

# A Study on Primitive Technology Videos in YouTube – Their Relevance and Acceptance by the Respondent's

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## Abstract:

Primitive Technology is related to oldest technology which influences the present generation to know the survival skills. The videos are made by using the wild materials completely, without using modern tools or materials. The objective of paper is to understand the importance of natural materials available in the forest and impact of Primitive Technology Videos on the human Behavior. From the analysis of primary data it is understood that most of the people are curious to know the things about the oldest form of life. Primitive technology is not just showing the survival skills of the old age, it is more than that, it's like seeing the advancement in the technology by tapping the play button and going to the past in the video, which take us beyond our imagination. It is a platform in which one can understand and adopt the surviving skills without the help of modern technology and it also makes sure one can survive with the help of forest resources. It also influences the people in conserving the rich natural resources for the future emergency needs for the living benefits. The case with which the tools are created also increases the liking of the primitive technology videos. People generally feel, they can create all the tools very easily. This gives a sense of accomplishment and achievement. Therefore they watch these videos and subscribe to these.

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**Keywords:** acceptance, relevance, modernization.

## I. INTRODUCTION

The primitive technology videos in YouTube was started by John Plant from Queensland Australia in the year May 2015 and the first video was uploaded on 1st of May. Primitive technology videos fall under the entertainment sector. These videos tell us how people lead their life during ancient times and the lifestyle of people in those days. The primitive videos exhibit how food, clothing, crafting, construction and different tools are made with the help of natural and wild materials that are available in the forest. Those videos help to know the benefits of natural resources. Such videos mainly concentrate on the livelihood.

One should have a proper and detailed knowledge about primitive technology for making these videos. The person involved in making such video's should follow certain characteristics like dress code, body texture, innovative ideas, usage of wild materials, behavior, place of conducting videos etc. Primitive technology is a specific type of YouTube channel that shows videos usually over a period of 15 minutes and

things done without the help of modern technology. The primitive technology video mainly deals with the survival skill in the forest during the ancient times.

The primitive technology videos are creating awareness among the people about the past in the internet to the public. Some people do these videos as their hobby whereas the others do such videos for the purpose of earning money. YouTube has created a platform for such people to exhibit their talent or skills as well as for others to earn revenue through this. People doing such videos gain ideas from the ancestral skills which guides them to regenerate the skills and crafts that brings on the whole of primitive technology.

It's surprising to know that, a person earns a net worth of \$9, 00,000 by making videos on primitive technology and uploading on YouTube where he shows us about the primitive life in the forest. The primitive technology videos also help us to know the change or the drastic effect that has been impacted after the adaptation of new technologies like electronic, mechanism, digital etc. available today which was

started in the 1980's. This is different from the "prepper" movement which tells us about a collection of weapons and material resources which anticipate in the falling of society.

## II. OBJECTIVES OF THE STUDY

- To understand the impact of primitive technology videos on behavior of human beings.
- To understand the need and importance of natural resources that is available in the forest.

## III. METHODOLOGY

The present study is based on primary data, the data has been extracted through a well structured and framed questionnaire with the sample size of 55 peoples of mysore region. Mysore is the core area for the study where it involves various age group of people and females are most influenced through the different concept of primitive technology videos. Correlation and percentage analysis are the statistical tools used for the study

## IV. LITERATURE REVIEW

Investigation of user behavior on social networking sites- By Hajra Waheed, Maria Anjum, Mariam Rehman, AminaKhawaja:

This article speaks about the connection between the unknown persons through various social medias. This paper deals with how the behavior of users changes through social network sites. And it can help the researcher to find out more features which can be added or improved in the existing SNS. Such studies motivate the users to use SNS. This completely deals with positive impact and benefits through SNS. It also speaks how the users in social media increased in the recent era.

Analyzing social influence through social media, a structured literature review- By RamcoSnijders, Utrecht University, Dept. of Information and CS. Remko Helms, Utrecht University, Dept. of Information and CS.

