

YouTube Creation

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These days, when I am asked what I do, which is still a regular occurrence, I usually say that I am a YouTube creator.

There are two good reasons for doing so. Firstly, it's true. Secondly, I am always amused by the reaction.

The first response I get is that people ask what I make videos about, and I suggest that it is political economy.

I am then asked whether anybody watches my videos, and the amusement comes when I suggest that I have more than 370,000 followers. This seems to create a slight shock reaction and an immediate request for the name of my channel.

Being a chartered accountant never created such interest. Nor were people very interested in the fact that I was a professor, firstly of political economy and then of accounting.

Being a YouTube creator is, however, apparently something quite different. At the age of 68, I have finally achieved social cachet.

The third reaction to my suggestion, and the subsequent comments, is usually fairly predictable. People ask how I come up with a new video every day and how long it takes to record.

The answer is always the same. Thinking up a new video is always a challenge. But thankfully, they do not take too long to record once I have worked out, in advance, what I intend to say.

This morning's video is a long one for us, at 22 minutes. It took 30 minutes to record because I inevitably made mistakes and wanted to correct them as we recorded. It took Thomas much longer to edit it, and I spent more time checking the edit than actually recording.

Why say that? That's because, at the moment, which is before six in the morning, I am reflecting on the day ahead. There is a bank holiday weekend coming our way. That means we need videos available by Friday evening that will last until Tuesday morning, or a total of five in all from where we are right now. Two are recorded, but so far unedited, at least in full. Three drafts exist, but I am not yet convinced they will be the ones recorded.

With luck, I will finish writing those videos, or others, by 10 this morning, and they will all be recorded by lunchtime. Then we might just have a chance of meeting our schedule and of delivering a video every morning between now and Tuesday.

Talking about being a content creator is, I admit, quite fun. Being a content creator is quite hard work. Thankfully, I enjoy it. And, I admit, the feedback really helps.

Several people who have responded [to my appeal for funding](#) this week have made kind comments. Most have a common theme, and that is that I provide them with hope. If I do so, it is because I genuinely believe that change is possible, but only if we get rid of the deeply depressing neoliberal narrative that currently oppresses us, our politicians and our chance of a better future.

Building an alternative narrative is the only way to do that, and at the moment, YouTube seems to be the best way to achieve this goal.

Those videos will be written in that case.

But first, there are a few blogs to write.