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YouTube美妝網紅分析
A Study of Beauty Gurus on YouTube

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Abstract

This paper is an exploration of the popularity of makeup 'beauty gurus' on YouTube and what implications this has on branding collaborations for cosmetic brands. Through careful analysis of the videos from the most popular beauty YouTubers today, this paper will explore and determine which characteristics defined the success of these online influencers. Following this, this paper will further explore why YouTubers are attractive to brands for marketing purposes.

The case study by observation method to investigate the video content of the most popular beauty YouTubers in the English-speaking world today, and to try to determine what qualities make these YouTubers so popular. The popularity of the YouTuber is determined by subscriber count in this study. The content and comment sections for five videos of the ten of the most popular beauty gurus on YouTube are analyzed for certain qualities.
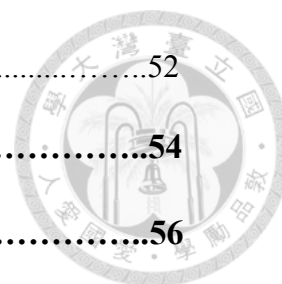
The results show that the most important characteristics a YouTuber should possess, according to the first category, are aesthetic and literary, followed by honesty, slogan, completeness, instructiveness, relevance, personal connection, and user engagement. The least important characteristic is passion, followed by unity, then repetitiveness, accuracy, and motivational. In terms of the second category, the top five important characteristics are literary, aesthetic, slogan, completeness, and appropriateness, and the five least important are passion, morality, reward, unity, and relatability. Additionally, all the YouTubers have a high level of interaction with their audiences. From audience comments, it is also easy to see that they hold direct influence over their audiences' purchasing decisions.

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1. Introduction

1.1 General Topic Area

In this digital age where social media plays an ever-present role in our daily lives, online opinion leaders have risen up and are strongly influencing our decision-making processes in many aspects of life. This paper focuses on the influencers known as 'beauty gurus', specifically those who use YouTube as their primary platform. Many of these famous beauty YouTubers are active on other social media platforms as well, but this paper will focus on their presence on YouTube and the implications their popularity has on digital marketing for brands.

Below is a chart showing the significant growth of beauty content views annually.

Figure 1: Beauty Content Views Annually
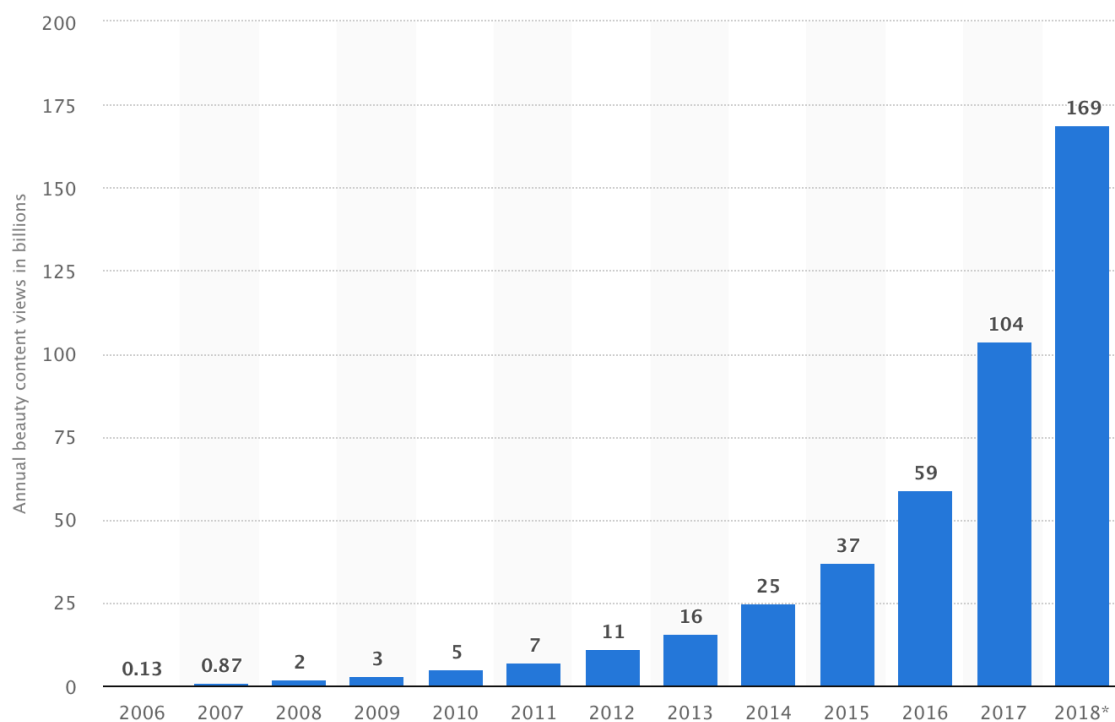
Source: Statista.com

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Popular beauty YouTubers have more subscribers and views than the brands themselves. For instance, the YouTube channel of popular makeup brand, Too Faced Cosmetics, has only 294 thousand subscribers and 29 million views, while even the least popular YouTuber analyzed in this study has more than four million subscribers and 287 million views. Another popular brand often mentioned by YouTubers is ColourPop Cosmetics. Their YouTube channel has only 156 thousand subscribers and seven million views. It is clear that popular beauty YouTubers can wield a lot of influence and reach a very large audience, making them very attractive to cosmetic brands.

1.2   Purpose of Study

This paper is an exploration of the popularity of makeup 'beauty gurus' on YouTube and what implications this has on branding collaborations for cosmetic brands.

Marketing for the cosmetics industry has changed dramatically due to the rise of online influencers. YouTube is one of the major platforms that today's consumers gravitate towards. Consumers are heavily influenced by the influencers on YouTube and their purchasing behaviours are also affected by them.

Through careful analysis of the videos from the most popular beauty YouTubers today, this paper will explore and determine which characteristics defined the success of these online influencers. Following this, this paper will further explore why YouTubers are attractive to brands for marketing purposes, by analyzing the interaction between YouTubers and their audiences.

2. Literature Review

2.1 Digital Marketing Communications

There is an abundance of research on digital marketing communications in regards to social media applications, including the evolution of social media marketing, mobile marketing, viral marketing, as well as social media usage. Social media is widely used nowadays for marketing communications, sales enhancement, and even developing relationships with customers (Yadav et al. 2015).

A lot of the existing research is focused on how corporations can leverage social media internally, for marketing purposes. Companies cannot afford to lack a digital presence in today's market, and face pressures in strengthening their presence (Tiago and Verissimo 2014). Extant literature discusses the importance of how marketing needs to evolve along with the changing needs of people. Relying only on traditional media is no longer a viable option for companies, and new media channels such as social media, blogs, search engines, etc. must be leveraged (Salsabila et al. 2017).

Apart from corporations themselves adopting a strong online presence, they may also leverage successful online influencers for their marketing, who may be more influential than the corporations themselves. Apart from having larger fan bases than many corporations, in comparison to offline opinion leaders, people see online influencers as more personable. Even when clearly marked as sponsored content, current literature has found that people are still willing to believe what online influencers have to say about products. Simply mentioning a product in a video or showing a product in a photo, without giving an in-depth review, can be enough to persuade many people to try out the product. Consumers nowadays tend to seek for advice on social media before making purchase decisions (Yuksel 2016).

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Research argues that social media is a hybrid between traditional advertising and non-traditional, because while it enables companies to convey messages to their audience, it also allows customers to talk directly to one another, and are outside of the corporations' control (Mangold and Faulds 2009). The high level of interactivity is a core element that differentiates digital marketing communications with traditional advertising.

2.2　Online Community

People invest a huge part of their time generating and consuming online content. This situation has brought a lot of success to people who operate online accounts, such as bloggers and YouTube content creators. Many of these people are able to earn a living from operating on these online platforms (Georgia 2015).

There are several types of online communities, among which are communities of transaction and communities of interest (Lesser 2017). According to Lesser, communities of transaction facilitate the buying and selling of goods and services, as well as provide information about these transactions. Participants are also encouraged to interact to help each other make informed purchasing decisions. Communities of interest bring together participants who have a common interest in a specific topic, and not only can they carry out transactions with each other, the transactions and interactions are generally focused on that common interest. These communities are not mutually exclusive. Oftentimes, people seek advice before they purchase products, and blend communities of transaction with communities of interest.

Online communities add value by building brand awareness, providing access to the voice of customers, and generating revenue from new and existing customers (Kim et al. 2010).

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2.3   YouTubers

YouTube Statistics

YouTube began in 2005, and since then, has played an enormous role in changing media trends and even how society searches for information. As of January 2019, we watch over one billion hours of YouTube daily, double that of 2018 (46 Fascinating and Incredible YouTube Statistics). In 2015, the time 18-49 year olds spent watching YouTube went up 74%, while the time they spent watching TV went down by 4%. This is the main demographic for YouTube, as on mobile alone, YouTube reaches more 18-49 year olds than any TV network (46 Fascinating and Incredible YouTube Statistics).

In terms of the beauty community, as of 2018, beauty related videos generated more than 169 billion views (Annual beauty-related content views on YouTube from 2009 to 2018 (in billions)).

Characteristics that Popular YouTubers Demonstrate

Current literature has observed many qualities which make YouTubers popular, in a more general sense and not specific to particular channel types. The extant literature does not analyze specific videos from particular YouTubers for a set of characteristics, but instead, talks about how popular YouTubers usually possess these characteristics. This research compiled the most commonly mentioned qualities from the current research, to use in the case study observation specifically for the beauty industry.

According to current literature, there are many characteristics that popular YouTubers appear to have in common with each other.

1. They are trustworthy
2. They are consistent
3. The information they present is of high quality
4. They are appealing to watch

Additionally, current literature also pinpoints an important element that sets YouTubers apart from traditional celebrities: They interact a lot more with their audiences.

Trustworthiness

The YouTuber must be seen as honest and believable (Fred 2015). Audiences nowadays are cynical and skeptical of everything they see. Viewers must believe that the YouTuber is saying what they truly think and not what a company has paid them to say.

Consistency

Many of them have signature greetings or slogans that they always say at the beginning of their videos. This creates a sense of community within their fan base. Fans become used to hearing these greetings in every video, and in many cases, a sudden absence of these greetings actually upset fans, as it weakens their sense of belonging to a community (Cocker and Cronin 2017).

Information Quality

Naturally, the content of the video is of great importance. Both quantity and quality are valued. Popular YouTubers upload new videos very often, sometimes multiple times per week. As for quality, it is important not only that the YouTuber provides valuable insight that is useful to the viewers, they must also demonstrate expertise in what they are talking about. Expertise builds credibility and the more credible someone is, the more likely the viewer will be open to hearing what one has to say (Fred 2015). YouTubers need to present factual information along with their own opinions, be aware of the latest trends, and offer clear instructions as well as showcase their skills to the audience.

Appeals

Popular YouTubers are usually engaging in their style; often they sound like they are chatting with their audience instead of giving a presentation. It is almost like the YouTuber becomes a friend who chats with you not only about makeup, but about random aspects of their lives as well. This illusion that the YouTuber is your friend increases their relatability, which is part of what makes them appealing (Forbes 2016). The language they use tends to be relaxed and informal. All these characteristics build a sense of personal connection between the YouTuber and their audience.

Another factor that influences video popularity is simply this; are they interesting? People are not going to want to watch boring videos, no matter how informative they may be. Popular YouTubers tend to be skilled at providing 'triggers' in their videos such as curiosity triggers or personal stories (Georgia 37).

As this paper is focusing on the beauty industry, it is inevitable that perceived attractiveness also plays a crucial role in a YouTuber's popularity (Fred 2015). Physical attractiveness is important, but so is confidence and authority. Since they are opinion leaders in the field, they must show they believe in what they are promoting. Eye contact, posture, verbal skills such as word choice and how well-spoken they are, are extremely important (Forbes 2016). Moreover, the overall aesthetics of the video, such as footage quality, lighting, background, etc., are also factors that affect perceived attractiveness (Georgia 36).

Interaction

There is also existing literature discussing the popularity of choosing YouTubers over traditional celebrities when it comes to brand collaborations. One primary difference that sets a YouTuber apart from a celebrity is the level of interaction between they have with their audiences (Fred 2015). What is missing is a discussion on how the

effectiveness of YouTubers can be seen directly from audience interactions with the YouTubers. This paper pays special attention to the audience comments for videos and how these comments show that YouTubers can be a good choice for brands when it comes to marketing.

3.   Methodology

3.1   Method

There are certain specifications for someone to qualify as a 'beauty YouTuber' and to be included as part of the research sample for this particular paper. Their channel must focus on makeup, be it product reviews, tutorials, hauls, or PR unboxings, etc. Here, 'focus' is defined as having at least 50% of videos dedicated to makeup related topics. The scope of the research is limited to English speaking channels only, though not restricted geographically. The channel must also be active, as in the owner must still be uploading new content at least once a month.

This paper uses the case study by observation method to investigate the video content of the most popular beauty YouTubers in the English-speaking world today, and try to determine what qualities make these YouTubers so popular. 'Popular' YouTuber can be defined in various ways, whether by the ones with highest subscriber count, the most 'likes', or even the most comments. Here, subscriber count is chosen to be the determinant.

The content and comment sections for five videos of the ten of the most popular beauty gurus on YouTube are analyzed for certain qualities. These videos were all uploaded between June 2018 and February 2019.

3.2   Analytical Framework

Once the top 10 popular beauty YouTubers were identified, the five most recent beauty related videos from each channel were analyzed for certain qualities that was previously determined to be possible indicators of success on YouTube.

Excel spreadsheets were created to record information about each channel and

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video. The channel information deemed noteworthy were the number of subscribers,

number of videos uploaded, upload frequency, and total views. Also included for

reference were channel name, the YouTuber's real name, and the date they joined

YouTube. Many YouTubers are active on other social media, so the number of

followers they have on other platforms was also noted. (See Appendix A for

information about each channel)

Basic Information

Basic information about each video, including video name, the number of views the

video has gathered thus far, the number of comments thus far, the number of likes and

dislikes, the date it was uploaded on, the duration of the video, the video type (for

instance is it a tutorial or a product review), and the date it was viewed for the purposes

of this research were noted.

21 Characteristics

The observations were split into four main categories based on the characteristics

that appeared to be most important for determining the success of YouTubers, based on

existing literature: Trustworthiness, consistency, information quality, and appeals.

These four main categories are then broken down into a total of 21 characteristics

that will be looked out for and analyzed to see if they predict a YouTuber's success.

These characteristics were gathered from various existing literature and thought to be

important for YouTubers to possess.