This paper speaks about influence by the users through social media, like how the people get influence themselves and share and also influence others too. This deals how the technology is growing rapidly. Social media makes a big impact in the developing economy. It also plays a important role for marketing practices. This paper clearly states the increasing users

from year to year. The research mainly focus on social influence metrics, influence maximization, mobilization, word-of-mouth and online reputation management.

Consumer activity in social media: managerial approaches to consumer's social media behavior- By Kristina Heinonen:

These paper deals how today's consumers are involved in a variety of activities with other unknown individuals through participating in discussions, sharing knowledge, getting ideas, collecting information etc. This paper's aim is to find out the aim behind the consumer's motivation towards social media. And also the consumer activity in social media through motivation. These provides the information to the companies regarding the consumer activities, so that the company can work upon the ideas of the consumer.

Youtube across the disciplines: A review of the literature- By Chareensnelson, Asst. professor, Boise State University, Dept. of Educational Technology. Boise, Idaho 83725 USA

This paper deals with how YouTube has become the largest and most highly visited online video sharing services. The benefit of YouTube video like learning the different concepts, knowing various aspects etc. The videos can be shared by the individuals through their own YouTube channels. There are certain channels which publishes the videos at free of cost.

Watching this guy build a hut using purely Primitive Technology is mesmerizing- By Chase Stephens (April 5 2016) in The Daily Wire (Dailywire.com)

This paper is related to a person who challenges himself to do things without using any modern techniques or tools. The biggest achievement so far, was constructing a tiled roof hut from scratch. He made other videos like charcoal making, a bow and arrow, stone axe, but the guy has not revealed his name. This paper states that the guy never utters a word but his action speaks more about his work.

Letter of recommendation: Primitive technology-By Jennifer Kahn (Dec 1 2016) in The New York Times Magazine.

This paper states that the guy without revealing his name and the forest in which he conducts the videos like an ax, a forge, a hut etc, using the materials available in that forest. In this process everything should be started with the help of hands without using

the modern tools like matches to light the fire. This process should be carried out with lot of patients because it might be harmful. Such videos are expressed through their action without speaking or explaining. The primitive technology videos does not attract easily unlike the other videos available on YouTube. The primitive technology videos does not demand attention. In those videos one can hear sound like chirping of the birds, rustling of leaves, the sound of the stones while hitting the woods.

‘Primitive technology’ ‘YouTube guy gets 31 million views: what’s the name of shirtless, silent Australian man in the video?’ By-Paula Mooney (Feb 22 2016).

This paper states that how people are so curious about such videos and it is getting popular day by day. In this primitive technology video one can find a shirtless and a silent man making huts and charcoal from the available resources in the forest. This paper showed a video of a man making charcoal and this video was uploaded in a website and he got 1.5 million views in just two days. In this video can see the hard work and the process the man takes up in doing charcoal. By this act of the man the viewers were mesmerized. The main motive of his video was to say that, charcoal is a fuel that can burn anything faster than twigs. This describes the difference between the modern day technology and the primitive technology. Here we can determine that without the help of modern tools one can carry out activities.

Measuring user influence in twitter: The million follower Fallacy- By Meeyoung Cha, Hamed Haddadi, Fabricio Benevenuto, Krishna P. Gummadi.

These paper states the changes seen in the society through the influence of Social Media and why and how certain trends are innovated and accepted by the customers. This also studies the benefits of social media in marketing and advertising the product or services and also tells how to help the advertisers and marketers to campaign effectively, which helps to bring out the changes in human behavior and choices.

Government innovation through Social Media- By J Ignacio Criado, Rodrigo Sandoval-Almazan, J Ramon Gil-Garcia.

The paper speaks that a Government uses the social media for Electronic government (E Govt.) research and practice worldwide. The tools of social media helps to take up the decisions towards the public. The

three dimensions – tools, goals and topics can be carried out in the administration through the help of social media. It also studies how the government uses the benefits of social media to promote transparency, participation and collaboration.

