@Big Big Family in USA: Russian-speaking migrant vloggers in United States of America on time of Covid-19

The study examined three YouTube channels of Soviet\ Russian immigrants in the United States. The videos, which are in the Russian language, were analyzed between March and June 2020. The results suggest that vloggers see themselves as influencers and mediators of information between what is happening in the United States in general and conduct on a personal level in three main categories: Home space (family home space); the public space in a personal context (as part of personal arrangements such as walking to the supermarket, etc.); general public space (regulations for Americans/ street video for people’s conduct and more). The present article addresses a topic that has not yet been developed extensively in the field of research on the channels of Russian-speaking families on YouTube who have immigrated to the United States. Also, the study addresses a not-so-simple period for residents of the world in general and those families in particular who see themselves as no longer a family channel but a source of information during a Covid-19 for followers.

Keywords: family vlogs; immigrants, micro-celebrity, two step flow of communication, Covid-19, USA

"What is Coronavirus in USA? How much is the epidemic in the USA and is it a big problem for all of us? They made a release for you about Covid-19. How dangerous is the virus for humans? How to protect yourself from it? We will tell you what is going on in USA. Watch today all the latest news about coronavirus 2020" (Amega Family, March, 7 2020).

A Covid-19 has outbreak in China and expanded in the other countries in the world (Dunton, Do & Wang, 2020; Jarzyna, 2020; Mengu, Mengu & Gunay, 2020; Mohamad, 2020; Rothan & Byrareddy, 2020; Serrão & Chaves, 2020; Szmuda, et. al 2020). The deadly virus has already taken lives of millions of people, and millions have been affected. Governments around the world have issued regulations and restricted the movement of people and businesses. People around the world are asked to wear masks, in case of disposable gloves as well, to maintain social distance (about two meters from each other). The regulations also restricted public places, and many businesses suffered economic losses. Cultural and entertainment events were also closed (Guan, Deng & Zhou, 2020). The most difficult situation in terms of the number of patients and the number of dead is the United States. Almost five millions confirmed cases and 160, 220 deaths (August 9, 2020).

These changes (due to regulations) have been documented on virtual social networks. Due to the new reality, many vloggers, who tell about their lives on the Internet, began filming the new reality and uploading the videos online. The influence vloggers become micro-celebrity or virtual celebrity. The

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1https://covid19.who.int/?gclid=EAIaIQobCh MIhczw1LSO6wIIVhvdRCh0fgAmGEAYASAAEgJZ_D_BwE
The purpose of this study is to analyze the videos of YouTube channels of migrant Russian-speaking families in the United States in order to see how they deal with the Covid-19 pandemic in their new country and what they choose to show to their subscribers and how they present themselves as influencers.

Celebrity, micro-celebrity and global pandemic

Celebrities have held various positions throughout history, including self-promotion, consumer and leisure product promotion, and political, social and cultural attitudes and opinions. They are opinion leaders, inspire and can influence the audience, especially their fans (Kellner, 2009; Marshall, 2020). In addition, celebrities' participation in public discourse related to health and global pandemics (Noland, Marshall, Goodale & Schlecht, 2009).

Throughout human history, there have been a number of local and global epidemics, each affecting local and global society (Honigsbaum, 2019; Spreeuwenberg, Kroneman & Peget, 2018). The effects were also evident on the culture and celebrities who found themselves unemployed or those who were recruited to set an example and to be leaders in the conduct of the pandemic. In Covid-19 many celebrities have appealed to their nationals and citizens of the world to stay home. Many campaigns (such as #stay_home_with_me) were launched on the Internet and were joined by social media influences such as vloggers and micro-celebrity.

Micro Celebrity

During a global crisis, people are looking for information on social networks more often, according to users, provide more unfiltered, reliable, and more granular information than traditional media. Of course, network users are aware of information overload on the network and so they choose the trustworthy "sources", such as opinion leaders, people they trust and buy training (Abidin, 2017; Welbourne & Grant, 2016; Zafar, Qiu, Shahzad, 2020). In many cases this is a digital celebrity, vloggers, micro-influencers, online celebrity, internet micro-celebrity, micro celebrity etc.

