

**Oto MAD Video,  
a mirror reflecting teenagers' mental world**



*The cover picture is produced by ourselves*

International Department of Beijing No.35 High School

Xiaoyu He, Yinxin Long, Mingxuan Liu,

Ruoshui Liu, Yutian Yang

August 10 2018

*In the last three years, from pervading to leveling out, Oto MAD video, a kind of video created for fun, begins to possess thought-provoking implicature. For instance, "My shampoo"<sup>1</sup> and "Jin Kela"<sup>2</sup> criticize exaggerated advertisements, "Battle scars" satirizes the war in Syria, "Da Song Ti Xing Guan"<sup>3</sup> advocates justice and pours scorn on corruption.*

### **Not just a recreation**

The mean of Oto MAD video is never just for fun. On July 18th, 2018, the official WeChat Account of International Department of Beijing No.35 High School released an article about the Oto MAD culture, pointing out the influence Oto MAD culture shed on pop culture. Among them, Oto MAD video, the result of New Media Era, has become a unique way for new generation to amuse themselves.

Although the term "Oto MAD" is well known among young people, the exact time when Oto MAD video has spread around is the year 2015. In that year, a shampoo advertisement with Jackie Chan appearing as a spokesman synthesized with a popular song called "My Skate Shoes". This video spread to the whole world rapidly by making good usage of hilarious lyrics, impressive music and content which satirized the fact that numerous companies make false promotions about their products. Later that year, in August, at the finals of Voice of China, the participants impressed the

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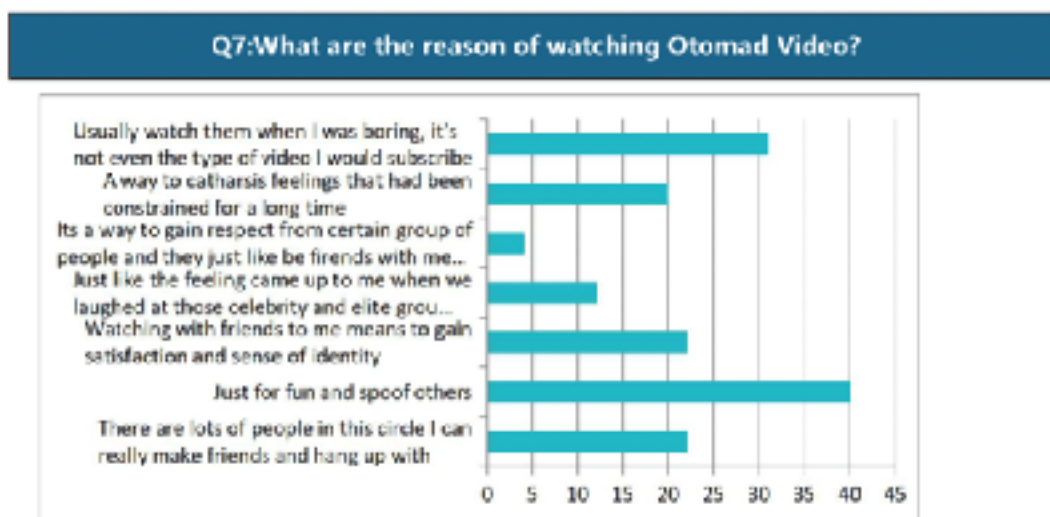
<sup>1</sup> An Otomad video produced by Chinese followers in 2015 with Jackie Chan shampoo ads

<sup>2</sup> Chinese netizens video of ghosts produced by the 2007 fertilizer "Jinluo" advertisement

<sup>3</sup> Songs created and sung by Josephine Pomeride

mass by singing the new Oto MAD version of one of the most famous advertising songs in China. From 2015 till nowadays, the uniqueness of Oto MAD video building up progressively through development has stood out among the impetuous internet pop culture world.