Information Revelation and privacy in online Social Network (the Facebook case)- By Ralph Gross, Alessandra Acquisti.

This paper state that the participation in social network sites has dramatically increased in recent years and describes that how Facebook makes the user to make friends (unknown), share information, create profile and tells that how important the privacy is to an individual. It discusses the patterns of information revelation in online social networks and their privacy implications. The research is carried upon 4000 Carnegie Mellon University students who have joined a popular social networking site catered to colleges and evaluated the amount of information they disclose and study their usage of the site’s privacy settings.

The influence of social groups on goal contagion-By Chris Leorsch, Henk Arts, B.Keith Payne, Valcrie E. Jefferis

This paper states that the people are so curious in knowing the things that is carried out by other individuals and they try themselves in involving for certain things. The people adopt the behavior of other individuals. The individuals preferences changes according to others behavior. The goal contagion may affect both the participants behavior. The people automatically get influenced to the behavior of other humans. The changes in human beings are caused according to the videos or through television and other mass communications in a daily life.

Goal contagion : Perceiving is for pursuing –By Henk Arts, Ran R. Hassin, Peter M. Gollwitzer

The paper state that the individuals automatically adopt to others behavior and get influenced through it. The certain goal of an individual motivates one another. The paper tells that the people are not aware that they are getting changed in their day to day life. Due to lack of awareness and conscious the individuals automatically adapt certain changes or behavior of others in their life. The goals are adopted according to the certain situations without their consciousness. It states that by adapting certain goals from other people’s action, one learns how to achieve things and avoid unnecessary things and also satisfy the basic

needs. By adopting the goals of others people may become more similar in what they desire and strive for and hence in their plans for the future.

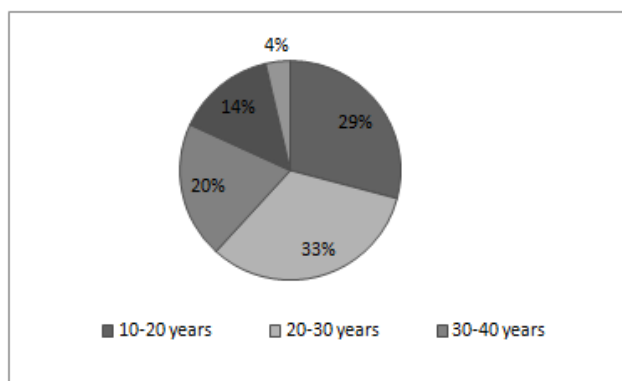
## V. ANALYSIS AND INTERPRETATION OF THE STUDY

Age

Table NO. 1		
Particulars	Frequency	Percentage
10-20 years	16	29
20-30 years	18	33
30-40 years	11	20
40-50 years	8	14
above 50 years	2	4
<b>Total</b>	<b>55</b>	<b>100</b>

The study was conducted in order to analyze the impact of primitive technology videos, its relevance and acceptance by the society. Primitive technology videos are popular in social media in recent days, but its relevance needs to be understood.

Though people of all ages watch YouTube videos social presence is more with youngsters in the age group of 20 to 40 years. Primitive technology videos are viewed by about 29 % in the age



Gender:

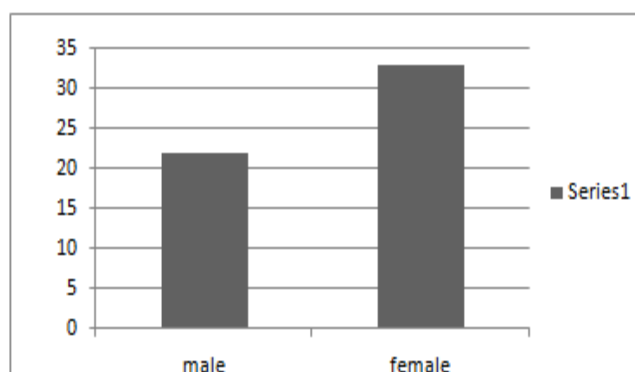
## Correlations

		gender of the respondents	kind of primitive videos attracted by the respondents
gender of the respondents	Pearson Correlation	1	-.300*
	Sig. (1-tailed)		.013
	N	55	55
kind of primitive videos attracted by the respondents	Pearson Correlation	-.300*	1
	Sig. (1-tailed)	.013	
	N	55	55