It is possible to gather a total of 105 'hits', if all five videos from each YouTuber

demonstrates all 21 characteristics. This analysis is mainly qualitative in nature, though

some quantitative analysis in regards to statistics about which characteristics appear to

be most important will also be included. (See Appendix B to see which characteristics

are demonstrated in each video)

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Below is the detailed explanation for each characteristic:
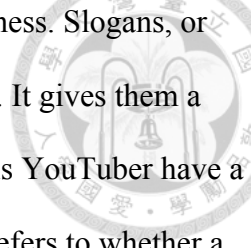
1. ***Trustworthiness***

    a) Honesty/Transparency

    b) Morality

    c) Professionalism

    d) Passion

    Trustworthiness is split into four subcategories: honesty and transparency, morality, professionalism, and passion. Honesty and transparency deals with whether the YouTuber appears to be honest, that is, do they disclose information about sponsorships or specific biases they may have for a particular brand? Audience members need to feel that they can trust this person if they are to let his or her opinions affect their own purchasing decisions. Morality is about whether they seem to be 'good' people. People prefer to listen to people they feel are 'good', so do these YouTubers appear to be kind, caring, and considerate? Professionalism is another big factor is how trustworthy someone seems. Do they take YouTube seriously as a job, or are they just fooling around? Professionalism is not to be confused with expertise. Here, professionalism refers to the YouTuber's attitude more so than to their knowledge or skills. Finally, passion refers to how much the YouTuber appears to love what they are doing. YouTube audiences do not favour influencers who seem to be doing YouTube for the money. They appreciate YouTubers who genuinely love makeup and want to share their love with others.

2. ***Consistency***

    e) Slogan

    f) Repetitiveness

Consistency is split into two subcategories: slogan and repetitiveness. Slogans, or signature greetings, make fans feel like they are part of a community. It gives them a sense of belonging and they expect to hear it in every video. Does this YouTuber have a personal slogan or greeting they use in every video? Repetitiveness refers to whether a YouTuber sticks to his or her opinion or whether they have certain catchphrases and distinct way of speaking. Sticking to one's own opinion over time gives the viewers the sense that the YouTubers really believe in what they are saying, while having certain catchphrases or distinct personal style makes them memorable and stand out from others.

3. *Information Quality*

    g) Completeness

    h) Accuracy

    i) Appropriateness

    j) Instructiveness

    k) Relevance

Information quality is split into five categories: completeness, accuracy, appropriateness, instructiveness, and relevance. Completeness means that the YouTuber does things like list out all products they mentioned in the video in the description, or lists prices in the video when they introduce a product, to make it easier for the viewer to weigh future purchases. Accuracy simply means whether or not what this YouTuber says is correct. This is not always a measure that can be evaluated since a lot of the times, a YouTuber is sharing his or her own opinion. However, if a YouTuber gives detailed product information like pricing, product ingredients, dimensions, etc. that they found from prior research, this can be seen as giving accurate information. Appropriateness means whether the content is suitable for all ages. The more

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appropriate the videos are, the larger potential audience base this YouTuber has. Instructiveness refers to whether they give clear instructions for applying products. Relevance refers to whether the video content is in line with the latest trends and newest releases. A YouTuber who is constantly reviewing the newest products are more likely to be regarded as giving valuable information compared to a YouTuber who is always reviewing old products.
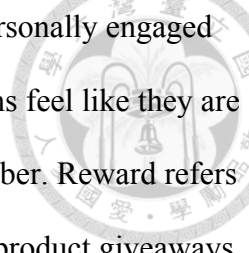
4. *Appeals*

    l) Aesthetic

    m) Literary

    n) Curiosity

    o) Personal Connection

    p) User Engagement

    q) Unity

    r) Reward

    s) Positivity

    t) Motivation

    u) Relatability

The last category, appeals, is a large one, with 10 subcategories. Aesthetic appeal refers to everything from the physical attractiveness of the YouTuber, to the lighting, to the backdrop of their video. Literary appeal has to do with how articulate the YouTuber is and what type of tone they adopt in their videos. Curiosity appeal is how attention grabbing they make their videos. Is there an attention-grabbing introduction, a famous guest, or do they make references to other videos to make people want to view those mentioned videos? Personal connection refers to whether the YouTubers give audiences a glimpse into their personal lives, so that viewers feel like they 'know' them. User

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engagement looks into whether the YouTuber makes viewers feel personally engaged and a part of the experience. Unity appeal is a tactic used to make fans feel like they are part of something special and that they are appreciated by the YouTuber. Reward refers to YouTubers rewarding viewers for their support, for instance with product giveaways. Positivity has to do with the YouTuber's personality, and whether they come across as a happy individual who spreads positive energy. Most viewers prefer watching videos that make them feel good, and having a positive attitude is important in achieving that. Motivation refers to how much encouragement or emotional support the YouTuber provides the viewers. Since YouTubers like to create the illusion that they are friends with the audience, their fans look to them to provide support for them just as a friend would. Finally, relatability refers to how 'normal' and down to earth the YouTuber is. As mentioned before, fans like to see the YouTuber as a friend, so they want to believe the YouTuber is 'just like them'. If a YouTuber lives an extravagant lifestyle completely different from their viewers', the fans are likely to feel that they cannot relate to them. Thus, a common tactic used by YouTubers to make themselves appear more relatable is by reviewing and using affordable drugstore makeup in their videos.

Interactions

Apart from these 21 characteristics, the interactions between the YouTubers and their audience will also be analyzed to provide insight for branding collaborations. This includes taking note of thumbs up, thumbs down, and comments, as well as the content of the comments.

The total number of comments for each of the five videos for each YouTuber is noted, as are the number of 'thumbs up' and 'thumbs down'. Next, the comment section is analyzed to find any examples of the YouTubers engaging with their audience as well as examples of the audience being directly influenced by the YouTuber.

One of the key differences between using celebrities and YouTubers for brand endorsement is the level of personal interaction between the audience and the endorser. The advantage of a YouTuber is that the audience feels personally connected to them. This paper will analyze the level of interpersonal activity present outside of the videos themselves.

3.3　Data Collection

Below is the table that is used to note down basic information for each channel.

Table 1: Basic Information for Each Channel

Channel Name
Real Name
Subscribers
# of Videos
Upload frequency
Total Views
Date Joined
Other social media

Below is the table that is used to note down basic information for each video.

Table 2: Basic Information for Each Video

Basic Information:
Name of Video
Views
Comments
Likes
Dislikes
Date Uploaded
Duration
Video Type
Date Viewed

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Below is the table that is used for recording the observations of the 21

characteristics for each video.

Table 3: Observations of Characteristics for Each Video

Trustworthiness:
Honesty/Transparency (about sponsorships, biases, etc)
Morality (do they seem to be 'good' people)
Professionalism
Passion (love what they do, not in it for the money)
Consistency:
Slogan (greetings)
Repetitiveness (stick to opinion, catchphrases etc)
Info Quality:
Completeness (list out detailed info, etc)
Accuracy
Appropriateness
Instructive
Relevance
Appeals:
Aesthetic (backdrop, attractiveness)
Literary (articulation)
Curiosity (memory or hook)
Personal connection (life stories)
User engagement
Unity (make fans feel part of something, appreciated)
Reward
Positivity (bubbly, happy)
Motivational (encouragement)
Relatability (they are 'normal', use of drugstore makeup, etc)

Below is the table that is used for recording the total tally of how many videos

demonstrate each of the 21 characteristics.

Table 4: Total Tally of Characteristics

	Video 1	Video 2	Video 3	Video 4	Video 5	Total
Trustworthiness:						
Honesty/Transparency (about sponsorships, biases, etc)						
Morality (do they seem to be 'good' people)						
Professionalism						
Passion (love what they do, not in it for the money)						
Consistency:						
Slogan (greetings)						
Repetitiveness (stick to opinion, catchphrases etc)						
Info Quality:						
Completeness (list out detailed info, etc)						
Accuracy						
Appropriateness						
Instructive						
Relevance						
Appeals:						
Aesthetic (backdrop, attractiveness)						
Literary (articulation)						
Curiosity (memory or hook)						
Personal connection (life stories)						
User engagement						
Unity (make fans feel part of something, appreciated)						
Reward						
Positivity (bubbly, happy)						
Motivational (encouragement)						
Relatability (they are 'normal', use of drugstore makeup, etc)						
Grand Total:						

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Below is the table that is used for recording the observations of interactions.

Table 5: Interactions with Audience

Comments
Examples of interaction with fans
Examples of fans being influenced
Thumbs up
Thumbs down

3.4   Samples & Subjects

It is difficult to determine who the most popular beauty YouTubers are, since there is no option on YouTube to filter based on category and subscriber count. Many channels contain a mixed variety of content so it can be difficult to categorize exactly which field a channel belongs under. Thus, cross referencing was determined to be the most effective way of finding the most popular channels.

Lists of top beauty gurus found on the internet were compiled and each name on the lists looked up individually on YouTube. Subscriber count was taken note of and the videos were screened to ensure at least 50% were beauty related. Those channels who did not have at least 50% beauty related videos or have been inactive for more than one month were eliminated. After referencing various lists from different websites, the 10 beauty YouTubers with the most subscribers were chosen to be used in the research.

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The information about each of the 10 channels, at the time the research was conducted, are as follows:

Table 6: The Ten Channels Included in the Study

Channel Name	Real Name	Subscriber Count (in millions)	Number of Videos	Total Views	Date Joined YouTube
James Charles	James Charles Dickinson	14	200	1.1 billion	12/1/2015
jeffreestar	Jeffrey Lynn Steininger Jr.	12.8	324	1.3 billion	2/14/2006
NikkieTutorials	Nikkie de Jager	11.6	707	1 billion	6/23/2008
Carli Bybel	Carli Bybel	6.1	521	589 million	6/26/2011
Jaclyn Hill	Jaclyn Roxanne Hill	5.8	331	483 million	9/7/2010
Dope2111	Promise Tamang Phan	5.6	230	1.3 billion	6/28/2009
Tati	Tati Westbrook	5.4	1527	1.1 billion	11/7/2010
Manny Mua	Manuel Gutierrez	4.8	379	441.6 million	7/16/2014
Laura Lee	Laura Ann Lee	4.4	580	556.7 million	6/9/2009
PatrickStarrr	Patrick Simondac	4.2	310	287.6 million	2/26/2013

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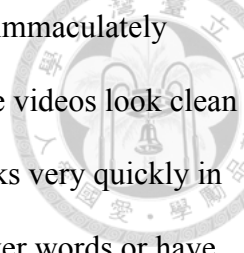
4. Empirical Study

4.1 Observation by Sample

James Charles

The most popular YouTuber on the list is James Charles, and nearly every quality that was observed for is met in at least one video out of the five analyzed. The only subcategory that he does not clearly demonstrate is 'morality'. Several characteristics consistently come up in each of the five videos; slogan, repetitiveness, unity, appropriateness, instructive, relevance, aesthetic, literary, and positivity. James Charles has a catchy slogan, 'Hi sisters!', that he says in the introduction of every video. He also has several catchphrases that he says in each video, such as referring to his fans as well as other fellow YouTubers as 'sisters'. This ties in the unity aspect, where fans feel like a part of a 'sisterhood'. He also gives shout outs to individual fans at the end of each video, where he posts their username onto the screen and thanks them for their support. His videos are appropriate for all ages. He does not swear in any of the five videos analyzed, nor did he touch on any sensitive topics. His videos are instructive in that he gives very detailed instructions for each makeup look he does, talking about the products, tools, and methods used. He goes into detail about the products, such as talking about how a certain foundation oxidizes as well as what the packaging is like. The topics covered in each video are all relevant to current trends. For instance, the Bratz Doll challenge is a popular challenge going around the makeup community on YouTube currently. He also invites a makeup artist who does makeup for celebrities such as Kim Kardashian, as well as two other popular YouTubers, jeffreestar and Tati Westbrook as guests. Two other videos are in response to popular user comments, showing that he provides content his specific audience wants to see. Aesthetically

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speaking, James Charles looks very put together in each video, with immaculately

applied makeup, and his backdrop is always a pure white, making the videos look clean

and professional. In terms of the literary quality, James Charles speaks very quickly in

every video, but also clearly and articulately. He does not stumble over words or have

awkward pauses. His speech sounds very natural and flows smoothly. James Charles

appears to be very happy and excited in each video, smiling and laughing a lot, giving

him points for positivity. Two other subcategories James Charles scored highly on are

curiosity and user engagement, with four hits for each. Examples of when James

Charles uses the curiosity appeal is when he listed all the A-list celebrities his special

guest has worked with before, and when he included funny, creative punishments for

the game played on his video. Apart from the morality appeal, which he did not use,

other qualities James Charles demonstrated less of are honesty, accuracy, and reward.