Micro-celebrity are usually ordinary people who open a channel on one of social networks (e.g. YouTube, Instagram) and upload various content (Senft, 2008; Turner, 2019). Micro-celebrity is admired by followers, who subscribe to the channel, staunchly follow and respond. To expand their visibility on the Internet, networking devices are open and active across multiple channels at the same time (Abidin, 2016; Abidin, 2017; Hou, 2019; Philbrick & Cleveland, 2015).

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3https://www.nytimes.com/2020/03/30/arts/virus-celebrities.html
4"Vlogs are video blogs, primarily focusing on personal experiences or opinions that are usually delivered by one person to the camera and subsequently made public on YouTube or another video platform." (Jandl, 2017: 245)
Micro-celebrity who open a YouTube channel are called Youtubers or vloggers, and those who gain many followers become influencers, leaders of opinion primarily in your field of expertise but not only (Khamis, Ang & Welling, 2017). Youtubers can influence followers' minds not only in consumption but also in providing helpful tips. The people purchase them training and see them as authentic and a desire to help and recommend. Followers even develop feelings for you, usually positive ones, and even communicate through the media (Djafarova & Trofimenko, 2019).

In home video, vloggers reveal their daily lives, share their dreams, agendas, personal experience tips and plans (Seo & Jung, 2020; Tambunan, 2020). Of course, this is a video and only then published by Youtube, so you can see it as "the self-presentation" (in Goffman's term, Goffman, 1959) - how vlogger choose to show his/her life to the followers wants followers. On this case they create their own narrative story (Page, 2018). Trust between vloggers and their followers are especially important if these are situations of distress such as military operations, turbulent air and more. No thorough research has yet been done on how vloggers use their Internet power to promote opinions in daily life, especially among the younger audience who are the virtual media audience and also older audience (Kreknin, 2019; Yuan & Lou, 2020).

Two step flow of communication and influence of Youtube

The theory emphasizes the place of an opinion leader who has been exposed to a great deal of information (even on a specific topic) in the media and used by other people as a trusted source. Hence the theory emphasizes the two stages of information flow. One of the recipient who discloses the great information and a second time he passes the information processed by him to others (Katz & Lazarsfeld, 1955/1966). Katz (1957) defines the dimensions of opinion leaders based on three common characteristics and behaviors: "personification of certain values (who one is); competence (what one knows); and strategic social location (whom one knows)" (73).

In recent years, the theory has been revived by YouTube's influencers and influencers on the Internet (Lievrouw, 2009). Influencers are exposed to a great deal of information, examining, experimenting (for example, products) and presenting their opinions to followers, which trust the opinion of the influencer. He is also appreciated for being caught with no economic, political motives etc. (Carr& Hayes, 2014; Soffer, 2019; Walter & Brüggemann, 2020).

In the research literature there was a preparations for the Covid-19, but in a medical context, religion (Mark & Cawley, 2020), economic (Gans, 2020) and policies of different countries in the heart and virus, etc. In the research field you can find studies discussing the phenomena of pandemic such as Zica and the internet, distribution of health issues in videos on the YouTube website and the nature of their sources (Bora, Das, Barman & Borah, 2018). The reference field of Russian Youtube vloggers—migrants dealing with pandemic such as Covid-19 has not yet been discussed in the research field.
Youtube vloggers—migrants

The availability of the global Internet, and the use of social networks may serve as a place for social networking and as a source of information about that country and/ or about daily life in that country for immigrants (Bucholtz, 2019; Dekker, Düvell, 2020; Engbersen & Faber, 2016; Komito, 2011; Mohamad, 2020; Serrão & Chaves, 2020; Yu, 2018; Zhang & Zhao, 2020).