Table NO. 2

Particulars	Frequency	Percentage
male	22	40
female	33	60
<b>Total</b>	<b>55</b>	<b>100</b>

The study has been conducted to examine influential factors of humans regarding the acceptance and adoption level of primitive technologies. The table indicates that 60% of women are more infatuated towards the imaginary world than men. Women are more interested in watching the primitive technology videos. It may be because of fact that women are interested in imaginative things and aesthetic qualities attract them.



Source(computed)

\*. Correlation is significant at the 0.05 level (1-tailed).

Based on the table it can be noticed that the significance level of both the correlated variables provides the good significance level which leads to the acceptance of primitive technologies by the humans which takes back them to their ancestral wildlife practices and helps in inculcating the traditional practices which further helps in improving the environmental conditions for eradicating the happening pollutions in the country.

Marital status:

**Table NO. 3**

Particulars	Frequency	Percentage
married	21	38.18
unmarried	34	61.82
separated	0	0
<b>Total</b>	<b>55</b>	<b>100</b>

The study has been conducted to extract the information regarding the influence of people towards the primitive technology which are creating trend nowadays and the collected data states that the unmarried people of age gap between 20-30 are much interested to watch the wildlife videos than the married one and it is observed that 61.82% of unmarried people are found to be the viewers of the primitive technology.

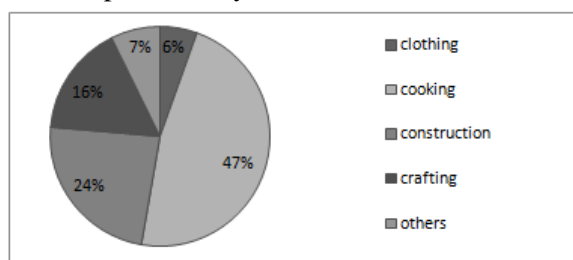
The kind of primitive technology videos attract the people most:

**Table NO. 4**

Particulars	Frequency	Percentage
Clothing	3	6
Cooking	26	47
Construction	13	24
Crafting	9	16
Others	4	7
<b>Total</b>	<b>55</b>	<b>100</b>

The conducted study is majorly depends upon the above mentioned factors which gives us the glimpse of kinds of primitive technology videos which attracts the viewer's majorly women. The kinds of videos includes clothing, cooking, construction, crafting and it is viewed that the major influencing factor in the primitive technology videos is cooking where in people are more fascinated about the cultural food items of our ancestral period where in it indicates 47% out of 100% and the second factor which influence the most is construction

and it is viewed by 24% of the people and the least viewed factor in primitive videos is clothing which are not much preferred by the viewers.

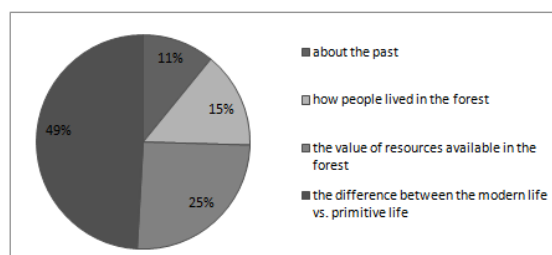


Primitive technology videos helps to know about:

**Table NO. 5**

Particulars	Frequency	Percentage
About the past	6	11
How people lived in the forest	8	15
The value of resources available in the forest	14	25
The difference between the modern life vs. primitive life	27	49
<b>Total</b>	<b>55</b>	<b>100</b>

It was understood that the people are curious about the primitive life. They also like to know about the tools used during those period and uses those ideas for the development of modern day technology. It also helps people to know the drastic change in the lifestyle during then and now. During the time of interview, it is opined that primitive technology videos have helped the people to know about the modern life vs. primitive life.



