan entrepreneurs special - Chic Magazine 09-08-2016)	EVTV MIAMI. (2016)	
14	<i>Foro de emprendimiento nacional 2016</i> (National Entrepreneurship Forum 2016)	Junior Achievement Ecuador (2017)	



15	<i>Herramientas digitales para emprendedores y empresarios</i> - Josué Moya (Digital tools for entrepreneurs and businessmen - Josué Moya)	BiiALAB (2018b)	2
16	<i>Historias de emprendedores: Jefferson Valencia, fundador de Cronch Artesanalmente Obleas*</i> (Entrepreneur Stories: Jefferson Valencia, founder of Cronch Artesanalmente Obleas)	Negocios y Emprendimiento (2018b)	1
17	<i>Identidad, liderazgo y emprendimiento*</i> (Identity, leadership, and entrepreneurship)	TEDx Talks (2018)	
18	<i>La cosmética natural, una nueva puerta para el emprendimiento en Nicaragua</i> (Natural cosmetics, a new door to entrepreneurship in Nicaragua)	Vos TV (2018)	
19	<i>La mejor conferencia educación para emprendedores</i> (The best education conference for entrepreneurs)	Mamani, T. (2017)	
20	<i>La República premia al mejor emprendimiento femenino novedoso</i> (La República awards the best new female entrepreneurship prize)	La República. (2018)	3
21	<i>Las claves para crear un emprendimiento</i> (The keys to create a venture)	Mentiras Verdaderas La Red. (2016)	2
22	<i>Los OTROS emprendedores del mezcal</i> (The OTHER mezcal entrepreneurs)	Entrepreneur en español (2018)	
23	<i>Mauricio Zambrano- Momento de Romper Creencias</i> (Mauricio Zambrano- Time to break beliefs)	BiiALAB (2018a)	1
24	<i>Motivación para emprendedores. Domina tu actitud</i> (Motivation for entrepreneurs. Master your attitude)	Inteligencia emprendedora (2018)	
25	<i>Pasos para iniciar una franquicia exitosa</i> (Steps to start a successful franchise)	Club de Emprendedores (2017)	
26	<i>Plan de negocios para emprendedores: paso a paso</i> (Business plan for entrepreneurs: step by step)	Fundación Emprenden / Teodosio Cayo (2015)	1
27	<i>Programa de emprendimiento ambiental 2016</i> (Environmental entrepreneurship program 2016)	Camel Hub (2017)	
28	<i>¿Qué es el emprendimiento social? por Juan del Cerro</i> (What is social entrepreneurship? by Juan del Cerro)	TelmexHub (2016 <sup>a</sup> )	
29	<i>¿Qué son los bootcamp de emprendimiento?</i> (What are entrepreneurship bootcamps?)	Ministerio TIC Colombia (2016)	
30	<i>Redes sociales para emprendedores</i> (Social networks for entrepreneurs)	TelmexHub (2016b)	



31	<i>Retos para el emprendimiento en Venezuela 2017</i> (Challenges for entrepreneurship in Venezuela 2017)	Globovisión videos (2016)	
32	<i>Sé tu propio jefe   Consejos para emprendedores</i> (Be your own boss   Tips for entrepreneurs)	100negocios Cursos (2018)	
33	<i>Speed mentoring: solución de conflictos para emprendedores</i> (Speed mentoring: conflict resolution for entrepreneurs)	Universidad San Francisco de Quito (2018)	
34	<i>Tips para los empresarios y emprendedores en este 2018</i> (Tips for business owners and entrepreneurs in 2018)	Mundo Ejecutivo TV (2018)	
35	<i>Verdaderos emprendedores. Soy venezolano</i> (True entrepreneurs. I am Venezuelan)	Elite Group Producciones (2017)	
36	<i>Video emprendimiento animado</i> (Animated entrepreneurship video)	Cruz, M. (2016)	
37	<i>Workshop emprendedores - Clase 2 - La importancia de las redes sociales para tu emprendimiento</i> (Entrepreneurs Workshop - Class 2 - The importance of social networks for your entrepreneurship)	Workana TV (2018)	
38	<i>Yokoi Kenji   Emprendimiento</i> (Yokoi Kenji   Entrepreneurship)	Kenji, Y. (2018)	
39	<i>4 grandes ejemplos de emprendimientos en Chile</i> (4 great examples of entrepreneurship in Chile)	Hola Chile La Red (2016)	2
40	<i>7 negocios rentables para jóvenes en Argentina</i> (7 profitable businesses for young people in Argentina)	Emprender simple (2017)	1
41	<i>8 consejos de imagen personal para emprendedores</i> (8 personal image tips for entrepreneurs)	Larios, S. (2016)	1
42	<i>20 ideas de negocios rentables y originales con mínima o normal inversión</i> (20 profitable and original business ideas with minimal or normal investment)	NegocioStart (2018)	2
43	<i>10 emprendedores exitosos que crearon su empresa después de los 40</i> (10 successful entrepreneurs who started their business after 40)	Negocios y Emprendimiento (2018 <sup>a</sup> )	2
44	<i>10 pasos para crear tu empresa con lean startup</i> (10 steps to create your company with lean startup)	Negocios y Emprendimiento (2018c).	1