In recent years, we have witnessed the development of families' YouTube channels, which reveal to your followers your daily routine. Considering the outbreak of the Covid-19 virus, this study will focus on the family YouTube channels of Russian-speaking immigrants in the USA. "Russian, as one of the major immigrant languages in the US with more than 3 million speakers, exhibits certain similarities with other immigrant languages in regard to its use, spread, and maintenance" (Ivanova-Sullivan, 2019: 223). The research question is what functions are used in these videos, what can be deduced and learned from them about dealing with the Covid-19 virus as a family and as citizens of the United States who appeal to a Russian-speaking audience.

As part of the study, immigrants from the former Soviet Union who live in the United States will have a YouTube channel where they upload videos. In the videos, they show their daily life in Russian language. Immigration of Russian speakers began as early as the Soviet era but intensified after the collapse of the Soviet Union. Citizens of the former Soviet Union to the United States, Germany, Israel (anyone who is Jewish or has someone Jewish seven generations back) and to other countries (Ivanova-Sullivan, 2019; Puffer, McCarthy & Satinsky, 2018). The local language of the state is heard only when they interact with the locals. Russian-speaking immigrants in the USA around 3.5 million people. Most of them are in New York, California and Florida.5

Methods

This a qualitative research, that focus on in thematic analysis (Morey-Hawkins, 2017). The channels were selected according to a number of parameters: a family channel (three children and more) of immigrants from Russia or the former Soviet Union; The language of the videos is Russian; The number of subscribers to the channel exceeds 30K subscribers; High upload rate of videos (between every day - once a day) to once a week). The data collection period from March 2020 to July 2020. In total analysis of 200 videos from three Youtube channels. Each video ranges from 20 minutes to an hour.

5https://www.forumdaily.com/samye-bolshie-russkie-obshhiny-v-ssha/
"Hi!!! We are the AMEGA family Artyom Miya Elena Gregory Anastasia !!! We love Traveling, and the quality of our travels, we always appreciate with the help of FOOD!) And a good rest. We decided to share with you our experience of living in America !!"

The family has a few channels (such as Grigory Family; Amega Kids; НастяАртёмМия; H2O), but Amega Family is their central one. This channel has joined to YouTube in September 13, 2018. The channel has 11,639,700 views and 96.6K followers. The family lives in Miami, Florida.

**Big Big Family in USA -31K**

This channel has joined to YouTube in February 5, 2019. The channel has 3, 381, 117 views and 31K followers. The family consists of seven people: parents and five children (three daughters and two sons aged 3-18). They live in Miami, Florida until August 2020. In September 2020 they move in Naples, Florida.

The second daughter in the family, Masha, also have a YouTube channel, Masha USA VLOG, where she uploads videos several times a week. The interesting about following her channel is that she gives her perspective on family life in her point of view, which is a show on a daily basis in family channel.

**Funny 4 – 221K**

The family has another Youtube channel (Funny 4 Family). The joined to Youtube in 2014. The family consists of six people: father, mother and four children (two daughters and two sons aged 6-14). They lives in Spokane, Washington.

The three American channels are among the leading Russian speakers and all of them, in addition to the family channel, have accompanying channels for example children’s channel. The videos of Amega Family is a more professional, processed edit that all members of the family are recruited for the project. Funny 4 channel is based on casual video shooting and the mother of the family usually behind the camera. The kids don't always seem to be excited about the video shooting, especially the older. Another channel Big Big Family in USA uploads videos on a regular basis. These are home videos that are

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1. https://www.youtube.com/channel/UCQCuc6kMF6G4Io4ovIBi_Og
3. https://www.youtube.com/channel/UCMLqsgXvM6Vs0aino8OdrLQ
4. https://www.noxinfluencer.com/youtube/channel/UCMLqsgXvM6Vs0aino8OdrLQ
5. https://www.youtube.com/channel/UC41ym5kcr0RVUFwMlpdBA
6. The channel since February 26, 2019
7. https://www.youtube.com/channel/UC0I9Mpj66EG4_DrOhpoA6E4Q
8. https://www.youtube.com/channel/UC0I9Mpj66EG4_DrOhpoA6E4Q
Result

Influencers use their YouTube channel to create their own narrative of daily life and also to set a personal example of running a family at home when the virus spreads; when going out into the public space and maintaining health and regulations. They present the public space as it is run, i.e. the behavior of people around them.

