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**WEB 2.0: WHICH FACTORS MAKE A YOUTUBE CHANNEL
SUCCESSFUL ON THE INTERNET?**

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Abstract

Web 2.0 has brought a revolution in the ways of communication people have available to them. User Generated Content has become more and more predominant, to the point that anyone can share their personal opinions and thoughts. One of the main platform where this is possible is the website YouTube, where people can upload videos on any topic. While in the beginning this website was mainly used to upload music or funny videos, with time passing by people have seen a different potential and have started to upload more personal videos. In particular in the last ten years we have seen the huge success of this platform and the rising figure of “Vloggers”, regular people who upload videos about a specific topic regarding their lives. For this analysis we have concentrated our attention to the beauty community that has been created on YouTube. The participants are mainly young girls who upload videos to share their experiences with beauty products, show a particular technique or tutorial. These girls have built a proper business on their channels, making YouTube a full time job with millions of views and subscribers.

The objective of this work is to figure out which factors contributed to creating this huge success and to test our hypothesis on reality, performing an empirical analysis on selected YouTube channels. We will build our model through the pre-existing literature, finding variables that might have contributed into creating this phenomenon. We will later perform our analysis directly on the channels, observing videos and evaluating the attitude and the response that creators get according to their actions. This analysis will be performed on 36 channels with a range of subscribers going from 12 millions to 300 thousand.

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CHAPTER 1: INTRODUCTION

1.1 Framework

In the Web era any information can be found on the Internet. People from all over the world can easily access a huge amount of data in few seconds. This revolution has made life easier in lots of different ways: researches are quicker, very specific information can be easily found and the user can pick and choose what he needs and what he doesn't.

An even bigger change has arisen with the arrival of the Web 2.0 era: now the focus has moved to users and to what they want to share on the Internet. Of course the increasing number of different social media has a lot to do with it. On one side people can easily keep in touch with friends and family via social media websites like Facebook and Twitter, on the other side there is a different kind of instrument that is aimed to the bigger public. If we take into consideration social media like Instagram and Tumblr they are mainly used to share aspects of private lives and make them available to the public. The same goes for blogs: people will write about topics they are passionate about to have confrontation but also to showcase their opinions and ideas. The so-called User Generated Content is growing with more and more importance and is taking over the regular ways of communication.

Alongside to the blogs, the most recent form of User Generated Content that has developed is video communication. This concerns not only brands but also, most importantly, regular people who are able to share information, opinions and ideas by filming videos that will be uploaded to a dedicated platform.

The most famous and used platform is YouTube, a website created ten years ago that has reached great success. It has over a billion users that represent a third of all the Internet users. Everyday hundreds of millions of hours are being watched creating billions of views. On mobile devices the websites reaches more adults in the ages between 18 and 49 than any other cable TV in the U.S. Currently the number of hours that people spend watching videos, also called watch time, is increasing of 60% every year. This growth has been the faster in the last two years. The number of people watching YouTube everyday is increasing of 40% every year starting from March 2015. The number of people that watches videos entering the website from the homepage, like they were watching TV, has triplicated on an annual basis.

80% of the views comes from outside the United States so YouTube has launched local versions in more than 70 countries and it is possible to visit the website in 76 different languages therefore making it available and easy-access to 95% of the Internet population.

Once on YouTube users spend most of the time watching videos: on mobile devices the average session is of 40 minutes with an increase of over 50% on an annual basis. The number of hours spent watching videos on mobile devices is increasing of 100% on an annual basis, more than half the views comes from mobile devices. Starting from October 2014, YouTube has paid a billion dollars to creators that have decided to monetize their content according to the Content ID in use from 2007. (Source: <https://www.youtube.com/yt/press/it/statistics.html>)

Aside from the data, what is revolutionary about this website is the different point of view that it offers to the public. The huge amount of information shared concerns the most diverse topics so everyone is able to find what they need. It mostly comes in handy when we need to gather information over a specific product. Not only can we find different points of views but also, most importantly, information comes from users. We will not hear how good the product is from the company that made it and has interests in selling it but from consumers who spent their money on it and are giving their honest opinion. That is why the website has turned into more than just a platform: it is a community where users connect among each other and create relationships. Some users succeed in gathering a large number of views and they are able to retain their audience and make viewers want to come back to their channel to hear more of what they have to say. In the last five years the most successful creators have had the opportunity to partner with YouTube and turn this website into a real workplace.

Therefore not only is YouTube a social media platform, it also has turned into a business with proper jobs. A large number of creators have been able to do YouTube as a full time job thanks to the Partner Program, which allows creators to earn money from the advertisements played on their videos. Creators can also partner with firms and brands to realize sponsored content and earn money from it.

The proliferation of channels regarding the widest range of topics has also brought to the creation of proper web communities. On YouTube we don't have a one-way communication but a real conversation. Viewers can express their thoughts: they can rate videos, leave comments, express judgments and give advices. Moreover the conversation is open not only between the creator and the viewers but also among viewers. In the comment section of the videos viewers can confront among each other and can engage in discussions. Different creators that have channels with similar content can get inspiration from each other and do collaborations. All these relationships create networks that include people from all over the world that have common interests.

1.2 Context of the analysis

On YouTube there is a huge number of channels. Of course they don't have the same impact on the audience: some of them have more success while others are less appreciated. It is quite immediate to verify the influence that a channel has: the most successful channels have a higher number of subscribers, a higher number of views and a higher number of thumbs up compared to the others. Since that the context is an online community these numbers help us determine who has the most influence and who is most appreciated. When speaking of influence we refer to the ability of engaging with the public, make them trust you and respect you so that they will follow you and support you making you able to create a business project that will be successful. When analysing User Generated Content, YouTube is one of the most relevant platforms to take into consideration. Millions of videos are uploaded everyday and of course the variety of topics is huge. Therefore, for our analysis we decided to concentrate on a single community among the existing ones, which is the beauty community.

1.2.1 The beauty community

Under this category we find 929 channels belonging for the most part to young girls who are willing to share their experience with make up and beauty in general. Some creators have more experience being make up artists or beauty experts while some others are self-taught or simply driven by passion. Each creator builds a network which will necessarily intersect with many different ones, on one hand due to the relationships among different creators and on the other hand due to the relationships among viewers. Of course channels are not exclusive and viewers can choose to watch different ones according to their likings. Since that there are many subjective ingredients in the mix, to conduct this research we will build a model of observation identifying the most significant variables that make some creators more influencing than others.

1.3 Information gathered

To analyse the most influencing characteristics that make creators successful we will first refer to a deep analysis and review of the pre-existing literature concerning this particular topic. We will have several articles and studies that definitely helped and inspired this work. With the success of YouTube being so recent the pre-existing literature examined does not go behind the year of 2008.

The pre-existing literature has tried, over the years, to investigate some of the influencing factors that have made YouTube such a great success. However those factors haven't been combined in a model with different variables.

Analysing all the works conducted so far we are able to identify some common paths. Authors have highlighted the social aspect as the most important variable. On one side we have the tendency to share personal information and on the other the creation of a proper social network.

Sharing information is the first reason to upload a YouTube video and it can be done in different ways as we can see in the article from Lange "Publicly private and privately public: Social Networking on YouTube" where two different attitudes when sharing information on the website are discussed. We have one in which creators' identities are known but their content is not personal and the other one in which content is largely personal but the public doesn't know the creators' identities. As a further elaboration on the same topic, the article "Strangers on the Internet: online self-disclosure and the role of visual anonymity" conducts an analysis on the attitude towards disclosing personal information online.

Many authors have directed their attention towards whether or not considering YouTube as a social network. In 2010 Rotman and Preece in the article "The 'WeTube' in YouTube -- creating an online community through video sharing" evaluate whether or not YouTube has become a real social network or if it simply remains an online broadcasting platform.

However the previous year, Haridakis and Hanson in the article "Social Interaction and Co-Viewing With YouTube: Blending Mass Communication Reception and Social Connection" had already sustained that YouTube could be considered a social network and that personal characteristics could influence views. In 2013 Chen Chih-Ping in the article "Exploring Personal Branding on YouTube" examined the personal perspective on creating a brand online focusing on social media and understanding the importance of a bidirectional social bond on YouTube.

Other authors have linked the social aspect to videos propagation: in 2011 Harvey, Stewart and Ewing conducted a study "Forward or delete: What drives peer-to-peer message propagation across social networks?" over a sample of YouTube videos from which they deduced that creators involvement and the strength of the ties created with viewers are critical factors to the propagation and influence of a video. In 2015 a case study published on Strategic Direction "Why do things go viral on YouTube" investigated the different factors that make a video go viral without considering the content of the same video.

Since YouTube is an always-increasing phenomenon and its users are becoming more and more successful and well known among the public, many works have also concentrated on getting to know creators better. An article by Springer “Video Vanguard: marketing with the web's elite entertainers” compared YouTube stars to television and movie stars and defined them as the most influential figures among teenagers. In the article “YouTube’s secret weapon in the digital video wars” by Castaldo, the author highlighted the interest of advertiser for YouTube videos and creators while in the article “5 marketing lessons from generation YouTube” of 2015 we get an insight of the YouTube generation.

Vloggers are becoming very influential among their viewers but they are influenced as well. In 2012 Anjana, Jeong-Ha Oh and Tan in the article “Social Networks and the Diffusion of User-Generated Content: Evidence from YouTube” analysed which YouTube videos were more successful and found a connection between this success and social interaction. They also analysed the social influence creators have over viewers.

On the other side, in 2010 Yang, Hsu and Tan in the article “Predicting the determinants of users' intentions for using YouTube to share video: moderating gender effects” discuss the different motivation that creators of different genders might have in uploading videos referring to social influence as a determining factor affecting the intention of use.

1.4 Objectives

The aim of this work is to create a model that identifies the main characteristics that make some youtubers more influential than others. The goal is to understand which factors are determinant to success. We will also test whether or not the youtubers with the highest numbers actually own them. Our goal will be reached by dividing the analysis into two parts: in the first one we will review the pre-existing literature and from the information gathered we will build a model with the variables being the different factors of success. In the second part we will test the model by conducting a practical analysis. We will select a number of YouTube channels belonging to the beauty community. We will pick creators from different parts of the world, different ages and gender that have had more success in terms of number of subscribers, views and thumbs up. We will take into consideration the same period of time for each channel and we will conduct our observation on the number of videos uploaded in that given period.

1.5 Structure of the work

Here we will provide a brief description of the structure of the work:

Chapter 1: Introduction. In this chapter a general framework to place the analysis will be provided. We will describe the context in which the analysis will be conducted. We will also provide a first insight in the materials collected placing them in time. We will explain the goal of the work and we will give a brief description of what the analysis will consist of.

Chapter 2: Literature analysis and review. In this chapter the materials collected on the topic will be analysed. From previous studies we will deduct the variables to use when constructing our analysis model that we will later use in our practical observation. We will state the hypothesis that we will test and we will explain how each variable makes creators able to retain their viewers.

Chapter 3: Methodology. This chapter will explain the methodology and the phases of the research conducted to develop this work. It will explain the process from the creation of the research project to the gathering of the materials, the construction of the model, the development of the structure of the practical analysis, its application and the conclusions. We will also present the channels we have selected for our empirical analysis, providing a brief description for each of them to explain why we chose them.

Chapter 4: Empirical analysis. In this chapter we will perform our observation. We will take as our sample 36 of the most successful YouTube beauty creators from all over the world. We will compare our model to reality and we will identify whether creators confirm our hypothesis or not.

Chapter 5: Findings and conclusions. In this chapter we will provide a summary of our findings and we will compare them to our initial hypothesis. We will comment on our results providing a schematic version of them to sum up our analysis.

CHAPTER 2: LITERATURE ANALYSIS AND REVIEW

In this chapter we are going to analyse the material concerning this topic, gather all the information and from it build a model of research to test the objective of the work.

2.1 The use of video communication

As stated before, video communication has acquired an increasing importance in the recent years. In the article “Business goes straight to video” King in 2007 analysed how different companies involved in different sectors of the market, were able to improve their marketing strategy by turning to videos posted on the Internet for advertisement. With the growing importance of video sharing websites like YouTube and the proliferation of high speed connections, they saw the big opportunity of having advertisement content circulating all over the web with a cost that wasn’t even a fraction of the usual advertisement one. Even though “one of the most common uses for online video is as a low-priced marketing tool” companies are also using them to serve other purposes. “Tech companies such as IBM (IBM) and Microsoft (MSFT) use customer testimonial videos in pitches to prospective clients. Enterprise Rent-A-Car, Google, and Nordstrom (JWN) post videos on their Web sites to help recruit new workers. Corporate bloggers are experimenting with video to give audiences behind-the-scenes glimpses of the inner workings of companies like Microsoft, while companies such as Deloitte and American Express (AXP) use video to enhance training.” Of course video communication can also bring up aspects that companies weren’t used facing: the interaction is immediate, consumers can write comments and give their opinions both positive and negative.

2.1.1 Honesty in video communication

Viewers also value honesty as an important quality and will be upset if any unclear episode happens. King reports about a video posted by Sony on its own channel telling a story that turned out to be fictitious. When the truth came out viewers got upset and left a large number of negative comments and video responses.

"YouTube has provided a content testing ground where celebrities, users, brands, content producers, retailers, and YouTube stars all have the same tools available to attract audiences. And while brands can afford to buy views and advertise their content, they've made very little progress in the organic viewership ecosystem" (Study Shows World's Biggest Brands Are Small Fry on YouTube By: PR

Newsire, PR Newsire US, 10/23/2013).

Opposite to brands' videos, a huge influence on the website is generated by vloggers. They are regular people who own a channel where they consistently upload. The phenomenon of vloggers popularity has exploded in the last five or six years and has turned these regular young people into teenagers' stars. As reported by the article "Study: Beauty brands turn to YouTube" published in 2014 by Drug Store News, "YouTube's top 25 beauty vloggers possess 115 times more subscribers and receive 2,600% more comments on average than beauty brand channels. In addition, 97% of the conversations around beauty and brands on YouTube are controlled by vloggers, haul girls and other beauty content creators."

The same kind of findings were reported in the article "Hitting a moving consumer" by Kaplan from 2013. In it, he reports the example of a huge brand like Coke that although having all the resources cannot compare to the success of smaller brands. His most interesting finding concerns organic growth. At the time of the article only 74 big brands were included in the YouTube top 5000 and those ones who were included, had bought their way into it by purchasing online advertisement space. On the opposite side vloggers and smaller brands had gained their success through their content and their number of views was increasing more and more.

In the article "Vloggers outpace brands in gaining YouTube viewers" from 2014 the author draws a comparison on the number of views collected by a famous beauty vlogger, Michelle Phan, in one of her regular videos: more than 1,2 millions and a famous beauty brand, Mac cosmetics, whose most viewed video at the time of the article had 58.000 views.

"Pixability last month released research that tracked 168 brands; 45,000 personalities, brands and content creators; 877,000 videos, and 14.9 billion views. The data showed that top beauty bloggers produce 270 per cent more content and publish content seven times more frequently than brands. Vloggers typically have 10 times the amount of videos on their YouTube channels than brands and post about two times a week — while brands publish a new video once every six weeks, on average."

2.2 Video communication and Web 2.0 in the beauty sector

Before the advent of the Internet, to make beauty purchases women only had one choice: go to a beauty store and either see for themselves the products or ask for help in store. Of course they could also exchange opinion with the people they knew but the conversation would still remain pretty narrow.

With the massive usage of the web the situation has dramatically changed. As stated in the article “The online world-beauty counter of tomorrow” by Grubow in 2010: “On a global scale, the Internet provides the same benefit to the consumer regardless of geographic location. Online retail offers a more convenient point of purchase and more ways to compare prices, endless product options and more information about those products without leaving home. The Internet is becoming intertwined in the daily lives of consumers everywhere, and is considered the most widely used resource for information gathering. As a result, consumers are making more informed purchase decisions, and are no longer limited by the products available in their direct offline community .”

A continuous flow of information is always available for everyone to read and the information permanently stays on the web so it's easy to retrieve it, even after a long period of time. The Internet has helped giving the beauty industry a boost, as stated in the article from 2009 published by Drug Store news “Beauty shoppers turn to technology”. Not only sales have increased thanks to the possibility of purchasing online but also, it reports, 2 out of 3 women who did not make a purchase said that they used the Internet to gather information and make price comparisons. The same magazine published a study with similar findings earlier in 2007. The article “Women look to Internet to replenish beauty brands” reported that 4% of all the beauty sales were made on the Internet with a spending of 1,7 billion dollars and even though this might be a small number compared to the 42 billion dollars industry, the Internet is the fastest growing channel for sales in the industry. Another interesting finding of the study was that this phenomenon did not only regard young people: a big slice of the Internet buyers in fact were included in the range of age from 45 to 64.

Another article from Khan-Gorgon, also from 2007, published by International Cosmetic News titled “Beauty gets wired” underlined the change that Web 2.0 has brought to the beauty industry. In it, the words of Nils Andres from the Brand Science Institute were reported: “A successful online marketing campaign offers consumer feedback, an established focus group.....[Online] feedback is the most honest information a consumer can provide.....focus groups usually produce questionable answers because of artificial settings—real-life feedback in [virtual] communities [offers] valuable tips on product improvements.”

Video communication has made a further change: the interactivity and the personal aspect of communication have increased even more. This depends not only on the mean of communication but most importantly on the different dynamics that websites like YouTube have contributed to create. The viewer is, in fact, involved in a peer to peer conversation, he feels on the same level with the creators because instead of hearing professionals' opinions and suggestions, they are hearing them from regular people. In fact, many social networks are trying to include videos: "The new social networks—Vine and Snapchat—are grounded in video, and all of the existing social networks are really focusing on their video features," says Gahan. "Twitter video just launched, Instagram has video, and Facebook is doing their big video push. Parallel to that, video is so accessible. Everyone is just using it as a de facto form of communication now." "The younger, digital audience is looking for something more than a traditional TV commercial, says Rob Ciampa, CMO at Pixability. "They're looking for something like an experience that they can relate to, and that's what ties them to the brand these days." (Video Vanguard: marketing with the web's elite entertainers" 2015 E-content). Viewers are involved in a conversation where they can share their point of view. They are often asked for suggestions from the creator and this makes them feel part of a community.

The beauty community is a huge part of the YouTube world: four beauty channels are included in the top 100 most subscribed channels of YouTube respectively at position 26, 48, 50 and 71 and they are standing up there with the biggest stars like Rihanna, Beyoncé, One Direction and Taylor Swift. (<http://vidstatsx.com/youtube-top-100-most-subscribed-channels>)

Since that YouTube is a huge platform where billions of videos are uploaded everyday, the ultimate goal of this work is to identify the most influencing personal factors that make some youtubers, among the beauty community, much more influential than others and assure them the huge numbers and support they have in every business project they engage into.

2.3 Influencing factors

Through the analysis of the pre-existing literature we have identified six different variables:

- Natural ease in front of the camera, the video is not staged but the person is comfortable in what is doing and this reflects on the voice and the attitude;
- Transparency, viewers want to be treated with honesty. They prefer non sponsored videos because they feel like they will get a more honest opinion on products;
- Shared experience, when youtubers tell personal stories they seem to get closer to viewers and encourage them to do the same;
- Social interaction, viewers become more engaged with youtubers that are active on their community and that like to interact with them in the comment section making viewers feel part of an online community;
- Personal branding, a strong identity becomes recognizable for viewers. Many successful youtubers have distinctive features that make people remember of them;
- Shared interest, the interest in the same subject brings viewers to search for videos on that particular subject;

These factors constitute the model that will be tested during the practical part of the observation of the channels. During this test we will be able to determine whether the creators that score the highest numbers actually rely on this factors.

2.3.1 Natural ease in front of the camera

The first impact a viewer gets when opening a YouTube video is the attitude and the atmosphere created by the person making it. Having viewers feel at ease right from the start is a crucial factor in order to have more possibilities that they will watch the video to the end. In the article “Middle-aged man makes exactly zero dollars opening boxes on the web” from Wheaton in 2015, the author, after collecting some data on youtubers’ revenues, decides to attempt shooting a video of himself to see whether he was able reach the same success. Aside from the experiment, which turns out to be a complete failure, the author examines some of the characteristics that are key to youtubers success. One of them, that he reckons has a great importance, is the natural ease in front of the camera. Every creator has a different way of being comfortable and making other people feel at ease as well. He reports two examples: on one side a cooking channel, CharlisCraftyKitchen, where two little girls under 10 attract viewers with their cuteness and on the other side, a beauty channel, Grav3yardgirl, where the creator is a hyper, bubbly girl talking about makeup. In both cases the creators are at ease in front of the camera and feel free to express their true personality. This characteristic shows through the screen and attracts viewers. Videos are not only easy to watch, they are entertaining and make the viewer feel at ease as well.

Natural ease is also important when filming videoblogs, vlogs for short. This particular category of videos is really common among beauty vloggers: they bring a compact camera around and film their days bringing viewers around with them. In this type of videos the natural ease in front of the camera is fundamental because they are filmed, for the majority of the time, in public places or even out in the streets.

Natural ease is so valued on YouTube that on the site itself there is a large number of videos regarding the topic of being yourself on camera and feeling at ease. These videos gather thousands of views and their presence shows how the topic has an increasing relevance in the video communication world.

Therefore the first hypothesis we are creating is: videos are more appreciated if the creator is comfortable and shows natural ease in front of the camera.

Since this variable is a subjective one we are going to measure it through the practical observation. We will compare videos from different period of times to understand whether or not the creator has improved in feeling comfortable when filming. We will take into consideration the attitude, the tone of voice and the overall atmosphere created.

2.3.2 Transparency

Given the huge success YouTube and its creators have had in the last few years, companies have become more and more interested in this platform. As we saw before though, brands don't seem to have the same impact that vloggers have on people and are not able to exploit this tool directly. However they can still be present and reach vloggers' audiences through collaboration and sponsored videos.

YouTube formally introduced sponsored videos in 2008 even though they already existed under the name of promoted videos. There are two different types of sponsored content that creators can include in their videos, with the content always being conform to YouTube's ad policies: paid product placement and endorsement. "Paid product placements can be described as pieces of content that are created [specifically] for a third party and/or where that third party's brand, message, or product is integrated directly into the marketer pays you (or provides other non-monetary advantages or incentives) to specifically mention their product or brand in what would normally be the editorial part of the content." On the other side "Endorsements can be described as pieces of content created for an advertiser or marketer that contain a message that consumers are likely to believe reflects the opinions, beliefs, or experiences of the content creator or endorser. A typical example of an endorsement is one in which a marketer pays a creator, celebrity or athlete to promote, use, review or even just experience their product or service and/or where the marketer has had editorial influence over your content, has included their brand or logo in your content or has paid for your creation of such content or the ability to upload their content into your channel." (https://support.google.com/youtube/answer/154235?hl=en&ref_topic=30084)

Depending on the country's jurisdiction the creator might have to declare the presence of sponsored content. In the USA to comply with the FTC (Federal Trade Commission) rules, creators must declare the presence of sponsored content in the information relative to the video. In the UK, the CAP (Committee of advertising practice) code has recently introduced the obligation to include the word AD in the title of videos that include sponsored content.