**Table 1. Videos studied**

Source: Own elaboration.

## RESULTS AND DISCUSSION

Elements of entrepreneurship to which the message is addressed. Some contents are oriented to the entrepreneur and others, to the enterprise. Table 2 shows 11 codes associated with the enterprise component.

Code	Video No./ Time stamp	Content examples
1. Profitable business ideas		<i>Profitable business niche</i>
2. Revenue generation with little investment	42 (0m35s)	<i>New profitable business ideas with minimal or normal investment</i>
3. Financial advice	5 (0m51s)	<i>Who does not know how to sell cannot be an entrepreneur... If he/she does not know how to sell, business ends up dying for lack of sales or in the trap of his/her salesman because he/she is the one who will have the business control.</i>
	34 (2m01s)	<i>Take care of finances, have open lines, and virtualize our businesses</i>
4. Business management	40 (0m36s)	<i>...efficient management of all business, personal finances</i>
5. Business training, business development plan	26 (0m20s)	<i>Implement this project's plan, establish the project's objectives, the means to be used, feasibility strategy</i>
	18(2m22s)	<i>.... effort and persistence to expand... work with social networks.</i>
6. Sales, advertising, and venture marketing	29 (0m20s)	<i>Seeking to awaken digital entrepreneurship ecosystems</i>
	39 (0m59s)	<i>The Italia fountain, Mario Millar, Marie pop, and Portalón, .... Innovative ideas to enter the market</i>
	11 (2m54s; 6m03s)	<i>Contribution to society through communication, recognizing the information era, ... the conventional radio</i>
	15 (9m06s)	<i>Having a basic computer and Internet to get to work on these things.... the solution is a bunch of digital tools ... like Google Trends</i>
7. Use of technologies as tools to conduct business, manage, and position the brand	30 (0m06s)	<i>Knowing some tools, some platforms and be able to experience... What is social media?</i>
	37 (1m09s)	<i>Must-have tools for entrepreneurs, statistics on Facebook usage, whatever audience you are looking for you can find it on social networks... with free or paid use for advertising using the right message, they can be used for advertising or to say who you are, build image, presence.</i>
	44 (0m10s)	<i>Based on light entrepreneurship methodologies applying lean start-up principles and other methodologies</i>

8. Solución de conflictos	25 (1m43s)	<i>If you are going to franchise and you look for someone and you help him/her to set up the site, you have to have a contract it will assure you that that person will be a clone, literally like you, that he/she will follow the same rules as you and that he/she will abide by your decisions</i>
9. Strategies	8 (4m19s)	<i>New vision, ...based on distribution, ...based on quality, -...creativity and introducing things</i>
	6 (0m2s)	<i>Which strategies to defend yourself from all this competition.... most effective strategy... Differentiation</i>
10. Knowledge about the entrepreneurship ecosystem	2 (1m31s)	<i>Which ecosystem are you developing in?</i>
	4 (2m29s)	<i>Start by testing the riskiest hypotheses ... it could be the customer's interest, the payment chain, strategic partners</i>
	10 (0m42s)	<i>Entrepreneurship penetration in the world...</i>
	28(34m29s)	<i>What should I do? I go to the community, I ask them what problems they are experiencing, I take one of those problems, I get to understand it, I live with them, I get as close as possible to them</i>
11. Brand evolution, penetration, business decline	1 (0m10s)	<i>The company is one of the most representative in the provision of accounting, tax, financial, and administrative services</i>
	3 (0m46s)	<i>The business grew, important social networks, it had the help of shoemakers in terms of cutting and materials, taking the risk</i>

**Table 2. Codes and contents of the messages associated with the company component**

*Source: Own elaboration.*

Eight categories emerged from the resulting codes shown in Table 2, which are presented in table 3.