Analysis of qualitative content comes into three main categories: Home space (family home space); the public space in a personal context (as part of personal arrangements such as walking to the supermarket, etc.); General public space (regulations for Americans/ street video for people's conduct and more).

Home space (family home space)

In the first wave of Covid-19 (March-May 2020) in USA, there is a shock to the families they, like all people around the world, didn't know how to deal with it, especially with the school learning. In a short time school were transferred to distance learning, and in the videos taken during this period there is a reference to these studies. The parents show how their children doing homework, listening to recordings of classes and even doing tests. The children, for their part, talk about distance learning and also complain about the amount of lessons they are given to prepare.

In the second wave of Covid-19 (starting in July 2020) the children are on summer vacation. Parents bring up issues such as multiple hours of sleep (which may depend on the children/ adolescents going to bed late), going out with friends/ pools/ walks or any physical activity or prefer to sit at home with a laptop.

Amega Family, on March 7, a video surfaced in which the family's father about the virus in the United States and that they intend to update viewers with details they hear on CNN channel, which they them self trust in training information. Funny 4 also presented data on patients and the percentage of deaths in Washington, as well as data by age and gender. Most people who are, or may be, sick with the disease are older (in their 60s) or those with a health background.

Children at home
In March when the virus began to spread in the United States, schools were still open. Authorities have issued hygiene guidelines emphasizing that it is a virus that does not spread to distances but only to a distance of two meters and can even "live" on inanimate objects.

_Funny 4_ (March, 13), show in their video the moment that their three children return from school, take off their shoes, take off their clothes and put them in a laundry basket and take a shower. The mother of the family explains that these are the guidelines of the authorities. Not all people wear a mask in supermarket even though it is said that the virus is "heavy" and stays on spurs and spreads to two meters. If the family indicates that they are in the market and do not know what is happening, and also hope that schools will close.

Following the lockdown due to the Covid-19, the school is closed and the children are staying all day at home. In this period the children deal with a number of moods. There are moments of happiness (that there is no school and classes), moments of boredom and breaking a routine (waking up late and watching movies all night or playing computer games), and moments where they sit in front of the computer screen and get used to studying online.

_Covid-19 and the family_

_Big Big Family in USA_ deals with their own drama because Covid-19. In the case of the family, the points of view could be seen from three different points of view: the mother of the family (from the family channel), the father of the family (in the personal channel also parts of the family channel) and the daughter Masha, who has her, owns the YouTube channel.

_Big Big Family in USA_, on July 12 The video "США ВЛОГ ШОК!!! У МУЖА ПОДОЗРЕНИЕ НА КОРОНАВИРУС" (translate: USA VLOG SHOCK !!! HUSBAND SUSPICION OF CORONAVIRUS) begins with family running and moving objects. The mother of the family said that they moved a table from the son's room to the living room and her daughters cleaned the bathroom and toilet. The reason is that the father of the family returned home with all the symptoms of the Covid-19 and in the morning went to be examined. The son prepared the room for him and the girls the bathroom in order to isolate him from the rest of the house. If the family says the answer should arrive within 4-5 working days, so by then they should keep to the distance rules.

On Tuesday, July 14, a video surfaced summarizing three days in which the father of the family is in rehab. For the first two days he almost refused to eat but on the third day asked for breakfast. The mother of the family said that he was also taking medicines to treat the flu and antibiotics, the ones they had brought from Russia (they have been in the USA for two years). The father read on the internet about two types of vitamins sold in a pharmacy and asked to buy.