However, as stated by Vizard in 2015 in the article "Why transparency is key in relationship between brands and vloggers" published on Marketing week (online edition): "Brands have welcomed plans for new vlogging guidelines from the Advertising Standards Authority but it is up to advertisers and vloggers to be transparent and authentic or risk losing their audience." "Harry Burton, who works at content marketing agency Kameleon, says it is "very important to have regulation in place that clearly signals when content is being sponsored by a brand". This is

especially the case for vloggers, whose audience are typically younger and therefore more susceptible to endorsements, he adds.” “Vloggers have built their audience based on trust and being open and honest. As a result, they know their popularity and success are based on their fan base and if they lose them then brands will also quickly lose interest.” “The bottom line is, social talent and brands have not formed an unholy alliance, manoeuvring in the dark to sneak in promotional messages on their unsuspecting fans. That's in nobody's interest, and indeed brands and talent would be the first casualties of the backlash that would follow.”

Transparency is also intended as showing a real person with a real life instead of staging situations. In the article “Real vlogs: the rules and meanings of online personal videos” by Aymar Jean Christian published in 2009, the author brings up the example of a web series called Lonelygirl15. This series showed the life of a 16-year old girl living with very strict parents. The show had great success and viewers believed it was showing the real life of the girl. However this girl was an actress and the entire situation was not real. “Lonelygirl15 succeeded at first because it was seen as sincere, personal and community–focused and nearly fell apart after revealing its professional, market–centred intent (it lived on successfully as an online television show). These distinctions are critical. Online videos created by individuals are often expected to be reflections of real people or at least aspects of real personalities.” “Many viewers on YouTube are concerned with what is real and authentic online. Individuals who go online are often sceptical about what they see, to be sure. Online, however, especially with private and personal distribution sites like blogs, webcams or live blogs, and vlogs, there is an expectation of truth, a hope for something “real.” Even those who produce the content often presume an almost revolutionary kind of “honesty” (Serfaty, 2004).”

The hypothesis we are creating is that viewers prefer honest content both regarding the different aspects of creators’ life and the sponsored content.

This variable can be easily verified by seeing whether creators are open about sponsored content or they are trying to hide it and make it seem like they were not paid. As disclaiming this kind of information is now mandatory by law, we will differentiate creators that openly talk about it or that avoid sponsored content altogether from the ones that hide the disclaimer at the bottom of their description box and don’t mention it through the video.

2.3.3 Shared experience

When speaking about shared experience we refer to a deeper connection with the audience. The creator does not limit its content to talk about products but shares aspects of private life to make the audience feel closer.

In 2013 a famous English creator on YouTube, Sam Pepper, uploaded a video that would later be replicated by many fellow youtubers: the Draw my life. In this video he told the story of his life by drawing what he was telling and playing the video in fast motion. Because of viewers' appreciation for the genre, many creators replicated this kind of video. Michelle Phan, one of the most famous beauty gurus, filmed it in 2013 after her viewers requested it and wrote a note to go with it on her blog "michellephan.com" saying: "I know that a lot of you have been requesting that I do a "Draw My Life" video. Well...your wish is my command! :) I'm so excited to finally share my official Draw My Life video with all my subbies. Draw My Life videos can be funny, heartfelt or bittersweet, but they are always extremely personal. It was definitely a process that took some deep thinking and soul searching, but I'm happy with the final result – and more importantly, happy that I can share with you the parts of my life that make me who I am today." With this post she showed, not only that she wanted to do what most pleased her viewers, but also that she was willing to share with them her personal story to make them know her better.

When speaking about revealing their true self in the content of their videos, many successful creators, have decided to come out on their channel and reveal their homosexuality to the public. Many of them in their videos claimed that they decided to be honest with their viewers because they were willing to help and inspire people who might have been in the same situation and were looking for the courage to come out as well. An article published on businessinsider.com in July 2015 titled "The top 10 most viewed YouTube coming-out videos of all time will bring you to tears", regarding the most viewed coming out videos of YouTube, reported: "The YouTube coming-out video has become its own mini-genre in the past few years. Actress Ellen Page, Olympian Tom Daley, and YouTube star Ingrid Nilsen are among the many people who've gone viral on the platform while publicly revealing their sexual orientation. And after these reveals, millions of views, likes, and positive comments come rolling in. The messages of support usually outnumber the hateful comments" showing how viewers appreciate the act of sharing and are supportive of their favourite creators.

Another personal topic often shared in YouTube's videos is dealing with anxiety and panic attacks. The popular youtuber Zoella, who is one of the most followed beauty gurus on the

websites, has become digital ambassador for the mental health charity “Mind” after posting videos on her channel sharing her story of dealing with this kind of disorder. In an interview to The Guardian from October 2014 titled “YouTube star Zoella raising awareness of anxiety and panic attacks” she said: “I know just how isolating it can feel to experience severe anxiety. However, the overwhelming response I’ve received every time I’ve spoken out online, shows just how many young people confront it every day”. By sharing her personal experience, viewers could relate to her more. They got to know a different side of her personality that otherwise wouldn’t have shown on camera.

The hypothesis we take from this point is that viewers appreciate when creators share their stories and experience because this brings them closer. They will be supportive and feel a deeper connection with creators.

To measure this variable we will look at titles of videos, as vloggers that share personal information tend to dedicate separate ones to these topics. We will distinguish the ones that pour a lot of their lives into their channels from the ones that prefer not to share any personal experience.

2.3.4 Social interaction

Since YouTube is not only a platform but also an effective social media, a very important aspect of the success of its content creators is the social one. Their activity and success is not limited to posting videos online, in fact a very important part of their careers is the interaction they have with viewers and their ability to create a real community that brings them all together.

In January 2014 in the article “Don’t get lost in the noise” the author, Patrick Walker, stated: “From my experience launching YouTube throughout Europe, and developing its music strategy for the region, success on the platform should not be viewed in the same way as taking part in a lottery – just uploading a video and hoping for the best. There are tangible ways to ensure you are reaching the right audiences and steadily growing channel subscribers while earning money on the way. Artists should strive to create great content, both in quality and quantity but an understanding of the YouTube community is also essential. The artists who make it on YouTube are the ones who take the time to engage with their fans by making themselves a part of the community.”

In the study “The “WeTube” in YouTube- creating an online community through video sharing” by Rotman and Preece the community aspect is also deeply analysed. As they state: “YouTube.com is a video sharing site, which offers embedded social networking features. In much the same manner as other media sharing sites (e.g., Flickr, Picasa, Treemo), it allows users to calibrate their participation and interaction levels – alternating between viewing the site’s content passively and actively communicating with other users.”

First of all, to understand whether or not a community was being created, the study provided a definition of online community: “an online community is a group (or various subgroups) of people, brought together by a shared interest, using a virtual platform, to interact and create user-generated content that is accessible to all community members, while cultivating communal culture and adhering to specific norms.” Then the authors focused on understanding whether YouTube users were seeking the social aspect or they were only uploading videos independently from the interactions that might have arisen. The findings of the study recognized that creators had, of course, a key role in the creation of the community: “Users have a critical role in the creation and sustainability of the online community – a mass of people who are meeting at a certain place online, interacting and communicating is imperative for a thriving online community” (Rheingold, 1993; Hagel and Armstrong, 1997; Lee et al., 2003)

The conclusion this study made was that different online communities were actually created and users felt like belonging to them: “Users made a clear distinction between ‘us’ and ‘them’. ‘Them’ referring to the commercial channels, which are owned by media corporations, to promote their artists, while ‘us’ were the original hard-core YouTube users who publish their thoughts or creative efforts on personal channels. To the users, the latter are the most essential part of the community”. “Users emphasised their interactions as a tool for cementing relationships and an outlet for sharing feelings, needs and support”.

Similar conclusions were reached in a different study: “Publicly private and privately public: Social Networking on YouTube” by Lange. This article presented similar consideration on the interactions on YouTube: “YouTube is a public video-sharing website where people can experience varying degrees of engagement with videos, ranging from casual viewing to sharing videos in order to maintain social relationships. Based on a one-year ethnographic project, this article analyses how YouTube participants developed and maintained social networks by manipulating physical and interpretive access to their videos. The analysis reveals how circulating and sharing videos reflects different social relationships among youth.” This study was based on interviews of mainly teenagers and young adults from the USA being asked questions about why they participated on YouTube, their relationship with the comment section and their opinion on some of the main YouTube issues. As a result the study concluded that: “In addition to supporting social networks, video-sharing practices helped create new connections and develop social networks. Several interviewees said that they were not friends with their fellow video makers until they began making videos together and distinguishing their videos from other YouTube participants’ work.”

As we saw the interactions between creators and viewers but also among viewers are crucial for the life of a channel. When viewers feel like they belong to a community they will be more active in it and will follow content with more interest and passion.

The hypothesis we develop from this point is that users that succeed in creating an online community, interacting and giving importance to viewers will be followed by them in their projects.

Social interaction can be measured by observing the comment section of videos, the willingness of creators to film requested videos, the frequency of creators asking for suggestions to their audience, the organizations of meetings with viewers and the frequency of thanking them for their support and encouragement.

2.3.5 Personal branding

With the uploading of millions of videos everyday on the website, creators on YouTube have to find a way to stand out from the crowd. They need a strong identity that will make them recognizable. As reported in the article “With so much content on YouTube, how do I ensure my marketing stands out?” by the Head of YouTube and Google display, Dara Nasr, published in 2012 on the trade publication “Marketing”, 72 hours of videos are uploaded every minute and no matter how great the content will be it might not be found or watched. His recommendations to stand out are to produce content that is shareable and targeted. A strong identity is key to make viewers wanting to come back for more content.

In 2013 a study titled “Exploring personal branding on YouTube” by Chih-Ping Chen published by the Journal of Internet commerce, took a different approach in analysing branding. The focus was shifted from brands to individuals recognizing the increasing importance that personal branding has acquired. As an empirical analysis the researcher conducted interviews among young creators as well as an observation of YouTube content. The data collected led the author to the conclusion that self-marketing is now being seen in a different perspective: “Nowadays, some authors argue that social media (e.g., YouTube, Facebook, Twitter) have not only led to an era of consumer-to-consumer driven information that creates personal branding (O’Brien 2011; Vitberg 2010), but they might also establish relationships with prospective consumers (Fournier 1998). In fact, self-branding or self-marketing has been taken up by an increasing number of leaders or celebrities in businesses, politics, and the entertainment industry (Shepherd 2005).”

Specifically, particular importance was recognized to YouTube for developing the concept of self-marketing: “Self-branding is now a rapidly growing business in its own right. Particularly, YouTube (www.youtube.com) has become the market leader among video sharing websites (Pace 2008). The ability to share videos with other users offers self-expression and self-presentation on YouTube that may contribute to self-marketing and personal branding (Labrecque, Markos, and Milne 2011).”

The study also recognized how the phenomenon of social media has changed consumers’ expectations: “With the explosion of social media, consumer-to-consumer driven information is becoming an important way to create personal awareness, establish credibility, drive differentiation on a personal level, and manage prospects into personal branding that can be transformed into a new business (Vitberg 2010).”

Referring to the study : Arruda, W. 2003. An introduction to personal branding: A revolution in the way we manage our careers, www.reachcc.com, the researcher provides a structure divided in three phases that is adopted when creating personal branding: “Arruda (2003) further claimed that the personal branding process mirrors the product or corporate branding process and should follow three broad stages: extract, express, and exude. First, the individuals are encouraged to look inside themselves to discover their key identifying attributes: “their unique promise of value.” They then construct a compelling “personal brand statement” around this attribute set. Finally, they create a strategy for making the brand visible to the outside world.”

The study also recognizes the importance that personal branding has for common individuals engaging into a YouTube project: “For amateur individuals in social media, personal branding becomes a very important business concept because it demonstrates self-performances and presents a sense of individuality that can help to differentiate a personal brand from its competitors. It reflects the sense of essential character, since each personal brand has its own personality and uniqueness.” Common individuals, in fact, don’t have a lot of resources to launch their channels. They have to rely on themselves and their personality in order to have success in this environment.

“At the same time, the development of personal branding does not constitute a barrier between the creator and viewers. The framework is always a social media and as such, creators have the possibility to stay connected with their viewers. Their identity is a further reason of bonding over common interests: current social media (e.g., YouTube) eliminates these barriers, allowing personal brands to develop stronger bonds with the consumers much like consumer-brand relationship developments as a result of a vast array of interests and social connections.”

After conducting the interviews and the empirical observation, the author reported the main findings of the study, confirming, in particular, the three phases model provided by Arruda: “First, the researcher found that the amateur individuals on YouTube were encouraged to look inside themselves to dig out their key identifying attributes (Arruda 2003; Schwabel 2009), that is, create a unique promise of personal brand value. It shows that individuals selected ideals or perfect gestures as well as behaviours to be shot (Schau and Gilly 2003). They planned in advance and uploaded the results on YouTube.”

“The second stage of personal branding on YouTube is to construct a compelling “personal brand statement” around an attribute set (Arruda 2003). Profoundly, most participants like Adam (22yrs, male, college student) claimed, “Everyone wants to be famous...even my father wants to be famous, too.” Allen (27yrs, working man) happily described what he has presented as his unique

identity and how his personal brand personality has been recognized by online viewers.” “The participants further highlight that YouTube provides amateur individuals an opportunity to become international web stars without depending on traditional agencies”.

“The final stage of personal branding on YouTube shows that the primary goal of most participants to attract worldwide viewers is to create a strategy for making their brand visible to the outside world (Arruda 2003). Given this, the participants attempted to achieve their goals while truly engaging in different strategies or a combination of strategies designed to promote their unique views, skills, or talents.”

Other important considerations were made after the interviews: “What importantly emerged from this study is that presenting a sense of individuality (i.e., value, belief, and so forth) helps to differentiate a personal brand from his/her competitors (Vitberg 2010). The findings show that ego value-involved individuals on YouTube are driven to succeed by outperforming others, and their feelings of success depend on maintaining self-worth (O’Brien 2011).”

“The findings further uncover that YouTube eliminates traditional one- directional brand relationship developments, allowing personal brands to develop stronger bonds with target viewers (Szmigin et al. 2005)”.

“The participants acknowledge that YouTube contributes to personal branding as a consumer- personal brand relationship, allowing them to market themselves by creating a desired digital self- image. They also appreciate being empowered and learning from each other on their personal brand community.”

“Profoundly, the results in this study suggest that personal branding is an art consisting of creating a personal brand personality via strategic self-presentations to project a desired self-impression in every YouTube act, with varying pur- poses like disclosing a personal (brand) show or mutually feeling confident, belonging, and being comfortable at consumer- personal brand relationship developments (Shuker 2010).”

“Not surprisingly, the current findings support that amateur individuals are getting familiar with social media such as YouTube to create personal awareness, drive differentiation on a personal level, and manage prospects into personal branding (O’Brien 2011).”

The hypothesis is that personal branding is a crucial component in succeeding on YouTube. Creators need a strong identity and the ability to promote themselves in the best way possible.

To measure personal branding we will verify whether or not creators have distinctive characteristics that make them stand out among the others and that are recognizable. For example we will observe recurrent structures, types of videos and attitudes.

2.3.6 Shared interest

Since YouTube has turned into more than a platform to upload funny videos, viewers have naturally divided into different communities. Of course there are no real boundaries and everyone can watch videos on any topic they want but different interests bring viewers to search for different type of content. As the main purpose of the platform is sharing, people will search for topics they are interested in. In the article from 2014 titled “YouTube’s leading ladies” the author, Castillo, interviewed three of the most influencing creators participating in different communities: Michelle Phan, beauty community, Rosanna Pansino, cooking community and Bethany Mota, lifestyle community. In the interview they were asked for advices to give to aspiring new youtubers: the three girls all recognized that passion is a key element to connect with the audience and sharing the same genuine interest is the first step.

A really popular category of videos on the websites is video tutorials. These videos will teach the viewer how to use a certain product, how to achieve a certain result or how to look a certain way. In the beauty community, which will be the main focus of our analysis, tutorials are really popular and diffused. Creators will teach viewers how to create a make-up look showing all the steps, products and tools necessary to achieve that same result. Viewers interested in make up can very simply type in the look they are willing to watch and learn to recreate and a list of results will pop up.

Moreover if many people are interested in the same kind of look or product, they can request the creator, in the comment section, to do a specific video. Creators will be available to fulfil these requests because the common interest is what makes people watch the uploaded content and brings viewers to their channel. For this reason creators themselves would often ask viewers to leave video requests and suggestions in the comment section. In the study “A classification scheme for content analyses of YouTube video comments” by Madden, Ruthven and McMenemy of 2013, the authors provide a categorization of comments users leave under videos, identifying ten categories and fifty-eight subcategories. Among the different categories identified we find the one called “Site processes” which includes all the comments relative to watching and enjoying videos and also requesting further content. “If they have enjoyed a video, commenters may request another video, Site Processes: Request Posting of Another Video, either in general terms, or with reference to a specific topic. Commenters may also suggest content, Site Processes: Suggest Content for a Future Video, putting forward ideas for things that the uploader, or other YouTube users, should feature in their future output.”

The hypothesis we are taking out from this point is that a shared interest is a key element for retaining viewers. The audience will search for desired content and will request more to the creators that it most appreciates.

To test the shared interest we will observe the content of videos. We will look at the number of visualization for every category of video proving that when creators change their content, filming videos that don't belong to the beauty category, they will still be successful as long as the public shares the same interests with them.

CHAPTER 3: METHODOLOGY

The research for this work started with the definition of the ultimate aim we are trying to pursue. Analysing the more and more increasing success of Web 2.0, we focused our attention on the most successful video sharing website on the Internet: YouTube. Billions of videos are uploaded everyday so it is difficult to conduct a proper analysis however, thanks to the statistics that YouTube itself provides, we were able to figure out which were the most subscribed channels of the websites. In particular we decided to focus our attention on the so called “beauty community” which reunites all those creators, brands and independent people, who upload videos that have beauty and make up as their central topic. Looking at the data for this community we noticed that, among the top 100 most subscribed channels, very few of them belonged to brands. In fact almost all the channels belonged to girls who were not professionals in the industry when they started but that were later able to develop their own business thanks to the great success reached on the platform. From this observation we developed the objective of our research. We want to understand which ones are the most important characteristics that make YouTube creators so successful among the public. After having identified these characteristics we will conduct an observation test on YouTube videos to see if the most successful creators actually have these qualities.

Similar researches have been conducted before but they would usually focus on one aspect at a time. With this work we want to develop a model that reunites different variables and gives a broad explanation of the creators’ huge success.

The next phase was to gather the material concerning this topic and conduct a deep analysis to be able to deduct the different variables. The sources found were all pretty recent as YouTube was created only ten years ago and it has started to become a real business for normal people only about seven years ago. During our research we focused the attention on those materials that were interested in examining and analysing the success of creators over brands. We focused on the rising phenomenon of vloggers who, thanks to the website, became proper web stars and have now millions of subscribers from all over the world. We collected articles and studies that focused on the qualitative aspect of the topic and tried to investigate the reasons why vloggers are so followed by the audience.

From all the information we had collected we built the model with its variables. We identified six variables:

- Natural ease in front of the camera,
- Transparency,
- Shared experience,
- Social interaction,
- Personal branding and

- Shared interest

After collecting the material for the research and having built the model, we developed the structure of the observation we will be conducting on videos defining the framework, the context and the sample of observation based on some of the main common characteristics among channels.

Once the empirical analysis was completed we analysed our findings and compared them to the theory developed up to this point.

As the last step, we developed our conclusions.

3.1 Aim of the work

The ultimate goal of this work is to identify the characteristics that make some vloggers so successful in respect to others. We want to understand which are the most influencing factors that make them stand out among the crowd and make them able to develop their own business and do YouTube as a full-time job. Therefore the research questions we are willing to answer are:

- What factors make some vloggers more successful than others?
- Do most successful vloggers of YouTube actually present these features?

3.2 Objectives

The objective of the work is to test the hypothesis we have developed and understand if they can be applied to the current state of things on the video-sharing platform. The goal is to prove that owning the characteristics we have identified as influencing is a common element among successful vloggers, proving that they are what differentiate them from others.

3.3 Literature analysis

In order to identify the variables we needed to build our model we started with a deep analysis of the pre-existing literature on this topic.

As we can see from the evolution, during the years, of the materials collected, studies have been focusing more and more on the personal aspect of YouTube and on how independent creators have made their way to success.

3.4 Building the model

From the collection and the analysis of the material, we were able to recognize the most influencing factors literature had identified so far. We developed a model of observation that includes six variables and from them we have been able to develop the hypothesis that will be the benchmark of the empirical analysis. As we said before these variables are all linked to the personal sphere of creators, as this is what most makes the difference:

- Natural ease in front of the camera: videos are more appreciated if the creator is comfortable and shows natural ease in front of the camera.
- Transparency: viewers prefer honest content both regarding the different aspects of creators' life and the sponsored content.
- Shared experience: viewers appreciate when creators share their stories and experience because this brings them closer. They will be supportive and feel a deeper connection with creators.
- Social interaction: users that succeed in creating an online community, interacting and giving importance to viewers will be followed by them in their projects.
- Personal branding: personal branding is a crucial component in succeeding on YouTube. Creators need a strong identity and the ability to promote themselves in the best way possible.
- Shared interest: a shared interest is a key element for retaining viewers. The audience will search for desired content and will request more to the creators that it most appreciates.

When identifying the variables we decided to concentrate on the personal aspects of creators that could be more influential. Since that watching videos on YouTube is a very subjective matter and different people will like different creators, we decided to focus on their personal features. In fact, the personal aspect is what differentiates vloggers from brands: videos are not perceived as advertisement but more as advices or suggestions.