The kind of impact that the primitive technology



videos lead in the minds of the people:

**Table NO. 6**

Particulars	Frequency	Percentage
Positive impact	20	36.36
Negative impact	0	0
Both positive and negative impact	35	63.64
<b>Total</b>	<b>55</b>	<b>100</b>

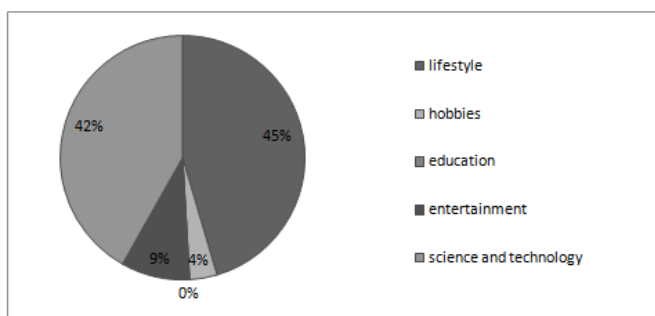
Primitive technology videos generally play a subliminal effect on the minds of people. People generally tend to believe over the period, that these are real and expect that their lifestyle as to be like that. During the interview, it was opined that the primitive video have both positive and negative impact over the minds of people.

According to respondents primitive technology belongs to:

**Table NO. 7**

Particulars	Frequency	Percentage
Lifestyle	25	45.45
Hobbies	2	3.64
Education	0	0
Entertainment	5	9.09
Science and technology	23	41.82
<b>Total</b>	<b>55</b>	<b>100</b>

The above table indicates the most influenced factors regarding primitive technology videos and the related factors which have a impact on the lifestyle of the people and it even affects their routine activities. Lifestyle is the most belonging factor wherein it is chosen by 45% of the respondents of the study and it impacts majorly. Science and technology is the second most belonging factor wherein it indicates 41.82% of the study .Education is not considered to be the influencing factor and is is not belongs to the primitive technology.

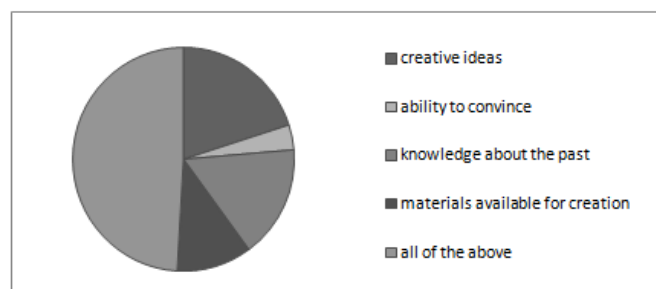


A person promoting primitive technology mainly needs:

**Table NO. 8**

Particulars	Frequency	Percentage
Creative ideas	11	20
Ability to convince	2	4
Knowledge about the past	9	16
Materials available for creation	6	11
All of the above	27	49
<b>Total</b>	<b>55</b>	<b>100</b>

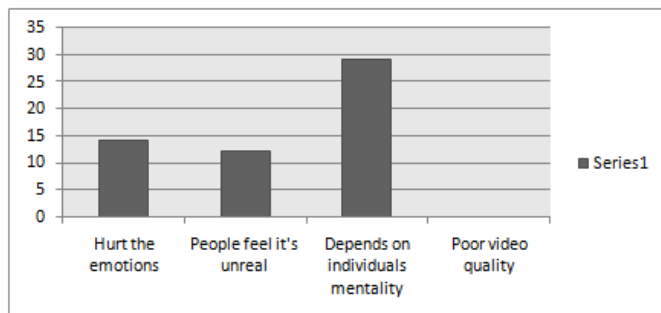
During the study it is understood that the person promoting primitive technology videos in YouTube mainly requires innovative ideas. According to the respondents point of view it is clear that the person must consider all the important factors like creative ideas, ability to convince, knowledge about the past, materials available for creation etc.