This is not to say he is not honest or gives wrong information; this simply means he did

not say anything in particular to show these specific qualities. Perhaps he simply does

not have anything to disclose, but James Charles never mentions anything about

sponsorships or being sent products for free, etc. The one instance he hit the honesty

subcategory is when he admits that his photo will be edited before he uploads it onto

Instagram. As for accuracy, the one instance James Charles clearly used this appeal was

when he discusses makeup techniques used specifically in Hollywood with a

professional celebrity makeup artist. As for reward, he mentions a giveaway for his

subscribers in one video. It is natural that there would not be giveaways in every video,

but if he holds regular giveaways, that can attract people to subscribe. However, the

scope of this research does not allow us to determine if he does hold giveaways at

regular intervals. Overall, from the five videos analyzed, James Charles hit the

characteristics on the list a total of 69 times out of a possible 105 times, the most out of

any YouTuber from the top 10.
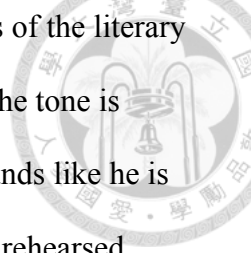
The results are as follows:

Table 7: James Charles

	Video 1	Video 2	Video 3	Video 4	Video 5	Total
Trustworthiness:						
Honesty/Transparency (about sponsorships, biases, etc)	✔					1
Morality (do they seem to be 'good' people)						0
Professionalism		✔		✔	✔	3
Passion (love what they do, not in it for the money)	✔				✔	2
Consistency:						
Slogan (greetings)	✔	✔	✔	✔	✔	5
Repetitiveness (stick to opinion, catchphrases etc)	✔	✔	✔	✔	✔	5
Info Quality:						
Completeness (list out detailed info, etc)	✔			✔	✔	3
Accuracy		✔				1
Appropriateness	✔	✔	✔	✔	✔	5
Instructive	✔	✔	✔	✔	✔	5
Relevance	✔	✔	✔	✔	✔	5
Appeals:						
Aesthetic (backdrop, attractiveness)	✔	✔	✔	✔	✔	5
Literary (articulation)	✔	✔	✔	✔	✔	5
Curiosity (memory or hook)		✔	✔	✔	✔	4
Personal connection (life stories)	✔	✔			✔	3
User engagement	✔	✔	✔	✔		4
Unity (make fans feel part of something, appreciated)	✔	✔	✔	✔	✔	5
Reward					✔	1
Positivity (bubbly, happy)	✔	✔	✔	✔	✔	5
Motivational (encouragement)		✔	✔			2
Relatability (they are 'normal', use of drugstore makeup, etc)						0
Grand Total						69

jeffreestar

The second most subscribed YouTuber on the list is jeffreestar. There are four

subcategories he consistently hits for all five videos, slogan, repetitiveness, aesthetic,

and literary. Jeffreestar's slogan is a dramatic 'Hello, how are you?', which he says at

the beginning of each video. He has a very distinct, sassy presentation style that is

consistent in each video, with catchphrases like 'you guys know…' that he uses

constantly, showing the repetitiveness appeal. Aesthetically, jeffreestar has a very

unique, dramatic look that is instantly eye grabbing. His backdrop is always a clean,

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solid colour, though the colour changes from video to video. In terms of the literary appeal, jeffreestar talks dramatically but the pace is still natural and the tone is conversational. Despite the dramatic nature of his speech, he still sounds like he is engaging in a conversation with his audience, as opposed to giving a rehearsed presentation. Jeffreestar also scores highly on completeness and user engagement, with four hits each. He tends to introduce all products mentioned very thoroughly, including talking about the price, product details such as weight, packaging, and even comparisons to other similar products. When comparing products, he compares them on various dimensions, and does wear tests for both, with regular checkups throughout the day. It is obvious he tests every product out thoroughly before he judges them. For user engagement, his catchphrases such as 'you guys know…' and ' if you guys like…' make it sound like he is talking to his audience. He also often asks his viewers questions and tells them to leave their answers in the comments. There are many subcategories he does not touch on though. These are passion, appropriateness, unity, reward, positivity, motivational, and relatability. Jeffreestar does not specifically talk about how passionate he is about his work and the makeup industry. This does not mean he is not passionate about it; he simply does not talk about it in his videos. He swears in his videos so they are not appropriate for all ages. In the five videos analyzed, jeffreestar does not give his audience any incentive to subscribe or continue watching his content, such as offering giveaways or other rewards. His presentation style is much more confident and sassy than it is happy or excitable, and he also does not use words that indicate he is feeling happy. Neither does he try to be inspiring or motivational to his fans, by offering encouragement or support. Finally, jeffreestar is quite hard to relate to for the average viewer, since he does not make it a secret that he is rich and successful, the founder of a

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popular brand, and none of the videos analyzed has a focus on drugstore or affordable

makeup. Jeffreestar has a total of 46 points.
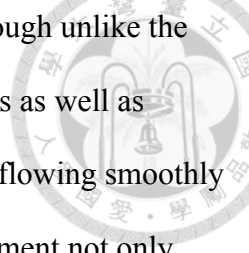
The results are as follows:

Table 8: jeffreestar

					Video 1	Video 2	Video 3	Video 4	Video 5	Total
Trustworthiness:										
Honesty/Transparency (about sponsorships, biases, etc)					✔	✔		✔		3
Morality (do they seem to be 'good' people)						✔				1
Professionalism					✔	✔	✔			3
Passion (love what they do, not in it for the money)										0
Consistency:										
Slogan (greetings)					✔	✔	✔	✔	✔	5
Repetitiveness (stick to opinion, catchphrases etc)					✔	✔	✔	✔	✔	5
Info Quality:										
Completeness (list out detailed info, etc)					✔	✔	✔	✔		4
Accuracy					✔	✔		✔		3
Appropriateness										0
Instructive					✔		✔			2
Relevance						✔	✔		✔	3
Appeals:										
Aesthetic (backdrop, attractiveness)					✔	✔	✔	✔	✔	5
Literary (articulation)					✔	✔	✔	✔	✔	5
Curiosity (memory or hook)						✔	✔			2
Personal connection (life stories)					✔					1
User engagement					✔	✔		✔	✔	4
Unity (make fans feel part of something, appreciated)										0
Reward										0
Positivity (bubbly, happy)										0
Motivational (encouragement)										0
Relatability (they are 'normal', use of drugstore makeup, etc)										0
Grand Total:										46

NikkieTutorials

NikkieTutorials gets full points for eight of the subcategories, slogan, repetitiveness,

completeness, appropriateness, aesthetic, literary, user engagement, and positivity. Like

the two YouTubers mentioned previously, NikkieTutorials also has a slogan and

catchphrases she likes to use. She lists out all the products mentioned in the video in the

description box, gives thorough introductions for every product, and also does wear

tests with regular check ins throughout the day, so the information she presents is very

complete. She does not swear or talk about controversial topics, giving her points for

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appropriateness. Similarly, her backdrop is also clean and simple, though unlike the other two mentioned, NikkieTutorials has solid coloured backgrounds as well as patterned ones. Her presentation is well paced and natural sounding, flowing smoothly and is easy to listen to. NikkieTutorials scores highly on user engagement not only because she likes to ask the audience questions for them to leave answers in the comments, but also because she teaches her audience one Dutch word at the end of each video, increasing the level of engagement for her content. She earns points for positivity because she smiles a lot and talks in a very upbeat tone. She also talks about positive things like how her vacation brought her back to a happy place in life. She scores highly on relevance as well, with four points total. Like James Charles, she does the popular Bratz challenge. She also reviews the newest products and collections, and uploads videos in accordance to upcoming holidays, such as Valentine's Day. The four subcategories NikkieTutorials got 0 points in are passion, accuracy, unity, and motivational. Nikkie Tutorial does not talk about her love for the industry and her job in the five videos analyzed, and her presentation style tends to be more calm. Her information may or may not be accurate but she does not say anything in particular that makes her come off as an expert in the field. She also does not say things that make her fans feel like a part of one specific community, nor does she offer encouragement or support for them. NikkieTutorials gets a total of 58 points.
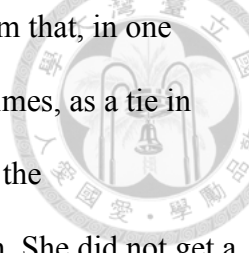
The results are as follows:

Table 9: NikkieTutorials

	Video 1	Video 2	Video 3	Video 4	Video 5	Total
Trustworthiness:						
Honesty/Transparency (about sponsorships, biases, etc)				✔	✔	2
Morality (do they seem to be 'good' people)					✔	1
Professionalism			✔	✔		2
Passion (love what they do, not in it for the money)						0
Consistency:						
Slogan (greetings)	✔	✔	✔	✔	✔	5
Repetitiveness (stick to opinion, catchphrases etc)	✔	✔	✔	✔	✔	5
Info Quality:						
Completeness (list out detailed info, etc)	✔	✔	✔	✔	✔	5
Accuracy						0
Appropriateness	✔	✔	✔	✔	✔	5
Instructive	✔	✔		✔		3
Relevance	✔	✔		✔	✔	4
Appeals:						
Aesthetic (backdrop, attractiveness)	✔	✔	✔	✔	✔	5
Literary (articulation)	✔	✔	✔	✔	✔	5
Curiosity (memory or hook)		✔	✔			2
Personal connection (life stories)	✔			✔		2
User engagement	✔	✔	✔	✔	✔	5
Unity (make fans feel part of something, appreciated)						0
Reward					✔	1
Positivity (bubbly, happy)	✔	✔	✔	✔	✔	5
Motivational (encouragement)						0
Relatability (they are 'normal', use of drugstore makeup, etc)			✔			1
Grand Total:						58

Carli Bybel

Carli Bybel scores full points for the slogan, completeness, aesthetic, literary, and motivational subcategories. Like the others, she has a slogan she uses in every video. She always lists the products she's wearing in the description box, letting her hit the completeness subcategory every time. Physically, she has a look that would be considered attractive by today's standards of beauty in the western world. In contrast with the first three YouTubers, she does not have a particularly professional looking backdrop, using instead rooms in her house as a backdrop, but is quite dimly lit. Her presentation style is also very natural and conversational. Unlike the other YouTubers mentioned so far, she scores full points for the motivational subcategory, because she

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puts an inspirational quote at the beginning of every video. Apart from that, in one video, she also gives encouragement for people going through hard times, as a tie in with her personal story about a recent breakup. She also does well in the appropriateness and personal connection aspects, scoring four in both. She did not get a perfect five for appropriateness because she swears in one video, but the rest of the videos analyzed is free of swearing and has content appropriate for all ages. Her videos tend to be quite personal in nature. For instance, she shares stories about her breakup and trip to Mexico, as well as shows footage of her cats, and has a Q&A video with her mom answering questions about her. There are eight subcategories she did not receive any points for. These are morality, professionalism, passion, repetitiveness, accuracy, unity, reward, and relatability. Carli Bybel does not seem like a bad person by any means, but she does not specifically talk about helping others or saying nice things about others, etc, thus giving her a low score in morality. She comes off as a regular girl chatting with her friends while she does her makeup, and does not seem to test products thoroughly, which is why she does not get any points for professionalism. She does not talk about her love for makeup and beauty, nor does she have any particular catchphrases or products she talks about frequently. Since she does not give very detailed product reviews, she also does not score points for accuracy. While she does engage in viewer interactions a lot, she does not create a sense of unity for her audience base, such as with a name for her fandom, etc. While Carli Bybel does not seem to be living as extravagant a lifestyle as say, jeffreestar, she also does not say anything that makes her seem especially relatable, unless her personal stories resonate with a viewer's own experiences, which is possible. Carli Bybel scores a total of 45 points.

The results are as follows:

Table 10: Carli Bybel

	Video 1	Video 2	Video 3	Video 4	Video 5	Total
Trustworthiness:						
Honesty/Transparency (about sponsorships, biases, etc)				✔		1
Morality (do they seem to be 'good' people)						0
Professionalism						0
Passion (love what they do, not in it for the money)						0
Consistency:						
Slogan (greetings)	✔	✔	✔	✔	✔	5
Repetitiveness (stick to opinion, catchphrases etc)						0
Info Quality:						
Completeness (list out detailed info, etc)	✔	✔	✔	✔	✔	5
Accuracy						0
Appropriateness	✔	✔		✔	✔	4
Instructive			✔	✔	✔	3
Relevance	✔			✔	✔	3
Appeals:						
Aesthetic (backdrop, attractiveness)	✔	✔	✔	✔	✔	5
Literary (articulation)	✔	✔	✔	✔	✔	5
Curiosity (memory or hook)				✔		1
Personal connection (life stories)	✔	✔	✔		✔	4
User engagement	✔	✔	✔			3
Unity (make fans feel part of something, appreciated)						0
Reward						0
Positivity (bubbly, happy)		✔				1
Motivational (encouragement)	✔	✔	✔	✔	✔	5
Relatability (they are 'normal', use of drugstore makeup, etc)						0
Grand Total:						45

Jaclyn Hill

Jaclyn Hill only scores full points on two subcategories, literary and personal connection. Like all the others, she is conversational and has a natural way of speaking, if a bit fast. She does well in the personal connection aspect because she shares personal stories, shows footage of her house and her dog, and even shows personal text messages on screen. She scores four points for aesthetic and instructiveness. She films most of her videos in front of a clean, solid background. Her videos also tend to be instructive, with not only in- depth reviews of products, but she also gives tips for application techniques in most of her videos. Surprisingly, she scores low for most subcategories on the list so far, scoring 0 for 10 of them. These are honesty, morality, professionalism, passion,

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repetitiveness, completeness, accuracy, curiosity, unity, and reward. It must be noted that again, this does not mean she is dishonest or immoral; she simply does not say anything to highlight her honesty or morality. It is also important to remember that professionalism here refers to attitude, not skill, so while her videos are very instructive with specific instructions, she does not demonstrate that she did a lot of prior research nor does she do thorough tests of products like regular check ins. Jaclyn Hill only scores 33 points in total.
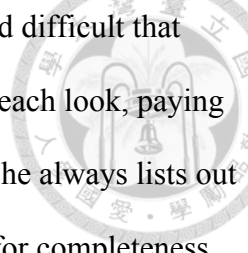
The results are as follows:

Table 11: Jaclyn Hill

	Video 1	Video 2	Video 3	Video 4	Video 5	Total
Trustworthiness:						
Honesty/Transparency (about sponsorships, biases, etc)						0
Morality (do they seem to be 'good' people)						0
Professionalism						0
Passion (love what they do, not in it for the money)						0
Consistency:						
Slogan (greetings)	✔	✔				2
Repetitiveness (stick to opinion, catchphrases etc)						0
Info Quality:						
Completeness (list out detailed info, etc)						0
Accuracy						0
Appropriateness	✔	✔			✔	3
Instructive	✔	✔	✔		✔	4
Relevance		✔	✔	✔		3
Appeals:						
Aesthetic (backdrop, attractiveness)	✔	✔	✔		✔	4
Literary (articulation)	✔	✔	✔	✔	✔	5
Curiosity (memory or hook)						0
Personal connection (life stories)	✔	✔	✔	✔	✔	5
User engagement	✔				✔	2
Unity (make fans feel part of something, appreciated)						0
Reward						0
Positivity (bubbly, happy)	✔		✔		✔	3
Motivational (encouragement)		✔				1
Relatability (they are 'normal', use of drugstore makeup, etc)	✔					1
Grand Total:						33

Dope2111

Dope2111 is a channel that is known for dramatic makeup tutorials. She scores full points for professionalism, completeness, appropriateness, instructiveness, aesthetic,

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and literary. Her makeup transformations are so unique, dramatic, and difficult that apart from being highly skilled, she obviously put a lot of effort into each look, paying close attention to details, giving her full points for professionalism. She always lists out the products she is wearing in the description box, giving her points for completeness. Her videos are appropriate for all ages. She does not swear nor talk about sensitive topics. In fact, she stays quite focused on the makeup and rarely talks about other things. She always films in front of a solid colour background, much like many of the others. Finally, she gets points for the literary subcategory because she speaks in a clear voice and is very easy to follow. She gets 0 for 11 subcategories, even more than Jaclyn Hill. This is due to the nature of her channel. Unlike the other channels mentioned so far, Dope2111's videos are practically all strictly makeup tutorials and transformations. She rarely divulges personal information or talks about things other than how to achieve a certain look. With most of the popular beauty channels nowadays, the YouTuber creates the illusion that they are chatting with their views, that they are your friends, and that the viewers can get to know them on a personal level, but Dope2111 does not attempt to create that sort of atmosphere. She scores a total of 36 points.