3.5 Hypothesis

- Videos are more appreciated when the creator is comfortable while filming and shows natural ease in front of the camera
- Viewers prefer honest content especially regarding sponsored content
- Viewers appreciate when creators share their stories and experience because this brings them closer. They will be supportive and feel a deeper connection with creators.
- Viewers will follow vloggers that succeed in creating an online community, interacting and giving importance to them in their projects.
- Personal branding is a crucial component in succeeding on YouTube. Creators need a strong identity and the ability to promote themselves in the best way possible.
- Shared interest is a key element for retaining viewers. The audience will search for desired content and will request more to the creators that it most appreciates.

3.6 Empirical analysis

After having developed the model we will test the hypothesis through a practical observation. We have selected 36 YouTube channels among the beauty community who are considered successful both for their number of subscribers and for the ability of the creators to develop a business around their figures. Some of them were also referred to, as an example, by the authors of the material we have selected in the literature review. We will observe videos from these channels trying to identify the characteristics we have developed through our model and see if these youtubers, who we have recognized to be successful, have them.

The 36 channels we have selected are included in a range of number of subscribers from 100.000 to 12.000.000.

Yuya	12.777.579
Zoella	9.821.395
Bethany Mota	9.770.418
Michelle Phan	8.268.790
Ingrid Nilsen	3.900.245
Carli Bybel	3.811.225
Kandee Johnson	3.454.307
Tanya Burr	3.380.160
Lauren Curtis	3.338.309
Jaelyn Hill	2.661.200
Luxy Hair	2.609.950
Nicole Guerriero	2.468.162
Sprinkle of glitter	2.365.635
Wayne Goss	2.332.768
Nikkie Tutorials	2.247.423
Shaaanxo	2.212.640
Gigi gorgeous	2.132.283
Dulce Candy	2.052.999
Meghan Rienks	2.037.450
Pixiwoo	1.928.219
Blair Fowler	1.757.058
Samantha Maria	1.696.437

Pautips	1.422.219
Fleur De Force	1.336.211
Elle Fowler	1.333.631
Lisa Elridge	1.305.059
Lauren Elizabeth	1.123.807
Tati	1.064.215
Estee Lalande	1.052.607
Huda Beauty	831.792
Clio makeup	824.839
Gabriella Lindley	789.602
Karissa Pukas	690.378
Amelia Liana	391.543
Kissandmakeup01	359.085
Carli Cristman	301.843

These creators come from all over the world: USA, Canada, UK, Italy, Holland, Mexico, Colombia, Australia, New Zealand and Dubai.

3.7 Presentation of the selected channels

Here we will provide a brief presentation of the channels we have selected to conduct our observation with their most important achievements that are proof of the huge popularity and success reached by these creators.

- Yuya: It is a 22 years-old girl from Mexico. She started her YouTube channel when she was 16 with the name of lady16makeup after winning an online make-up competition. At the present time she has the most subscribed beauty channel on YouTube. Thanks to the great success of her channel she has been featured in magazines like Vogue and has been nominated for an award among the digital community. Her YouTube videos are in Spanish. <https://www.youtube.com/user/lady16makeup/videos>
- Zoella: Zoe Sugg is a 25 years old girl from England and she owns the second most subscribed beauty channel of YouTube. She has been featured on a huge number of magazines and covers all over the world, she wrote and published two books who were best

sellers right away and has her own affordable make up line called Zoella beauty. She has been featured with a wax statue in the famous Madam Tussauds museum with her equally famous boyfriend Alfie Deyes (who is also a YouTube star). She participated in different TV programs and has won two “Teen Choice Awards”.

<https://www.youtube.com/user/zoella280390/videos>

- Bethany Mota is a 20 years-old girl from California. She created her channel in 2009. At the beginning of 2015 she was one of the interviewer of President Obama for the initiative launched by the White House to reach a broader audience. She launched her own clothing line in collaboration with the store “Aeropostale” which was received with great enthusiasm by the public. In 2014 she also released her first single as a singer and is currently working on expanding her musical career. <https://www.youtube.com/user/Macbarbie07/videos>
- Michelle Phan is a 28 years-old from Boston. She was one of the first YouTube beauty gurus to reach success. One of her tutorials was featured on a popular website and from that her channel went viral bringing her over a million subscribers. In 2010 she became one of Lancome spokesperson. She released her own monthly beauty subscription called “Ipsy” and created a beauty conference which has taken place every year since then called “Generation beauty”. In 2014 she released her own make up line with L’Oreal called Em. She was nominated for two Teen Choice Awards both in 2014 and 2015. In 2014 she also released a book with make up tips and suggestions. <https://www.youtube.com/user/MichellePhan/videos>
- Ingrid Nilsen is a 26 years-old from California. In 2014 she became the first Internet personality representing a make up brand: Covergirl. She also became a judge in the TV show Threads, a competition for young designers. She won a teen Choice Award in 2014 and was nominated for one in 2015. One of her most watched video is her coming out as homosexual with more than 13 millions views. <https://www.youtube.com/user/missglamorazzi/videos>
- Carli Bybel is a 24 years-old from New Jersey. She used to work as a make up artist and started uploading videos in 2009. She has done many collaborations with make up brands and has recently released her own eyeshadows palette with the brand Bh Cosmetics. She also collaborated with the fake lashes brand Velour to create her own pair of mink lashes named after her. <https://www.youtube.com/user/CarliBel55/videos>
- Kande Johnson is a 37 years-old from California. Before YouTube she used to be a make up artist for television. Her channel has become famous thanks to her make up

transformation into movie stars. She has been featured in lots of magazines from Elle to Glamour. <https://www.youtube.com/user/kandeejohnson/videos>

- Tanya Burr is a 26 years-old from England. She became famous with her make tutorials and thanks to that has created her own make up line called Tanya Burr Cosmetics. She published her first book “Love , Tanya” on make up and fashion and is currently working on her second book which will be all about baking. <https://www.youtube.com/user/pixi2woo/videos>
- Lauren Curtis is the most popular Australian beauty guru on YouTube. She started her channel in 2011 and has since worked with all the major brands doing haul videos and reviewing products. <https://www.youtube.com/user/laurenbeauty/videos>
- Jaclyn Hill is a 25 years-old from Florida. She is a professional make up artist who started making YouTube videos in 2011. Among her achievements she has many collaborations with make up brands: she created an eye shadows palette with Morphe Brushes, Different shades of lipsticks and lipglosses with Gerard Cosmetics and more recently a face highlighter with Becca Cosmetics that has become a best seller at Sephora. She also created a face palette with the same brand that was used by many celebrities on their social media. <https://www.youtube.com/user/Jaclynhill1/videos>
- Luxy hair: this channel was created by two Canadian sisters alongside with their online hair extension business. They would provide their audience with hair tutorials and hairdos to create with their extensions. <https://www.youtube.com/user/LuxyHair/videos>
- Nicole Guerriero is a 29 years-old from Florida who started making YouTube videos in 2010. After many collaborations with makeup brands she recently created her own beauty line called Best Damn Beauty which includes all sorts of skincare products. <https://www.youtube.com/user/nguerriero19/videos>
- Sprinkle of glitter: this channel belongs to the 30 years-old Louise from England. She is a single mother and her channel has brought her to publish her own book, go on a tour with her own show and come out with her own diary for 2016. <https://www.youtube.com/user/Sprinkleofglitter/videos>
- Wayne Goss is a 37 years-old make up artist from England. He was first a self-taught but then furthered his studies into make-up artistry and became a professional make up artist. He has developed a line of make up brushes that sold out minutes after being released online. <https://www.youtube.com/user/gossmakeupartist/videos>
- Nikkie tutorials is the channel belonging to Nikkie De Jager, a dutch 21 years old professional make up artist. Her videos are known for the spectacular make up tutorials. One

of her most successful videos, “The power of make up”, has been recreated by numerous other youtubers and has currently over 26 millions views.

<https://www.youtube.com/user/NikkieTutorials/videos>

- Shaaanxo: Shannon Harris is 23 years-old and comes from New Zealand. After starting her channel she developed her own line of make up brushes called “Xo beauty”. She later expanded first into fake lashes and then into jewellery and accessories. <https://www.youtube.com/user/shaaanxo/videos>
- Gigi Gorgeous: this channel belongs to Gigi Lauren Lazzarato a Canadian 23 year-old known for coming out as a transgender. She became popular for showing her transition on her channel as well as make up tips and tutorials. She has collaborated with the major brands and has appeared in a lot of different TV shows. She also was featured in a reality show about herself. <https://www.youtube.com/user/GregoryGORGEOUS/videos>
- Dulce Candy is a 28 years-old Mexican girl who moved to the US when she was a little kid. Through her channel she has developed her own business which she works at with her husband. She recently published her lifestyle book titled “The sweet life”. She has collaborated with different hair products brands as well as with important brands like Sigma Beauty and Benefit Cosmetics. <https://www.youtube.com/user/DulceCandy87/videos>
- Meghan Rienks is a 22 years old from California. Aside from being a beauty guru she starred in several web series on YouTube and has created her own mobile phone app. She did many collaborations with beauty and make up brands as well as sharing personal stories about her life. <https://www.youtube.com/user/meghanrosette/videos>
- Pixiwoo: this channel belongs to two English sisters who are both professional make up artists. They created a line of good quality but affordable make up brushes that has had great success all over the world and is now available in most countries. <https://www.youtube.com/user/pixiwoo/videos>
- Blair Fowler is a 22 years-old from Tennessee. Blair and her older sister Elle both created a successful YouTube channel. Together they wrote two novels, opened an online shop and worked with the major beauty brands. She also participated in movies and TV reality shows. <https://www.youtube.com/user/juicystar07/videos>
- Samantha Maria is a English vlogger of 26 years-old who covers topics from fashion to beauty to make up. With her boyfriend she recently launched an online clothing brand called “Novem and Knight”. <https://www.youtube.com/user/beautycrush/videos>
- Pautips is the channel belonging to Paula a 22 years-old girl from Colombia. She has had great success among the younger public and, partnering with brands, has organized many

- meetings with her subscribers. She has launched her own line of stationery and school accessories partnering with the brand Kiut. <https://www.youtube.com/user/Pautips/videos>
- Fleur De Force is a English beauty vlogger of 27 years-old who started uploading videos in 2009. She has published a lifestyle book, has launched a line of fake lashes in collaboration with the brand Eylure and has her own make up line available at the drugstore. <https://www.youtube.com/user/FleurDeForce/videos>
 - Elle Fowler: as said before for her sister Blair, this 27 years-old girl from Tennessee has had great success on the Internet with her books and limited edition collection of shoes and bags in collaboration with online brands. She also launched a line of phone cases with her sister and has recently opened an Etsy shop where she sells stickers. <https://www.youtube.com/user/AllThatGlitters21/videos>
 - Lisa Elridge is one of the most famous make up artists among celebrities. She is currently the artistic director for Lancome make up. With her videos she made her techniques and tricks used on the stars available to the general public. <https://www.youtube.com/user/lisaeldridgedotcom/videos>
 - Lauren Elizabeth is a 21 years-old girl from Chicago who started uploading beauty videos in 2011. During the years she has furthered her career into acting and presenting, taking part in many web series and being a host for online shows. Last year she acted as main character in a movie with a fellow youtuber. <https://www.youtube.com/user/LoLuFullyLoaded/videos>
 - Tati is a 33 years-old from California who uploads consistently five days a week. Her videos are mainly focused on affordable make up but lately she has started a series testing out the most expensive make up items. She has partnered with the brand Birchbox and has recently come out with a make up collection including lipsticks and eye products. <https://www.youtube.com/user/GlamLifeGuru/videos>
 - Estèè Lalonde is a 25 years-old Canadian beauty guru living in London. She is often invited to speak to International conferences about YouTube and her channel and has been featured on international magazines. <https://www.youtube.com/user/essiebutton/videos>
 - Huda Beauty is a 32 years-old Hollywood make up artist relocated to Dubai. She is the number one vlogger in Middle East and is among the most famous in the world. She is especially known for her tutorials on strong, fierce make up. She has her own online shop where she sells her line of fake nails and eyelashes. <https://www.youtube.com/user/hudaheidik/videos>
 - Cliomakeup is the channel belonging to the most popular Italian beauty guru Clio Zammatteo. She started making videos while studying at a make up academy abroad and has

since reached great success writing three books, having her own TV program and launching a capsule collection with a famous Italian make up brand.

<https://www.youtube.com/user/ClioMakeUp/videos>

- Gabriella Lindley is a 21 years-old English Youtuber who covers topics from beauty to fashion to house décor. In fact she has launched a homeware line in collaboration with the store Primark and has also launched two limited editions phone cases. <https://www.youtube.com/user/velvetgh0st/videos>
- Karissa Pukas is a 24 years-old Canadian who relocated to Australia. With her videos she has always aimed at a more adult public than teens as she stated in some of her videos. She has launched her own online shop where she sells her line of fake eyelashes. <https://www.youtube.com/user/saturdaynightssalrite/videos>
- Amelia Liana is a British Youtuber of 24 years-old who doe fashion and beauty videos. Last year she has been involved into different challenges to raise money for charity. She also launched her jewellery capsule collection with the brand Mejuri featuring her favourite dainty pieces. <https://www.youtube.com/user/amelialiana/videos>
- Kissandmakeup01 is one of the most famous Italian beauty channel. It belongs to Nicole a 30 years-old vlogger who started uploading videos in 2009. She recently came out with her lifestyle book and has done numerous collaborations with make up and beauty brands. <https://www.youtube.com/user/KissAndMakeup01/videos>
- Carli Cristman started her channel in 2010. She is a 27 years-old girl from Chicago who recently landed a place has online correspondent for E! News. She has worked with major fashion and beauty brands and is currently developing her own clothing line. <https://www.youtube.com/user/CarlyCristman/videos>

During our analysis we will pick different videos from all of these channels and we will observe the different characteristics each creator presents. We will test our hypothesis and see if the model we have developed matches with reality. We will also compare channels among themselves and test whether the ones with a higher number of subscribers comply more with our hypothesis or not.

The methodology we will use will be to observe different videos from each channel and see if we find the factors we have developed in our model. We will take into consideration the attitude of the creator, the topics of discussion, their content and how they interact with their viewers as well as with other youtubers. We will analyse their attitude towards sponsored content and

towards advertising their own products, in case they have them. We will observe how they treat personal topics and what kind of videos they are most likely to upload.

3.8 Conclusions

After the observation we will analyse the results and compare them with our theory. In the end we will deduct our conclusions.

CHAPTER 4: EMPIRICAL ANALYSIS

In this chapter we will perform our practical analysis on the channels we have selected. We are trying to prove that successful youtubers presents the variables we developed in our hypothesis and therefore that those are influencing factors when determining the success of a creator. During our practical analysis we will test our model and hypothesis on these channels. We will try to identify the different variables in their videos and see if we find any differences among the channel.

4.1 Yuya

Natural ease in front of the camera

In all of her videos Yuya is really outgoing and at ease. Besides her beauty and lifestyle videos she also uploads vlogs filming her everyday life where she shows how she spends her days. She also feels comfortable answering questions from her audience as she did in the video “Estoy embarazada? (respondiendo preguntas)” (<https://www.youtube.com/watch?v=K3MWMW5-Y7E>) or “Tag de Navidad (muchas preguntas)” (<https://www.youtube.com/watch?v=KmbJO8zmeJY>) where she picked several questions her viewers left her and answered them.

Transparency

In this particular case the transparency of the channel is given by the fact that Yuya rarely uploads sponsored videos and hasn't uploaded them in a long time. The only videos featuring products she wants to highlight are the ones with her own products like “Tenemos libro nuevo” (<https://www.youtube.com/watch?v=hxZE8NNVBTY>) where she presents her book. Even though of course she makes money from all the videos she uploads, whether they are sponsored or not, by avoiding sponsored content she gives the impression of a more honest and genuine channel.

Shared experience

To connect more with her audience and build a strong relationship with viewers Yuya is really active on social media. In the video “Animo! Todo va a estar bien” (<https://www.youtube.com/watch?v=yZpZHVT2Uw8>) she talks to her viewers saying that she asked them how they were doing and from their answers decided to share with them a very personal story about her childhood to inspire and encourage them and to let them know that she

also had problems but had managed to go past them. She also has uploaded other videos where she shared some personal stories or experiences with her viewers like “Me querian golpear/tuve piojos!” (<https://www.youtube.com/watch?v=cUjzupdbUxc>) where she shared her story about being bullied in school.

Social interaction

As far as we consider social interaction with other youtubers Yuya is lacking that. In her videos she is alone most of the time or she would show members of her family or close friends. However Yuya has a great relationship with her audience. On her channel she has uploaded several videos of her meetings with her viewers like “Acompaname a Peru” (<https://www.youtube.com/watch?v=aO5TyCXW1J4>) or “Mira lo que pasa en el tour (Chile)” (<https://www.youtube.com/watch?v=sZ8nOhsPtys>) where she shows the all process of the meetings and expresses her appreciation for her viewers considering them her friends.

Personal branding

Yuya definitely has a well defined identity on YouTube being always cheerful and joyful. She also is known for certain categories of videos that she uploads quite frequently. For example she often uploads outfit videos that she titles similarly so that they all go in the same category like “Que me pongo esta temporada?” (<https://www.youtube.com/watch?v=-0Ss9VxH3gI>) or “Come me visto durante la semana!” (<https://www.youtube.com/watch?v=jdRQ9TWBfMI>) or “Como me visto?” (<https://www.youtube.com/watch?v=7B4fbBVwoQk>) or “Asi me visto siempre” (<https://www.youtube.com/watch?v=JZZdnpD7Gh8>). Another category of video that is really distinctive of her channel and is easily associated with her is the do-it-yourself or DIY. She has uploaded eight of them only in December 2015.

Shared interest

As we said in her description Yuya started her channel after winning an online make up competition so of course her first interest was the one in make up and beauty. However as said before she showed big interest in DIY videos that her audience appreciates and requests a lot. She will please her viewers teaching them everything from baking to decorating to creating an Halloween costume as she shows in her videos: “Bebidas divinas y deliciosas para Navidad” (<https://www.youtube.com/watch?v=QFfC4w3qpul>), “Decora tu Navidad (ideas)”

(<https://www.youtube.com/watch?v=3vpFrFqtW1M>) and “4 disfraces de emergencia” (<https://www.youtube.com/watch?v=OOZZE1-78xM>). If we look at the comments from these three videos we can see that viewers are enthusiastic of the content and are always requesting more from her.

4.2 Zoella

Natural ease in front of the camera

If we take into consideration videos from December 2015 we have a big sample of observation because Zoe was uploading two videos every single day: a vlog and a more entertainment type video. From all of them it is really easy to see her natural ease in front of the camera. Her bubbly personality easily comes out in every video, she makes the viewer feel comfortable. For example in her video “Making a gingerbread house with Alfie” (<https://www.youtube.com/watch?v=a8Kz8XNQFq4>) she created a very relaxed atmosphere and made the viewer feel at ease. She showed her bad results in the attempt of building the gingerbread house with irony and gave the impression of sharing it with friends. In the video “My festive pamper routine” (https://www.youtube.com/watch?v=A_gDHHhufDY) she showed herself with a face mask on or going in the bath, of course without showing anything inappropriate, proving how she feels at ease in front of the camera in any situation.

Transparency

In two of her videos “Luxury Christmas gift guide” (<https://www.youtube.com/watch?v=7PGgGT1WEbc>) and “Gift guide: stocking fillers under £15” (<https://www.youtube.com/watch?v=rn5NikfiaHc>) she clearly states that some of the products she is showing were not purchased with her own money but were sent to her for free. She also says that she was not paid to mention them but that she genuinely liked them. These kind of clarifications create an honest relationship with viewers as they are informed about the state of things and also show the willingness of the creator to be open and upfront with viewers. Therefore, in these videos, she also shows products from her own range but tries to mix them up with other brands so that viewers don't get annoyed and don't perceive the video as a commercial.

Shared experience

In the video vlog “Scared of a massage?” (<https://www.youtube.com/watch?v=rQrffJVEStg>), Zoe opens up about her anxiety and shares with her viewers her feelings regarding a specific

situation. She also encourages her viewers to share their own stories in the comment section so that they don't feel alone and know that other people are going through the same experience. She shares very personal parts of her life creating a real connection with the audience. In fact, looking at the comment section of that video we find that the top comments are from viewers sharing their own stories and feelings.

Social interaction

In the same video “Scared of a massage?” (<https://www.youtube.com/watch?v=rQrffJVEStg>) we mentioned earlier, we can also see how a real community exists. In the comment section viewers are encouraging one another, and interacting among themselves in the comment as belonging to the same group of friends. On the other side regarding the relationship built among creators we find a lot of video vlogs in which other creators are shown because they have a real friendship. For example in “Christmas with the SacconeJolys” (<https://www.youtube.com/watch?v=AuALAUoaob0>) or “We made a den” (<https://www.youtube.com/watch?v=008a8SQKl6Q>) or “Ultimate Christmas house party” (<https://www.youtube.com/watch?v=y2mO-urHjgg>) she films days having fun with other creators that she is friends with in real life.

Personal branding

In the videos “New products chat (ramble)” (<https://www.youtube.com/watch?v=h55eRSznGN8>), “Christmas beauty products” (<https://www.youtube.com/watch?v=8t6-G4hIvmc>) and “I have new beauty products” (<https://www.youtube.com/watch?v=O-FznoiffDk>), Zoe talks about her new lines of products. However she does it in a way that makes her individuality stand out. First of all she shows them in a vlog which is a category of natural, not staged videos in which creators have a very relaxed attitude. When showing the different products she points out all the characteristics that make them unique and close to her, highlighting how she personally chose the formula and the packaging. Her products reflect aspects of her personality and everyday life that make her stand out in the eyes of the viewers. She shares her distinctive personal traits and likings so that viewers can recognize her in the products. In the comment sections all the top comments are of excitement to try the new lines.

Shared interest

As her channel started as a beauty one, sharing her interest and passion over beauty and make up, Zoe later started sharing her other passions encouraged by the fact that viewers were reacting really well to them as they had the same interests. Making videos on topics that interest both the creator and the audience is key for a good result. For example she started making hair tutorials as people were really curious about her signature hairstyles. For example she uploaded two hair videos in a short amount of time because viewers were requesting it: “How to: 4 quick and easy hairstyles” (https://www.youtube.com/watch?v=CACC_A3DxLM) and “How to: Half up do top knot” (<https://www.youtube.com/watch?v=AEFb6SNKTzQ>).

4.3 Bethany Mota

Natural ease in front of the camera

Watching Bethany’s videos is really easy to say that she is comfortable in front of the camera. You often see her do her introductions to her videos in her bedroom wearing her pyjamas as in “Winter guide-perfect make up, gifts + giveaway” (https://www.youtube.com/watch?v=Yz1dfgn_IFM) or in “Christmas-Then vs. Now” (<https://www.youtube.com/watch?v=eVCtFSfgMs8>). In this last video she also appears in funny outfits and situations being completely comfortable with being on camera.