**Table NO. 9**

Particulars	Frequency	Percentage
Hurt the emotions	14	25.45
People feel it's unreal	12	21.82
Depends on individuals mentality	29	52.73
Poor video quality	0	0
<b>Total</b>	<b>55</b>	<b>100</b>

Primitive technology has both positive and negative impact on the people's mind. During the study it has been found out that most of the respondents feel that it depends on individuals mentality as there thinking differ from one another and it indicates 52.73% of the indication level. At the same time respondents feel that sometimes it hurts the emotions and it is unreal. So there are some of the negative factors which influence the primitive technology.



10. Do primitive technology videos hurt the sentiments of people?

As per the collected data it is understood that the certain videos hurts the people emotionally, in which it involves killing the animals for the purpose of food, cutting down the huge trees for the constructions etc., and in which it shows how people used to struggle themselves for basic needs during those period.

11. Do the respondents feel that they can adopt similar lifestyle by watching such videos?

According to the survey it is understood that the primitive technology videos doesn't make any changes in the lifestyle of the present generation, whereas the people of present generation have already adopted the modern culture and technologies. The primitive technology videos just help to provide the information of those periods and to know the value of natural resources.

## VI. CONCLUSION

By the study it is understood that the people are so curious to know about the things that can be done through natural materials that are available in the wild (forest). Most of the individual tend to believe that certain videos are real and they try to adopt such lifestyle in their life. As primitive technology videos are based on traditional practices which was carried out by our ancestors for their survival, whereas this concept makes the present generation to know the real struggle and lifestyle of their ancestors it is clearly researched that such type of lifestyle shown in primitive technology videos can adopted and it also helps in pollution free environment and it also helps in reincarnating the traditional wildlife practices.

Goal Contagion:

Goal contagion is the automatic adoption of a behavior upon others behavior without their consciousness. The people get influenced by seeing other individual's success and achievements. An individual tries himself in involving for certain activities which is carried out by

others. Goal contagion clearly states that it is a kind of behavior getting transferred from one person to another person or group without their consciousness. It becomes a practice in an individual's life.

The certain YouTube videos help viewers to adopt the things towards their survival and get practiced. Whereas the primitive technology videos help the viewers to know that the individual can survival without the present technology and also tells that they are capable of living in forest.

When a person identifies himself with primitive technology videos, he/she starts feeling that they can also get engaged in such activities. It gives them a sense of security and comfort. Generally, for the survival of a person, he/she needs a battalion of people right from paper boy to vegetable seller. His survival depends on all these people and it creates a sense of insecurity. Primitive technology video addresses this insecurity and assures people that they can survive without anyone.

Primitive technology is different from survival skills. In survival skills people anticipate what may be the situation and prepare themselves with tools and techniques to deal with it. Whereas primitive technology provides a lifestyle where without anyone's support, any pre conceived tool a person can lead comfortable life. Primitive technology videos about construction of dwelling places, cooking and hunting prescribe a life style.

Primitive technology videos address a man's desire to move from insecurity to security, dependence to independence.

Theory of goal contagion also justifies the same and says that when individual identifies himself with what he sees, he starts getting related to it.

When we analyze the reasons for people's willingness to watch and subscribe for primitive technology videos, it was found that it is their relatedness that makes them watch,

As per the results of interview schedule, the respondents accepted that they are more related to those videos where the environmental setup matches the environment in which they are brought up, the materials used are the one which they are familiar and which they can get access to conveniently. The premises and materials used also help them to relate

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2. Primitive Technology : A Survivalist's Guide to Building Tools, Shelters and more in the wild – John Plant
3. Primitive Technology II : Ancestral Skills – From the Society of Primitive Technology Edited by David Wescott
4. Primitive Technology: The Complete Guide to Making Things in the Wild from Scratch – John Plant

#### Internet source

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