<b>Emerging category/definition</b>	<b>Video No.</b>	<b>Total</b>
Income generation with little investment, profitable business ideas	42	1
The possibility of entrepreneurship is linked to a specific business		
Business administration, business efficiency	40	1
Content on planning, organizing, directing, and controlling resources to achieve objectives (Chiavenato, 2007)		
Business training, business plan development	26	1
Training, coaching and education messages.		
They refer to capabilities for an adequate performance in entrepreneurship, considering the entrepreneur's inclinations and predispositions (Chiavenato, 2001)		

Knowledge about the entrepreneurial ecosystem, conflict resolution and strategies.		
*Ideas on coordinated and organic systems by actors, public and private agents that produce an economic fabric conducive to competitiveness, being able to increase prosperity (De Los Santos et al., 2017).	2, 4, 6, 8, 10, 25, 28, 33,	8
*Conflict resolution seeking harmony to prevent deviations in the business philosophy in the face of disagreements, disagreements, apparent discrepancies, confrontation of interests between two or more parts of the entrepreneurship ecosystem (Vinyamata, 2010).		
*Strategy as a means to achieve long-term objectives (David, 2009)		
Use of technology as a tool to negotiate, manage, and position the brand		
Use of ICTs to support strategies in production processes and customer relations for positioning and achieving success (Ministerio de Economía, Fomento y Turismo, 2014)	11, 15, 30, 37, 44	5
Financial advice		
How to act financially in the future	5, 34	2
Sales, advertising, and marketing of the venture		
Sale of ideas that help the user in his/her venture or as an entrepreneur (Peñaloza, 2005)	18, 29, 35, 39	4
Brand evolution, penetration, business decline		
Brand evolution by analogy with a product's life cycle (Barrios, 2017)	1, 3, 9, 16, 22, 27	6
Total		28

**Table 3. Emerging categories on message orientation to the entrepreneurship component: enterprise, business idea, and availability or obtention of resources**

*Source: Own elaboration based on the authors' theoretical definitions.*

Table 3 shows more videos linked to knowledge about the entrepreneurial ecosystem, conflict resolution and strategies (8), brand evolution, penetration, business decline (6), and the use of technology as a tool for doing business, managing and positioning the brand (5). This means that those who create the videos seek to offer practical help to the audience and thus contribute to the survival of the company or entrepreneurship project, to mature the business idea and the availability or obtention of resources, with YouTube as the intermediary.

Regarding the entrepreneurial component, table 4 presents three categories of associated content. Their definition by authors can be found in table 5.

Code	Video No./ Time stamp	Content
	12 (0'12")	<i>...you are thinking about starting a business or a project and you want to avoid certain mistakes that other people have made before 1. Not being cold-blooded.....2. Wanting immediate results... 3. Not to focus on one thing, many times we start a project but we really have many ideas, we have other ventures...</i>
	17 (2'36")	<i>Leadership and entrepreneurship today are almost synonymous, entrepreneurship is basically working to build and fulfill your dreams...and it has to do with innovation, creativity, and the ability to start a project and finish it</i>
Knowledge about entrepreneurship	31 (3'21")	<i>Is the only way out of the crisis, it is nothing more than the vaccine against poverty, ... the seed of prosperity and progress ... without entrepreneurship it is impossible for there to be production ... for there to be development. ... those people want to look for solutions, ... really dedicate themselves to create a product, to sell it, and to make money with it. When the situation is conflictive, you have to create, basically products, be creative, stop paying attention to the negative environment, you have to see what you can do... Franchises are an alternative, it is a proven business model, it has a high feasibility and viability....</i>
	38 (0'53")	<i>Entrepreneurship is born from a platform to drive oneself, life purpose is born from being responsible...that is what forms the foundation of a good entrepreneur...A bad employee, a good employee, an excellent employee, is what gives us the authority to become an entrepreneur...He/she has the right to become an entrepreneur if he/she has a lifeline, and a lifeline is a profession, that is why it is studied</i>
	7 (1'02")	<i>Developing some skills, soft skills like sales, marketing, like leadership, financial education, which are not necessarily taught in universities, in a school, we are a solution as a school of entrepreneurship</i>
Marketing/ advertising	13 (1'11")	<i>Marketing and public relations overlap, marketing makes its strategies on selling the product and public relations is responsible for the way of perception, communication and image, public relations is responsible for developing your personal branding in traditional and digital media.</i>
	14 (visual only)	<i>Arrival of young people, meeting, ideas exchange, recreational moments, exhibitions, plenary, contests, awards</i>