Transparency

Since Bethany has been busy with her career outside YouTube, she doesn’t upload very frequently. On her channel we found two or three videos per month. To keep an honest relationship with her subscribers, she hasn’t been uploading sponsored content for a long time as she however used to do when she was less popular. On the other side in one of her videos from December 2015 “Winter guide-perfect make up, gifts + giveaway” (https://www.youtube.com/watch?v=Yz1dfgn_IFM) she organized a giveaway for her viewers for which, she underlined, she bought the prizes with her own money as a gift for one of her subscribers.

Shared experience

In the video “Be who you want to be” (<https://www.youtube.com/watch?v=7jP3cKvNesw>) Bethany shares her personal view on self-confidence and body image. She states her point of view and encourages her subscribers to be who they want to be. Also in the video “Confidence, travel and other stuff” (<https://www.youtube.com/watch?v=A85OuE1Clk4>) she is answering to

questions sharing her experience and suggestions about how to deal with negativity and how to be confident.

Social interaction

Bethany has been having great success with the launch of her clothing line with the store Aeropostale and because of that has had lots of chances to interact with her viewers. She has been having meetings with subscribers all over the world and has documented some of them in her videos: “India Adventure” (<https://www.youtube.com/watch?v=yMKHE-cZBSY>), “Vlog.My Hong Kong trip” (<https://www.youtube.com/watch?v=2n8clXKvE30>), “Japan vlog: filming with HaeajukuKawaiiTV” (<https://www.youtube.com/watch?v=OM4CoebcjP8>) and “Mexico trip” (<https://www.youtube.com/watch?v=VHlBuo-nYyY>). In these videos she shows her meetings and the thousands of viewers who show up to them.

Personal branding

In the last year Bethany has identified her signature style and category of videos. The most part of the videos she uploaded are DIY's. She tends to film them with a similar style and edit them with a similar structure. In the videos “Fun holidays DIY's- Décor, Gifts + Treats” (<https://www.youtube.com/watch?v=BonbILPEjAg>), “Easy and yummy fall treats” (<https://www.youtube.com/watch?v=dVFndYc0H1U>) and “5 easy fall room decorations” (<https://www.youtube.com/watch?v=cr0eK8-SQzo>) we can easily identify her style and structure with the videos beginning with an introductory clip followed by her introduction and by the content of the video. All the clips are bright and festive with music in the background. At the end of the videos she will also add some clips of funny bloopers made while filming. Her style is very recognizable and distinctive and makes her videos cohesive.

Shared interest

As we said before the main type of video that Bethany uploads on her channel and that her audience really appreciates is DIY's. However since she started showing her passion for music and singing, viewers have been asking to see more of her singing content. She uploaded her first song in the video “Be who you want to be” (<https://www.youtube.com/watch?v=7jP3cKvNesw>) and after all the requests from her viewers in the comment section, she later uploaded the video “Ed Sheeran medley” (<https://www.youtube.com/watch?v=pkuwGzmJDbQ>) performing covers from the singer Ed Sheeran.

4.4 Michelle Phan

Natural ease in front of the camera

Overlooking Michelle Phan's channel we can tell her natural ease in front of the camera just by looking at the variety of topics she covers being perfectly comfortable while talking about all of them. We find favourites videos, DIY's, tutorials, lookbooks but also more chatty personal videos. For example we have "Best of 2015 part 1 and 2" (<https://www.youtube.com/watch?v=IZhcUYLueYI>)(<https://www.youtube.com/watch?v=Qcn6d-WQmtY>), "Pillow talk 5" (<https://www.youtube.com/watch?v=Wo2gKV1UoxA>), "My alter ego look" (https://www.youtube.com/watch?v=LKxkQ_lny0s), "Fun DIY's projects for pet" (<https://www.youtube.com/watch?v=PhfW-wHgZA0>) and "2015 fall lookbook" (<https://www.youtube.com/watch?v=SN5qVrkTEA8>). She is comfortable showing herself with and without make up and talking about personal experiences as well as beauty tips. She has a very relaxed attitude that makes the viewer feel at ease.

Transparency

As far as sponsored content, Michelle Phan has not uploaded any sponsored videos in at least a year. The only video where she was showing a certain situation or place to raise attention on it was the "Fun DIY's projects for pet" (<https://www.youtube.com/watch?v=PhfW-wHgZA0>) where, without being sponsored, she chose to talk about an animal shelter in her city to raise awareness about animal adoption. By doing so she showed how she prefers to use her channel to talk about causes she believes are important spontaneously without being paid to do so.

Shared experience

On her channel Michelle Phan's has dedicated an entire series of videos called "Pillow talk" where she shares her experiences and stories. This series has so far 5 episodes and in them she has opened up about several personal topics such as failure and rejections, career, jealousy and break ups and online fame. For example in episode two "Pillow talk 2-Online fame, reality + more" (https://www.youtube.com/watch?v=_8tTbJPG7b0) she talks about how online fame really is and what she has learned from YouTube to a personal level while on episode four "Pillow talk 4-Failures, rejections + parent expectations" (<https://www.youtube.com/watch?v=zO6zyI9SaIo>) she opens up about her point of view on failure and how she deals with expectations others might have on one.

Social interaction

Michelle Phan is a really creative person; she has been on YouTube for eight years and has improved a lot during this period. In her videos she is always encouraging with her subscribers to be creative. In her video “Ready to start your beauty career?” (<https://www.youtube.com/watch?v=xw4hJ0Kl3XU>) she shows how caring she is towards them by presenting her project of an open studio where anyone with no experience would be able to shoot videos with professional equipment and support. In the videos she encourages her viewers highlighting a real connection with them, showing how she really cares about them and how she has built a strong relationship with them.

Personal branding

Michelle Phan has a very distinctive style in all of her videos. She has some very recognizable characteristics about herself and her content that make her different from the others. In her videos she always creates a dreamy atmosphere: for example, in her “Pillow talk 4-Failures, rejections + parent expectations” (<https://www.youtube.com/watch?v=zO6zyI9SaIo>) this atmosphere is given by her voice and attitude but also by the background of the video. In her make up tutorials like “My alter ego look” (https://www.youtube.com/watch?v=LKxkQ_lny0s), “Psychedelic dreams” (<https://www.youtube.com/watch?v=Sr0wZi5b2Zs>) or “Sailor Moon Koan-Black Moon Clan Collab” (<https://www.youtube.com/watch?v=XGv-M1r2etY>) she creates a dreamy set and while showing the make up builds a story with her voice and dreamy setting.

Shared interest

The main interest of Michelle Phan has always been make up. Through the years she has focused on her tutorials, which became so popular that viewers were always requesting for more and more. However she has been sharing her DIY passion with viewers uploading videos of this category that have always had a great response from her audience. For example if we look at the comment section of the video “Easy DIY gifts for mother’s day” (https://www.youtube.com/watch?v=XUs1O_NUNsQ) we find that the majority of the comments is about complimenting her on the video and asking for more similar type of content.

4.5 Ingrid Nilsen

Natural ease in front of the camera

Ingrid Nilsen has had her YouTube channel since 2009 and has gained a lot of confidence in front of the camera through the years. In her videos she often shows herself without make up encouraging other people to do the same thing. She is comfortable enough to upload videos where she talks about private topics and is always pushing her audience to be more open and feel at ease even in uncomfortable situations. For example in the video “DIYDecember Day 6” (<https://www.youtube.com/watch?v=8fXQJb0W-Tg>) she encouraged girls to be more comfortable when talking about private issues showing her confidence and natural ease in front of the camera.

Transparency

As far as sponsored videos, Ingrid will sometimes upload one with the brand Covergirl as she is their Internet “glambassador”. However between two sponsored videos she makes sure to upload her independent content. For example her last sponsored video “Cosy winter make up look+ DIY blanket cape” (<https://www.youtube.com/watch?v=mjavm3rg1xw>) and the previous one “Warm eyes+ bold lips for fall-get ready with me” (https://www.youtube.com/watch?v=a7hir_lafhs) where uploaded within a two and a half months distance and in between she uploaded more than twenty non sponsored videos. Moreover, when her content is not sponsored but she is using products that were sent to her for free she will point it out in the description box of the video as she did in her “2015 favourites” (<https://www.youtube.com/watch?v=hCauSyqqBXM>) or in her “November favourites” (<https://www.youtube.com/watch?v=dsUaQ3AKi3o>).

Shared experience

The video on her channel that probably has received most views among all the videos she has done in 6 years is titled “Something I want you to know (coming out)” (<https://www.youtube.com/watch?v=Eh7WRYXVh9M>). In this video she shared her most personal story with her viewers talking about her sexual orientation and expressing her feelings about it. She connected with them encouraging those who were in the same situation to be strong and brave and live their lives the way they wanted to. After she uploaded this video she started sharing more personal facts about herself and uploaded four videos in collaboration with other youtubers all titled “Sense of self” (https://www.youtube.com/watch?v=f838FBs_akM),

(<https://www.youtube.com/watch?v=ZN6Ce4vZuoQ>),
(<https://www.youtube.com/watch?v=PFnfqdZabV8>),
(https://www.youtube.com/watch?v=oTaiPdCuQ_4), where she would talk about her opinions and point of view while discovering facts about the other person as well.

Social interaction

As far as social interaction with other youtubers, Ingrid has done many collaboration videos: “DIY Holiday sweater with Hanna Hart” (<https://www.youtube.com/watch?v=g3S5AVsjCXg>), “DIY Snowglobes from a mason jar feat. Carrie Rad” (https://www.youtube.com/watch?v=u_hR1muBQKY), “DIY painted birkenstocks feat. Hailey Williams” (<https://www.youtube.com/watch?v=aqvuV4TBGpA>) and many others so she is really active in the YouTube community. As far as the interaction with her viewers we can tell she has created a real community by looking at the comments of her coming out video we mentioned earlier. With this kind of video it is practically inevitable to be judged and to receive negative comments but her viewers did stand up for her and defended her from the negativity. If the top comments are negative insulting ones, her viewers would answer to those comments showing that they really feel a connection with Ingrid. Many would also say that they were going through the same thing and would thank her for her support.

She also tries to give back to her viewers by organizing giveaways for them. For the month of December 2015 she had one on every single video to give her viewers more opportunity to win a prize.

Personal branding

What makes Ingrid stand out among the others is her unique point of view. In many of her videos she has talked about her curiosity and how she likes to go deeper into situations. As we said before she has started this series called “Sense of self” where she interviews her fellow youtubers and asks them about their space, why they chose what they own and the stories behind who they are now. She also has this attitude of wanting to know more about people in other types of videos, for example in her DIY’s where she doesn’t limit to executing the project but takes the chance to tell anecdotes and experiences.

Shared interest

In the last period Ingrid has brought a big change to her channel. If before she was known for her make up series that she would do periodically, now her signature video is the DIY. Since her

audience enjoys this kind of videos and is always requesting more in the comment sections of her videos, she does them quite frequently. She goes from cooking and baking videos to fashion DIY to home décor trying to meet her audience requests.

4.6 Carli Bybel

Natural ease in front of the camera

Carli's natural ease in front of the camera is easy to tell from how she films her videos. She always has bright introductions where she greets her audience. When she films tutorials she will try and get the best angle to show the make up look and she would film with the camera all zoomed to her face. Even though she likes strong make up looks she doesn't have problems showing her face without make up. For example in the vlog "This past week: follow me around vlog" (<https://www.youtube.com/watch?v=1eLmwIxi2-s>) she shows clips of herself as she had just woken up with no make up on.

Transparency

As far as sponsored videos Carli hasn't uploaded one in a very long time. However in the description box of every single video, she lists all the products she has used to achieve her make up look and clearly points out the ones that were sent to her for free.

Shared experience

Even though the majority of Carli's content is about make up, she also likes to share some personal information on her channel. For example she uploads chatty videos where she updates her viewers about her life: "Get ready with me- daytime glam + updates" (<https://www.youtube.com/watch?v=hTZmLqbi2d8>), "Exciting news! 2 new updates!" (<https://www.youtube.com/watch?v=JgPPMBGyPrM>). She also shares her life by uploading vlogs where she gives information about her life, her living situation and her everyday errands as she did in "This past week: follow me around vlog" (<https://www.youtube.com/watch?v=1eLmwIxi2-s>) and "Last week: follow me around vlog" (<https://www.youtube.com/watch?v=DgLhx4PXYf0>).

Social interaction

Most part of Carli's videos feature herself alone, she rarely does videos in collaboration with other people and when she does they are people outside of the YouTube world. Carli however pays attention to her viewers and has built a strong relationship with them. For example, a while ago she

started a series called “Color series” in which she would show her favourite products of a specific color. For the first video she chose a color and then asked to her viewers what color they wanted to see next. In this video “Fuchsia fever- color series + make up tutorial” (https://www.youtube.com/watch?v=i_ALJcZY49Q) , if we look at the comment section, the top comment is requesting the color coral. Listening to her viewers and taking into account their opinion she uploaded a second video “Coral crush- color series” (<https://www.youtube.com/watch?v=b7VE8vHa-mg>) featuring the viewers’ requested colour.

Personal branding

Carli puts her personal touches in every video she uploads. She always follows the same structure: at the beginning of the video she always puts an inspirational quote that is her signature characteristic. She also always begins her videos greeting her viewers with the same words, thanking them in advance for watching the video. The inspirational quote really is her distinctive element because she also used it in the packaging of her products. She first released a pair of fake eye lashes she had designed with the brand Velour called Carli lash. In the packaging she inserted one of her favourite quote as she showed in the video “How to apply false lashes + make them last” (<https://www.youtube.com/watch?v=iVHRkEdIX78>). The same thing happened when she created her palette with Bh Cosmetics. In the video “Carli Bybel palette- First look and swatches” (<https://www.youtube.com/watch?v=3IH35rWRm8o>) she showed the palette to her viewers for the first time and pointed out that inside it she had put the quote that she found most inspiring for her life.

Shared interest

Carli has always been consistent with her content. She is a professional make up artist and has been on YouTube since 2011. Her main focus has always been teaching women how to apply make up and for this reason the type of videos she uploads more frequently is tutorials. She always listens to and asks for requests from her viewers. She uploads videos on the latest make up trend to keep her viewer interest high and to always satisfy their requests.

4.7 Kandee Johnson

Natural ease in front of the camera

Kandee Johnson is a Hollywood make up artist who used to work on television. For this reason, she is really familiar with cameras and filming and is really comfortable in doing it herself. In videos other than make up tutorials she comfortably shows her house and her kids. She also appears on camera without make up and is not afraid on expressing her opinion on any topic.

Transparency

Kandee has not posted a sponsored video in a long time. In the description boxes of her videos she clearly states that she was not paid to make that video and usually adds some funny details like listing every single product she was not paid to use or stating that her video “Kandee’s holiday survival guide” (https://www.youtube.com/watch?v=q77kQcSr_WI) was not sponsored by Christmas. She uses her irony to speak clearly with her viewers and make them understand her genuine intention. In another video “Everyday make up- pretty easy eye make up and red lips” (<https://www.youtube.com/watch?v=iPq57U0vw4Y>) she underlined how she was not sponsored and just wanted to take the time out of her day to film the tutorial for her viewers.

Shared experience

On her channel Kandee has shared a lot of personal information. She uploaded a video called “The bad day video” (<https://www.youtube.com/watch?v=xlXmCoMPdcI>) where she shared with her viewers that she was going through a difficult period but wanted to be encouraging letting them know that, if something like that was happening to them, they had to see the positive side of it and be strong. She also uploaded a video “The Internet & depression” (<https://www.youtube.com/watch?v=y0xH18DpZ30>) where she shared her experience with negative comments on the Internet. In the description of the videos she wrote “I just hope this video helps encourage someone and cheers them up, to know they're not alone and not to let anything on the internet make you feel like you're not good enough.” Kandee also told the story of how she lost her father in the video “My story of losing my dad” (<https://www.youtube.com/watch?v=XMkVdfMVyyw>) getting emotional while remembering what happened. She also uploaded videos to share her happy moments like “The baby is here” (<https://www.youtube.com/watch?v=WZcrpPAk-xk>) where she recorded the day her child was born. Kandee Johnson has shared many different aspects of her life with her viewers from happy moments to sad times building a strong connection with them and opening up completely.

Social interaction

Kandee is really active in the relationship with her viewers and values their opinions. In many of her tutorials, for example “Nude lip smokey eye tutorial” (<https://www.youtube.com/watch?v=lZfER5-RkGM>) or “Everyday make up- pretty easy eye make up and red lips” (<https://www.youtube.com/watch?v=iPq57U0vw4Y>), she starts by saying that she is filming the make up look because it was highly requested on her Instagram pictures. Also, when she uploaded the video “5 ways to be more confident and dress how you want” (<https://www.youtube.com/watch?v=k2NsODxM-HY>) she started by saying that the topic she was covering was highly requested on her social media where she is really active and, she believes, has created a family where they can all support each other.

Personal branding

Kandee has many unique aspects about herself that make her stand out from the crowd. First of all she is known for her ability to become anybody she wants just using make up. Her signature type of video is the transformation where she applies make up to herself and recreates the closest look possible to another person. For example in a short period of time she uploaded “Girl turns into guy- Tyler Oakley transformation by Kandee Johnson” (<https://www.youtube.com/watch?v=hr2AkiUDFgs>), “girl turns into guy- Pewdiepie transformation” (<https://www.youtube.com/watch?v=2bNIq3JVozU>), and “Ruby Rose transformation” (<https://www.youtube.com/watch?v=3aRtgp-0IRM>). Another distinctive feature is her appearance: she always has crazy hair colours and often goes from short to long and vice versa.

Shared interest

Even though Kandee has been uploading different types of videos, her most appreciated are the make up tutorials. As she said more than once, viewers are always requesting new kind of looks on her social media like Instagram and Twitter. They are interested in seeing her take on different trends and trust her talent and skills.

4.8 Tanya Burr

Natural ease in front of the camera

Tanya has a really natural attitude in front of the camera. Watching her videos the impression is that they are not staged but that she films them without worrying too much about making mistakes. She often leaves in parts where she does something wrong or where she is interrupted so the viewers get the impression that she is very relaxed in her videos and that she is showing her true self without worrying too much about how she appears.

Transparency

If we consider the month of December 2015, Tanya has uploaded only one sponsored video: “Perfect skin, winged liner & red lip Christmas party make up tutorial” (<https://www.youtube.com/watch?v=4SfUn0mVECM>). The rest of her content has been vlogs showing her everyday life or tutorials with looks for the holidays. If we look at a longer period of time, before that she uploaded two sponsored videos back to back in June 2015: “Baking a butterfly cake” (<https://www.youtube.com/watch?v=KrPmXjVMrNk>) and “My pamper routine for my trip to France” (<https://www.youtube.com/watch?v=MumnsRCUfm0>). In all these three videos besides mentioning in the title that they were sponsored, as it is now compulsory according to the UK law, she clearly said that she had partnered with brands to create the content, being honest and open with her viewers.

Shared experience

Tanya has always shared a big part of her life on her channel. She shows her house, her husbands and her family. She also likes telling stories about what happened to her and having her viewers join her in her everyday life through her vlogs. In more than one occasion she has shared with her viewers her struggle with anxiety and has been telling them how she felt and what she was doing to deal with it. In December 2015 she uploaded the video “Anxiety chat- vlogmas day 5 & 6” (<https://www.youtube.com/watch?v=JVft4hBoEvQ>). She also uploaded another video titled “Not feeling so great” (https://www.youtube.com/watch?v=LVQDB_LBeeE). In both of the video she filmed herself talking about her feelings and her problem with anxiety asking her viewers to share their own stories as well so that nobody had to feel that they were the only one suffering by that problem.

Social interaction

As many other youtubers who get a lot of following on her videos, Tanya has expressed her difficulty to be in touch and answer to every single viewer's comment or question. For this reasons she has a series of questions and answers on her channel that allows her to have a relationship with her viewers and to keep up with their questions and suggestions. She usually uploads one of this videos once a month after asking for questions on her other social media. This way she can keep her relationship with her audience and can update them with what is happening in her life or the opinion she has on a specific topic. She uploaded "Q&A- How to get over someone" (<https://www.youtube.com/watch?v=z1VqFqcQdWA>), "Q&A-Panic attacks, puppies and pizza" (<https://www.youtube.com/watch?v=gJK7U6oZB7g>) and "Having a baby and being confident" (<https://www.youtube.com/watch?v=MrofA-TCsfk>).

Personal branding

The different side of Tanya's personality are what makes her different from the others. In her videos she has always a positive attitude and an uplifting spirit. She is always honest with the people surrounding her but in a very polite and respectful way. Even when she is talking about her problems or concerns she would always add a positive thought to encourage and motivate her viewers. Her make up line reflects her personality, the packaging are colourful and fun and the products are easy to use for anyone. Her lifestyle book also reflects her passions: she wrote about make up and beauty but also fashion, home décor and baking.

Shared interest

Tanya's channel started as a make up channel in 2009 and still to this day has make up as the main focus. She often uploads make up tutorials. For her video hauls, where she showed new products she had bought, she had created a separate channel but viewers were requesting them so much that she decided to move everything on her first channel. She also as a passion for baking and has uploaded a few baking videos like "Baking giant Nutella cookies" (<https://www.youtube.com/watch?v=0VN97-gmwzo>) or "Baking a magical Christmas cake" (<https://www.youtube.com/watch?v=231rXt8maEA>). She also had a baking chapter in her first book. The audience liked the baking videos and the book section so much that she has announced she is working on a baking video that will be published in 2016.

4.9 Lauren Curtis

Natural ease in front of the camera

Lauren has a very relaxed way to talk to the camera. Her videos are always relaxed and the viewer can tell she feels comfortable in what she does. She explains every step of her make up tutorial very clearly, she has a natural attitude acting like she was just talking to a friend. For example in the video “Boy talk: overcoming insecurities & breakups, finding the one” (<https://www.youtube.com/watch?v=2fXaAKR14bY>) she starts saying that she wants to have a relaxed chat wearing no make up and her pyjamas.

Transparency

Lauren has not uploaded any sponsored video in a while. However she is affiliated with some brands and makes money when her viewers buy products through the discount codes she provides. She has those discounts codes in the description box of all of her videos so viewers can easily find them but she doesn't mention them when filming. During her tutorial she will, for example, use the brushes of the brand she is affiliated with and leave her discount code in the description box. This way if viewers are interested in them, they can easily find them but at the same time they don't feel pushed to buy them.