_Big Big Family in USA_, on July 16, after four days in solitary confinement, the father of the family turned to channel viewers. He said he makes his appeal mainly to thank all the wishes and all the responses received. It is also a story
about the reactions in which people told how they went through the disease or someone from the immediate environment. The father said the appetite is slowly returning, but the flavors are not really. In addition, he updated that the situation in Florida is deteriorating rapidly from any other state in the United States, especially in Miami in the area where they live. But despite everything, he is optimistic and hopes for the good for both him and his family. The mother of the family showed on camera what she had prepared to eat for the children and her husband, and also showed that the father of the family did not want the cheesecake she had bought for him at the supermarket for 9.9$. The video from July 17 began that the day before, the fifth day of solitary confinement, the father's condition had deteriorated - he had a fever and barely ate. On the morning of the 6th day of isolation, the temperature dropped slightly, and he returned to eating. In addition, they received packages, as well as a package with a device for measuring blood oxygen, which they purchased for 59.90$. The reason for purchasing the device is that if the oxygen in the name is below average it indicates that the lungs are not working properly and therefore the condition indicates the presence of the virus in the human body.

July 18, a mother of a family uploaded a video about the horrible night they went through. The father of the family felt unwell and asked at 4 a.m to call 911. In short time three paramedics came to their department. After testing a father, they said he had difficulty breathing because he was worried all the time and the stress had affected him. The mother of the family noted that after they left, she shouted loudly at the father of the family who had frightened them so much. The whole video recreates what was at night while they share their feelings. The video ends with a 911 order, and they do not know how much it will cost. Day after, the new video began opening with the news: The father of the family is ill in Covid-19. Following this announcement, the father of the family contacted a clinic and found a Russian-speaking doctor. Payment to the clinic is 150$ for anyone who does not have health insurance. The doctor asked about the treatment done so far and wrote down additional prescriptions that should arrive at the nearest pharmacy. So, they were referred to another pharmacy where the cost of the drugs is 50$ and not 190$. The mother and eldest daughter went out in the evening to the same pharmacy, then went into the supermarket to shop.

On July 20, the mother of the family at the beginning of the video turned to the respondents and said that she had read the messages and did not understand where the panic came from. She noted that her husband is being treated by all the medications he has been prescribed, and if she starts it is not terrible. They will take care. Not the end of the world. She further noted that she was sitting and talking to him about it, and there was a calm conversation. The main thing is not to get into self-oppression. On July 24, the video began with house cleaning. The head of the household decided to leave the isolation after a week, and the family began cleaning. The son has returned to his room, the girls to their bathroom, and life at home continues as usual. In the evening the father of the family prepared meat and they opened wine.
Through the videos, the family revealed dealing with the virus. That is, it allowed for a deeper look - how to deal with a Covid-19 in the United States and in the immigrant family (who do not have health insurance). And even set a personal example for dealing with the disease as well as for keeping rules and guidelines on the part of the authorities. Keeping rules in the home space is seen on all three YouTube channels. This included bringing groceries and cleaning them with a cloth with disinfectant or water; Maintaining clean clothes and washing hands and more. Adherence to out-of-home guidelines has also been seen and they are discussed in the next section.

In this section, the family conduct, in the personal space, of the family is discussed. It seems that at the beginning of the crisis, there was a sense of uncertainty and adaptation to the new reality (closure and distance learning) but as time went on the families tried to convey a regular conduct that involved upgrading a home, preparing family meals and keeping fit.

From the families' videos, the difference in the perception of the virus threat can be seen at the beginning of March, in the first wave, and the time between first wave to second wave. Uncertainty, food purchases and cleaning tools actually reflect the conduct of many families. The families introduced their followers to your reality which is basically the same for everyone, and gave a sense of shared coping. The families also updated the followers on what is happening in the United States in general and in their city in particular. What they do in the home space, from dealing with and preparing food, cleaning the house to engaging children both in their free time and the time of virtual learning.

The public space in a personal context

In the USA such like other countries in the world, the first wave of Covid-19 began in March with stricter regulations for closing entertainment venues and shopping centers, various relief in May and early June disciplinary easing during which families took the opportunity and traveled to beaches, nature walks and the like. At the beginning of July, the second wave has begun, and with-it stricter restrictions and regulations on not wearing a mask in public space.