Tips and reflections for the entrepreneur	19 (2'11")	<p><i>If young people want to get out of poverty they have to stop being conformists, the world needs them to rebel against misery ... it needs people who have healthy ambition ... conformism is mental, poverty is mental ... young people lack preparation, young people in the 21st century are preparing for the economy of the industrial era ... if you are trained to be an employee you will hardly have a millionaire mentality, nobody becomes a millionaire working for someone else .... train yourself to go out and generate employment ... whatever career you study, do it as an entrepreneur ... find a mentor who will push you forward never stop, never settle until the good is better and the better is excellent, which is what motivates me</i></p>
	20 (0'04")	<p><i>We promote and recognize your effort, nominate your venture and participate, prize for the winner: printed and digital interview in la República, video about your company in la republica.net, 2000USD to invest in your business, business and personal support. Sponsors: la República BAC Credomatic, Voces Vitales Costa Rica</i></p>
	21 (0'31")	<p><i>Business today is part of an intelligent architecture to face things. The luck they talk about is not such if you do not have a business plan, if you do not have a clear idea of the numbers, if you are not willing to work 15 hours a day, the truth is that .... Fight for your dreams, set a big goal, it doesn't matter if you don't achieve it, the way to do it leaves you a lesson... being an entrepreneur, mathematics is fundamental, cash flow, managing personnel, leadership....</i></p>
	23 (0'01")	<p><i>Did you know that life begins after 55, did you know that all the past can be left in a little bag, thrown in the trash and dismantle all the beliefs you want and reinvent yourself and create a totally new and winning being as many have achieved, you are in that age range, you're going there... The question is, what are you waiting for, I am going to sit and wait for life to give me, it is not time to give... what are your fears?</i></p>
	32 (0'01")	<p><i>Have you ever thought about quitting your job once and for all and starting a business... Do you have the motivation to be your own boss because you are fed up with your job? Many people dream of having a business, being their own boss, and being the owner of their time; however, they rarely analyze all the effort that this implies and they fall into failure. If you have already tried to be your own boss but it did not work out as you expected, it is because you certainly did something wrong. In today's video we will give you some tips on how to have a business and be your own boss and not die trying.</i></p>
	36 (0'23")	<p><i>So why become an entrepreneur? here are ten reasons why it pays to be an entrepreneur</i></p>
	41	<p><i>The clothes you choose every morning may be nice for you, but the point is that if you want to go out on business, you don't have to dress for yourself, but for the success of that business</i></p>

**Table 4. Categories and contents of the messages oriented to the entrepreneurial component**

Source: Own elaboration.

Emerging category/definition	Video No.	Total
Knowledge about entrepreneurship Content to develop skills in the economically active population to undertake entrepreneurship, facilitating self-employment with a higher degree of certainty to achieve a better quality of life (Ovalles-Toledo et al., 2018)	12, 17, 31, 38	4
Advice and reflections for the entrepreneur Messages based on ideas produced by people with experience in entrepreneurship	19, 20, 21, 23, 24, 32, 36, 41, 43	9
Marketing/ advertising Messages of promoted enterprises to encourage training or joining the entrepreneurial world (Muñiz, 2014)	7, 13, 14	3
Total		16

**Table 5. Emerging categories on message orientation and content of the entrepreneurial component**

*Source: Own elaboration.*

Of the videos on the entrepreneurship component, more than 50% (9) present tips and reflections for the entrepreneur, and 25% (4) refer to ideas about entrepreneurship knowledge, which may lead the user to consider becoming an entrepreneur (table 5). The video is also offered to the entrepreneur as a product-service.