The results are as follows:

Table 12: Dope2111

				Video 1	Video 2	Video 3	Video 4	Video 5	Total
Trustworthiness:									
Honesty/Transparency (about sponsorships, biases, etc)								✔	1
Morality (do they seem to be 'good' people)									0
Professionalism				✔	✔	✔	✔	✔	5
Passion (love what they do, not in it for the money)									0
Consistency:									
Slogan (greetings)									0
Repetitiveness (stick to opinion, catchphrases etc)									0
Info Quality:									
Completeness (list out detailed info, etc)				✔	✔	✔	✔	✔	5
Accuracy									0
Appropriateness				✔	✔	✔	✔	✔	5
Instructive				✔	✔	✔	✔	✔	5
Relevance					✔		✔	✔	3
Appeals:									
Aesthetic (backdrop, attractiveness)				✔	✔	✔	✔	✔	5
Literary (articulation)				✔	✔	✔	✔	✔	5
Curiosity (memory or hook)									0
Personal connection (life stories)						✔			1
User engagement									0
Unity (make fans feel part of something, appreciated)									0
Reward				✔					1
Positivity (bubbly, happy)									0
Motivational (encouragement)									0
Relatability (they are 'normal', use of drugstore makeup, etc)									0
Grand Total:									36

Tati

Tati scores full points for slogan, completeness, appropriateness, aesthetic, and literary. Much like many of the others, Tati has a slogan and lists out all the products she is wearing or talks about in the description box. She does not swear at all on her channel and her videos are appropriate for all ages. Aesthetically, she has a nice studio background that is very pleasing to the eye. She also speaks in a natural, conversational way, but Tati's audience in particular often comments on how she is, so apart from having an natural presentation style, Tati is also especially well spoken. She also scores highly on accuracy and personal connection. She lists out specific information about products such as pricing and provides swatches for many products. She also talks about

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the research she did about the products and what she found out. In terms of personal

connection, she talks about her personal life like how her sister just gave birth, as well

shares information about her health, such as how she does not eat sugar because of the

effect sugar has on her skin. The subcategories Tati scored 0 on are morality, passion,

repetitiveness, unity, and motivational much like many of the others. Tati scores a total

of 51 points.

The results are as follows:

Table 13: Tati

				Video 1	Video 2	Video 3	Video 4	Video 5	Total
Trustworthiness:									
Honesty/Transparency (about sponsorships, biases, etc)					✔		✔		2
Morality (do they seem to be 'good' people)									0
Professionalism				✔	✔	✔	✔	✔	5
Passion (love what they do, not in it for the money)									0
Consistency:									
Slogan (greetings)				✔	✔	✔	✔	✔	5
Repetitiveness (stick to opinion, catchphrases etc)									0
Info Quality:									
Completeness (list out detailed info, etc)				✔	✔	✔	✔	✔	5
Accuracy				✔	✔	✔		✔	4
Appropriateness				✔	✔	✔	✔	✔	5
Instructive				✔				✔	2
Relevance									0
Appeals:									
Aesthetic (backdrop, attractiveness)				✔	✔	✔	✔	✔	5
Literary (articulation)				✔	✔	✔	✔	✔	5
Curiosity (memory or hook)					✔	✔			2
Personal connection (life stories)				✔	✔	✔	✔		4
User engagement				✔			✔		2
Unity (make fans feel part of something, appreciated)									0
Reward				✔				✔	2
Positivity (bubbly, happy)						✔			1
Motivational (encouragement)									0
Relatability (they are 'normal', use of drugstore makeup, etc)				✔			✔	✔	3
Grand Total:									52

Manny Mua

Manny Mua scores full points on slogan, aesthetic, and literary, which seems to be

the standard for most popular YouTubers. His backdrop changes between a nice studio

backdrop and a solid coloured one. He also scores highly on completeness and

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relevance. For most of his videos, he lists out all the products mentioned, and he talks a lot about new products or topics his audience is interested in, such as putting on makeup his fans picked out for him. He scored 0 on passion, accuracy, appropriateness, positivity, and motivational. The one that is perhaps more surprising to see on this list is positivity. So far, most of the YouTubers give off particularly positive vibes, and while Manny Mua does not seem upset, neither does he seem especially excited or happy. He scores a total of 41 points.

The results are as follows:

Table 14: Manny Mua

					Video 1	Video 2	Video 3	Video 4	Video 5	Total
Trustworthiness:										
Honesty/Transparency (about sponsorships, biases, etc)						✔				1
Morality (do they seem to be 'good' people)					✔					1
Professionalism								✔	✔	2
Passion (love what they do, not in it for the money)										0
Consistency:										
Slogan (greetings)					✔	✔	✔	✔	✔	5
Repetitiveness (stick to opinion, catchphrases etc)										0
Info Quality:										
Completeness (list out detailed info, etc)					✔	✔	✔		✔	4
Accuracy										0
Appropriateness										0
Instructive					✔	✔	✔			3
Relevance					✔	✔	✔		✔	4
Appeals:										
Aesthetic (backdrop, attractiveness)					✔	✔	✔	✔	✔	5
Literary (articulation)					✔	✔	✔	✔	✔	5
Curiosity (memory or hook)								✔		1
Personal connection (life stories)					✔			✔	✔	3
User engagement						✔			✔	2
Unity (make fans feel part of something, appreciated)					✔	✔				2
Reward						✔				2
Positivity (bubbly, happy)										0
Motivational (encouragement)										0
Relatability (they are 'normal', use of drugstore makeup, etc)										1
Grand Total:										41

Laura Lee

Laura Lee scores five points on slogan, completeness, aesthetic, literary, and positivity. She gives off a very happy energy in her videos. She also scores highly on

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appropriateness, as she only swears in one of the five videos analyzed. The

subcategories she does not hit at all are passion, repetitiveness, accuracy,

instructiveness, personal connection, unity, reward, and motivational. Unlike most of

the others, Laura Lee scores low on instructiveness as she does not give specific step by

step details when she does her makeup, nor does she talk much about application

techniques. Surprisingly, she also scores low on personal connection. Most of the

popular YouTubers share some stories about their personal life, but in these five videos,

Laura Lee does not share anything about her personal life. Laura Lee scores 41 points in

total.

The results are as follows:

Table 15: Laura Lee

				Video 1	Video 2	Video 3	Video 4	Video 5	Total
Trustworthiness:									
Honesty/Transparency (about sponsorships, biases, etc)				✔			✔		2
Morality (do they seem to be 'good' people)						✔			1
Professionalism								✔	1
Passion (love what they do, not in it for the money)									0
Consistency:									
Slogan (greetings)				✔	✔	✔	✔	✔	5
Repetitiveness (stick to opinion, catchphrases etc)									0
Info Quality:									
Completeness (list out detailed info, etc)				✔	✔	✔	✔	✔	5
Accuracy									0
Appropriateness				✔	✔		✔	✔	4
Instructive									0
Relevance						✔	✔	✔	3
Appeals:									
Aesthetic (backdrop, attractiveness)				✔	✔	✔	✔	✔	5
Literary (articulation)				✔	✔	✔	✔	✔	5
Curiosity (memory or hook)					✔				1
Personal connection (life stories)									0
User engagement				✔	✔				2
Unity (make fans feel part of something, appreciated)									0
Reward									0
Positivity (bubbly, happy)				✔	✔	✔	✔	✔	5
Motivational (encouragement)									0
Relatability (they are 'normal', use of drugstore makeup, etc)				✔			✔		2
Grand Total:									41

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PatrickStarrr

The final YouTuber on the list is PatrickStarrr. He scores full points on aesthetic, literary, and curiosity. He does a good job of grabbing the audience's attention by having funny introductions, such as footage of him waking up in the morning. He also scores highly on appropriateness, personal connection, and positivity. He usually does not swear, shares little details about himself like how he grew up watching America's Next Top Model and how he got into YouTube, and also gives off positive energy by talking about things like his health goals and self-care, and just coming off as an excitable person in general. He does not score any points on morality, professionalism, passion, repetitiveness, accuracy, unity, reward, motivational, or relatability. His videos often have dramatic topics, such as transforming himself into Tyra Banks or demonstrating how to draw drag queen eyebrows, as opposed to having more 'regular' tutorials or 'regular' product reviews that the general public may be able to use. He scores a total of 39 points.

The results are as follows:

Table 16: PatrickStarrr

	Video 1	Video 2	Video 3	Video 4	Video 5	Total
Trustworthiness:						
Honesty/Transparency (about sponsorships, biases, etc)	✔			✔		2
Morality (do they seem to be 'good' people)						0
Professionalism						0
Passion (love what they do, not in it for the money)						0
Consistency:						
Slogan (greetings)						2
Repetitiveness (stick to opinion, catchphrases etc)		✔	✔			0
Info Quality:						
Completeness (list out detailed info, etc)				✔	✔	2
Accuracy						0
Appropriateness	✔	✔	✔	✔		4
Instructive			✔	✔	✔	3
Relevance			✔	✔		2
Appeals:						
Aesthetic (backdrop, attractiveness)	✔	✔	✔	✔	✔	5
Literary (articulation)	✔	✔	✔	✔	✔	5
Curiosity (memory or hook)	✔	✔	✔	✔	✔	5
Personal connection (life stories)	✔	✔	✔	✔		4
User engagement		✔				1
Unity (make fans feel part of something, appreciated)						0
Reward						0
Positivity (bubbly, happy)		✔	✔	✔	✔	4
Motivational (encouragement)						0
Relatability (they are 'normal', use of drugstore makeup, etc)						0
Grand Total:						39

4.2   Findings

Characteristics Ranking

Finally, the results were tallied up to see which characteristics appears to be most

frequently displayed by YouTubers. The results are split into two categories:

1. How many YouTubers have shown a certain characteristic at least in one video

2. How many times a certain characteristic was demonstrated in all the videos
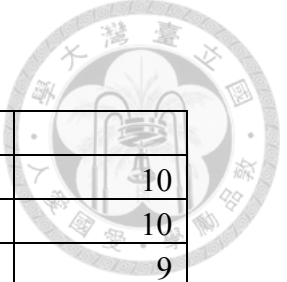
The first category will have results ranking from 0-10, with one point given for

every YouTuber who demonstrates a certain characteristic at least in one video. This is

important because if a YouTuber demonstrates a characteristic in at least one video out

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of the five analyzed, this means they may demonstrate it again in other videos that were not analyzed in this study.

The second category will have results ranking from 0-50, with one point given for every time a YouTuber demonstrates a certain characteristic in each video. This is important because it shows which characteristics are used most frequently in all the videos analyzed.

The results show the characteristics a YouTuber most frequently displays, according to the first category, are aesthetic and literary, followed by honesty, slogan, completeness, instructiveness, relevance, personal connection, and user engagement. The least frequently displayed characteristic is passion, followed by unity, then repetitiveness, accuracy, and motivational.

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Table 17: YouTuber Characteristics Ranking

YouTuber Characteristics Ranking	
Aesthetic (backdrop, attractiveness)	10
Literary (articulation)	10
Honesty/Transparency (about sponsorships, biases, etc)	9
Slogan (greetings)	9
Completeness (list out detailed info, etc)	9
Instructive	9
Relevance	9
Personal connection (life stories)	9
User engagement	9
Appropriateness	8
Curiosity (memory or hook)	8
Professionalism	7
Positivity (bubbly, happy)	7
Reward	5
Relatability (they are 'normal', use of drugstore makeup, etc)	5
Morality (do they seem to be 'good' people)	4
Repetitiveness (stick to opinion, catchphrases etc)	3
Accuracy	3
Motivational (encouragement)	3
Unity (make fans feel part of something, appreciated)	2
Passion (love what they do, not in it for the money)	1

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In terms of the second category, the top five most common characteristics are literary, aesthetic, slogan, completeness, and appropriateness, and the five least common are passion, morality, reward, unity, and relatability.

Table 18: Video Characteristics Ranking

Video Characteristics Ranking	
Literary (articulation)	50
Aesthetic (backdrop, attractiveness)	49
Slogan (greetings)	39
Completeness (list out detailed info, etc)	38
Appropriateness	36
Instructive	31
Relevance	30
Personal connection (life stories)	27
User engagement	25
Positivity (bubbly, happy)	24
Professionalism	21
Curiosity (memory or hook)	18
Honesty/Transparency (about sponsorships, biases, etc)	15
Repetitiveness (stick to opinion, catchphrases etc)	15
Accuracy	8
Motivational (encouragement)	8
Relatability (they are 'normal', use of drugstore makeup, etc)	8
Unity (make fans feel part of something, appreciated)	7
Reward	7
Morality (do they seem to be 'good' people)	4
Passion (love what they do, not in it for the money)	2

Interaction Level

To determine the level of personal interaction, comment count, number of 'thumbs up', and number of 'thumbs down' is taken note of. (See Appendix C for information about each YouTuber's audience interaction) More importantly, the content of the comments was analyzed for:

1. Direct engagement with the audience
2. Direct influence on audience

Direct Engagement with Audience

Many of the YouTubers will leave a comment or two in the comment section of their videos, and this tends to attract a high reaction level from their fans. For instance, Carli Bybel's question *'What are your Valentine's Day plans?'* got 61 replies, and when she asked in her video for book recommendations, many people gave her suggestions in the comment section. James Charles's comment *'Today's video is a perfect example why you SHOULD take makeup advice from men'* got a whopping 470 responses. Similarly, Manny Mua's comment *'YOU GUYS I WANT FEEDBACK! Tell me what you thought of the vlog portion of this video... did you like it?'* got him 388 replies. Even a comment that is not in the form of a question, such as *'Baby .... toothpolish?! WE NEED TO TALK! LMFAO'*, managed to get 93 responses. NikkieTutorials has the habit of leaving a comment for each of her videos, and each one gets hundreds of responses. For instance, her comment *'BYE BYE 2018!!!!!! don't forget to enter the giveaway!!!'* got 444 replies and *'WHO WAS YOUR FAVORITE BRATZ DOLL???'* got 490. Dope2111 also enjoys leaving comments in her videos. Her question *'Do you guys want to see more Illusion Videos??!'* got her 189 replies. Laura Lee left a question that allowed her fans to directly influence the content of her future videos, *'Ok, where is the NEXT worst reviewed place im going to?'* and that got 273 replies. These YouTubers

leave comments written in a very colloquial, informal manner, that do not sound like they have been edited and polished to perfection. This gives them a personal touch and makes fans feel like they are normal, everyday people, unlike celebrities. By leaving these questions and comments under their videos, they make fans believe they care about their opinions and creates the illusion that they are friends.