Shared experience

On her channel Lauren has never shared really personal stories about her past life as we have seen in other channels. She has, however, uploaded advice videos where she answered questions from her viewers and gave them suggestions. She talked about many different topics telling her point of view according to her personal experience. For example she uploaded “Advice on boys, bullying & self-confidence” (https://www.youtube.com/watch?v=Gle_nVlzPAo), “Surviving high school” (<https://www.youtube.com/watch?v=ya-O3b1IVZY>), “FAQ: My boyfriend, my passion for YouTube and make up” (<https://www.youtube.com/watch?v=zTKy15J3p9k>), “Overcoming cyber bullying” (<https://www.youtube.com/watch?v=7bGyKkjXbpc>), “Chat with me-GRWM: life updates & embarrassing stories!” (https://www.youtube.com/watch?v=aIMg21bF_2g) and “Boy talk: overcoming insecurities & breakups, finding the one” (<https://www.youtube.com/watch?v=2fXaAKR14bY>).

Social interaction

In many of her make up tutorial Lauren mentions the fact that the look the viewer is about to see was requested on her social media. She is very active in the relationship with her audience

because at the end of her tutorials she will encourage viewers to leave suggestions explaining that she wants to film what they want to see. She usually sticks to make up when it comes to content but to express her appreciation and how much she cares about her viewers she uploaded a video titled “Different but important” (<https://www.youtube.com/watch?v=99hp-HhWhkQ>). In this video she talked to her viewers about loving themselves and letting them know how important they are and how much she values them. She took the time to show her appreciation towards her subscribers receiving lots of grateful comments.

Personal branding

Lauren’s signature videos are make up tutorials. She always has common features in them starting from the background. She always films in front of a white wall so that the main focus is her face. She also usually films them silently and then adds the explanation with a voice over guiding the viewers through every single step. She also likes to add a pop of colour to her lips or she concentrates on the eyes creating strong unique looks. Her typical make up look is “Dark, smoky and sparkly eye and lip tutorial” (https://www.youtube.com/watch?v=h11W_HnKxlw) or “Glowy, luminous skin + taupe eyes + plum lips” (<https://www.youtube.com/watch?v=PndU69--OsQ>) or “Ultra glam special occasion make up” (<https://www.youtube.com/watch?v=BLWhYqCk2QQ>).

Shared interest

As we said before Lauren really focuses on make up on her channel. What made her the most popular Australian beauty guru is her passion for beauty and her intention of sharing it with other people teaching them everything from natural looks to stronger, more complicated ones. Her viewers follow her to learn more and more techniques and their shared interest is clear when they request new looks.

4.10 Jaelyn Hill

Natural ease in front of the camera

Jaelyn is always natural in front of the camera. Her personality easily comes through in every video. She always sets up a very glam and fashionable background but then she will let viewers in on backstage secrets like the fact that she is wearing her pyjamas bottom. She also always leaves in bloopers in her videos showing her mistakes or how she prepares to film.

Transparency

Jaelyn is affiliated with different make up brands and always encourages her viewers to use her favourite products. However the brands she uses most and she always recommends are smaller brands that she discovered independently and decided to work with because she genuinely liked her products. For example she started using two different brands: Makeup Geek and Morphe Brushes and later became affiliated with them uploading the videos: “My favourite Morphe brushes” (<https://www.youtube.com/watch?v=oepBCXoZbzM>), “Morphe 350 make up tutorial” (<https://www.youtube.com/watch?v=Ao4K84by7vs>), “Makeup Geek foiled eye shadow-review-swatches” (<https://www.youtube.com/watch?v=9vwXuEGCZEo>), “Top makeup geek eye shadow-swatches and reviews” (<https://www.youtube.com/watch?v=YnYgspetGwI>). These videos however were not sponsored by the brands; she wasn’t paid to upload them so that viewers could trust her recommendations more.

Shared experience

On her channel Jaelyn has shared that she suffered with anxiety and depression. In the video “Opening up about struggles” (<https://www.youtube.com/watch?v=HYsbS2e5A98>) she had an honest talk with her viewers. She explained how people on social media can seem to have a perfect life just because they only show the better moments and situations that occur. She opened up to her viewers and talked about her struggles with health issues, being physically and mentally bullied and all the difficulties she had. By doing this she showed herself as a real person instead of just a beauty guru whose only concern was make up. She connected with her viewers who appreciated the video and left her many grateful supportive comments. She also periodically uploads updates video so that viewers can keep up with the news in her life: “Update-chit chat” (<https://www.youtube.com/watch?v=dG4z9wocyOc>), “Update+ chit chat+ GRWM” (<https://www.youtube.com/watch?v=mXFuBgaztyY>).

Social interaction

Jaclyn is really in touch with her viewers. She has hosted some meetings with them to know them personally. In the video “Opening up about struggles” (<https://www.youtube.com/watch?v=HYsbS2e5A98>) she inserted footage from a meeting she had with 30 subscribers of her area where she spent the entire day with them getting to know them better. She also had a meet up with Sephora for the launch of one of her products and uploaded the video “NYC Sephora meet & greet” (<https://www.youtube.com/watch?v=SN1VmP15Wnw>) thanking her viewers for the support and considering them her true friends. Jaclyn is also really aware of the community she has created and wants it to be a happy place where her viewers can go and have a fun time. In December 2015 she uploaded the video “Trying to make a change-late night thoughts” (<https://www.youtube.com/watch?v=tifRNT4afbg>) where she asked her viewers to stop the negativity that was going on in her videos and other social media to create a better environment that they all could share.

Personal branding

Jaclyn is a professional make up artist so she has always been consistent with her content, uploading make up and beauty videos. What differentiates her from other youtubers is her personality and how passionate she is about her job. In her video she is always bubbly and energetic, she explains make up application very clearly and never fails to add some personal touches like clips where she is dancing to her favourite songs or where she shows her dogs or where she is with her husband.

Shared interest

Jaclyn always asks for viewers’ opinion. In her videos she would ask for spontaneous suggestions or she would ask to choose between two options which video the audience wants to see first. Her subscribers go to her channel as they are sure to find any make up tutorial. She always shows different techniques and shares tips and tricks she has learned through her career in make up artistry.

4.11 Luxy hair

Natural ease in front of the camera

The owner of the Luxy Hair channel is a Canadian girl called Mimi. Her attitude in front of the camera is always relaxed and positive. After watching some of her videos the viewer can tell that there is a very calming quality in her voice and that she creates a very familiar environment where everyone can feel at ease and relax watching her videos.

Transparency

The Luxy Hair channel is specifically linked to a hair extension business. Mimi doesn't upload sponsored videos from other brands but in most of her videos she uses the products from her company. She actually opened her channel specifically to promote her company and to show her products. In her tutorials she shows all her pieces, how to apply them and how to style them. The channel has the same name of the company so the viewer knows from the beginning that she is using hair extension from her own company.

Shared experience

Since this channel is mainly a business one, Mimi doesn't share any personal information on it. She focuses on hair and tutorials. On the other side, she also owns a more personal channel named after her where she uploads personal videos and vlogs.

Social interaction

To promote her business and to show different hair types and colours, Mimi often does collaboration with other youtubers. For example she uploaded 4 videos in collaboration with a fellow Canadian youtuber: "Fishtail half up-do hairstyle" (<https://www.youtube.com/watch?v=eN23dy9MpoU>), "Easy messy half-bun" (<https://www.youtube.com/watch?v=DgApcmaXVd8>), "Bohemian fishtail hairstyle" (<https://www.youtube.com/watch?v=32xJtDgF3r0>) and "Loose curls hair tutorial" (<https://www.youtube.com/watch?v=v8rqqGxxAbE>). She also uploaded other videos in collaboration with youtubers like: "Ariana Grande inspired ponytail" (<https://www.youtube.com/watch?v=FrqVh7N3iG4>) or she has people from her working team film videos such as: "Holiday half up-do" (<https://www.youtube.com/watch?v=294PRT3r9m4>) or "How to curl short hair" (<https://www.youtube.com/watch?v=RADrRka8c88>) where two different girls from her team filmed their own tutorials. Mimi also likes to connect with her viewers. First of all she always refers to them as friends. At the end of her videos she also encourages them to recreate

her tutorials and then send her pictures on other social media so that she can see them and feature them on the Luxy Hair account.

Personal branding

The Luxy Hair channel has some distinctive features that make it recognizable among others. Videos are always filmed in the same style. Mimi always does similar introductions and uses the same formulas to explain the steps of her tutorials.

Shared interest

In this specific case the shared interest is the most important variable. The Luxy Hair channel has always been focused on hair. People who subscribe to it are interested in seeing hair tutorials and learning how to achieve different hairstyles. The shared interest in this case appears to be the main reason why people watch the channel. In the comment section of many videos we can find requests and suggestions for new videos viewers would like to see.

4.12 Nicole Guerriero

Natural ease in front of the camera

Nicole has opened her channel in 2010 and since then has uploaded 459 videos. Of course she has changed a lot through the years and has gained a lot of confidence. If we look at her first video ever “Favourite drugstore make up” (<https://www.youtube.com/watch?v=9dpdxXkd7dI9>) we can see how she felt uncomfortable from her attitude: she spoke quietly and didn’t look directly into the camera. However if we take one of her recent videos, for example “Festive Christmas glam” (<https://www.youtube.com/watch?v=njokY7Vy8cg>) from December 2015 we can see how much more at ease she feels. She speaks loudly, she looks straight into the camera and talks to it like she would to a friend.

Transparency

Nicole tends not to upload sponsored videos. She has recently started her own beauty line which includes some skincare products. She made two videos talking about her brand and showing the products: “My huge announcement!” (<https://www.youtube.com/watch?v=pKJXiRdHs8g>) and “Chit chat- Best Damn Beauty brand” (<https://www.youtube.com/watch?v=e6AG5jdVUdM9>). After these two videos she has kept using her own products in her tutorials like the ones from any

other brand. In the description boxes of her videos she always leaves information and links to purchase for anybody interested but doesn't annoy her viewers by constantly mentioning them.

Shared experience

Nicole doesn't upload specific videos talking about personal topics but would share some information about her personal life in her regular make up videos. For example in the video "Product Showdown-Anastasia Beverly Hills Contour kit VS. Kat Von Dee Shade & Light palette" (<https://www.youtube.com/watch?v=7hFQG0v71WU>) she started by saying that she wasn't feeling herself because of a bad news she had just received about her cat explaining what had happened. In the video "Get ready with me+ chit chat life update+ opening snapchats" (<https://www.youtube.com/watch?v=OIAM7ySNSCM>) she updated her viewers about her living situation and her travelling also doing an improvised Q&A answering questions from her viewers.

Social interaction

At the end of her videos Nicole always asks her viewers to leave suggestions on what kind of video they would want her to film next. She values their opinion a lot and tries to please them as much as she can. She also always thanks them for watching her videos and makes clear that they are very important to them and that she feels like they are all her friends.

Personal branding

The first thing the viewer notices when opening one of Nicole's video is her personality. It is easy to tell she is very passionate about what she does and has a unique way of involving the viewer with creativity and enthusiasm. Her signature videos where she shows all of her talent are her Halloween tutorials where she doesn't only create make up looks but characters. This type of video has been so appreciated that she has decided to do them all year round instead of just uploading them around the Halloween period. For example she uploaded "Pop art/cartoon zombie" (<https://www.youtube.com/watch?v=VTQ9VHfVIOM>) and "Make up forever inspiration body paint" (<https://www.youtube.com/watch?v=9mzZHhkRXhY>) around September 2015.

Shared interest

The main focus on Nicole's channel has always been beauty and make up. What brings viewer to her channel are her make up tutorials. For example her make up tutorial "Talk thru make up look-Romantic pinks" (<https://www.youtube.com/watch?v=J3KI6iI4v3w>) has almost double the views of

her vlog “Vlog:Christmas+ New years in Jersey” (<https://www.youtube.com/watch?v=J3KI6iI4v3w>). Also people will still comment and be interested in her make up on her vlogs. For example, in the vlog “Car ride chats+ Bahamas+ Disney world” (<https://www.youtube.com/watch?v=Ii0T-3krQh4>) one of the top comment is complimenting about her make up and asking questions about it.

4.13 Sprinkle of glitter

Natural ease in front of the camera

Sprinkle of glitter is a channel belonging to a single mom from the UK called Louise. If we look at her very first videos, even though lights were not placed correctly or the sound wasn't very clear, Louise has always been natural in front of the camera. Even when YouTube wasn't the huge phenomenon it is now, she was already comfortable when filming. She looked straight into the camera and tried to build a relationship with viewers from the very beginning. Now that her channel has gained millions of views she hasn't changed her attitude and still shows a lot of confidence in front of the camera creating a comfortable environment for her and her viewers.

Transparency

During the first part of 2015 Louise uploaded sponsored videos quite frequently. Besides warning the viewer that the video was a paid for advertorial one in the title, Louise also introduced her videos by clearly saying that the video was sponsored. For example in the video “Can't wait for summer haul” (https://www.youtube.com/watch?v=9i13N_ttjLk) she says right from the beginning that the video was sponsored but she specified that she accepted the collaboration because she genuinely liked the website she was working with. The same things happened with other sponsored videos like: “Use your and” (https://www.youtube.com/watch?v=L5V_q9ii3NI) and “Current top favourite with baby glitter” (<https://www.youtube.com/watch?v=GORKhZAMvAc>).

Shared experience

Louise has shared a lot of her life on YouTube. When she was pregnant with her daughter she made a video to announce it to her viewers on her channel “I'm pregnant with baby glitter” (https://www.youtube.com/watch?v=ItYEJG_9GyY). She also uploaded other updating videos on her pregnancy: “Baby glitter room tour” (<https://www.youtube.com/watch?v=8BnFumqTgvM>) and after the baby was born like “Baby glitter's big laugh” (<https://www.youtube.com/watch?v=uV9GLZ9wQfU>) or “Punky baby glitter” (<https://www.youtube.com/watch?v=H-JKJ5QF8D0>). She also shared her story of losing her

mother and uploaded a video in her memory: “My mum’s day” (<https://www.youtube.com/watch?v=gQZRVdboe7Q>).

Social interaction

Louise has good relationships with many fellow youtubers and has uploaded a few collaboration videos on her channel, for example: “Not worth watching with Estee Lalonde” (<https://www.youtube.com/watch?v=SIlyCB5D0mY>), “Let’s talk about self care” (<https://www.youtube.com/watch?v=-c5Bn4RiSEA>) or “Fun mummy struggles” (<https://www.youtube.com/watch?v=6AdpygdGtpo>). As far as her interaction with her viewers she likes to treat them like friends. For example she likes to upload chatty videos where she would talk about the most diverse topics and will then encourage viewers to join the conversation as she did in “Crazy cat lady Q&A” (<https://www.youtube.com/watch?v=f3ZbA4UqGKE>).

Personal branding

As any other youtuber, Louise has built her brand on herself. Her passions are her distinctive characteristics and her attitude is what makes her special for her viewers. She is known for her way to greet viewers at the beginning of every video, for her passion for cats, stationery and home décor. She also has a great sense of humour and is always able to laugh about herself. She usually adds personal touches to videos by adding mistakes or funny conversations with her daughter.

Shared interest

The sprinkle of glitter channel doesn’t just include beauty. Since Louise is a mom she has always shared that part of her life making videos with her daughter that her viewers always reacted to very well. In fact some of her most watched videos are the ones with her daughter like the 3 videos in the series “Ask baby glitter” (https://www.youtube.com/watch?v=rsBrL96v_J4), (https://www.youtube.com/watch?v=8hYN_LsJ3Rs), (<https://www.youtube.com/watch?v=zSPtqzuCJyc>). On each of them she collected between one and two millions views whereas her average number of views for other videos is usually between 150.000 and 200.000.

4.14 Wayne Goss

Natural ease in front of the camera

Wayne Goss is a professional make up artist. When he films videos he appears always really confident and gives the impression of knowing exactly what he is talking about. He speaks very clearly and with no rush giving the viewer the opportunity to feel relaxed and have the chance to really enjoy the video content. If we compare his old videos with the newer ones it is really easy to tell the difference in his attitude. Now he is really comfortable and at ease in front of the camera whereas then it was easy to tell that he wasn't sure of what he was doing or how to act. For example in his first video "MAC 5 minute make up tutorial" (<https://www.youtube.com/watch?v=rHcZfNehm0s>) he spoke very quietly and was visibly uncomfortable. On the other side if we take into consideration one of the last videos he uploaded "Is this the new holy grail of concealers?" (<https://www.youtube.com/watch?v=mvchCI1ZDW8>) we can see right from the beginning that his attitude is completely different and that he has acquired a lot of confidence.

Transparency

Wayne tends not to upload sponsored videos. He always features many different products but he always buys them with his own money so that he can review them in total honesty. For example he has done lots of review where he totally disliked the products and has made it clear even in the title of the video: "Fail! Beauty blender micro mini" (https://www.youtube.com/watch?v=t_Z36yN1It8) or "Fail" Clinique sonic system!" (<https://www.youtube.com/watch?v=c6jx7aAbV4U>). The only brand related videos are the ones featuring his brushes where he updates viewers about his products or presents new introductions to the line.

Shared experience

Wayne has always kept his channel professional. He never shared personal stories but always focused about make up products.

Social interaction

After watching some of Wayne's videos you can tell that he uses his videos to open a conversation with viewers. He always encourages his subscribers to leave comment with their thoughts and impressions on products. He puts himself on the same level of viewers valuing every opinion with the same importance. For example in the video "Is this the new holy grail of concealers?" (<https://www.youtube.com/watch?v=mvchCI1ZDW8>) after giving his thoughts about the concealer

he was showing he turned the attention to his viewers wanting to know their experience with the products and whether they agreed with him or not.

Personal branding

Wayne has a very distinctive attitude on his channel. He is very honest and straightforward. He is well known and appreciated for his tutorials and maybe even more for his reviews. He shares exactly what he thinks being sarcastic and spontaneous. He is not afraid to take a position by saying that a product is his absolute favourite or is absolutely not good. His very sharp personality and his habit to go straight to the point are his distinctive characteristics.

Shared interest

The main focus of Wayne's channel has always been make up. He has always focused on tutorials but also on sharing tips and tricks to make beauty a little bit simpler for everyone. Viewers particularly appreciate the fact that he is always updated to the latest make up trends, In fact some of his most watched videos of the latest period are: "Kim Kardashian 50 step contouring routine" (<https://www.youtube.com/watch?v=F6A2vsQ2mQQ>), "Contouring tutorial" (<https://www.youtube.com/watch?v=nponG0pLOcA>), "The latest brow trend" (<https://www.youtube.com/watch?v=t7qwAjoj-Hw>). Great success is always recognized to his reviews for his honesty and attention to every detail, for example in "30 days using Clinique 3 step- this is what happened!" (<https://www.youtube.com/watch?v=icflGusxZg>) he used a full set of skincare for an entire month so that he could really test the results those products promised.

4.15 Nikkie tutorials

Natural ease in front of the camera

Nikkie uploaded her first video on YouTube in 2008. At the time she was really camera shy and it was easy to tell she felt uncomfortable. After all these years of having her channel she has improved a lot and has gained a lot of confidence in front of the camera. She also recognized this and for this reason has put a little annotation on her first video “Make up tutorial; my first official look for YT” (<https://www.youtube.com/watch?v=b6ogMySncbY>) saying: “PAUSE THE VIDEO! This is my first video, and I was REALLY camera shy and different from now. PLEASE go check out my newer vids, I’ve changed a lot and I’m a whole lot more fun to watch now, haha! Trust me”. With this note she underlined how important it is to be confident in front of the camera and how much more appealing videos can be if the vlogger creates the right environment.

Transparency

Nikkie doesn’t usually upload any sponsored video. She uploads tutorials that have been requested or that she has been inspired to create by pictures, movies or commercials. This kind of behaviour makes viewers rely on her and trust her more because they know that what she uploads is something that she created without being influenced by sponsorships or endorsements.

Shared experience

Nikkie has always focused on beauty and make up tutorials. She never shares details about her personal life or her experiences.

Social interaction

Even though Nikkie has not opened up a lot with her viewers, she is really active in the relationship with her audience. She listens to requests and tries to film what her subscribers want to see. For example she uploaded the video “Skincare routine 2016” (<https://www.youtube.com/watch?v=o3YNmTJ6LIc>) because, she explained, it had been requested for the longest time and so she had decided to film it. At the end of the same video, she encouraged her viewers to leave comment and share their routine and their thoughts so that they could all help each other. By doing this she is connecting with her audience and at the same time she encourages viewers to interact among themselves so that they can be a real community. She also collaborates a lot with fellow youtubers: “Get ready with me + Jeffrey star” (<https://www.youtube.com/watch?v=cV2WZfLYh4k>), Snapchat Q&A Huda beauty” (<https://www.youtube.com/watch?v=KmZZGfntdQw>), “The 7 seconds challenge vs. Danielle

Mansutti” (<https://www.youtube.com/watch?v=bi8vmxpyjAU>), “Get ready with me + Chloe Morello” (<https://www.youtube.com/watch?v=w12kbScuayI>).

Personal branding

Nikkie is very appreciated among her viewers because of her distinctive characteristics. First of all she is extremely talented and creates amazing, powerful tutorials that score her around one million views per video. She also creates original content using unusual colours or techniques. For example: for the holidays she didn't do a traditional look but decided to film a bolder, unusual one “Glittery double cut crease & purple lips holiday make up” (<https://www.youtube.com/watch?v=QMQR0Httcrc>). In May 2015 she uploaded the video that has become her signature one and that has been recreated all over YouTube, titled “The power of make up” (https://www.youtube.com/watch?v=a4Ov8qvZ2_w). This video has gone viral gaining over 26 millions views.

Shared interest

Since Nikkie has never shared any personal information, her passion for beauty and make up is what connects her to her viewers. Sharing this passion created her community and she keeps it active by uploading reviews and tutorials quite frequently. Viewers are interested in learning her skills and new techniques. She is a make up expert and has a lot that she can share with her viewers. Her willingness to teach people how to achieve different looks every time is what made her channel reach the success that it has and what makes viewers interested in seeing what is going to happen next.

4.16 Shaaanxo

Natural ease in front of the camera

Shannon has been on YouTube since 2010. In her first video she appeared shy, uncomfortable and spoke very quietly as if she didn't want people to hear her. Of course her attitude has completely changed with time. In her recent videos she is very confident, speaks loudly and clearly and faces the camera giving the impression that she is absolutely at ease. Her videos are very relaxed; she doesn't rush them and makes viewers able to enjoy their time.