However, what Oto MAD Video stands for has been questioned by public for a long time. The definition given by the Baidu baike is "An artistic form aims at subverting the convention, amplifying personality, strengthening the social issue and satirizing the society through repeating, analyzing and recreating the segmental video of particular serious event." From July 18th to 20th in 2018, the result from the 98 questionnaires we published online showed that nearly half of them considered that this type of video is just for fun and recreation, and 30 percent of them think that the videos spoofing and make fun of celebrities and other 20 percent of interviewers think watching this is a good way to relax from work and school. However, as for the teenager and pop culture, the term "Oto MAD" is reaching beyond that.



*The result of our questionnaire about the question "What are the reason of watching Oto MAD video".*

Talking about the Oto MAD culture in their eyes, Fanlys Zhu, the head MAG(Manga, Anime and Games)club in Beijing NO.35 High School believes that video makers should keep making new one about Oto MAD since owning the ability of creating new Oto MAD video means a higher level. "Only when you have those editing skills can you make rhythmic videos with elaborately made lyrics and beat." The MAG club was established in March,2018 and aiming to propagate ACGN<sup>4</sup> culture.

The upcoming senior student Dan Yang holds a different kind of view: "The elements of the Oto MAD are divided into material and tuning, and the Oto MAD video is composed by lyrics, music and pictures. There will be no doubt that live comments will also add momentum and effect to the video. Starting from the Oto MAD, it's not hard to see through the entire internet pop culture, and the entertainment spirit on the Internet can also reflect the real life." He deems that Oto MAD is kind of art, a new born baby. "Oto MAD among teenagers is not just for recreation, but also shed their new spirit to the public, which effectively promotes the advancement of content in the video, into a more thought-provoking one."

One of followers left comment on our Oto MAD article, saying that Oto MAD videos are now an expression that can be circulated through various channels and are uncontrolled. The videos have other branches, including lyrics and tunes, which were originally known for their mental contamination. Most of the ghost materials come from social issues, such as the exposed Laos<sup>5</sup>, and the rejection of the security checks are all social phenomena today.

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<sup>4</sup> An abbreviation for Animation, Comic, Game, Novel, which refers to a youth culture

<sup>5</sup> A false rheumatism advertisement, Chinese followers seen them as clips

### **Extra implication beyond videos' own right**

Shakespeare had said: " *There are a thousand Hamlets in a thousand people's eyes.* "

So, things that Oto MAD video want to express are changeable between different audiences. There are nine members in the MAG club, according to Zhu, her club often plays some Oto MAD videos on every class. "(We are) Just having fun and trying to make them more active towards this club since my members love this kind of videos."

Yang was thrilled when he introduced the Oto MAD culture: "The Oto MAD video itself is a video that mixes and edits the material clips to achieve a hilarious effect, and entertains the public by subverting the normal state and reinterpreting it." In his mind, Oto MAD means differently: "the video itself means nothing but shows rebellion and challenges against the conventional value that major media usually conveys to the public, and it also symbolizes the anti-conventional spirit against traditional culture, which is common value among younger generations and thus is largely welcomed by them."

What Yang said is well presented in our questionnaire. Back to our anonymous questionnaire<sup>6</sup>, among questions we have a few of answers from the question about "your opinion of how Oto MAD culture has influenced the reality", nearly 80 percent of our respondents believe that they do not impact the real life beside the fact that some participants wrote "The popularity of Oto MAD video will make more people ignore the mainstream media and humorously watch serious events by watching those

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<sup>6</sup> The questionnaire we mentioned above which publicize between July 18<sup>th</sup> and 20<sup>th</sup> in 2018

delicate-made videos", while others thought that "under the circumstance of Chinese culture, they retain some possibility to reconstruct the authority."

Everything changes dramatically in the era of WEB3.0. It is worth noting that the speed of change in the culture of Oto MAD and the speed of change in the times are also on the rise. The comments from a participant mentioned the timeliness of Oto MAD clips, because the material is often the most updated global issues, not old-fashioned "The old material is being turned out less and less, and there are very few new works with old concerns as backgrounds. For example, the popular role of platelets in the new "Working Cells"<sup>7</sup> in July this year has immediately become the new focus of the Oto MAD section; and the new MV of the popular female group Rocket Girl 101 "<sup>8</sup>Calories" also produced different versions in the section.