Direct Influence on Audience
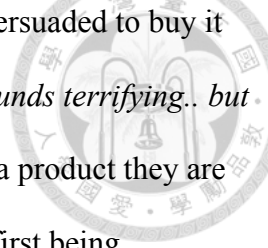
For branding implications, it is important to see if the YouTubers actually have any influence over their audience. It is crucial that they are able to persuade them into making purchases. It did not take long to find examples of audiences being directly influenced by the YouTubers. *'You sucked me in Jaclyn!!!!! This palette is on my next to purchase'* said one fan. Another asked Jaclyn Hill *'Pls tell me what that blue eyeliner is in your waterline it's gorgeous!'*, showing that the YouTubers do not even have to directly promote a product, but simply wear it to persuade others to purchase. Comments such as

'Omg James! You finally found it! Do you have any tips on matching concealer? I really need to know because most of my concealers are darker than my skin or lighter than my skin'

show that audience members believe strongly in the expertise of these YouTubers, and will follow the suggestions that they give. Some fans have so much trust in the YouTubers that they say things like

'Am I the only one who won't buy anything unless it's jeffreestar approved?', 'I'M SO HAPPY I WATCHED THIS REVIEW, I was about to buy the foundation, but it looked sketchy, so I searched it on YouTube, and I think you just saved my wallet tbh.', and *'My makeup would be a disaster without you in my life.'.*

Even when the audience is skeptical of a product, they may be persuaded to buy it just because a YouTuber liked it, as seen with this comment *'This sounds terrifying.. but if you recommend it I'll try it'*. Others will ask YouTubers to review a product they are interested in, because they are hesitant to buy the product without it first being 'approved' by their trusted YouTubers, such as the person who left the comment *'Tati, please try Crown Brushes. They are a more affordable option. I want to know your opinion.'*. Examples such as these are abound in the comment sections of the YouTubers' videos, and they prove that YouTubers do indeed have strong influence over the target audiences beauty brands want to reach.

Below are the different dimensions of interactions shown from the comments, with an example illustrating each.

Table 19: Dimensions of Interactions

Dimension	Example
Engagement	
• High response rate to general question	NikkieTutorial's question: *'WHO WAS YOUR FAVORITE BRATZ DOLL???'* received 490 responses
• High response rate to comment	James Charles' comment: *'Today's video is a perfect example why you SHOULD take makeup advice from men '*received 470 responses
• High response rate to question that allows audience to have direct influence over content	Laura Lee's question: *'Ok, where is the NEXT worst reviewed place im going to?'* received 273 responses
Influence	
• Influence by wearing/showing product	*'Pls tell me what that blue eyeliner is in your waterline it's gorgeous!'*
• Trust in YouTuber's expertise	*'My makeup would be a disaster without you in my life.'*
• Persuaded to buy product despite earlier doubts	*'This sounds terrifying.. but if you recommend it I'll try it'*
• Desire YouTuber approval before making purchases	*'Tati, please try Crown Brushes. They are a more affordable option. I want to know your opinion.'*

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5. Conclusion

5.1 Results

Summary of Study

21 characteristics were pinpointed to be the most influential in determining popularity on YouTube, according to various literature. These characteristics were compiled and listed in an excel spreadsheet. Five videos for each of the ten most popular beauty gurus on YouTube were then analyzed. Both the content was analyzed for the defined characteristics and the comments were scrutinized to determine the level of audience engagement and influence the YouTuber has.

Two characteristics rankings were derived from the results. The first is a ranking of how many YouTubers possess a certain characteristic, and the second is a ranking of how many times a YouTuber demonstrates a certain quality throughout all five videos.

The total number of points a YouTuber received appears to have no significant bearing on their popularity compared to the others on the list.

It is also determined that popular YouTubers have high levels of direct engagement with their audience, and holds direct influence over the audiences' purchasing behaviour.

Characteristics Ranking

This study has determined which characteristics popular YouTubers tend to possess, as well as which characteristics appear to be least demonstrated on YouTube. Aesthetic appeal and literary appeal, in other words, good presentation skills, appear to be characteristics all popular YouTubers have in common. These appeals are the basic skills a YouTuber needs to possess. Without these skills, it may be difficult to garner a

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wide audience base regardless of content. These characteristics can be considered

necessary conditions or points of parity amongst the YouTubers.

Though the two rankings differ slightly on which characteristics are the next most

common, the two overlapping characteristics in the top five are completeness and

slogan. It is essential for audiences to feel that they are getting the information they seek

from the videos, and that the way the YouTubers present the information is useful for

them when making purchasing decisions. Having a consistent slogan is also important

for audiences and if a YouTuber does not use the slogan in a video, audiences may feel

that something is missing.

The characteristics that overlap in the five least common characteristics for both

rankings are passion and unity. YouTubers do not have to explicitly express their love

for what they do. Perhaps their passion for the industry comes forth in their mannerisms

and the way they present themselves, but audiences do not appear to care for literal

expressions of their love for makeup.

YouTuber Type

It is interesting to note that while the most popular YouTuber on the list, James

Charles, uses the unity appeal, one of the least common characteristics, all the time,

while the other YouTubers use it significantly less. Perhaps the unity appeal is a good

'bonus' to have if the YouTuber already possesses the other more important

characteristics. It could be that the unity appeal helps a YouTuber rise a bit above the

others, provided that the other characteristics have already been met. In this case, unity

is considered a point of difference, that helps one YouTuber to rise above the others,

provided they already meet the other necessary conditions.

While most of the YouTubers display characteristics at a frequency that is consistent

to what the rankings would suggest, it is clear here that each YouTuber may still use

different characteristics to their advantage. Thus, the YouTubers are broken down into a few categories based on which characteristics they tend to utilize more.

The three types of YouTubers, as defined by the characteristics they demonstrated in the study are:

1. Textbook Influencers
2. Mood Lifters
3. Stars

Textbook Influencers

The 'Textbook Influencer' type YouTuber are those who demonstrate all the 'correct' characteristics, meaning all the characteristics they demonstrate frequently are characteristics that other popular YouTubers tend to exhibit, and all the characteristics they do not demonstrate are characteristics also not commonly displayed by other popular YouTubers. To fit under this category, the YouTuber must not have more than one characteristic that is considered 'out of place' on the characteristic ranking lists. The YouTubers who fit under this category are Jaclyn Hill, Tati, and Manny Mua.

Jaclyn Hill's characteristics are consistent to what the two ranking lists suggest. The only characteristic that is out of place is completeness, which she scored 0 while other YouTubers tend to score highly for. The frequency for all other characteristic she demonstrates are consistent with how other YouTubers tend to display them. Tati, much like Jaclyn Hill, also demonstrates characteristics at the frequency other YouTubers tend to do. The only exception is accuracy, a low frequency characteristic, which she scored highly on. Manny Mua's characteristic frequencies are consistent with what the rankings suggest, with no exceptions.

The Mood Lifters

The 'Mood Lifters' are given this label because they are especially adept at spreading positive energy to their audiences. For the most part, they score highly on positivity, which is a middle frequency characteristic for most other YouTubers. NikkieTutorials, Carli Bybel, Laura Lee, and PatrickStarrr all fit under this category.

NikkieTutorials scores highly on positivity as well as user engagement, which are both middle ranking characteristics. She talks in a very upbeat tone in all her videos, and the reason her particular user engagement style is uplifting is because she talks to her audiences in a very happy, conversational manner, which makes it sound like she is chatting with a good friend.

Similarly, Laura Lee and PatrickStarrr score highly on positivity as well. Laura Lee scores low on instructiveness and personal connection, which are high frequency ranking characteristics, which is the reason why she does not fit under the 'Textbook Influencers' category and fits under the 'Mood Lifters' better. PatrickStarrr also scores highly on curiosity, a low ranking characteristic, and the way he uses curiosity triggers adds to his positive energy, by including many funny introductions to his videos.

Carli Bybel, on the other hand, has a low score for positivity. The reason she still fits under this category is because her positive energy is not the happy, bubbly type like the other three, but instead, the motivational, encouraging type. She scores highly on motivational, which is normally a low ranking characteristic. Apart from putting inspirational quotes in her videos, she also gives her audiences advice and encouragement.

The Stars

The last category is the 'Stars'. These are the YouTubers who displays characteristics unlike what the ranking lists would suggest but have a very unique style

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that makes them stand out and become popular even though they may not display the 'correct' characteristics. The YouTubers under this category are James Charles, jeffreestar, and Dope2111.
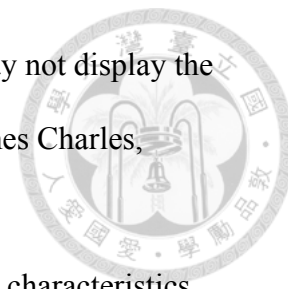
Out of all the YouTubers on the list, James Charles hits the most characteristics, whether they are high frequency or low frequency characteristics. There is only one characteristic he does not hit, which is morality. This shows that not only does he have all the 'basic requirements' to be a YouTuber, he has many desirable qualities that other people have less of, that make him stand out. He is very charismatic and fun to watch, as well as highly skilled and provides useful information. Basically, he has all the qualities existing literature claims a successful YouTuber needs, displaying 20 out of the 21 characteristics used in this study. It is interesting to note that he scores particularly high on unity, a characteristic most YouTubers do not score high on, which could be the reason he has such a strong fan base. He is able to create a solid sense of community within his audience members.

Another YouTuber with a unique style is jeffreestar. In terms of aesthetics, he is extremely memorable and very different from everyone else. His style is dramatic and very consistent throughout all his videos, as he scored highly on repetitiveness. He has certain catchphrases he uses in every video, which audiences will quickly associate with him. He scores low on positivity and appropriateness, which are middle ranking characteristics. The assumption may be that one needs at least a little positivity for audiences to like them, but jeffreestar did not get any points at all for positivity. He is not relatable and also scored quite low for personal connection, a fairly high ranking characteristic. It may appear that this kind of combination would not create a popular YouTuber, yet jeffreestar is the second most popular influencer in this study. He was able to take his distinct style and make it work to his advantage. He is also a very

controversial figure and often involved in a lot of drama, which was not taken into account for this study, but perhaps suggests that he is able to draw people's attention, whether they like him or not.
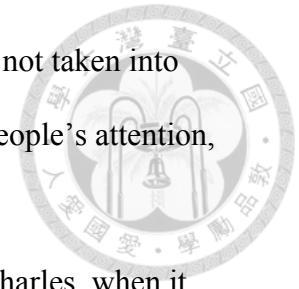
Dope2111 is a special case in that she is the opposite of James Charles, when it comes to the characteristics. She displayed the least number of characteristics out of all the YouTubers. There are a handful of characteristics she scores highly on, and many she did not get any points for, with very little in between. Still, she has a large audience base. The reason for this could be because she has found a unique niche where she excels in. Her videos are purely dramatic makeup transformations, which she is highly skilled at. This makes her unique, and the other YouTubers are not able to compete with her in this regard, no matter how charismatic they may be. Apart from enjoying her content, there are probably also many people who enjoy her focus on her particular topic, who are there just to watch transformation tutorials, and are not interested in hearing YouTubers talk about their personal lives or promote products.

Interaction Level

Most of the YouTubers have a high level of direct interaction with their audiences. From audience comments, it is also easy to see that they hold direct influence over their audiences' purchasing decisions. The only exception is the last YouTuber on the list, PatrickStarrr. He did not leave comments in the comment section of the five videos for his audience to reply to. There were also no comments that showed his influence over his fan base, at the time of the study. However, the other nine YouTubers all showed evidence of direct audience engagement and/or influence over their audiences, showing that popular YouTubers are trusted and audiences seek a personal connection with them.

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5.2   Branding Implications
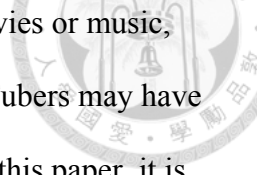
Why would a brand choose to endorse a YouTuber over a celebrity? This paper discusses two factors that make YouTubers potentially appealing to brands, determined from analyzing the interaction between YouTubers and their audiences:

1. High level of interaction between YouTubers and audiences
2. YouTubers are trusted experts

High Level of Interaction Between YouTubers and Audiences

There is a high level of interaction between YouTubers and audiences, while traditional forms of advertising do not allow for this personal connection. Nine out of the ten YouTubers analyzed in this study has a high level of personal interactions with the audience, via the comment section of their videos. Audience members feel free to leave comments and questions for a YouTuber to see, and they also respond to questions and comments the YouTuber posts. The interaction level is more personal and creates a sense of familiarity and trust, as well as sense of community. Rather than simply paying homage to a 'godlike' figure, such as in the case of a celebrity, followers of YouTubers recognize that they are part of a community where the leader of that community, the YouTuber, is actively involved (Cocker and Cronin 2017). Due to the nature of this relationship, fans tend to be less skeptical and more supportive of a YouTuber, whom they see as a friend. There are fans who purchase any products the YouTuber creates, many of which are collaborations with brands, because they want to support the YouTuber, whom they consider a friend. Many brands are now creating collaborations with popular YouTubers, because it is a tactic that works. For instance, Morphe has collaborations with both James Charles and Jaclyn Hill, while ColourPop had a collaboration with Laura Lee.

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YouTubers are Trusted Experts

Celebrities tend to be famous because of productions such as movies or music, which are not necessarily related to what the brand sells, while YouTubers may have expertise in a specific field that is related to the brand. In the case of this paper, it is makeup. Thus, the YouTubers are seen as experts in this field (Fred 2015), as clearly demonstrated by the comments audiences leave on their videos, while celebrities have a more general aura of fame. People trust that the YouTuber knows what they are talking about, and believe that YouTubers are more knowledgeable in makeup and beauty than they are, while celebrities may not have that credibility. In some cases, as seen in the comments observed, fans will only make purchases of products that are approved by a certain YouTuber. In extreme cases, fans may purchase an item they have no confidence in, just because a YouTuber likes it and they trust the YouTuber's expert opinion. YouTubers write and produce their own videos, while celebrities are fed lines by the brands so fans are more likely to believe that a YouTuber's video conveys their true expert opinions while celebrities say anything the brands pay them to say. However, brands who want YouTubers to promote their products need to be careful to give control over the video and script to the YouTuber, and not try to influence the YouTuber's content too much, in order to provide authenticity. As YouTubers become more popular, their credibility becomes lower if they are seen as inauthentic and profit driven (Fred 2015). In terms of collaborations, because beauty YouTubers are experts in makeup, they can contribute immensely to projects, and actually co-create a product with the brand, instead of simply slapping their name onto a product. Audiences are aware of this and it is another factor that sets them apart from celebrities, whose expertise lie elsewhere.