Transparency

Shannon doesn't upload many sponsored videos and is very careful of the message she gives to viewers. In the video "Scandal explanation and first impression Younique touch mineral liquid foundation" (https://www.youtube.com/watch?v=VK_oIYqYVvw) she had an honest talk with her viewers. She explained that she had a problem with a brand because they were saying that she liked one of their products and were using it to advertise it. She explained to her viewers that she hadn't tried the product yet and that she didn't want them to think that she had recommended it. She also said that while this practice was not illegal, she didn't want to disappoint them because she really cared about her relationship with them and wanted it to be built upon honesty and transparency. In the comment section, all the top comments were thanking her for her honesty and saying how much they appreciated it and how difficult it was to find genuine people on YouTube.

Shared experience

Although on her main channel Shannon doesn't share any personal information, she has dedicated an entire second channel to upload vlogs of her everyday life. She brings her camera along with her every single day and films her life in many different situations. She also uses this channel to express her opinions and to let viewers know more about her personality. She would upload bloopers videos "Shaaanxo bloopers and updates" (<https://www.youtube.com/watch?v=ccSYfJSwRTE>) and follow me around style vlogs, "What are we talking about?" Follow me day 170" (<https://www.youtube.com/watch?v=rFrpYboupWA>) but also cooking recipes and challenges "Cooking Kumara cake salad" (<https://www.youtube.com/watch?v=RUwg872d4CE>), "Would you rather feat Lilian Tahmasian" (https://www.youtube.com/watch?v=QrmR4CJe_NA).

Social interaction

As we can see from the amount of information she uploads on YouTube, Shannon is very active in her community. She lets her viewers see many sides of her personality and also wants to know more

about them asking them to leave their opinions, stories or experiences in the comment section so that they can interact and get to know each other better. She also likes to take viewers suggestions and create content for them as she says in many of her videos, asking for videos ideas or saying that what she is filming was highly requested on her social media.

Personal branding

Shannon has her own brand of make up brushes, false eyelashes, jewelry and accessories. Her personal branding is very strong as she uses her own products in most of her videos. She is also known for a distinctive category of video which is a very complete lipsticks review where she shows all the products of a range and swatches all the different colours for her viewers. For example, the videos “Lip swatches and review ChiChi La Diva lipsticks” (<https://www.youtube.com/watch?v=rs4hrjS0Xo4>), “Ysl rouge volupte lipstick collection-lip swatches and review” (<https://www.youtube.com/watch?v=q0unxlZB9VU>) and “Nyx high voltage lipsticks- lip swatches and review” (<https://www.youtube.com/watch?v=9jqK4IFRF6o>) were all uploaded in the same month.

Shared interest

Shannon has a very strong passion for make up and so does anyone who subscribes to her main channel. While on her second channel viewers can get to know her better, viewers who watch her on her first channel do it exclusively because of her beauty videos. If someone is interested in make up they would definitely subscribe to her first channel and find everything they want to know. She uploads videos very frequently and keeps the attention high by switching her content quite often.

4.17 Gigi gorgeous

Natural ease in front of the camera

Gigi has a very unique way to film videos. She is totally comfortable in front of the camera. Her attitude and ways are always over the top, she is always bright, fun, sarcastic and unapologetic. Her videos are always full of enthusiasm, dramatic and fun. She had a big change from her first video where she didn't even speak but was only showing how she did her make up with music in the background.

Transparency

Gigi doesn't often upload sponsored videos. However she works a lot with brands and has been featured in several make up campaigns. She also has been featured in many TV shows and was playing herself in a reality about her life. In this reality some issues about her honesty came up as, due to a editing mistake, in one of her episode someone let slip off that the episodes were staged. On the latest giveaway she hosted, for reaching 2 millions subscribers, some viewers were complaining about the fact that rules weren't clear and that she wasn't hosting it properly.

Shared experience

Gigi has shared a lot of her life on YouTube. When she started her channel she was still under the name of Gregory. Her channel is a documentation of her process of coming out to the world as a transgender and undergoing all the procedures to become a woman. She has also shared all the difficulties, doubts and discrimination she was going through during this process. She has talked about being bullied, about her break ups, her plastic surgery and has shared her opinion on celebrities undergoing the same process she had. She poured her entire life on YouTube and shared everything with her viewers.

Social interaction

Gigi is really appreciative of her audience. She has a very close relationship with her viewers and has trusted them with every detail of her life. To show her gratefulness she organized a big giveaway "Designer handbag giveaway" (<https://www.youtube.com/watch?v=-PhKcZv554I>) saying how much she cared about her viewers and how much they meant to her. She also has a good relationship with fellow youtubers and has done some collaborations: "Stories with Tyler Oakely" (<https://www.youtube.com/watch?v=Xv3--OhPzfo>) or "What's that smell challenge with Ricky Dillon" (<https://www.youtube.com/watch?v=y6YaLmYWhA0>).

Personal branding

Gigi has one of the most unique channels on YouTube. Everything about it is very distinctive and easily recognizable. Her content, her attitude and her story are what make her stand out from the crowd. Her honesty and her being always unapologetic, her openness towards her audience, the way she speaks or act all contribute to give her a strong identity that makes people remember her.

Shared interest

Even though Gigi's channel goes under the category of beauty, her content is so much more than that. People following her; share more than her interest for make up. Her personal stories gain more views than her tutorials. She has built her success on herself and viewers appreciate her personality more than her make up.

4.18 Dulce Candy

Natural ease in front of the camera

If we look at Dulce's first video that she uploaded seven years ago we can see how much her attitude in front of the camera has changed. In this video, titled "MaryKay the berries look using mineral eye shadow" (<https://www.youtube.com/watch?v=o50AMmMPdls>), she appears shy, she speaks in a very low voice and doesn't look directly into the camera. On the other side, if we take one of her latest videos from December 2015, for example "Holiday glitter glam make up tutorial" (<https://www.youtube.com/watch?v=d5clX8L4mpk>), she has a totally different attitude. She appears very relaxed, she speaks clearly and she looks directly into the camera the whole time as she was speaking to a friend. She creates a very relaxed and comfortable environment talking a little bit about her life and then proceeding with the tutorial.

Transparency

Dulce has uploaded only one sponsored video in the latest period. In this video "Izek's holiday fashion guide 2015" (<https://www.youtube.com/watch?v=cYmHYTdgEMo>), she starts by saying that she is collaborating with a clothing brand underlining how much she loves it anyways and how much she goes there for everything she needs. To make the video more personal, she involved her son. Instead of showing clothing on her, she created a look book for her son showing him in his different outfits. This was a very smart move as all the top comments are complimenting on how

adorable he is and how much they appreciate that she decided to film this video. By moving the focus on her son she gives the impression that the video is not purely filmed to make money but that she really loves the brand so much she would choose it for the most important person in her life. In the video she makes very subtle references to the brand, making sure to name it in different occasions without being too pushy and making it really obvious.

Shared experience

Dulce has shared a lot of her life on her YouTube channel. She often talks about very personal topics: in December 2015 she uploaded the video “I have a new life” (<https://www.youtube.com/watch?v=OWB6yy5uAcM>) where she talked about how religion has changed her point of view on everything and how she has benefited from it in every aspect of her life. In the video she gets emotional and shares many different episodes to explain how she feels. She also uploaded another very personal video titled “Do I regret plastic surgery? (candid personal vlog)” (<https://www.youtube.com/watch?v=XrftvJkXvO0>) where she explained why she decided to have plastic surgery in the first place and how she had later regretted it. She talked about her issues with her image and advised her viewers to be more confident and love themselves more explaining that the solution she chose didn’t work for her. Dulce also shared her story of wanting more kids and choice to start an adoption journey. For example, she uploaded the video “Adopting kids (update)” (<https://www.youtube.com/watch?v=YrRMZfVzRkU>) where she explained how her journey worked and how it was going.

Social interaction

Dulce pays a lot of attention to her viewers and to their comments. For example at the beginning of the video “L’Oreal Lumi cushion foundation review/demo” (<https://www.youtube.com/watch?v=WvWUDzWI47A>) she addressed some comments that she had seen on her previous video. She explained her point of view and asked her viewers to express their opinion as she wanted to know what they thought about it. This way she created an interaction with them. In fact, the comment section was mainly dedicated to discussing this topic and viewers were interacting not only with her but also among themselves. In another video “3 steps to a balance and happy life” (<https://www.youtube.com/watch?v=0Zpgxn8KLOc>), she decided to go on her social media and answer a question from her viewers dedicating an entire video to it. In the comment section viewers started discussing the topic and she also answered a lot of comments creating a real conversation. Also, in her personal videos we mentioned earlier, she always shares her stories to

help her viewers, saying that if her experience can help even one person then she feels like she can connect to them more.

Personal branding

Dulce has built an entire business from scratch. Her channel has grown thanks to her personality, her personal involvement and her effort. Her distinctive characteristic is how motivational she is. On her channel she often talks about self-confidence, body image and life in general. She is always encouraging with her viewers pushing them to do more to achieve their dreams. Her attitude on her channel is summed up in her book she recently published. It is called “The sweet life” and it is the story of her life. However it is also a business book. Dulce is very focused about her business that she built on her own. Her strong point is how she can talk to people and give them advices making it seem that they can overcome any difficulties.

Shared interest

Even though Dulce’s channel was created to talk exclusively about make up, during the years it has shifted to other topics as well. The main reason that brought viewers to her is beauty and it still is a very big part of her content. She uploads tutorials and reviews that have a big success in term of views. However, since she introduced a category of more personal videos, they have been gathering more views than the beauty ones. Her viewers share her interest for make up but are also really fascinated by her personality and her point of view.

4.19 Meghan Rienks

Natural ease in front of the camera

Meghan started her channel in 2010. Unlike other youtubers we have seen so far she was always comfortable in front of the camera. Even though her first video was shot with a webcam and wasn’t professional as the ones she uploads now, Meghan was already at ease in it. In this video “Hello youtube-ers!” (<https://www.youtube.com/watch?v=eEwuLxnsR-M>) she presents herself and is really bubbly, speaks clearly and addresses the camera directly. In her more recent videos, she still has the same attitude joking with her viewers and saying funny things.

Transparency

Meghan has uploaded a few sponsored videos in the latest period: “Zombie prank” (https://www.youtube.com/watch?v=_wpI3xmGaec), “Guys pick my Halloween costume” (<https://www.youtube.com/watch?v=flHboO1zfb0>) and “Say anything channel”

(<https://www.youtube.com/watch?v=BF4HANWH-Jo>). These videos are different from her usual ones as the viewer can tell from the locations and the filming that they are professionally made. Also she clearly explains in all of them that the content was suggested to her by the sponsoring brands. However Meghan always keeps her personality and the same attitude she has in her usual videos so that viewers still appreciate them. In fact, if we look at the comments from the three videos they are very supporting. Viewers don't seem bothered by the sponsors because they are still enjoying the content.

Shared experience

Meghan has always been open on her channel. She talked about her plastic surgery in the video "Getting plastic surgery" (https://www.youtube.com/watch?v=_e10HtGusnM) and also vlogged the entire process of her recovery. She also was always open about her depression and anxiety. She filmed different kinds of videos about it. In "What having anxiety feels like" (<https://www.youtube.com/watch?v=nCgm1xQa06c>) she gave her point of view in a more staged video while in "My depression story: where I've been and what I'm feeling" (https://www.youtube.com/watch?v=VHvYr5_HTCK) she opened up and candidly talked about her personal situation and how she felt. However in all of her videos she shared her stories hoping that she could help someone else in the same situation.

Social interaction

Meghan is really active with her viewers and often does videos answering to their questions. To enhance her community and give her viewers a place where they could all reunite she created her own app for mobile devices. This was a great way to enhance the community aspect and build relationships. On her app she shares her news, pictures, videos and links she is interested with. The strong point of her app is how interactive it is. Viewers can upload their pictures, send messages to Meghan and to each other. Having their own social media creates a strong sense of belonging and gives viewers the impression that they are closer to their favourite creator.

Personal branding

Meghan's distinctive characteristic has always been her sense of humour. All of her videos have a funny twist to them and she is always making fun of herself. For example she uploaded a baking video where she completely failed the recipe: "Baking pumpkin spice macarons" (<https://www.youtube.com/watch?v=nvxkO8Fm6jA>) or a review video "Baby feet peel" (<https://www.youtube.com/watch?v=Hnfyq64TWoQ>) where she involved her friend trying an

unusual product. Also in her beauty video she always leaves in her mistakes or outtakes showing her viewers her personality and making fun of herself.

Shared interest

Even though Meghan's channel started as a beauty one and viewers appreciate her beauty videos, she reaches a higher number of views when she films funny videos. In the last period she has in fact switched her content from being beauty focused to being funnier and representing everyday life. For example, on her beauty videos she usually has around 300.000 view as in "Get ready with me: Taylor Swift 1989 concert" (<https://www.youtube.com/watch?v=STfWGmLfi0>) while on her funny videos she reaches around one million views as in "Relationship goals vs. relationship fails" (<https://www.youtube.com/watch?v=STfWGmLfi0>).

4.20 Pixiwoo

Natural ease in front of the camera

The Pixiwoo channel belongs to two sisters Sam and Nic who started uploading videos on YouTube in 2008 and usually film separately. If we look at their first videos, for example: "Sophie Ellis Bextor glitter (MAC) inspired make up demo" (<https://www.youtube.com/watch?v=3qua3XHvOhY>) we can see that they reduced the talking at the minimum and preferred to film silent tutorials that they would speed up and put music in the background. They appeared shy and not really confident. In their recent videos, for example "Perfect affordable foundation" (<https://www.youtube.com/watch?v=mBfeWrslEa4>) they appear very confident, at ease and spend time talking to the camera and so to their viewers. They always show themselves with no make up on in their tutorials and still give the same impression of being at ease and comfortable.

Transparency

Sam and Nic haven't uploaded a sponsored video in a really long time. They prefer to upload tutorials they are inspired to create. As for the products they use, they tend to use products they have purchased with their own money instead of products that were sent to them for free. This way they are more relatable to viewers and their recommendations are seen as more honest since they were not forced to talk about those specific products.

Shared experience

On the Pixiwoo channel there aren't many personal videos. Even though they sporadically upload vlogs of some particular events they haven't share really personal stories or talked about personal topics.

Social interaction

Sam and Nic are really active with their viewers. They open conversations with them in the comment section and try to respond to as many comments as they can. For example in the video "Happy New Year" (<https://www.youtube.com/watch?v=31liD3rkuR4>) they responded to many comments engaging in a conversation with their viewers. The same thing happened in the video "My favourite lipsticks" (<https://www.youtube.com/watch?v=7lCpxOha6Sw9>) where they thanked their viewers for their appreciation or answered to questions giving advices.

Personal branding

The distinctive characteristic of Sam and Nic is how professional they are. They are both professional make up artist and create tutorials that are easy to follow for everyone. Their talent is what made them so successful. As we saw before they don't like to share too much of themselves and their private life on their channel but keep it all about make up. Their viewers are interested in tutorials and reviews, trust them and follow them for their skills.

Shared interest

The shared interest is the main reason why the Pixiwoo channel has become so successful. As we said before this channel focuses on beauty and make up, rarely changing the subject for videos. The creators and viewers share the same passion and like to know more about it from each other.

4.21 Blair Fowler

Natural ease in front of the camera

Blair has always showed confidence in front of the camera. She uploaded her first video "Make up tutorials using Mac products" (<https://www.youtube.com/watch?v=cYr9uhETy1A>) in 2008 and even though she was much younger and probably less confident than she is now, she still seemed at ease while filming. She presented herself and explained what she wanted to do on her channel already asking for requests by viewers. In her latest videos she shows an even more bubbly personality and much more confident. She greets her viewers with enthusiasm keeping it

throughout the entire video as we can see, for example, in “Unbox with me! Birchbox, Ipsy, Glossybox and Love with Food” (<https://www.youtube.com/watch?v=6r4iJvqXAew>).

Transparency

Blair often works with brands and uploads sponsored videos. However sometimes she doesn't openly tell viewers about the sponsor but just writes about it at the bottom of the description box. For example, in her video “My everyday hair routine” (<https://www.youtube.com/watch?v=Gdv79afXNKE>) she never mentioned that the video was sponsored, she just informed viewers about it in the description box. If we look at the comment section of this video we can see that one of the top comments says that while the person doesn't usually mind sponsored videos she felt like she was watching a commercial.

Shared experience

During the years Blair has uploaded vlogs of her everyday life quite discontinuously. However she has never shared really personal stories or experiences. She has always kept her private life separate from her channel never sharing too many details about her everyday life.

Social interaction

Blair has always encouraged her viewers to interact with her both in the comment section and on other social media. However in December 2015 she decided to have an even closer relationship with her viewers by uploading two live streamings: “Live what's in my bag (updated) + Q&A” (<https://www.youtube.com/watch?v=S45h1LByu0M>) and “Live 2015 beauty favourites + Q&A” (<https://www.youtube.com/watch?v=AWZLchLstio>). These types of video create a real time conversation with viewers because she can interact with them live. While she shows her favourite products, viewers can leave comments or questions that she can read and answer to right away. In fact in both of the videos she included a question and answer section to talk with her viewers and give them advices.

Personal branding

Blair has a very distinctive personality being always bubbly and full of enthusiasm. She has brought these characteristics not only to her channel but to all of the products she has created. She has done many collaborations with different companies and brands to create products for her viewers. She wrote two books in collaboration with her sister, she released a line of phone cases, a line of shoes and had her own online shop. All of her products releases had some

common characteristics that represented her and make her stand out from the crowd. The products were always really girly and sparkly, the stories she wrote were inspired to her life. She added personal touches that made products really her own.

Shared interest

Blair has always been appreciated for her interest in make up, hair and beauty. She always had a steady number of views on all of her videos without having one category standing out in a particular way. Since she doesn't share much of her personal life and has also had some trouble with her transparency, viewers follow her for her ideas, creativity and talent. Make up and beauty are what they really have in common and what makes viewers go back to her.

4.22 Samantha Maria

Natural ease in front of the camera

Samantha has been uploading YouTube videos since 2009. In her first ones she was shy and the viewer could feel her embarrassment from her attitude and her voice. In the video "September haul & How to wear" (<https://www.youtube.com/watch?v=hOzSvMKuiYI>) she speaks with a very low voice and doesn't know how to act in front of the camera. In her latest videos, for example "My most worn items" (<https://www.youtube.com/watch?v=wXmIw3M6ATQ>), she is much more at ease. She speaks very clearly, she is always smiling and has a very relaxed attitude. She jokes with her viewers and chats to them before getting into the topic of the video.

Transparency

As Samantha is a British vlogger, it is mandatory for her to insert the word ad in the title of any sponsored video. This way the viewer knows that he/she is watching paid for advertorial content right away. The last sponsored video that Samantha uploaded on her channel was "Super quick matte beachy waves" (https://www.youtube.com/watch?v=OBYm_Wh-c88). During the video she uses different products but she doesn't focus on them too much. Her main focus is actually the process of doing her hair showing viewers how they can recreate the look. In fact, if we look at the comment section, one of the top comments is from a girl saying that even though she knew that she was watching a sponsored video, she couldn't tell what Samantha was trying to sell and just enjoyed the tutorial.

Shared experience

Samantha has not shared much personal information in a long time. However in the past she has talked about very personal topics. She made a video talking about her break up that she deleted but later uploaded another one explaining her story of domestic abuse. In this video “Domestic abuse-my story” (<https://www.youtube.com/watch?v=LuxzYeyBwD4>), she opened up about her experience and told her point of view.

Social interaction

Samantha likes to interact with her viewers in the comment section of her videos. If we look at some of her most recent videos: “Lazy morning in London” (<https://www.youtube.com/watch?v=wjRpIoDU0A4>), “How I style the shirt dress” (<https://www.youtube.com/watch?v=RRJNYAbqWlw>) or “What I got for Christmas” (https://www.youtube.com/watch?v=NA_InV3_LpA) we can always find her answers to viewers comment in the comment section. Also at the end of her videos she always asks for viewers’ opinions or suggestions.

Personal branding

Samantha’s personal characteristic is in the kind of video she uploads. Even though her channel was created to talk about make up she is a fashion graduate student and often talks about fashion. Her distinctive videos are the styling ones where she shows her ideas, tips and tricks on how to wear a certain piece of clothing or accessory. Her style is what makes her recognizable for viewers at the point that she has created a clothing line where she sells pieces that she designs and that usually sell out within hours.

Shared interest

As we said before Samantha’s passion for fashion is what she shares with her viewers and what makes them continue watching her channel. In fact, if we look at the number of views she has, we can see that her most appreciated videos are the styling ones. For example her most viewed videos of the last period are “Outfits of the week” (<https://www.youtube.com/watch?v=o7nGafbHPLU>), “October look book”

(<https://www.youtube.com/watch?v=3gbgqcSr-7A>) and “Autumn trend look book” (<https://www.youtube.com/watch?v=vgkk2WWKI2o>).

4.23 Pautips

Natural ease in front of the camera

Paula started filming videos only three years ago so her channel is relatively new compared to others. In her first video “Maquillaje para todos los dias” (<https://www.youtube.com/watch?v=6Ny49mgjaLg>) we can see that she is not completely at ease and keeps her voice quite low. In her latest videos she is much more comfortable and doesn't avoid the camera. In “Guia Navidena (maquillaje, decoraciòn, unas)” (<https://www.youtube.com/watch?v=FeIra95OpI>) she is very relaxed and takes her time to introduce the content of the video.

Transparency

Paula avoids uploading any sponsored content. The only video she uploaded that was somehow linked to a company was “Haul Vuelta a clase 2016+ sorteo internacional” (<https://www.youtube.com/watch?v=9ZGqFZPx7FI>) where she showed products for the “back to school” season from her range in collaboration with the brand Kiut. The content however was not sponsored so she didn't declare it in the video.

Shared experience

Even though Paula has vlogged her everyday life in many different occasions, she never shared really personal stories. She usually keeps her content focused on make up and beauty without going into detail about her life.

Social interaction

Paula is really active with her viewers. She has organized many different meetings with them, vlogging those days: “Memorias del encuentro en Mexico D.F.” (<https://www.youtube.com/watch?v=QFPARUvRckI>), “Encuentro Quito Ecuador” (<https://www.youtube.com/watch?v=JPPbYxHG9aU>), “Encuentro en Mexico D.F.” (<https://www.youtube.com/watch?v=IVZBQd1Msu0>) and “Memorias del encuentro” (https://www.youtube.com/watch?v=__Ir7wPVT8). She always thanks them at the end of her videos for watching her, expressing how much she appreciates and values them.