Shopping in supermarket

In light of reports in the media of the virus spreading, people from around the world in general and the United States in particular have begun purchasing essential products in supermarkets. All three families filmed the long lines near the parking lots and the empty shelves of toilet paper, sanitizers, mineral water and paper towels.

The Youtube vloggers show to their views shopping in the big supermarkets. The footage of these videos gives a glimpse of what is going on in stores during the time of the virus, which products have become more
expensive, which are missing and which are plentiful, etc., but also food products that families like to consume. From these videos we can learn about the family's consumption habits and personal taste. Many times, they compare the products or the flavors so that the channel viewers understand their intention, to food products from Russia.

*Amega Family*, in the video on March 7, the family father with his eldest son goes show to the viewers of the channel that American people are buying the necessary things when they bought water bottles, toilet paper etc. Later in the video they also show the pantry in the house which are filled with cans and pasta packaging. One of the things that the three American channels usually show is a walk to the supermarket. During this shopping they show products, explain, show prices and even compare different supermarket chains and in the period before the virus and the time of the virus (to show whether prices have increased).

*Funny 4* on March 15 show their shopping products at the supermarket, due to restrictions entering the state of Washington, which is considered a state with a high amount of infections. The family shows that everyone buys toilet paper and hands sanitizer and water bottles. Not everyone wears masks but walks around with gloves on. Social distance should be maintained, six feet (two meter) from person to person. The family says everyone is scared so they came to buy. No one knows what will happen in the future and there is a market feeling from the whole situation. In the supermarket they noted that there is a restriction on the purchase of toilet paper, water bottles and paper towels for each family.

*Funny 4*, on March 18, buy 20 face masks 3M – N95 for 24$. They show that supermarket has empty toilet paper shelves, as well as canning shelves and pasta products. There is a shortage of disinfectant, cleaning and washing powder products. Some people go without masks. Restaurants and cafes are closed, and you can only pick up yourself and deliveries.

*Big Big Family in USA* on March 27, show they walk to the supermarket has social remoteness and markings near the cash register, but both were without masks. A mask has already appeared in videos starting in April. In another video (April 4) the parents went to the farm - there was no obligation to wear masks yet, only by personal choice - and noted that there are no masks and no gloves. On March 30, Masha uploaded a video in which she resuming her sports routine in the house because gyms and pools were closed (the closure has been going on for a month) and it is forbidden to leave the house. On July 14, the two older girls went to the pharmacy and bought the vitamins (two boxes - one for 5.99$ and the other for 9.99$); 100 gloves in one package costing 9.99$ (limited two package to one costumer) and 50 face masks in a one box costing 34.99$.

*Back to routine against Covid-19: Upgrade the house and get out of the house*

As the easing of the lockdown, on the one hand, the families began to upgrade the furniture, to purchase new things for the house. On the other hand,
they decided to leave the house and vent outside. For example traveling to the sea or to the lake. 

Funny 4, between the first wave and the second wave of Covid-19, decided to do a two-room renovation of the older children. They bought a bed and went to buy sheets. The mother, who is also filming the videos, said they order online due to the plague, but there are things they come to buy for themselves. Already a pair of bedding they bought in a large supermarket, but the argument was that the bedding was of poor quality so they need to purchase.

In the video from July, Big Big Family in USA tells about the second wave in the United States and that they have entered into a policy on bathing in the sea - the beaches are closed and you can only swim in pools that are in homes like in your home that there is a pool. To adhere to the guidelines, those in charge of the building distributed only green bracelets to the occupants of the house. Masha in her video said that the fine not wearing a mask is 500$.

Funny 4, on July 17, uploaded a video they spent on a Coeur d'Alene Lake in Idaho State. In this country there is no obligation to wear masks and the beaches are open. This contrasts with Washington State, the family's place of residence. That is, from this it can be concluded that they wanted to show the normal life during the Covid-19, that it is possible to go beyond the borders of the state and reach a close country that does not adhere to strict guidelines such as social distance and masking in public places.