Implications

YouTube allows an easy way for consumers to research a product without consulting various sites for product reviews (Fred 2015). They simply have to watch videos of their favourite YouTubers reviewing a product and make a decision based on what the YouTubers say. Brands no longer have to spend money placing ads in various places, because they know their target audience will search out videos of YouTubers promoting certain products all on their own. Brands simply have to pinpoint which YouTubers have the fan base they want to target, and they can be confident that the message they convey through the YouTubers will be received by their target audience. However, it is of utmost importance which YouTubers brands choose to collaborate with, because a YouTuber's reputation and image directly influences how the audience views the brand (Burke 2017).

5.3 Limitations

There are some limitations to this study:

1. Limited sample size

2. Difficulty in defining characteristics

Limited Sample Size

One of these limitations is the limited sample size. Five of the newest beauty related videos per YouTuber were analyzed, but these five are not necessarily representative of the YouTuber. It is possible these five videos just happen to include more of certain characteristics and less of others. Analyzing more videos per YouTuber will give a clearer picture of which characteristics are utilized more by the YouTubers. Future studies can also study more than 10 YouTubers, in order to widen the scope of the research.

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Difficulty in Defining Characteristics

The second limitation is the difficulty in defining some of the characteristics of the list. It can be difficult to pinpoint exactly at which point of the videos do the YouTubers demonstrate a certain quality. Since this research was a case study by observation, it is possible the results would differ with a different observer. Enlisting several different observers to analyze the same videos and averaging the results can help with decreasing the effects of biases.

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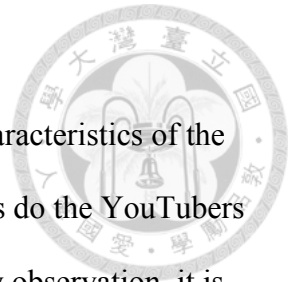
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Appendices

Appendix A: Channel Information

Channel Name	James Charles	
Real Name	James Charles Dickinson	
Subscribers	14M	
# of Videos	200	
Upload frequency	Twice a week	
Total Views	1.1B	
Date Joined	12/1/15	
Other social media	Subscribers/Followers	
Instagram	14M	
Twitter	3M	

Channel Name	jeffreestar	
Real Name	Jeffrey Lynn Steininger Jr	
Subscribers	12.8M	
# of Videos	324	
Upload frequency	Roughly once a week	
Total Views	1.3B	
Date Joined	2/14/06	
Other social media	Subscribers/Followers	
Instagram	11.2M	
Twitter	3.35M	
Snapchat		
Facebook	2.7M	

Channel Name	NikkieTutorials	
Real Name	Nikkie de Jager	
Subscribers	11.6M	
# of Videos	707	
Upload frequency	1-2 per week	
Total Views	1.0B	
Date Joined	6/23/08	
Other social media	Subscribers/Followers	
Instagram	11.7M	
Twitter	1.5M	

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Channel Name	Carli Bybel	
Real Name	Carli Bybel	
Subscribers	6.1M	
# of Videos	521	
Upload frequency	Roughly once a week	
Total Views	589M	
Date Joined	6/26/11	
Other social media	Subscribers/Followers	
Instagram	5M	
Twitter	569K	
Facebook	2.8M	
Fashion Instagram	2.1 M	

Channel Name	Jaclyn Hill		
Real Name	Jaclyn Roxanne Hill		
Subscribers	5.8M		
# of Videos	331		
Upload frequency	Roughly once every one or two weeks		
Total Views	483M		
Date Joined	9/7/10		
Other social media	Subscribers/Followers		
Instagram	6.2M		
Twitter	1.89M		

Channel Name	Dope2111		
Real Name	Promise Tamang Phan		
Subscribers	5.6M		
# of Videos	230		
Upload frequency	Roughly once every one or two weeks		
Total Views	1.3B		
Date Joined	6/28/09		
Other social media	Subscribers/Followers		
Instagram	1.3M		
Twitter	68.9K		
Facebook	970K		

Channel Name	Tati	
Real Name	Tati Westbrook	
Subscribers	5.4M	
# of Videos	1527	
Upload frequency	Three times a week	
Total Views	1.1B	
Date Joined	11/7/10	
Other social media	Subscribers/Followers	
Instagram	1.5M	
Twitter	658K	
Facebook	394K	

Channel Name	Manny Mua	
Real Name	Manuel Gutierrez	
Subscribers	4.8M	
# of Videos	379	
Upload frequency	Roughly once or twice a week	
Total Views	441.6M	
Date Joined	7/16/14	
Other social media	Subscribers/Followers	
Instagram	4.6M	
Twitter	1.35M	

Channel Name	Laura Lee	
Real Name	Laura Ann Lee	
Subscribers	4.4M	
# of Videos	580	
Upload frequency	Roughly twice a week	
Total Views	556.7M	
Date Joined	6/9/09	
Other social media	Subscribers/Followers	
Instagram	2M	
Twitter	472K	

Channel Name	PatrickStarrr
Real Name	Patrick Simondac
Subscribers	4.2M
# of Videos	310
Upload frequency	Roughly once or twice a week
Total Views	287.6M
Date Joined	2/26/13
Other social media	Subscribers/Followers
Instagram	4.7M
Twitter	524K
Facebook	483.8K

Appendix B: Characteristics Demonstrated in Each Video

James Charles

Basic Information:							
Name of Video	Turning Myself into a Bratz Doll						
Views	12.1 M						
Comments	53625						
Likes	659K						
Dislikes	14K						
Date Uploaded	2/1/19						
Duration	24:34:00						
Video Type	Challenge						
Date Viewed	2/10/19						
Trustworthiness:							
Honesty/Transparency (about sponsorships, biases, etc)	✔ Says photo on IG will be photoshopped						
Morality (do they seem to be 'good' people)							
Professionalism							
Passion (love what they do, not in it for the money)	✔ Talks about how he got into makeup as a kid						
Consistency:							
Slogan (greetings)	✔						
Repetitiveness (stick to opinion, catchphrases etc)	✔						
Info Quality:							
Completeness (list out detailed info, etc)	✔ Very complete look						
Accuracy							
Appropriateness	✔						
Instructive	✔ detailed instructions						
Relevance	✔ following new trend						
Appeals:							
Aesthetic (backdrop, attractiveness)	✔ White						
Literary (articulation)	✔ Speaks very quickly but smoothly						
Curiosity (memory or hook)							
Personal connection (life stories)	✔ Talks about childhood story						
User engagement	✔ Asks questions						
Unity (make fans feel part of something, appreciated)	✔ Establishes familiarity ('you guys know'), addresses one specific subscriber at the end of video						
Reward							
Positivity (bubbly, happy)	✔ Always smiling, lots of laughing						
Motivational (encouragement)							
Relatability (they are 'normal', use of drugstore makeup, etc)							

Basic Information:					
Name of Video	Celebrity Makeup Artist Does My Makeup ft. MakeupByMario				
Views	4.7M				
Comments	18896				
Likes	234K				
Dislikes	4.2K				
Date Uploaded	1/29/19				
Duration	31:56:00				
Video Type	Tutorial				
Date Viewed	2/10/19				
Trustworthiness:					
Honesty/Transparency (about sponsorships, biases, etc)					
Morality (do they seem to be 'good' people)					
Professionalism	✔ Knows palette really well (can answer detailed questions)				
Passion (love what they do, not in it for the money)					
Consistency:					
Slogan (greetings)	✔				
Repetitiveness (stick to opinion, catchphrases etc)	✔				
Info Quality:					
Completeness (list out detailed info, etc)					
Accuracy	✔ Talks about techniques used in Hollywood				
Appropriateness	✔				
Instructive	✔ detailed instructions				
Relevance	✔ invited popular celebrity makeup artist				
Appeals:					
Aesthetic (backdrop, attractiveness)	✔ White				
Literary (articulation)	✔ Speaks very quickly but smoothly				
Curiosity (memory or hook)	✔ Talks about the celebrities the artist worked with before				
Personal connection (life stories)	✔ Talks about when he first started YouTube				
User engagement	✔ Asks questions				
Unity (make fans feel part of something, appreciated)	✔ Refers to fans as 'sisters', shoutouts to fans at end				
Reward					
Positivity (bubbly, happy)	✔ Always smiling, very excited				
Motivational (encouragement)	✔ Talks about how he is happy to see more guys in beauty community				
Relatability (they are 'normal', use of drugstore makeup, etc)					

Basic Information:

Name of Video	Messy Makeup Trivia ft. Jeffree Star & Tati		
Views	11.6M		
Comments	64491		
Likes	524K		
Dislikes	10K		
Date Uploaded	1/25/19		
Duration	35:38:00		
Video Type	Trivia		
Date Viewed	2/11/19		

Trustworthiness:

Honesty/Transparency (about sponsorships, biases, etc)			
Morality (do they seem to be 'good' people)			
Professionalism			
Passion (love what they do, not in it for the money)			

Consistency:

Slogan (greetings)	✔		
Repetitiveness (stick to opinion, catchphrases etc)	✔		

Info Quality:

Completeness (list out detailed info, etc)			
Accuracy			
Appropriateness	✔		
Instructive	✔ detailed instructions		
Relevance	✔ Invited two popular YouTubers to be in video		

Appeals:

Aesthetic (backdrop, attractiveness)	✔ White		
Literary (articulation)	✔ Speaks very quickly but smoothly		
Curiosity (memory or hook)	✔ Funny punishments		
Personal connection (life stories)			
User engagement	✔ Audience gets to choose winner		
Unity (make fans feel part of something, appreciated)	✔ Refers to fans as 'sisters', shoutouts to fans at end		
Reward			
Positivity (bubbly, happy)	✔ Very excited		
Motivational (encouragement)			
Relatability (they are 'normal', use of drugstore makeup, etc)			

Basic Information:

Name of Video	I Tried Following A Bob Ross Tutorial On my Face			
Views	9.4M			
Comments	154387			
Likes	539K			
Dislikes	11K			
Date Uploaded	12/21/18			
Duration	29:44:00			
Video Type	Tutorial			
Date Viewed	2/12/19			

Trustworthiness:

Honesty/Transparency (about sponsorships, biases, etc)				
Morality (do they seem to be 'good' people)				
Professionalism	✔ Shows very thorough process of trying on foundations			
Passion (love what they do, not in it for the money)	✔ Talks about how love for art developed into love for makeup			

Consistency:

Slogan (greetings)	✔			
Repetitiveness (stick to opinion, catchphrases etc)	✔			

Info Quality:

Completeness (list out detailed info, etc)	✔ Shows original video along with tutorial			
Accuracy				
Appropriateness	✔			
Instructive	✔ Talks about tools and methods used			
Relevance	✔ Video is response to subscriber comments and related to famous artist			

Appeals:

Aesthetic (backdrop, attractiveness)	✔ White			
Literary (articulation)	✔ Speaks very quickly but smoothly			
Curiosity (memory or hook)	✔ States in the introduction that this video is in response to comments			
Personal connection (life stories)	✔ Talks about childhood story and shows childhood artwork			
User engagement				
Unity (make fans feel part of something, appreciated)	✔ Refers to fans as 'sisters', shoutouts to fans at end			
Reward	✔ Winter giveaway for subscribers			
Positivity (bubbly, happy)	✔ Very excited			
Motivational (encouragement)				
Relatability (they are 'normal', use of drugstore makeup, etc)				

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Basic Information:								
Name of Video	Find my Perfect Foundation Match…Finally							
Views	13.8M							
Comments	209653							
Likes	601K							
Dislikes	27K							
Date Uploaded	1/8/19							
Duration	36:48:00							
Video Type	General makeup							
Date Viewed	2/11/19							
Trustworthiness:								
Honesty/Transparency (about sponsorships, biases, etc)								
Morality (do they seem to be 'good' people)								
Professionalism	✔ Shows very thorough process of trying on foundations							
Passion (love what they do, not in it for the money)								
Consistency:								
Slogan (greetings)	✔							
Repetitiveness (stick to opinion, catchphrases etc)	✔							
Info Quality:								
Completeness (list out detailed info, etc)	✔ Shows process of picking out foundations							
Accuracy								
Appropriateness	✔							
Instructive	✔ Talks about each foundation, including how it oxidizes, the packaging, the price, etc							
Relevance	✔ Video is response to subscriber comments							
Appeals:								
Aesthetic (backdrop, attractiveness)	✔ White							
Literary (articulation)	✔ Speaks very quickly but smoothly							
Curiosity (memory or hook)	✔ States in the introduction that this video is in response to the most common comments he got in 2018							
Personal connection (life stories)								
User engagement	✔ Asks fans to leave comment telling him which foundation is their favourite							
Unity (make fans feel part of something, appreciated)	✔ Refers to fans as 'sisters', shoutouts to fans at end							
Reward								
Positivity (bubbly, happy)	✔ Very excited							
Motivational (encouragement)								
Relatability (they are 'normal', use of drugstore makeup, etc)								

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jeffreestar

Basic Information:

Name of Video	Jeffree Star x Morphe Reveal
Views	5.6M
Comments	40526
Likes	332K
Dislikes	5.8K
Date Uploaded	2/1/19
Duration	19:09:00
Video Type	Product review
Date Viewed	2/12/19

Trustworthiness:

Honesty/Transparency (about sponsorships, biases, etc)	✔ Gives details about collaboration with Morphe and goes into their history together
Morality (do they seem to be 'good' people)	
Professionalism	✔ Shows indepth knowledge about product, clearly shows he did his research seriously
Passion (love what they do, not in it for the money)	

Consistency:

Slogan (greetings)	✔
Repetitiveness (stick to opinion, catchphrases etc)	✔

Info Quality:

Completeness (list out detailed info, etc)	✔ Thorough introduction of each brush, including prices, materials used, and where they are sold
Accuracy	✔ Provides accurate information for products
Appropriateness	Swears
Instructive	✔ Detailed instruction about how to use each brush
Relevance	

Appeals:

Aesthetic (backdrop, attractiveness)	✔ Blue
Literary (articulation)	✔ Articulate and natural
Curiosity (memory or hook)	
Personal connection (life stories)	✔ Talks about personal history with Morphe, showed 10th grade yearbook photo
User engagement	✔ Uses phrases like 'you guys know', 'if you guys like', very conversational
Unity (make fans feel part of something, appreciated)	
Reward	
Positivity (bubbly, happy)	
Motivational (encouragement)	
Relatability (they are 'normal', use of drugstore makeup, etc)	

Basic Information:

Name of Video	The Truth... Bhad Bhabie CopyCat Makeup Tested
Views	14.M
Comments	54961
Likes	491K
Dislikes	22K
Date Uploaded	1/29/19
Duration	36:02:00
Video Type	Product review
Date Viewed	2/12/19

Trustworthiness:

Honesty/Transparency (about sponsorships, biases, etc)	✔ Disclaimer that it is own opinion, honest about which products he likes and dislikes
Morality (do they seem to be 'good' people)	✔ Talks about thoughts on stealing ideas and honesty
Professionalism	✔ Tests products thoroughly on hands and face, clearly did research on products seriously
Passion (love what they do, not in it for the money)	