Personal branding

Paula has a very distinctive style. She always has her background very colourful and playful. Her range of stationery reflects her style really well. She has diaries, notebooks, backpacks and everything young girls might need for school. Her audience is mainly young teenagers as we can see from her meetings and she meets their needs really well.

Shared interest

Even though Paula's channel focuses on beauty and make up, she sometimes likes to change her content. Since she is into healthy eating and exercising, she has uploaded some cooking videos showing healthy meals. The video "Desayunos saludable para clase" (<https://www.youtube.com/watch?v=m5hyTJw7lY0>) reached the same amount of views of her beauty videos.

4.24 Fleur De Force

Natural ease in front of the camera

Fleur started her channel in 2009 uploading the video "Dogs love urban decay primer potion too...how to depot udpp" (<https://www.youtube.com/watch?v=WUfxqLjM0uo>). This video was very short and even though the viewer can tell she is a little uncomfortable, she always looked at the camera and tried to create a relaxed environment. In her latest videos she is much more at ease. Her voice is high, she looks directly at the camera, shows herself without make up and takes her time to chat with viewers as she did in the video "What I got for Christmas 2015" (<https://www.youtube.com/watch?v=lvOprleTpRQ>).

Transparency

In the latest period Fleur has uploaded a couple of sponsored videos every month. However she has kept her content balanced by uploading two videos of her normal content each week. In all of her sponsored videos she has been very honest declaring right from the start that the video was in collaboration with a brand and specifying that she only works with brands that she truly loves. She uploaded "Winter in London look book" (<https://www.youtube.com/watch?v=YNU1oQATPwM>), "Backstage at the X-factor-make up outfit and vlog" (<https://www.youtube.com/watch?v=8T6BNDE88P8>) and "What to buy her for Christmas 2015" (<https://www.youtube.com/watch?v=jpsfXSfRiEM>). One of the top comments of this last video was by a viewer complimenting her on how she handles sponsored content being very upfront instead of trying to hide it.

Shared experience

Fleur doesn't usually share personal stories. She vlogs a lot of her everyday life but never goes into details about private matters. The only personal video she has uploaded is "Our wedding day" (<https://www.youtube.com/watch?v=p0RJsMsY8tM>) where she showed her viewers the day of her wedding. It is one of her most viewed videos with over 2 millions views.

Social interaction

Fleur likes to interact with her viewers asking their opinion and recommendations in every single video she uploads. She always says that recommendations can be useful not only for her but also for others viewers creating a strong sense of community. In the description box of her videos she always leaves a question for her subscribers so that they can answer and discuss it in the comment section. For example in the video "Most worn winter 15/16" (<https://www.youtube.com/watch?v=jEJxuKPIIqw>) she asked to name one of their most worn pieces while in "January sales haul" (<https://www.youtube.com/watch?v=KYqEdjTmUfU>) she asked if they had found any bargain.

Personal branding

Fleur is known on YouTube for her relaxed attitude and her bubblyness. She has used her personality features to develop her own make up line and make it her own. She has included her love for neutral colours, her favourite decoration element which is stars and the simple metallic packaging as she loves very sleek accessories. In the video "The big secret: my makeup line" (<https://www.youtube.com/watch?v=gcBxFClkBKg>) she presented her makeup range explaining why she made them that way underlining the personal aspect of it.

Shared interest

Fleur has experimented with her content and has tried to upload a different category of content: cooking videos. Even though she is most followed for beauty and makeup these videos have had success reaching the same number of views as makeup content. She uploaded "What I eat in a day- healthy Jan recipes" (<https://www.youtube.com/watch?v=2VGMTWcDip8>), "The best Christmas cookie recipe with Lulu" (https://www.youtube.com/watch?v=w5CJGpH_oM) and "3 healthy lunch ideas" (https://www.youtube.com/watch?v=vc9YC2_wY8o).

4.25 Elle Fowler

Natural ease in front of the camera

Elle started her YouTube channel in 2008 with the video “Back to class look” (<https://www.youtube.com/watch?v=Ob4cysWe57A>) where she showed a make up tutorial. Even though this is the first video available now, it is not her very first video as in it she refers to previous content that is however no longer available. In this video she doesn’t really know how to act in front of the camera and almost seems angry. In her more recent videos she is the total opposite being very happy and enthusiast. For example in “Holly jolly Christmas candle haul” (<https://www.youtube.com/watch?v=MIUNNBLhyil>) she sounds very excited and at ease talking about something that she enjoys and being completely comfortable.

Transparency

Elle has not uploaded any sponsored content in a long time. In her videos she never mentions working with brands however in the description box she would say whether some products were sent to her for free for consideration. For the most part however she features products that she has bought with her own money. For example in the video “One shop last minute gift guide” (<https://www.youtube.com/watch?v=bgsCM1PpjKI>) she specifies that all products were bought with her own money.

Shared experience

Elle never shared many personal information on her channel. She always kept her life really private showing only herself in her videos or her sister who is a youtuber as well. However she recently uploaded a video titled “The proposal- Elle Fowler and Alex Goot” (<https://www.youtube.com/watch?v=qbmomADwBaw>) where she showed her viewers the moment where she received her proposal. Before that Elle had stated that she didn’t want to show too much of her relationship before things got serious.

Social interaction

Even though Elle is always really kind with her viewers and shows them her appreciation, she never really encourages them to interact with her. A lot of youtubers ask for feedback at the end of their videos while she just suggests them to watch her other videos. Even in her description box, where she writes all the information about the content and provides links to products, she doesn’t ask for viewers opinion or suggestions.

Personal branding

Elle has added her personal touch to everything she has done so far. The original name of her channel was Allthatglitters21, which represents her personality really well to these days. Starting from her apartment tour “House to home episode 2: Condo décor” (<https://www.youtube.com/watch?v=kzbCYce6XC8>) she showed her preference for sparkly décor which she maintained in all of her products releases. She also recently opened a sticker shop as one of her interest is planning and decorating.

Shared interest

Elle has recently expanded her content to her interests other than beauty. As we said before she opened an online sticker shop and has started a new category of video called “plan with me” that she uploads once a month and that gets the same amount of views that beauty video get, for example “Plan with me November 2015” (https://www.youtube.com/watch?v=KxvMYqi_fFY), “ Plan with me October 2015” (<https://www.youtube.com/watch?v=mdGmecFUSEk>) and so on.

4.26 Lisa Elridge

Natural ease in front of the camera

Lisa started her channel in 2009. She is a professional make up artist so she was always really comfortable talking about makeup. From her first video “Morning after makeup part 1” (<https://www.youtube.com/watch?v=zRh4wqj8nW4>) she was very at ease and had a very similar attitude to the one she still has today. In fact in her recent video “Holiday gift guide- makeup” (<https://www.youtube.com/watch?v=kvRVIWYb68M>) she has the same relaxed, calm voice even though the viewer can tell she is a bit more at ease in front of the camera.

Transparency

Lisa follows a very precise policy on her channel where she never uploads sponsored videos. In the description box of every single videos she uploads she insert a disclaimer stating that she doesn't accept payments to upload videos on her channel and only uses what she truly loves: “I do not accept payment and am not sponsored to make any of the films on this channel. Some of the links under the videos and blog posts on my site are affiliated however and as stated before, I only feature products I like, or want to try.”

Shared experience

Lisa's channel is very professional. She only uploads videos about different beauty techniques and makeup tutorials. Even though she sometimes adds some personal episodes of her career she never shared her personal stories or experiences.

Social interaction

In her videos, Lisa doesn't address her viewers very often. Being so professional she limits herself to showing makeup looks without really involving viewers. However in the comment section she always tries to answer questions that viewers leave about products or makeup application.

Personal branding

Lisa's channel is very different from everyone else's. Her strong feature is how professional and focused she is about make up. In fact her achievement outside YouTube are all linked to makeup: she created her makeup brushes line and is now publishing a book about the history of makeup. Her background is very distinctive as she always has a white and plain background so that the eye concentrates on her face.

Shared interest

Since Lisa has not shared her personal life and has always kept her content focused on makeup, this topic is what really brings viewers to her channel and makes them wanting to stay. Since that she hasn't added any personal element or any other interest that she might have, viewers follow her for her tutorials, her tips and her suggestion.

4.27 Lauren Elizabeth

Natural ease in front of the camera

The first video on Lauren's channel is currently "Beginning of spring haul" (<https://www.youtube.com/watch?v=Lb9Suv9pDBI>) from 2011. In this video the viewer can tell that she is not used to the camera and is acting a little strange. In her latest videos she seems very comfortable, looks directly at the camera and speaks very loudly. For example in "My everyday makeup routine" (<https://www.youtube.com/watch?v=mLf8EkWnf5A>) she is cheerful and enthusiast.

Transparency

Lauren has uploaded a lot of sponsored content lately. In December 2015 she has uploaded 4 sponsored videos with three of them uploaded one after the other. In these videos she doesn't openly tell that the content is sponsored but talks about the products with many details. After uploading "Get ready with me: meeting the parents" (<https://www.youtube.com/watch?v=1Ymr3HbtKgQ>), "What I want for Christmas" (<https://www.youtube.com/watch?v=ZF0b9zsgLLY>), "My go to holiday gifts" (https://www.youtube.com/watch?v=5E4_1P949uc) and "My December favourites" (<https://www.youtube.com/watch?v=AAZWA0ltLt4>) one of the top comments was complaining about the amount of sponsored content.

Shared experience

On her channel Lauren has discussed some of her personal issues like suffering from anxiety and depression. She uploaded "Dealing with depression, bullying and self-harm" (<https://www.youtube.com/watch?v=5kPcq7vPNeo>), "Dealing with depression one year later" (<https://www.youtube.com/watch?v=uM6inWCv6ZM>) and lately uploaded "Living without fear 2016" (https://www.youtube.com/watch?v=O1_7zhIvRIY) where she reported her journey of overcoming her problems and trying to improve her life. She shared her story with her viewers to encourage them to be strong and to let them know that they were not alone.

Social interaction

At the end of her videos Lauren always encourages her viewers to interact with her in the comment section and on other social media. She also periodically films Q&A videos where she answer to viewers' questions so they can get to know her better and create a stronger relationship. For example she uploaded "Answering your questions" (<https://www.youtube.com/watch?v=LWO2ZhalAEY>) where she picked questions from her social media and answered to them. Lauren is also quite active in the comment section and often replies to comment or questions.

Personal branding

Lauren has a very distinctive personality. She is always acting weird and over the top and is very ironic and sarcastic. All these features make her stand out among the others because she gives her unique point of view. In the majority of her videos we can find comments about how much viewers like her personality and how funny they think she is. Her irony and sarcasm were

key elements for the movie “Bad night” she starred in with another fellow youtuber and for all the web series she was also featured in.

Shared interest

Lauren’s channel started as a beauty channel but over the years she has switched her content to the point that her channel can now be classified in the category of entertainment rather than just beauty. She still uploads beauty and make up related content but most of the time she uploads funny, chatty videos on many different topics. These kinds of videos get the same attention of the beauty ones, in terms of views, and her subscribers keep following knowing that her content has a wide range of possibility.

4.28 Tati

Natural ease in front of the camera

In her first videos Tati was very shy in front of the camera. In the video “Top 10 Physician’s formula” (<https://www.youtube.com/watch?v=0fneBIYeCa4>) she speaks with a very low voice and sounds a little unsure of what she is saying. In her recent videos she is very confident, speaks clearly and goes right to the point of the video seeming very determined as we can see in “Kiko Milano cosmetics Hot or Not” (<https://www.youtube.com/watch?v=w6Aq3Ay7zvk>).

Transparency

Tati doesn’t upload sponsored videos. She often does reviews and first impression but always buys the products herself so that viewers can get her real thoughts on the product.

Shared experience

Tati doesn’t share her life on her channel. In one category of make up videos she shows some parts of her day but never shows too much. She keeps her content focused on beauty and make up.

Social interaction

Since Tati films so many reviews and uploads everyday for five days per week, she is always asking for suggestions from her viewers. She takes recommendations on what products to try or what tutorials to film paying a lot of attention to the comments viewers leave. In the majority of

her videos she tries to interact with her viewers by asking them question that can start a conversation in the comment section and tries to be active in replying to as many comments as she can.

Personal branding

Tati has a very recognizable channel as over the years she has always come up with new video series to entertain her viewers. She is mostly known for her first impression series called “Hot or Not” that she uploads once a week in which she is always testing out new products. She uploads these videos every Thursday so that viewers that are interested know when to come back. For example the last one she uploaded was “Kiko Milano cosmetics Hot or Not” (<https://www.youtube.com/watch?v=w6Aq3Ay7zbnk>). On her channel she used to focus on affordable make up but Tati has later started a new series of review where she buys the most expensive products she can find and tests them, for example “125\$ makeup remover-first impression” (<https://www.youtube.com/watch?v=5iuLKEapXTg>). She also came up with the idea of a series where she showed the incredible amount of make up she had collected over the years getting rid of old stuff and keeping what she really liked called “Make up graveyard”. For example she uploaded “Make up graveyard- Foundation favourites & hate its” (<https://www.youtube.com/watch?v=BD7hemJdOtg>).

Shared interest

Tati has never changed the content on her channel. Viewers watch her because they share her passion for make up and know she does very accurate reviews and easy to follow tutorials. Even though the main topic is always the same, she comes up with new ideas to retain her audience and to keep viewers interest level always high.

4.29 Estee Lalonde

Natural ease in front of the camera

Estee has opened her channel in 2011. Since the beginning she was quite at ease in front of the camera and even in her first video “My everyday skin routine” (<https://www.youtube.com/watch?v=Xaq6XkJQjok>) she seemed pretty comfortable. Of course with experience she has still improved a lot and now is much more outgoing. We can see that in her video “Winter berry make up look” (<https://www.youtube.com/watch?v=uty--NK6QzE>) where she is very extrovert and communicative.

Transparency

Estèè has uploaded only 2 sponsored videos in the last period, both with the same brand. In these videos she doesn't explicitly tell viewers that the content is sponsored. However, if we look at the comment section, viewers really appreciate them without complaining about the sponsorship. In the videos: "The love test" (<https://www.youtube.com/watch?v=TqmJ7pVx8yQ>) and "My feel good ritual" (<https://www.youtube.com/watch?v=oq9PJg6faok>), she didn't show products in details but focused more on creating a story to tell.

Shared experience

Estèè hasn't shared many deep stories of her personal life in the way other youtubers have done. She has, however, uploaded some Q&A videos, for example "My past life? My favourite dessert of all time?" (<https://www.youtube.com/watch?v=Z8f9GepHGcw>) and "Getting way too real" (https://www.youtube.com/watch?v=MVgTg_mKtfA) where she answered to viewers' question and often vlogs her everyday life showing her family and friends. She tells a lot about her personality in her videos and often tells episodes of her life. She uploaded a video talking about her favourite feelings "15 of my favourite feelings" (<https://www.youtube.com/watch?v=Dt7LPMxB7F4>) or "Let's take a moment" (<https://www.youtube.com/watch?v=wsdjFkK5kYU>) where she wanted to share her thoughts of that moment.

Social interaction

Estèè tries to keep her relationship with her viewers really active by encouraging them to ask questions and to share their point of view. In the videos she always animates viewers to start conversations and to give suggestions to each other creating a real community. She also usually tries to answer to the top comments joining the conversation.

Personal branding

Estèè has a very distinctive personality that makes her stand out among the others. In her videos she always adds a personal funny episode or a random thought that she had. She has also started a new series where her personality and curiosity show up, where she interviews fellow youtubers getting to know them better. She uploaded "Breakfast with Louise" (<https://www.youtube.com/watch?v=7HkbPw4brw0>), "An afternoon with Christine" (<https://www.youtube.com/watch?v=bN0MT58SNjU>) and "Breakfast with Claire Marshall"

(<https://www.youtube.com/watch?v=x91xE5zQ1Jc>). In this new series she could express her personality and ask the most random questions being funny and making viewers see a different side of youtubers personality.

Shared interest

Estee's content had always been about make up until she uploaded the video "Let's meet again" (<https://www.youtube.com/watch?v=9zMnIJEX2MI>) where she had a talk with her viewers about her wanting to expand the content of her channel. From that point she started varying the content of her videos, starting her new interview series and uploading different videos like "5 things I want to make more time for" (<https://www.youtube.com/watch?v=9zMnIJEX2MI>) or "Amateur art with Ingrid Nilsen" (<https://www.youtube.com/watch?v=mxTTbMr7UvE>).

4.30 Huda beauty

Natural ease in front of the camera

Huda started her channel in 2012. Her first video now available is "Favourite products of the month July 2012" (<https://www.youtube.com/watch?v=2WQ17DZiixk>). In this video she seems quite at ease and talks about products very naturally. She doesn't seem uncomfortable or unsure. In one of her latest video "Slimming contour-how to loose 15 pounds with contour" (<https://www.youtube.com/watch?v=JUXAdU7yH-s>) she is even more bubbly and nice. She talks to her viewers like she would to a friend being nice and chatty.

Transparency

Huda has recently uploaded one sponsored video that has brought many negative comments to her. The video "My favourite dentist in the world (Veneer specialist to celebrities)" (<https://www.youtube.com/watch?v=YMuV8zstYb8>) received lots of negative comments from viewers being disappointed from the message she was sending. They thought the video was just an infomercial and not even an honest one. The sponsor was a dentist where she had her teeth done but viewers felt like she didn't even need that, the video was done just for the money.

Shared experience

Huda's channel is completely focused on beauty and make up. She doesn't share personal stories; she only uploads tutorials and reviews.

Social interaction

Huda is always trying to involve her viewers into her channel. She often answers to comments but most importantly she organizes live events like meetings and master classes to meet her viewers and teach them her techniques in person. In the video "Our master class goody bag" (<https://www.youtube.com/watch?v=zqhjTFYdpx8>) she explained what she was going to do and the products she was giving away to the people attending. She also uploaded a video of one of her meetings "Our Sephora preview event" (https://www.youtube.com/watch?v=bV_c-MBEHWO) to thank her viewers for attending her event.

Personal branding

Huda became really famous on YouTube thanks to her unique style. She creates over the top make up looks and is always up to date with the latest trends. On her channel we can find videos of very heavy make up, unusual techniques and strange tools. Some of the most successful tutorials on her channel are the contouring ones like "Bizarre beauty clown contour" (<https://www.youtube.com/watch?v=r0DJnZoPYFo>), "Body contour" (<https://www.youtube.com/watch?v=3C7cgXO4WEw>) and "Beauty 101-How to bake/cook your face" (<https://www.youtube.com/watch?v=STFbAB-bOKU>).

Shared interest

As we said before Huda's passion for make up and her unique style are what made her famous. She never changed her content so her viewers follow her for her crazy tutorials and for her reviews. The passion for beauty and make up makes viewers go back to her content and keep wanting to watch her.

4.31 Clio makeup

Natural ease in front of the camera

Clio started her channel in 2008, while she was starting a professional make up course, to share what she was learning with viewers. She uploaded a very brief video to present herself and explain what she was going to do. In this video, “Intro Clio makeup tutorial” (<https://www.youtube.com/watch?v=ZYgEQU3gGkw>) she said that she was very emotional so she made lots of mistakes. She spoke very quietly and was very unsure. In her latest videos, she is very at ease and speaks with viewers as they were friends, as we can see in “Tutorial trucco veloce in 5 minuti per principianti” (<https://www.youtube.com/watch?v=cFlzAa-Y100>).

Transparency

Clio has not uploaded a sponsored video in a very long time. Since her channel has grown so much she has only uploaded independent videos. She also always uploads reviews but they are never sponsored so that she can give her honest opinion.

Shared experience

Clio never shared many details about her private life. The more personal videos she has uploaded are vlogs to show viewers around New York, where she lives, or other places she was visiting like in “Vlog Key West” (https://www.youtube.com/watch?v=wWG5Ajm_L4Q) or “Quattro passi a Williamsburgh vlog New York” (<https://www.youtube.com/watch?v=4C0v6cz-ZR8>).

Social interaction

Clio always interacts with her viewers. At the end of every video she asks for their opinion about the look she created or the product she featured. In the description box she always leaves a question or a thought so that viewers can start a conversation about it exchanging opinions and comparing different points of view. She also tries to build a relationship with her viewers through her vlogs that she films to show them around and to suggest them the best places to visit or the best restaurants to eat at. For example she uploaded “Vlog New York state of mind” (<https://www.youtube.com/watch?v=26de3vMozPk>) and “Vlog magica New York” (<https://www.youtube.com/watch?v=s8OOYgLF6U>) where she showed the city telling some

stories about her past, letting viewers in into her life and creating a deeper relationship with them.

Personal branding

Clio is the most famous Italian beauty guru and one of the firsts who started an Italian channel. Compared to other Italian beauty vloggers she has an incredible amount of subscribers and everything she does is very recognizable by viewers. She has a nice, fun personality that translates in her tutorials. She hosted three seasons of her own make up TV program giving advices and doing viewers' make up. She also published three books: the firsts two focused exclusively on beauty and make up while the in third one she expanded her range of content talking about body image and self confidence.

Shared interest

Clio is most successful in her make up tutorials. Her channel has always been focused on make up and viewers follow her because she can teach how to apply make up to anyone from beginners to experts. When she changes her content she doesn't have the same success. If we take into consideration her tutorial "Tutorial trucco smokey eyes economico essence" (<https://www.youtube.com/watch?v=DweXDoAVyEY>) and her vlog "Vlog Key West 2" (https://www.youtube.com/watch?v=njR19_OMdIU), uploaded one after the other within four days, we can see that the tutorial has triple the number of views compared to the vlog. These numbers let us assume that viewers are more interested in her usual content and prefer video tutorials or reviews.

4.32 Gabriella Lindley

Natural ease in front of the camera

Gabriella started her channel only in 2013. Even though she has definitely improved a lot and has gained a lot of confidence, in her first video she wasn't extremely shy or uncomfortable. She uploaded "Everyday make up routine" (<https://www.youtube.com/watch?v=6nTbxqJom6w>) as her first video showing how she used to do her make up. She spoke calmly, made jokes and seemed quite at ease. In her recent videos however the viewer can tell she is more aware of what is happening and has a lot more experience with it. For example in "My realistic evening routine" (<https://www.youtube.com/watch?v=APHsRT0Btq4>) she is really bright, bubbly and confident as she is much more at ease while filming.