Amega family, in a video that went on the channel on July 25, the family said the 15-year-old eldest son received a driver’s license and, in the evening, they went to celebrate that news at a restaurant. The restaurant of seafood was full. Everyone wore masks, a one-time menu was placed on the table and the waiter served dishes they had ordered.

The conclusions that emerge from this section are that the families, after trying not to leave the house for about a month (since the outbreak of the virus), decided to go out and show to their followers life in the city and especially in the supermarket (the cost of products missing on the shelf, etc.). They also indicated that they would see the "real" picture that is taking place and not what is being shown in the media, where the news is gloomy about the situation in the United States. None of them complained about the conduct of the administration, the closure, the loss of work and the like. There was a shock that is a product that was missing on the shelf but it is at the level of the individual and not at the level of government.

General public space

This section will discuss YouTubers' coverage of the environment, i.e. the conduct of the state or people outside regardless of the families' occupations. Intended for all those pieces of information they show in their videos for followers.

At the beginning of the Covid-19, the families described to their followers about what was happening in the United States in particular, and served as
first-person information mediators. They talked about the morbidity situation, the amount of people wearing masks in the public space, and the new restrictions.

Wearing a mask

Big Big Family in USA, on April 4, the parents went to the farm - there was no obligation to wear masks yet, only by personal choice - and noted that there are no masks and no gloves. Near a supermarket that is considered relatively cheap and there is a strict adherence to ten people at a time. Finally, they give up and drive to a supermarket that is considered expensive but has no queue and the parking lot is not crowded with vehicles.

In early July, the three American channels reported a second wave in the United States, which followed restrictions again. One of them is the closure of the seashore especially because of the independence celebration on July 4th.

Big Big Family in USA, in the video the mother of the family decided to film a home video, with all the members of the family going to the pool of the building due to beach closures. Shortly afterwards, the members of the house returned to the house and said that the pool was very busy, and they decided not to stay.

In early July, American channels have begun talking about a second wave of the outbreak of the virus. They also noted a high percentage of patients in Miami, the obligation to wear a mask and restrictions on city traffic from 10 p.m. to 6 p.m. They also noted there are not many people on the street. In addition, city cops drive people out of restaurants and ban the crowd.

Beaches and vacation

Amega family on July 25, the family noted that Florida is considered one of the states that has a new influx of patients. Therefore, many tourists flocked to the shores of Florida, which led to immigration. This situation mentioned in the Big Big Family in USA video that New Yorkers love to vacation in Florida and you can see the in Miami, cars with plates from New York.

Big Big Family in USA (August 1), the parents decided to go out on their own, without children, for shopping in supermarket and have a nice day in the Fort Lauderdale beach. Florida's beaches are open despite a high number of patients, which brings many tourists from other states. People outside maintain social distance and wear face masks. In the supermarket, guards disinfect the carts for the benefit of the customers. At the entrance there is also a sanitizer.

Conclusions that emerge from this section, that Americans behave differently in both waves of the virus. In the first wave of pandemic it seems that many preferred to stay in the bubble, both because of limitations and because of the fear of going out, compared to the second wave of pandemic that they are starting to go out more. Another characteristic is the observance of guidelines especially in public places. The image that emerges in the videos is that these are responsible people who are disciplined for instructions, but at the same
time do not stop their lives. There is a presence in the supermarket (a man does not chase after water, eggs and toilet paper), on the promenade especially people who do sports and on the beaches.

Conclusions

Russian migrant Youtube vloggers show and describe daily routine against Covid-19 in United States. Allow a glimpse of the family's behavior within the home space and the society's conduct in public places such as streets and writers. They tend to keep the rules considering the situation (for example wear a mask on their face in public sphere) and thus provide a personal example if they are used as role models among their YouTube channel followers. The findings are consistent with studies of immigrants who use the Internet to connect with native speakers or speakers of the same language around the world (Bucholtz, 2019; Ivanova-Sullivan, 2019; Mohamad, 2020; Serrão & Chaves, 2020). The connection created between vloggers and followers often appears in videos, in which family members turn to followers (Homant & Sender, 2019; Jandl, 2017; Yuan & Lou, 2020).