If one searches keyword "Duang" on Bilibili website, he/she may find that the highest click volume has been already more than 10 million. When we are watching this video satirizing a commercial which Jackie Chan made in 2004, it shows something more than funny inside it. After cramming video with various content, the author accidentally found out that the perspective of the video maker made up a huge part of what is the video mainly talking about. The story of "Mianji dude" hit 100 million clicks by sharing an encouraging and inspiring experience in which two people living in poverty at first fulfill their dreams by supporting each other; One of the three-minutes video mix the news of war in Syria and interviews about how eager people there wanted to be in peace became popular several years ago due to the

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<sup>7</sup> The animation of the same name from the original name of Kiyomizu, the animation produced by David production. Tells the story of human cell work

<sup>8</sup> Chinese mainland girl's singing group, and there are eleven members

pronunciation of a foreign journalist speaking Chinese and until now the war has nonstop. No matter whether it is about the solicitude towards people in deprived conditions or boosting us to pay more attention to the war happening around the world which last for over seven years, it is an efficient way for us to look back and be able to bring thoughts to the audience.

### **A promising future**

Rise or fall? Where the Oto MAD video should be? Different people have various answers. When asked about whether she would play another Otomad video in her club next semester, Zhu shook her head. "I don't think so, since we won't have fixed time for club anymore." Even though, she thinks that Oto MAD video exists with meaning, "Actually, I knew the video website Bilibili after watching Oto MAD video, and realized I belong to this culture." She also seems to have negative prediction about the future of Oto MAD video, "Those fresh videos are rough, since the master producers are getting busier than ever, and it seems like no one is capable of producing fine Oto MAD videos."

However, an anonymous interviewee declares an extremely positive view, "Apparently, mounting video producers appear because of opened public application system, bringing a massive exposure of various Oto MAD video. Plus, Oto MAD video can be accepted by public easier than any other kind of video among the whole website." He further explains an indelible issue appearing in the Oto MAD video section, "Merely new producers have their own styles, most of them imitate classic ones."

In the anonymous questionnaires<sup>9</sup>, participants still consider Oto MAD video as "marginal culture". They believe it's not only able to express more ideas than they can imagine, but also includes downsides-differs from dominant culture-at the same time. People watch Oto MAD video for saucing their ordinary life, which means that they aren't and won't join in the dominant culture in the future.

Yang is interrupted by one of the audiences, "Are you sure this kind of video can be a form of art?"

"It is a matter of definition." He replies. The audience then stopped for a second and says, "I'm not sure whether I will consider this as an art form, but I do believe that they have a bright future right beyond."

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<sup>9</sup> The same questionnaire mentioned above.



### **Supplement:**

The result of questionnaire is collected from people ranging from the youth to the elderly, most of whom live in Beijing, by allocating online questionnaire on social media. There are 98 effective questionnaires in the end.

### **The research on people who watch Otomad video by Bilibili**

**Q1: What is your gender?**

- A. Male
- B. Female

**Q2: What is your age?**

- A. 13-18
- B. 19-25
- C. 26-35
- D. 36-45
- E. Above 45

**Q3: What is your current job? Or you are a student?**

- A. Student
- B. Party group organization
- C. Business organization
- D. Company employee
- E. Self-employed
- F. Freelance

**Q5: How well do you know Otomad Video? How often do you watch them?**

- A. Very familiar and they are part of my life
- B. Just watch them when I am free

- C. Just heard of this kind of video but barely watch them
- D. Never heard of it

*\*Participants who choose **D** as their answer wouldn't be shown the next questions*

**Q6: What kind of content do you prefer when you choose to watch Otomad video?**

- A. Spoofing hot issues or celebrity
- B. Interpretation of songs based on two-dimensional characters or games
- C. Using different sound effects as a material to interpret or match the original song by tuning
- D. others

**Q7: What are the reason of watching Otomad Video?**

- A. Just for fun and spoof others
- B. Watching with friends to me means to gain satisfaction and sense of identity
- C. To relax
- D. Usually watch them when I was boring, it's not even the type of video I would subscribe

**Q8: If you are the video maker, what content do you prefer?**

**Q9: Explain your idea towards the influence Otomad culture had a reality.**