Transparency

In the last months Gabriella has uploaded some sponsored videos including: “My winter hair, make up and skincare routine” (<https://www.youtube.com/watch?v=TggxwrAd4-0>), “Easy concert hair, make up and nails” (<https://www.youtube.com/watch?v=fW-vlcYPGOI>), “Massive Urban Outfitters haul/gift guide” (<https://www.youtube.com/watch?v=yX8TdRSrFZ8>) and “Chatty October favourites 2015” (https://www.youtube.com/watch?v=I2w-7IE_yas). In the first three videos she stated right from the beginning that she was teaming up with a brand to realize that video. In all three of them the comments are very positive and focus on the content of the video. In the last one she doesn't explicitly say that the video is sponsored or who is sponsoring it. Viewers were upset by this behaviour and left angry comments complaining about the fact that they didn't appreciate that kind of video to be sponsored and didn't believe that she really liked the products she was showing.

Shared experience

Gabriella has uploaded some videos talking about personal matters. She uploaded “Honesty” (<https://www.youtube.com/watch?v=X4qdIzfWAgA>) where she clarified some matters that had arisen between her and other youtubers and wanted to talk openly about them with her viewers. She also shared her story of suffering from anxiety and depression uploading “A sad day” (<https://www.youtube.com/watch?v=jx3kgbmSpXM>) and “Feeling stressed” (<https://www.youtube.com/watch?v=eTVHsnIK0ek>). She also vlogged the entire process of getting plastic surgery, explaining why she was doing it and how the process worked.

Social interaction

Gabriella has had some problems in the past with her interactions with viewers. In many of her videos' comment section, viewers complained about her blocking them on social media so that they could not comment again. Many were saying that she didn't know how to handle criticism and preferred to block viewers instead of having a confrontation. She also had negative feedback because viewers were disappointed from the fact that she cancelled a meet up with them. Gabriella had released her home ware range in collaboration with the store Primark and was supposed to have a meeting with viewers. She cancelled the event only a few days in advance and viewers were disappointed by her behaviour.

As for interactions with other youtubers she is a good friend of Zoe Sugg who is one of the most successful beauty gurus. This friendship has brought lots of attention to Gabriella who has also been accused of exploiting the situation.

Personal branding

Gabriella has gained a huge number of subscribers in a short period of time. Her most distinctive feature is her honesty and her ability of always being herself. One of her most viewed videos is in fact “Honesty” (<https://www.youtube.com/watch?v=X4qdIzfWAgA>) where she reached over a million views, ten times the number she usually gets for her tutorials. Her more personal videos are very appreciated by viewers as her series on her plastic surgery got triple the views of other videos. Her straightforwardness is one of her stronger characteristics and very upfront, honest videos are what made her successful.

Shared interest

Gabriella has always focused on make up on her channel. However, besides her personal videos, which she doesn't upload very frequently, she has also expanded her content into home décor as she has been moving quite frequently in the last few months. She uploaded the video “My London apartment tour” (<https://www.youtube.com/watch?v=wbYVOhah6pI>) which is one of her most watched video from the last period.

4.33 Karissa Pukas

Natural ease in front of the camera

Karissa uploaded her first video in 2010 to present her channel and explain what she wanted to do. This video “Helloooo YouTube” (<https://www.youtube.com/watch?v=8LrnCrLu0oU>) was very short and only included some information. She seemed shy and not used to being on camera. She also wasn't very good with social media as she said that she had opened up a Twitter account but had never used it before. In her latest videos, for example “My first cruelty free tutorial” (<https://www.youtube.com/watch?v=KCPcPdSeodI>), she is very outgoing, confident and creates a relaxed atmosphere chatting with her viewers before jumping into the video.

Transparency

Karissa has uploaded only one sponsored video lately: “Wearable red & green Christmas eye tutorial” (<https://www.youtube.com/watch?v=Z4U-aulYxBw>). At the very beginning of it she clearly says that the video is in collaboration with a brand to present some of their new

products. Since she states that from the beginning, the comments don't concentrate on the sponsorship but are more focused on the look and on complimenting her for it. As for the rest, Karissa often features products from her own line showing viewers how to use them best.

Shared experience

Since the very beginning Karissa decided to share a lot of her life and thoughts with her viewers. She created a series called "TMI Tuesday" which stands for "too much information" where viewers can ask her questions about any subject and she would answer to it. She has uploaded 53 episodes of this series during the years and has shared a lot of her personal stories.

Social interaction

Karissa always interacts with her viewers in the comment section. In every video she uploads we can find her answers to top comments giving suggestions, answers or just thanking her viewers. She also always involves them in her videos as she films lots of Q&A style content. She asks her subscribers to leave her questions so that she can answer to them as she did in her latest video "Canada? Beauty products & Who you need to follow" (<https://www.youtube.com/watch?v=ZH516Wqs7HI>).

Personal branding

Karissa has always targeted her channel towards an older audience. As many teenagers watch YouTube videos, she always said that her content was actually meant for people in their 20s or their 30s. She is very open and talks honestly about any subject, from her plastic surgery to her habits and fears. As for make up, her tutorials are always glamorous and originals. Her looks are far from being natural and going alongside with that she created her line of fake eyelashes.

Shared interest

Karissa's channel was created to focus on fashion but quickly expanded to make up and later to being more personal. Viewers appreciate how open she is with them as her personal videos receive about the same number of views as her make up ones. She doesn't only share her passion for beauty but also many other thoughts that viewer appreciate and that bring them even closer to her.

4.34 Amelia Liana

Natural ease in front of the camera

Amelia's first video was uploaded in 2013 and included both a mini vlog and a haul. This video "Huge Sephora e US Drugstore haul+ NYC vlog" (<https://www.youtube.com/watch?v=K2w-aP1AjkY>) was well filmed and shows how organized and prepared she was even in her first video. During the haul she sounded quite confident and at ease. In her videos from the latest period she is even more comfortable, confident and at ease. For example she uploaded 5 charity challenges where she put herself in embarrassing situations to raise money for charity.

Transparency

Amelia only uploaded one sponsored video in the last period: "Drugstore make up tutorial (full face) + affordable brushes" (<https://www.youtube.com/watch?v=RpAnlGKluM0>) where she immediately stated to the public that she was collaborating with a brand to create it. The rest of her content is independent so that she can give her true opinion over products.

Shared experience

Amelia hasn't shared many personal details on her channel. She has focused her content on make up and beauty. She actually uploaded a video "Something I need to say" (<https://www.youtube.com/watch?v=m41ZEQyhPBA>) to address viewers' curiosity about her boyfriend saying that she wasn't ready to share that part of her life with them and asking them to be understanding.

Social interaction

Amelia always expresses her appreciation for her viewers. She always thanks them for their support and tries to involve them in different initiatives. She recently organized a very special meet up that she vlogged in "Feeling frazzled & the best event ever" (<https://www.youtube.com/watch?v=YwoAsCvuZ6E>) where she organized a pyjama party for her and some of her viewers making time to bond with them.

Personal branding

Amelia has distinguished herself from the others for her personality. She often defines herself as awkward but her viewers appreciate her goofy, funny side at the point that it has become what made her stand out from the others. In her videos she often leaves in funny clips of her mistakes

and mishaps that show her personality and make her really close to viewers. For example she did it at the beginning of “What’s in my YSL bucket bag 2016” (<https://www.youtube.com/watch?v=dmygS61ympc>) or in “Pinterest beauty hacks tested” (<https://www.youtube.com/watch?v=oWiZvjZdOi8>).

Shared interest

Amelia has always focused her content on beauty and make up. Her channel contains tutorials, reviews, first impressions and so on. Her beauty videos get more views than her vlogs so viewers go back to her channel mainly because of their passion for make up.

4.35 Kissandmakeup01

Natural ease in front of the camera

Nicole’s first video “Make up tutorial brown look di fine estate” (<https://www.youtube.com/watch?v=0dcJiHwEP3I>) was uploaded in 2009. At the time she was very shy and she even put an annotation on the screen saying she was feeling really emotional. In her newest videos she is much more comfortable. She has gained a lot of confidence in front of the camera, seems much more at ease and can be herself when filming. In the video “I miei regali folli di natale” (<https://www.youtube.com/watch?v=uYOYJXLL2-A>) she starts with a little story about her hair, taking her time to talk to her viewers. Her personality shines through a lot more, the viewer can tell she knows what she is doing.

Transparency

Nicole recently uploaded a video that caused her some trouble in the comment section. In this video “Mi prepare con voi- occhi sensuali e fashion outfit” (<https://www.youtube.com/watch?v=q0YZAPO-Qeo>) she featured a blow drier talking about its qualities and how much she liked it. In the description box she didn’t mention any sponsorship, neither she did in the actual video. Her viewers were upset by this situation saying that the video was clearly sponsored and accusing her of trying to hide it. They said the video seemed a commercial and requested for her to be more honest with them about being paid for featuring products in her videos.

Shared experience

Nicole has recently shared her experience of breaking up with her boyfriend and has filmed some video to talk about how she felt and how she reacted. She announced the break up in

“Vlog ci siamo lasciati...Los Angeles” (<https://www.youtube.com/watch?v=GPnc2msTH1U>) and received a lot of comments asking her for more information. She later updated her viewers in the video “Gossip, bugie e va bene così” (<https://www.youtube.com/watch?v=TMoJxtMO214>) explaining her situation a little more and uploaded a chatty video “Parliamone: relazioni finite e vita da single” (<https://www.youtube.com/watch?v=-tWAuVzOMWA>) where she gave advices on how to get over a break up and how to feel good even when alone.

Social interaction

Nicole has organized a lot of meet ups for her viewers in different parts of the country trying to reach as many people as she could. She uploaded some videos announcing her meet ups “Incontriamoci a Milano e padova questo weekend” (https://www.youtube.com/watch?v=Vx_yrmpUbyI), “Incontriamoci a Roma e Napoli” (<https://www.youtube.com/watch?v=E-wz6kR4GwI>), “Incontriamoci a Bologna e Firenze” (<https://www.youtube.com/watch?v=jqMOC5Xlric>) and also organized a competition, in collaboration with a brand, where the winner could spend an entire day with her, “Concorso: una giornata intera con me” (<https://www.youtube.com/watch?v=CHdq1TktTZk>). At the end of her videos she always asks viewers to leave her comments and to let her know their opinion so they can give advices to each other building a real community.

Personal branding

Nicole has a very distinctive style that made her one of the most followed Italian youtubers. Her personality and her attitude are so well known that she recently published her lifestyle book where she also included personal stories, pictures and experiences. Her distinctive videos are hauls where she shows all the luxury products she has recently bought being very open about them and sharing her enthusiasm with viewers, for example “Haul gigante da Los Angeles” (<https://www.youtube.com/watch?v=IrvoG4eVB2o>) or “Super haul Londra” (<https://www.youtube.com/watch?v=vmo4BpTJrnk>).

Shared interest

Nicole’s channel started to share her passion for make up with other people. During the years she has kept her focus on beauty and make up but has also expanded into fashion. As we said before a big part of her channel are her hauls where she shows her most recent purchases. These videos get a lot of attention, reaching even higher numbers than her make up ones.

4.36 Carli Cristman

Natural ease in front of the camera

Carli always uploaded very good quality videos. Her first ones were made with a different style than her latest ones. At the time she used to do more editorial videos where she recorded voiceovers. Her videos were so well made and she showed so much confidence in them that it was difficult to tell those were her first videos. For example “How to do a sock bun- easy no heat hairstyle” (<https://www.youtube.com/watch?v=nUloq7ShjGo>) was not a simple tutorial, she invented a story to go with it. Her recent videos follow a different style: they are seat down, chatty videos where she still shows a lot of confidence, letting her personality come through and being sassy and sarcastic.

Transparency

Carli has not uploaded any sponsored videos in the last months. She uploads one new video every week with her style suggestions implementing her own ideas. By choosing to avoid sponsored videos, viewers know they can trust her recommendations, as they are not biased by sponsorships.

Shared experience

Carli had always kept her content about style and fashion but recently decided to open up more to her viewers by uploading the video “My depression story” (https://www.youtube.com/watch?v=Itxw3Wj_l3g) where she shares her struggle with depression and how she has managed to overcome it. She also uploaded two videos where she talked about private matters in her life like he break up or her experiences in college: “My story” (<https://www.youtube.com/watch?v=fvcN1rAG5so>) and “My crazy break up story” (https://www.youtube.com/watch?v=_nxQRiFgIZw).

Social interaction

Carli always tries to keep her relationship with her viewers active by asking them to leave comments on her videos and later answering to as many as she can. By uploading her story series and her depression story she aimed at helping her viewers, giving them advices and being close to them, letting them know that they are not alone.

Personal branding

Carli’s style is very distinctive. She is very passionate about aesthetic so when a viewer opens her channel all the videos previews have the same style. The same happens for her social media. Her

Instagram page follows a neutral grey theme and all the pictures fit in perfectly. Carli is well known for loving neutrals and sparkle and this passion identifies her so well that she is now creating a clothing line with neutrals colours and sparkly pieces. She is also now hosting a style segment with a TV channel where she gives her style and beauty advices as she announced in “I’m working with E?” ([https://www.youtube.com/watch?v= Sao06wmzvg](https://www.youtube.com/watch?v=Sao06wmzvg)).

Shared interest

Even though Carli’s channel focuses on style and fashion, one of her passion is home décor. She started a series on her channel where she showed how she was redoing her apartment that got her a lot more views than her usual videos. She uploaded “California apartment+ walk in closet tour” (<https://www.youtube.com/watch?v=T9bcfmAZi0U>) which is one of her most watched videos. She later also uploaded: “My shoe wall: walk in closet update” (<https://www.youtube.com/watch?v=H0xfw4apB7k>), “Apartment+ room updates” (<https://www.youtube.com/watch?v=DccoWNWQNws>) and “How to stencil paint a wall” (<https://www.youtube.com/watch?v=XPWSISVr3ww>).

	Natural ease	Transparency	Shared experience	Social interaction	Personal branding	Shared interest
Yuya	High	No sponsored content	High	High Meet ups	High	High Not only beauty
Zoella	High	No sponsored content	High	High Meet ups	High	High Not only beauty
Bethany Mota	High	No sponsored content	High	High Meet ups	High	High Not only beauty
Michelle Phan	High	No sponsored content	High	High	High	High
Ingrid Nilsen	High	High	High	High	High	High Not

						only beauty
Carli Bybel	High	No sponsored content	High	High	High	High
Kandee Johnson	High	No sponsored content	High	High	High	High
Tanya Burr	High	High	High	High Meet ups	High	High Not only beauty
Lauren Curtis	High	No sponsored content	High	High	High	High
Jaelyn Hill	High	No sponsored content	High	High Meet ups	High	High
Luxy hair	High	No sponsored content	No shared experience	High	High	High
Nicole Guerriero	High	No sponsored content	High	High	High	High
Sprinkle of glitter	High	High	High	High Meet ups	High	High Not only beauty
Wayne Goss	High	No sponsored content	No shared experience	High	High	High
Nikkie tutorials	High	No sponsored content	No shared experience	High	High	High
Shaaanxo	High	No sponsored content	High	High	High	High
Gigi gorgeous	High	Low	High	High	High	High Not only beauty
Dulce Candy	High	High	High	High	High	High
Meghan Rienks	High	High	High	High	High	High

						Not only beauty
Pixiwoo	High	No sponsored content	No shared experience	High	High	High
Blair Fowler	High	Low	No shared experience	High	High	High
Samantha Maria	High	High	High	High	High	High
Pautips	High	No sponsored content	No shared experience	High Meet ups	High	High Not only beauty
Fleur De Force	High	High	High	High	High	High Not only beauty
Elle Fowler	High	No sponsored content	high	High	High	High Not only beauty
Lisa Elridge	High	No sponsored content	No shared experience	High	High	High
Lauren Elizabeth	High	Low	High	High	High	High Not only beauty
Tati	High	No sponsored content	No shared experience	High	High	High
Esteeè Lalonde	High	High	High	High	High	High Not only beauty
Huda beauty	High	Low	No shared experience	High Meet ups	High	High

Cliomakeup	High	No sponsored content	High	High Meet ups	High	High Not only beauty
Gabriella Lindley	High	Low	High	High	High	High
Karissa Pukas	High	High	High	High	High	High
Amelia Liana	High	High	No shared experience	High Meet ups	High	High Not only beauty
Kissandmakeup01	High	Low	High	High Meet ups	High	High
Carli Cristman	High	No sponsored content	High	High	High	High Not only beauty

CHAPTER 5: FINDINGS AND CONCLUSIONS

5.1 Findings

In our practical observation we tested whether our model and variables were coherent with reality and how viewers reacted to different behaviours on YouTube. During our analysis we concentrated on some of the most successful YouTube channels in the beauty sector.

We compared our model, built on the base of the literature review, with the videos uploaded by 36 successful “beauty gurus”. We selected channels created by people all over the world, speaking in three different languages, that had a subscribers range going from 12 millions to 300.000 people.

For our analysis we observed different videos for each channel paying attention to their content and their characteristics. We also took into consideration the number of views, to identify the more appreciated videos, and the comment section with the top comments to understand what viewers’ opinion was.

The first variable we tested was the natural ease in front of the camera. The hypothesis we had formulated is that videos are more enjoyable when the creator is comfortable in front of the camera. Our practical observation underlined a very uniform situation. All 36 creators we took into consideration were visibly at ease in front of the camera and were able to create an environment that made viewers feel at ease as well. For most of them we compared their recent videos with the first one they ever uploaded and while some of them were always quite natural in front of the camera, others were very shy and visibly uncomfortable at the beginning. Nonetheless all of them had improved a lot with time and practice and gave the impression to be talking to friends.

The second variable we took into consideration was transparency. The hypothesis we made is that viewers prefer honesty when it comes to sponsorships and paid for advertorial content. Out of the 36 creators, 20 avoided sponsored content altogether so that no misunderstanding would be created. 10 of them had uploaded sponsored content but were honest about it and stated in the video that the content was a paid for advertorial one. In this case viewers didn’t complain but enjoyed the content without focusing on the sponsorship. The remaining 6 creators had problems with their viewers over this topic. They were accused in the comment section of not being honest. Viewers were saying that the videos felt like commercials and that they didn’t like this kind of attitude as they felt like creators were trying to sell something to them.

The third variable was the shared experience. In our hypothesis we reckoned that viewers appreciate creators sharing their personal stories and will be supportive. Out of the 36 creators only 10 decided not to share any personal information. The other 26 shared personal experiences to

different levels. Some creators decided to share only some details, while others went really deep in their life sharing personal stories, struggles and difficulties. In most cases these personal videos were among the most watched of the channels as viewers get really interested in creators' personal matters. Analysing the comment section we found that viewers were very supportive, left sympathetic comments and even shared their own stories.

The fourth variable was the social interaction. Our hypothesis is that creating an online community gives viewers a sense of belonging that makes them go back to the channel and follow it quite frequently. In this case we had again a uniform situation, as all the creators we took into consideration were very active in their relationship with subscribers. The most immediate mean to interact with them is the comment section. Many youtubers take the time to answer to comments and engage in conversations with viewers. Another common practice is asking for suggestions or video ideas encouraging viewers to interact among each other so that they can have a conversation not only with the creator but also among themselves. 11 of the creators also organized meet ups for their viewers so that they could meet in person and get to know their subscribers a little bit better. Some of them organized very small one with limited places available so that they could really get to know their viewers instead of just having a quick talk.

The fifth variable was personal branding. Our hypothesis states that having a distinctive identity is crucial for succeeding on YouTube. The 36 creators we took in consideration all have some specific features that differentiate them from the others. Some focus on their personal stories, others on their skills and the unique looks they can create, others on their passions and creativity. They made their features their strongest quality at the point that they created products based on them or wrote lifestyle books to inspire other people.

The sixth variable is the shared interest. In our hypothesis we sustained that sharing a passion with viewers is fundamental to have success. Creators can change their content as long as viewers are interested in it as well. 16 out of 36 creators have tried to change up their content on their channel and upload videos that are different from their usual beauty ones. Viewers' response has been positive as we find that sometimes this slightly different content gets more views than the usual one. The other 20 creators have preferred to keep their topic around the same focus. Some of these creators are the more professional ones, those that do make up and beauty as their full time job and are more interested in sharing their skills and techniques.

5.2 Conclusions

To reach our objective we formulated two questions that this work was meant to answer:

- What factors make some vloggers more successful than others?
- Do most successful vloggers of YouTube actually present these features?

We have answered to the first question through our literature review, where we found all the elements to build our model. We identified six different variables: natural ease in front of the camera, transparency, shared experience, social interaction, personal branding and shared interest. These variables were meant to be the influencing factors that brought viewers to watch creators' channel and more importantly to go back to those same channels and follow them.

Through our empirical analysis we answered to the second question. We analysed 36 beauty channels and we were able to test whether our model was coherent with reality.

Our consideration at the end of the observation is that all creators presented the majority of the features with some exceptions. We can say that some variables, in particular the natural ease in front of the camera and the shared interest, were a necessary element that all the creators presented. The natural ease in front of the camera is a fundamental feature to make viewers feel comfortable as well and to make the content appealing. The shared interest is what makes viewers search for certain content in the first place and is a crucial element to connect with them.

A similar consideration can be made for transparency. As we saw earlier, some creators had troubles with this feature. Our results underlined that when creators are honest and open about their content being sponsored, viewers won't concentrate on it but will enjoy the video and focus on the content. However when creators try to hide or skip the fact that the video is sponsored, viewers will feel betrayed and will complain about the lack of information. Transparency is given for granted but as soon as it is missing it can cause problems to creators.

If we consider the shared experience, the results of our analysis showed that not all the creators decided to share their personal stories on their channel. While they still had success and a huge following, creators who, on the other side, had decided to share more than beauty on their channel, found a huge support and sympathy from viewers. Personal videos are some of the most watched on YouTube and while they are not a fundamental element to the success of the channel they definitely help viewers connect more with creators and are some of the most viewed and appreciated.

Social interaction can be considered a fundamental feature, as all the creators we took into consideration were very interested in creating and maintaining a relationship with viewers. The majority of them tried to interact with viewers through the comment section, asking for suggestions or video ideas or simply answering to compliments. Some creators also took a further step organizing meet ups to get to know their viewers better. We consider social interaction a key element for retaining viewers. Making them feel part of a community is what makes them loyal to creators and what makes them go back to the channel.

Personal branding is also a crucial element. Since millions of videos are uploaded on YouTube everyday, creators definitely need a way to stand out from the crowd and be original. Personal branding is also what creates a business for vloggers. As we saw in our analysis, vloggers tend to create products that are linked to their unique features so that they are very recognizable.

At the end of our work we can conclude that our model is coherent with reality and that the variables we have identified are influencing factors for the success of a YouTube channel.

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