As for the messages’ purpose, four categories emerged, coded as: KT (knowledge transfer), referring to the experience and development of skills incorporated into a value chain to obtain economic return, as proposed by the Universitat Autònoma de Barcelona (The Visual Speech [Corporativa], 2019); M (motivation) (Ajello, 2003) to create companies and succeed on their own merits; MM (motivational corporate marketing mix), since certain contents satisfy the audience’s needs and at the same time motivate, by presenting success stories or pretending to *sell* the product of the venture, and CM (corporate marketing mix), which refers to contents that promote what the producer does in favor of the venture, YouTube being thus an intermediary in the market (Valderrama & Velasco, 2018).

Table 6 presents the message’s purposes, with some examples. There are contents that transfer knowledge according to organizational and technological changes. Users integrate what interests them into a value chain, create other ventures and feed back the content of the message in the prosumer’s interactive process in Web 2.0 (Castells, 2009; Islas & Arribas, 2010; Lash & Lury, 2007; Oliva, 2012).



Message purpose and orientation	To the company, business idea, obtaining resources, etc.		To the entrepreneur	
	Example	Total	Example	Total
Knowledge transfer	<p>New profitable business ideas with minimum or normal investment / (NegocioStart, 2018, 0'42")/42</p> <p>"...What strategies to defend yourself from all this competition.... most effective strategy.... Differentiation" (Emprendedor Eficaz 2016, 0'32")/6</p> <p>Set the objectives (Fundación Emprenden, 2015, 0'20")/26</p> <p>"...Contribution to society through communication, recognizing the information age... conventional radio"/ (CANAL TRO, 2018, 2'54"; 6'03")/11</p>	14	<p>...you are thinking about starting a business or a project and you want to avoid certain mistakes that other people have made before 1. Not being cold-blooded.....2. Wanting immediate results... 3. Not to focus on one thing, many times we start a project but we really have many ideas, we have other ventures... (Muralla Financiera, 2017, 0'12")/12</p>	4
Motivation	<p>Implementing this project plan (Fundación Emprenden, 2015, 0'20")/26</p> <p>"Ventures that turn out to be innovative ideas to enter the market" (Hola Chile La Red, 2016, 0'59")/39</p>	4	<p>Messages that offer the receiver stimuli to creativity, risk, innovation and to strengthen skills that can bring them closer to the competencies to be entrepreneurs, as well as to consider their dreams, needs, and desires. (Mamani, 2017, 2'11")/19</p> <p>"...We promote and recognize your effort, nominate your"... (La República, 2018, 0'04")/20.</p> <p>"...Business today is part of an intelligent architecture to face things..." (Mentiras Verdaderas La Red, 2016, 0'31")/21.</p> <p>"...Did you know that life begins after 55, did you know that all the past..."</p> <p>(BiiALAB, 2018a, 0'01")/23</p>	10
Corporate marketing mix Motivational	<p>Message that tells the consumer what the brand presented in the video stands for (NP Noticias, 2018, 0'10")/1</p>	8	<p>Offers advertising and marketing that contributes to the cultivation of soft skills to an entrepreneurial venture (Súmate al Éxito, 2018, 1'02")/7</p>	3
Corporate marketing mix	<p>The government institution announces a program that supports entrepreneurship Ministerio TIC Colombia (2016, 0'07")/29</p>	1		

**Table 6. Message purpose and examples**

Source: Own elaboration.

There are also motivational messages, mostly directed to the initial venture, consolidating the achievement obtained, overcoming existing crises, highlighting the personality characteristics of the entrepreneur and his/her collaborators. In addition, it motivates to access resources in the launching phase of the company (Kantis, 2004).

Contents related to the motivational corporate marketing mix (MM) show the consumer what the brand stands for. As for the content on corporate marketing mix (CM), it fulfills a socializing function of what the institution does in favor of the digital entrepreneurship ecosystem.

### **YouTube role on entrepreneurship**

The messages have contents that contribute to the formation of the entrepreneur. Ideas are offered to generate income with little investment, as well as strategies to manage the venture or solve conflicts, use digital tools, get to know the entrepreneurial ecosystem; there is also information on sales, advertising and marketing of the venture, and to make the brand visible, telling its history and evolution. In addition, tips and reflections are offered, information is provided to learn from the content presented or to be trained in courses, conferences, among others, whose creators are entrepreneurs.