YouTube vloggers are fighting for the attention of the audience and creating unique content. They provide useful information, share their narrative story, personal experience and by self-disclosure explain and present themselves about their lives (i.e. see themselves from the point of view they choose to present themselves). Immigrant YouTube vloggers address the audience in their mother tongue, showing the life in the new country. This can also be seen in the findings of the current study which is consistent with previous studies (Zhang & Zhao, 2020).

From here they become the "ambassadors" of the new state, in this case the United States and mediators for people from their homeland. They are the ones who tell the truth and as things happen in contrast to the media for example. The sincerity in the information they provide makes them a reliable source in the eyes of their followers.

Immigrants who develop YouTube channels that use the channel that mediates between what is happening in the United State and other people in the world (their followers) are consistent with previous studies which have indicated that not only YouTube channels during an epidemic are used for information sources (Bora, Das, Barman & Borah, 2018) but also receiving information from a trusted source (Carr & Hayes, 2014; Djafarova & Trofimenko, 2019; Hou, 2019).

One of the most popular YouTube videos of these families is supermarket shopping in American supermarkets and in Russian supermarkets in United States. In the videos, they often describe the procedures for maintaining social remoteness, regulations and restrictions on the purchase of products in quantities (especially those considered at the beginning of the spread of the virus as most consumed). They also compare prices before the Covid-19 era and now during the virus, and also show empty product shelves (e.g. toilet
paper, eggs, masks, and hands sanitizer. These products over time began to appear on shelves). The personal note brings Youtube vloggers and followers closer by allowing them to become even more familiar with micro-celebrity.

In addition, they prefer to tell what is really going on in the United States, according to their eyesight and what they choose to view, contrary to what is being told in the news especially in Russia that describe the United States in gloomy lines. These immigrant Youtube vloggers take to the streets in order to document reality and show that the situation is very far from described and reviewed by Russian media and the reactions of followers who live outside the United States.

YouTube vloggers see themselves as opinion leaders who tell about conduct in their lives (thus setting a personal example), conduct in public space (e.g. in the supermarket) by showing the realistic and authentic image in their eyes that it is not seen in traditional media. Also they present the running reality of the population - what people do in the public space and the like.

From the videos they have uploaded we can see that they also present themselves as someone presenting the most reliable information, since they are the ones who read from different sources about the situation and then present and explain it to the followers. In doing so, they create training with the followers and become a trusted source in everything related to the conduct of the United States during the Covid-19 virus as well as the daily conduct during the accessible time of ordinary people.

The study also shows that these YouTube channels are used by opinion leaders and are in line with the approach of two step flow of communication. They are the ones who report in Russian to their followers what is happening in the United States at the time of the Covid-19, about regulations and also about common behavior in public space. They also present their lives in the home space (as a full family with three and more children) and present an identical picture that can be identified with both in terms of family ties and other issues such as distance learning (online school). And finally, the vloggers-migrants present their lives as TV series or reality show (that they produce and edit them self and present in social free platform to everyone who decide to watch, describe and follow their family channel), which followers are addicted to and wait in anticipation to see how the lives of this micro-celebrities continue even in light of the Covid-19.

Using a mother language (in this case Russian language) just again came to emphasize not only the followers but also their attitude towards the absorbing society. And although there is criticism from them about the way they conduct themselves and sometimes about non-compliance with Americans, it can be said that they present satisfaction with the new country.

For future study, we suggest to research the reactions and comments of followers and thus gain an additional perspective on the coping of the virus Covid-19 both among followers in the United States and around the world. Of course it is possible to do further research which will follow those Youtube families (Russian – migrant vloggers in United States) and compare their lives before and during Covid-19.
Reference