Of the total number of videos, 28 are oriented to the company or business idea (table 3). As for messages oriented to the entrepreneur (16), nine are related to advice and reflections (table 5). Of the 24 videos linked to the company, business idea, and resources availability or obtention, the most frequent content is related to knowledge about the entrepreneurial ecosystem, conflict resolution, and strategy (eight videos, table 3). They are followed by brand evolution and penetration (6), as they allow the company to tell its story and -at the same time- make it visible in the global community. Also relevant are the messages on technology, as a tool for doing business, managing and positioning the brand (5). Meanwhile, from the entrepreneurial component (16 videos, table 5), four messages are aimed at providing knowledge about entrepreneurship in a very similar way to the content on sales, advertising and marketing of the venture.

### **CONCLUSIONS**

The above shows that YouTube is a space for consuming content on entrepreneurship and for its promotion, which includes entrepreneurs, institutions, emerging entrepreneurship companies, youtubers and influencers. In addition, it facilitates the identification of entrepreneurship culture (Lash & Lury, 2007; Castells, 2009) and increases the emerging knowledge of prosumers (Sued, 2010), contributing to the identity and inspiration towards entrepreneurship.

By transferring knowledge, YouTube becomes a space to inform and train towards entrepreneurship (Toca, 2010). From an informal scenario emerges a communicational process on project development, business ideas, decision making to promote the development of skills, aimed at a subject who wants to learn entrepreneurship and who is an active producer of his/her own knowledge. Thus, there is a scenario that can strengthen YouTube's business model by becoming involved as an intermediary in the knowledge transfer. YouTube also presents itself as a support for entrepreneurship: it allows the visibility of the company's corporate image and of the entrepreneur, who takes advantage of the opportunity of the digital context and the audiovisual language to show his/her product or company. It is not only marketing; it also transmits a message to the audience to stimulate their entrepreneurial spirit. Likewise, other content offers ideas for the audience to reflect on different ways of life. In this regard, YouTube is becoming a stage for entrepreneurship, because when the producer considers a business model related to the partnership, it is easier to obtain profits, being able to be an entrepreneur in the digital world. The study found videos with commercials/advertising.

YouTube's intermediation towards the culture of entrepreneurship is also seen, with content that promotes adherence to the dimensions of cultural identity, individualism, and communalism (Lash & Lury, 2007).

As an element of cyberspace, YouTube empowers the presence in the public sphere of voices hitherto hidden, fostering inclusion, by mediating dialogue and participation as central axes, becoming a support for transformations in which the person is at the center (Gumucio, 2011). In the case of entrepreneurship, dialogue and intercultural participation are enhanced in favor of the interests of creative audiences. In this regard, it plays the role of support and scenario for the entrepreneurship, since it provides the person with the possibility of socializing his/her experience, offering his/her product, or presenting it as a marketing/advertising tool.

The study made it possible to observe how entrepreneurs promote themselves in some cases as examples of good practices, through motivational messages, and in others as an advertising exercise for their own business or to market the products of their ventures, thus taking advantage of the platform's Latin American and global reach.

We found videos on actions of public or private institutions to favor entrepreneurship. YouTube is a hypermedia space that allows to see, listen to, and show the stimulus to entrepreneurship, and it mediates towards the culture of entrepreneurship.

On the other hand, the audience in Spanish-speaking America receives messages that transfer knowledge to the business or the entrepreneur. This is important to acquire entrepreneurial skills and competencies that challenge the start-up of a business or its evolution, by filling gaps in the knowledge of entrepreneurs who – in many cases– have very little knowledge about creating or managing a business. This knowledge involves creating value in the business strategy. Thus, YouTube is an intermediary for the transfer, it serves as a bridge between those who possess the knowledge and those who capture it to transform it into value.

YouTube is a digital scenario for entrepreneurs, that allows the emergence of profiles of entrepreneurs who create content for interested parties or according to demand, obtaining in exchange income by joining the partnership program to the extent that their video is visited. The content is an advertising tool for the producer/creator, a marketing tool that combines the four marketing elements: place, promotion, product, and price. In the sample, there are videos of advisors, consultants, and trainers. Along with the purposes of motivation and knowledge transfer, there is the marketing of their own venture, as a business model on YouTube.

According to our study, YouTube can be an opportune tool to promote entrepreneurship in Spanish-speaking America, by promoting an open and transparent communication process, where the dialogic transfer of content leads to transformations based on shared ideas.

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