Consistency:

Slogan (greetings)	✔
Repetitiveness (stick to opinion, catchphrases etc)	✔

Info Quality:

Completeness (list out detailed info, etc)	✔ Shows each product, including packaging, talks about product details, prices, comparisons etc
Accuracy	✔ Product details
Appropriateness	Swears
Instructive	
Relevance	✔ Talking about popular makeup requested by subscribers

Appeals:

Aesthetic (backdrop, attractiveness)	✔ Blue
Literary (articulation)	✔ Articulate and natural
Curiosity (memory or hook)	✔ Video is response to subscriber comments
Personal connection (life stories)	
User engagement	✔ Addresses subscriber questions
Unity (make fans feel part of something, appreciated)	
Reward	
Positivity (bubbly, happy)	
Motivational (encouragement)	
Relatability (they are 'normal', use of drugstore makeup, etc)	

Basic Information:

Name of Video	$8.00 ELF Primer VS. $52.00 Tatcha Primer
Views	5.9M
Comments	18639
Likes	226K
Dislikes	3.3K
Date Uploaded	1/22/19
Duration	21:40:00
Video Type	Product comparison
Date Viewed	2/11/19

Trustworthiness:

Honesty/Transparency (about sponsorships, biases, etc)	
Morality (do they seem to be 'good' people)	
Professionalism	✔ Refers to packaging instructions and information on brand's website, showing that he takes the time to research products very careful when comparing how the two products perform throughout the day
Passion (love what they do, not in it for the money)	

Consistency:

Slogan (greetings)	✔
Repetitiveness (stick to opinion, catchphrases etc)	✔

Info Quality:

Completeness (list out detailed info, etc)	✔ Compares the two products on many dimensions, like price, quantity, instructions etc, check ins throughout the day to see how product wears
Accuracy	
Appropriateness	Swears
Instructive	✔ Talks about methods to achieve look and proper way of using certain products
Relevance	✔ Talks about new product that subscribers want him to review

Appeals:

Aesthetic (backdrop, attractiveness)	✔ Yellow
Literary (articulation)	✔ Articulate and natural
Curiosity (memory or hook)	✔ Mentions product he introduced in another video and says to go watch the video if we want to know
Personal connection (life stories)	
User engagement	
Unity (make fans feel part of something, appreciated)	
Reward	
Positivity (bubbly, happy)	
Motivational (encouragement)	
Relatability (they are 'normal', use of drugstore makeup, etc)	

Basic Information:

Name of Video	The Truth... Fenty Beauty Concealer & Setting Powder
Views	6.9M
Comments	18205
Likes	281K
Dislikes	4.6K
Date Uploaded	1/13/19
Duration	26:21:00
Video Type	Product review
Date Viewed	2/12/19

Trustworthiness:

Honesty/Transparency (about sponsorships, biases, etc)	✔ Honest about the good and bad of the products
Morality (do they seem to be 'good' people)	
Professionalism	
Passion (love what they do, not in it for the money)	

Consistency:

Slogan (greetings)	✔
Repetitiveness (stick to opinion, catchphrases etc)	✔

Info Quality:

Completeness (list out detailed info, etc)	✔ Shows each product, including packaging, talks about product details, prices, comparisons etc, check ins throughout the day
Accuracy	✔ Product details
Appropriateness	Swears
Instructive	
Relevance	

Appeals:

Aesthetic (backdrop, attractiveness)	✔ Purple
Literary (articulation)	✔ Articulate and natural
Curiosity (memory or hook)	
Personal connection (life stories)	
User engagement	✔ Asks subscribers to comment on what they think of product
Unity (make fans feel part of something, appreciated)	
Reward	
Positivity (bubbly, happy)	
Motivational (encouragement)	
Relatability (they are 'normal', use of drugstore makeup, etc)	

Basic Information:						
Name of Video	Color Changing Foundation… Is It Jeffree Star Approved?					
Views	7.9M					
Comments	21741					
Likes	340K					
Dislikes	4.6K					
Date Uploaded	1/11/19					
Duration	16:43:00					
Video Type	Product Review					
Date Viewed	2/12/19					
Trustworthiness:						
Honesty/Transparency (about sponsorships, biases, etc)						
Morality (do they seem to be 'good' people)						
Professionalism						
Passion (love what they do, not in it for the money)						
Consistency:						
Slogan (greetings)	✔					
Repetitiveness (stick to opinion, catchphrases etc)	✔					
Info Quality:						
Completeness (list out detailed info, etc)						
Accuracy						
Appropriateness	Swears					
Instructive						
Relevance	✔ Review viral product					
Appeals:						
Aesthetic (backdrop, attractiveness)	✔ Brown					
Literary (articulation)	✔ Articulate and natural					
Curiosity (memory or hook)						
Personal connection (life stories)						
User engagement	✔ Uses phrases like 'you guys know', 'if you guys like', very conversational					
Unity (make fans feel part of something, appreciated)						
Reward						
Positivity (bubbly, happy)						
Motivational (encouragement)						
Relatability (they are 'normal', use of drugstore makeup, etc)						

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NikkieTutorials

Basic Information:

Name of Video	KYLIE COSMETICS 2019 Valentine's Day Collection REVIEW | Face Match
Views	1.4M
Comments	4271
Likes	82K
Dislikes	742
Date Uploaded	2/6/19
Duration	24:52:00
Video Type	Product Review
Date Viewed	2/12/19

Trustworthiness:

Honesty/Transparency (about sponsorships, biases, etc)	
Morality (do they seem to be 'good' people)	
Professionalism	
Passion (love what they do, not in it for the money)	

Consistency:

Slogan (greetings)	✔
Repetitiveness (stick to opinion, catchphrases etc)	✔

Info Quality:

Completeness (list out detailed info, etc)	✔ Provides product details like which shades used, etc
Accuracy	
Appropriateness	✔
Instructive	✔ Explains each step of applying the makeup
Relevance	✔ Review newly launched collection with popular artist

Appeals:

Aesthetic (backdrop, attractiveness)	✔ Mauve
Literary (articulation)	✔ Natural, well paced
Curiosity (memory or hook)	
Personal connection (life stories)	✔ Talks about shopping experience in hometown
User engagement	✔ Asks subscribers to leave a comment about which side of the face they like better
Unity (make fans feel part of something, appreciated)	
Reward	
Positivity (bubbly, happy)	✔ Smiles a lot, speaks in an upbeat tone
Motivational (encouragement)	
Relatability (they are 'normal', use of drugstore makeup, etc)	

Basic Information:

Name of Video	TURNING MYSELF INTO A BRATZ DOLL! The Bratz Challenge!
Views	2.3M
Comments	6686
Likes	127K
Dislikes	1.9K
Date Uploaded	1/30/19
Duration	20:29:00
Video Type	Makeup challenge
Date Viewed	2/12/19

Trustworthiness:

Honesty/Transparency (about sponsorships, biases, etc)	
Morality (do they seem to be 'good' people)	
Professionalism	
Passion (love what they do, not in it for the money)	

Consistency:

Slogan (greetings)	✔
Repetitiveness (stick to opinion, catchphrases etc)	✔

Info Quality:

Completeness (list out detailed info, etc)	✔ Provides product details for each step
Accuracy	
Appropriateness	✔
Instructive	✔ Provides details for each step
Relevance	✔ Doing a popular makeup challenge

Appeals:

Aesthetic (backdrop, attractiveness)	✔ Mauve
Literary (articulation)	✔ Natural, well paced
Curiosity (memory or hook)	✔ Doing a popular makeup challenge
Personal connection (life stories)	
User engagement	✔ Addresses audience in commentary in a converational way
Unity (make fans feel part of something, appreciated)	
Reward	
Positivity (bubbly, happy)	✔ Smiles a lot, speaks in an upbeat tone
Motivational (encouragement)	
Relatability (they are 'normal', use of drugstore makeup, etc)	

Basic Information:

Name of Video	$9 FOUNDATION STICK VS. $87 FOUNDATION STICK: Who Wins?
Views	1.4M
Comments	4746
Likes	64K
Dislikes	696
Date Uploaded	1/27/19
Duration	21:08:00
Video Type	Product review
Date Viewed	2/12/19

Trustworthiness:

Honesty/Transparency (about sponsorships, biases, etc)	
Morality (do they seem to be 'good' people)	
Professionalism	✔ Check ins throughout the day, careful inspection of how the makeup wears
Passion (love what they do, not in it for the money)	

Consistency:

Slogan (greetings)	✔
Repetitiveness (stick to opinion, catchphrases etc)	✔

Info Quality:

Completeness (list out detailed info, etc)	✔ Thorough review of both products used, check ins throughout the day
Accuracy	
Appropriateness	✔
Instructive	
Relevance	

Appeals:

Aesthetic (backdrop, attractiveness)	✔ Holographic background
Literary (articulation)	✔ Natural, well paced
Curiosity (memory or hook)	✔ Refers back to an old video
Personal connection (life stories)	
User engagement	✔ Teaches audience a 'Dutch word of the day' and invites subscribers to leave a comment using the word
Unity (make fans feel part of something, appreciated)	
Reward	
Positivity (bubbly, happy)	✔ Smiles a lot, speaks in an upbeat tone
Motivational (encouragement)	
Relatability (they are 'normal', use of drugstore makeup, etc)	✔ Talks about issues she has with her skin

Basic Information:

Name of Video	PORES ARE SHAKING!!! FENTY Beauty Concealer & Setting Powder REVIEW!
Views	1.5M
Comments	4598
Likes	69K
Dislikes	904
Date Uploaded	1/22/19
Duration	21:25
Video Type	Product Review
Date Viewed	2/14/19

Trustworthiness:

Honesty/Transparency (about sponsorships, biases, etc)	✔ States it is not sponsored but she did receive the products for free as PR
Morality (do they seem to be 'good' people)	
Professionalism	✔ Her review is not influenced by the fact that she got the products for free, she talks about both the pros and cons
Passion (love what they do, not in it for the money)	

Consistency:

Slogan (greetings)	✔
Repetitiveness (stick to opinion, catchphrases etc)	✔

Info Quality:

Completeness (list out detailed info, etc)	✔ Introduces each product used in video, even the ones that are not being featured, did a whole day wear test
Accuracy	
Appropriateness	✔
Instructive	✔ Talks about specific undertones of each shade and application techniques
Relevance	✔ Reviews new collection

Appeals:

Aesthetic (backdrop, attractiveness)	✔ Marbled background
Literary (articulation)	✔ Natural, well paced
Curiosity (memory or hook)	
Personal connection (life stories)	✔ Talks about vacation
User engagement	✔ Uses phrases like 'as you know', 'you guys knows', etc, teaches audience a 'Dutch word of the day' and invites subscribers to leave a comment using the word
Unity (make fans feel part of something, appreciated)	
Reward	
Positivity (bubbly, happy)	✔ Smiles a lot, speaks in an upbeat tone, talks about how her vacation brought her back to a positive place
Motivational (encouragement)	
Relatability (they are 'normal', use of drugstore makeup, etc)	

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Basic Information:

Name of Video	2018 BEST MAKEUP PRODUCTS!
Views	1.3M
Comments	19530
Likes	75K
Dislikes	857
Date Uploaded	1/15/19
Duration	21:14:00
Video Type	Favourites
Date Viewed	2/14/19

Trustworthiness:

Honesty/Transparency (about sponsorships, biases, etc)	✔ Clarifies that video is not sponsored
Morality (do they seem to be 'good' people)	✔ Talks about how there are rumours saying people are getting paid for making negative reviews and she said she will not be part of it
Professionalism	
Passion (love what they do, not in it for the money)	

Consistency:

Slogan (greetings)	✔
Repetitiveness (stick to opinion, catchphrases etc)	✔

Info Quality:

Completeness (list out detailed info, etc)	✔ Lists out products mentioned in description
Accuracy	
Appropriateness	✔
Instructive	
Relevance	✔ Talks about favourite products of 2018 at the beginning of 2019

Appeals:

Aesthetic (backdrop, attractiveness)	✔ Marbled background
Literary (articulation)	✔ Natural, well paced
Curiosity (memory or hook)	
Personal connection (life stories)	
User engagement	✔ Asks subscribers to leave comments about favourite products of 2018
Unity (make fans feel part of something, appreciated)	
Reward	✔ Giveaway of the products she mentioned
Positivity (bubbly, happy)	✔ Smiles a lot, speaks in an upbeat tone
Motivational (encouragement)	
Relatability (they are 'normal', use of drugstore makeup, etc)	

Carli Bybel

Basic Information:

Name of Video	FULL FACE DRUGSTORE VALENTINE'S DAY MAKEUP +HAIR!
Views	322K
Comments	960
Likes	14K
Dislikes	303
Date Uploaded	2/13/19
Duration	23:32:00
Video Type	Tutorial
Date Viewed	2/14/19

Trustworthiness:

Honesty/Transparency (about sponsorships, biases, etc)	
Morality (do they seem to be 'good' people)	
Professionalism	
Passion (love what they do, not in it for the money)	

Consistency:

Slogan (greetings)	✔
Repetitiveness (stick to opinion, catchphrases etc)	

Info Quality:

Completeness (list out detailed info, etc)	✔ Lists out information about what makeup she is wearing
Accuracy	
Appropriateness	✔
Instructive	
Relevance	✔ Uploaded right before Valentine's Day

Appeals:

Aesthetic (backdrop, attractiveness)	✔ Model-like look
Literary (articulation)	✔ Natural, conversational, chatty
Curiosity (memory or hook)	
Personal connection (life stories)	✔ Shows footage of cat
User engagement	✔ Asks audience questions throughout video
Unity (make fans feel part of something, appreciated)	
Reward	
Positivity (bubbly, happy)	
Motivational (encouragement)	✔ Introduction has motivational saying
Relatability (they are 'normal', use of drugstore makeup, etc)	

Basic Information:

Name of Video	GET READY WITH ME: LIFE UPDATE
Views	717.9K
Comments	3598
Likes	33K
Dislikes	635
Date Uploaded	1/6/19
Duration	20:32:00
Video Type	Get ready with me
Date Viewed	2/14/19

Trustworthiness:

Honesty/Transparency (about sponsorships, biases, etc)	
Morality (do they seem to be 'good' people)	
Professionalism	
Passion (love what they do, not in it for the money)	

Consistency:

Slogan (greetings)	✔
Repetitiveness (stick to opinion, catchphrases etc)	

Info Quality:

Completeness (list out detailed info, etc)	✔ Lists out information about what makeup she is wearing
Accuracy	
Appropriateness	✔
Instructive	
Relevance	

Appeals:

Aesthetic (backdrop, attractiveness)	✔ Model-like look
Literary (articulation)	✔ Natural, conversational, chatty
Curiosity (memory or hook)	
Personal connection (life stories)	✔ Talks about recent breakup and trip to Mexico
User engagement	✔ Asks audience to give book recommendations, asks for subscribers to leave feedback
Unity (make fans feel part of something, appreciated)	
Reward	
Positivity (bubbly, happy)	✔ Keeps telling audience she hopes 2019 will be a good year for them
Motivational (encouragement)	✔ Introduction has motivational saying, gives encouragement for people going through difficult times
Relatability (they are 'normal', use of drugstore makeup, etc)	

Basic Information:

Name of Video	I GAVE MY MOM A MAKEOVER FOR HER BIRTHDAY! +Q&A	
Views	277K	
Comments	1155	
Likes	10K	
Dislikes	177	
Date Uploaded	12/13/18	
Duration	36:56:00	
Video Type	Tutorial	
Date Viewed	2/14/19	

Trustworthiness:

Honesty/Transparency (about sponsorships, biases, etc)		
Morality (do they seem to be 'good' people)		
Professionalism		
Passion (love what they do, not in it for the money)		

Consistency:

Slogan (greetings)	✔	
Repetitiveness (stick to opinion, catchphrases etc)		

Info Quality:

Completeness (list out detailed info, etc)	✔ Lists out information about what makeup was used	
Accuracy		
Appropriateness		
Instructive	✔ Talks about why she uses certain methods	
Relevance		

Appeals:

Aesthetic (backdrop, attractiveness)	✔ Model-like look	
Literary (articulation)	✔ Natural, conversational, chatty	
Curiosity (memory or hook)		
Personal connection (life stories)	✔ She and her mom answers personal questions audience had	
User engagement	✔	
Unity (make fans feel part of something, appreciated)		
Reward		
Positivity (bubbly, happy)		
Motivational (encouragement)	✔ Introduction has motivational saying	
Relatability (they are 'normal', use of drugstore makeup, etc)		

Basic Information:

Name of Video	MARILYN MONROE HALLOWEEN TRANSFORMATION | Carli Bybel	
Views	355.6K	
Comments	966	
Likes	18K	
Dislikes	333	
Date Uploaded	10/27/18	
Duration	9:46:00	
Video Type	Tutorial	
Date Viewed	2/14/19	

Trustworthiness:

Honesty/Transparency (about sponsorships, biases, etc)	
Morality (do they seem to be 'good' people)	
Professionalism	
Passion (love what they do, not in it for the money)	

Consistency:

Slogan (greetings)	✔
Repetitiveness (stick to opinion, catchphrases etc)	

Info Quality:

Completeness (list out detailed info, etc)	✔ Lists out information about what makeup was used
Accuracy	
Appropriateness	✔
Instructive	✔ Detailed instructions
Relevance	✔ Said subscribers always want to see tutorials for fancy events

Appeals:

Aesthetic (backdrop, attractiveness)	✔ Model-like look
Literary (articulation)	✔ Natural, conversational, chatty
Curiosity (memory or hook)	✔ Starts video with footage of her as Marilyn Monroe
Personal connection (life stories)	✔ Talks about how awkward it was to pretend to be Marilyn Monroe on busy streets and shows behind the scene footage
User engagement	
Unity (make fans feel part of something, appreciated)	
Reward	
Positivity (bubbly, happy)	
Motivational (encouragement)	✔ Introduction has motivational saying
Relatability (they are 'normal', use of drugstore makeup, etc)	

Basic Information:

Name of Video	GET READY WITH ME: MARINE BALL			
Views	461.7K			
Comments	1060			
Likes	17K			
Dislikes	515			
Date Uploaded	11/25/18			
Duration	13:14			
Video Type	Get ready with me			
Date Viewed	2/14/19			

Trustworthiness:

Honesty/Transparency (about sponsorships, biases, etc)	✔ Stated the video is sponsored			
Morality (do they seem to be 'good' people)				
Professionalism				
Passion (love what they do, not in it for the money)				

Consistency:

Slogan (greetings)	✔			
Repetitiveness (stick to opinion, catchphrases etc)				

Info Quality:

Completeness (list out detailed info, etc)	✔ Lists out information about what makeup was used			
Accuracy				
Appropriateness	✔			
Instructive	✔ Detailed instructions			
Relevance	✔ Said subscribers always want to see tutorials for fancy events			

Appeals:

Aesthetic (backdrop, attractiveness)	✔ Model-like look			
Literary (articulation)	✔ Natural, conversational, chatty			
Curiosity (memory or hook)				
Personal connection (life stories)				
User engagement				
Unity (make fans feel part of something, appreciated)				
Reward				
Positivity (bubbly, happy)				
Motivational (encouragement)	✔ Introduction has motivational saying			
Relatability (they are 'normal', use of drugstore makeup, etc)				

Jaclyn Hill

Basic Information:

Name of Video	GET READY WITH ME FOR DATE NIGHT	
Views	1.9M	
Comments	8166	
Likes	88K	
Dislikes	2.7K	
Date Uploaded	2/15/19	
Duration	24:23:00	
Video Type	Tutorial	
Date Viewed	2/22/19	

Trustworthiness:

Honesty/Transparency (about sponsorships, biases, etc)		
Morality (do they seem to be 'good' people)		
Professionalism		
Passion (love what they do, not in it for the money)		

Consistency:

Slogan (greetings)	✔	
Repetitiveness (stick to opinion, catchphrases etc)		

Info Quality:

Completeness (list out detailed info, etc)		
Accuracy		
Appropriateness	✔	
Instructive	✔ Detailed application technique instructions	
Relevance		

Appeals:

Aesthetic (backdrop, attractiveness)	✔ Biege background	
Literary (articulation)	✔ Talks fast, conversational	
Curiosity (memory or hook)		
Personal connection (life stories)	✔ Talks about how changing her diet helped her skin	
User engagement	✔ Addresses untimeliness and thanks subscribers for understanding	
Unity (make fans feel part of something, appreciated)		
Reward		
Positivity (bubbly, happy)	✔ Talks about getting rid of negativity in her life	
Motivational (encouragement)		
Relatability (they are 'normal', use of drugstore makeup, etc)	✔ Talks about her skin problem and what she does to make it better	

Basic Information:

Name of Video	FULL FACE OF DRUGSTORE FIRST IMPRESSIONS	
Views	3M	
Comments	16855	
Likes	113K	
Dislikes	5.9K	
Date Uploaded	1/9/19	
Duration	31:09:00	
Video Type	Product Review	
Date Viewed	2/22/19	

Trustworthiness:

Honesty/Transparency (about sponsorships, biases, etc)		
Morality (do they seem to be 'good' people)		
Professionalism		
Passion (love what they do, not in it for the money)		

Consistency:

Slogan (greetings)	✔	
Repetitiveness (stick to opinion, catchphrases etc)		

Info Quality:

Completeness (list out detailed info, etc)		
Accuracy		
Appropriateness	✔	
Instructive	✔ Detailed application technique instructions	
Relevance	✔ Video in response to subscriber comments	

Appeals:

Aesthetic (backdrop, attractiveness)	✔ Biege background	
Literary (articulation)	✔ Talks fast, conversational	
Curiosity (memory or hook)		
Personal connection (life stories)	✔ Shares childhood story	
User engagement		
Unity (make fans feel part of something, appreciated)		
Reward		
Positivity (bubbly, happy)		
Motivational (encouragement)		
Relatability (they are 'normal', use of drugstore makeup, etc)	✔ Used only drugstore products	

Table 1

Basic Information:				
Name of Video	JAMES CHARLES X MORPHE REVIEW + MAKEUP TUTORIAL			
Views	2.4M			
Comments	6885			
Likes	125K			
Dislikes	4.4K			
Date Uploaded	11/7/18			
Duration	22:08:00			
Video Type	Tutorial + Product Review			
Date Viewed	2/22/19			
Trustworthiness:				
Honesty/Transparency (about sponsorships, biases, etc)				
Morality (do they seem to be 'good' people)				
Professionalism				
Passion (love what they do, not in it for the money)				
Consistency:				
Slogan (greetings)				
Repetitiveness (stick to opinion, catchphrases etc)				
Info Quality:				
Completeness (list out detailed info, etc)				
Accuracy				
Appropriateness	Swears			
Instructive	✔ Detailed application technique instructions			
Relevance	✔ Video in response to subscriber comments			
Appeals:				
Aesthetic (backdrop, attractiveness)	✔ Red background			
Literary (articulation)	✔ Talks fast, conversational			
Curiosity (memory or hook)				
Personal connection (life stories)	✔ Shares personal chat screenshots			
User engagement				
Unity (make fans feel part of something, appreciated)				
Reward				
Positivity (bubbly, happy)	✔ Keeps talking about how good life is right now			
Motivational (encouragement)				
Relatability (they are 'normal', use of drugstore makeup, etc)				

Table 2

Basic Information:			
Name of Video	My Halloween Party | Get Ready With Me		
Views	1.8M		
Comments	7390		
Likes	91K		
Dislikes	2.7K		
Date Uploaded	10/30/18		
Duration	17:18		
Video Type	Get ready with me		
Date Viewed	2/22/19		
Trustworthiness:			
Honesty/Transparency (about sponsorships, biases, etc)			
Morality (do they seem to be 'good' people)			
Professionalism			
Passion (love what they do, not in it for the money)			
Consistency:			
Slogan (greetings)			
Repetitiveness (stick to opinion, catchphrases etc)			
Info Quality:			
Completeness (list out detailed info, etc)			
Accuracy			
Appropriateness	Swears		
Instructive			
Relevance	✔ Halloween video at the end of October		
Appeals:			
Aesthetic (backdrop, attractiveness)			
Literary (articulation)	✔ Talks fast, conversational		
Curiosity (memory or hook)			
Personal connection (life stories)	✔ Shows Halloween décor around house		
User engagement			
Unity (make fans feel part of something, appreciated)			
Reward			
Positivity (bubbly, happy)			
Motivational (encouragement)			
Relatability (they are 'normal', use of drugstore makeup, etc)			

Basic Information:				
	Name of Video	HUGE MAKEUP HAUL!		
	Views	1.7M		
	Comments	7963		
	Likes	68K		
	Dislikes	2K		
	Date Uploaded	10/15/18		
	Duration	9:46:00		
	Video Type	Haul		
	Date Viewed	2/22/19		
Trustworthiness:				
	Honesty/Transparency (about sponsorships, biases, etc)			
	Morality (do they seem to be 'good' people)			
	Professionalism			
	Passion (love what they do, not in it for the money)			
Consistency:				
	Slogan (greetings)			
	Repetitiveness (stick to opinion, catchphrases etc)			
Info Quality:				
	Completeness (list out detailed info, etc)			
	Accuracy			
	Appropriateness	✔		
	Instructive	✔ Detailed review of each product		
	Relevance			
Appeals:				
	Aesthetic (backdrop, attractiveness)	✔ Green background, stylish clothing		
	Literary (articulation)	✔ Talks fast, conversational		
	Curiosity (memory or hook)			
	Personal connection (life stories)	✔ Shows dog in video		
	User engagement	✔ Asks viewers to comment on products they want her to try		
	Unity (make fans feel part of something, appreciated)			
	Reward			
	Positivity (bubbly, happy)	✔ Very excited and upbeat		
	Motivational (encouragement)			
	Relatability (they are 'normal', use of drugstore makeup, etc)			

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doi:10.6342/NTU201900824

Dope2111

Basic Information:				
Name of Video	8 Makeup & Cosplay secrets revealed!!!			
Views	404.7K			
Comments	1529			
Likes	14K			
Dislikes	303			
Date Uploaded	6/30/18			
Duration	5:21:00			
Video Type	Tutorial			
Date Viewed	2/22/19			
Trustworthiness:				
Honesty/Transparency (about sponsorships, biases, etc)				
Morality (do they seem to be 'good' people)				
Professionalism	✔ Very complete transformation, great attention to detail			
Passion (love what they do, not in it for the money)				
Consistency:				
Slogan (greetings)				
Repetitiveness (stick to opinion, catchphrases etc)				
Info Quality:				
Completeness (list out detailed info, etc)	✔ Lists out information about what makeup she is wearing			
Accuracy				
Appropriateness	✔			
Instructive	✔ Detailed steps and tips			
Relevance				
Appeals:				
Aesthetic (backdrop, attractiveness)	✔ Blue background			
Literary (articulation)	✔ Clear voice, easy to follow			
Curiosity (memory or hook)				
Personal connection (life stories)				
User engagement				
Unity (make fans feel part of something, appreciated)				
Reward	✔ Giveaway			
Positivity (bubbly, happy)				
Motivational (encouragement)				
Relatability (they are 'normal', use of drugstore makeup, etc)				

Basic Information:				
Name of Video	Turning Myself into ARIANA GRANDE !!!			
Views	320.6K			
Comments	919			
Likes	13K			
Dislikes	292			
Date Uploaded	2/5/19			
Duration	4:31:00			
Video Type	Tutorial			
Date Viewed	2/23/19			
Trustworthiness:				
Honesty/Transparency (about sponsorships, biases, etc)				
Morality (do they seem to be 'good' people)				
Professionalism	✔ Very complete transformation, great attention to detail			
Passion (love what they do, not in it for the money)				
Consistency:				
Slogan (greetings)				
Repetitiveness (stick to opinion, catchphrases etc)				
Info Quality:				
Completeness (list out detailed info, etc)	✔ Lists out information about what makeup she is wearing			
Accuracy				
Appropriateness	✔			
Instructive	✔ Detailed steps and tips			
Relevance	✔ Turning herself into a popular singer			
Appeals:				
Aesthetic (backdrop, attractiveness)	✔ Pink sparkly background			
Literary (articulation)	✔ Clear voice, easy to follow			
Curiosity (memory or hook)				
Personal connection (life stories)				
User engagement				
Unity (make fans feel part of something, appreciated)				
Reward				
Positivity (bubbly, happy)				
Motivational (encouragement)				
Relatability (they are 'normal', use of drugstore makeup, etc)				

Basic Information:				
Name of Video	UPSIDE DOWN 'REVERSE HEAD' Makeup Tutorial !!!			
Views	1.6M			
Comments	3074			
Likes	49K			
Dislikes	1.1K			
Date Uploaded	1/21/19			
Duration	8:17:00			
Video Type	Tutorial			
Date Viewed	2/23/19			
Trustworthiness:				
Honesty/Transparency (about sponsorships, biases, etc)				
Morality (do they seem to be 'good' people)				
Professionalism	✔ Very complete transformation, great attention to detail			
Passion (love what they do, not in it for the money)				
Consistency:				
Slogan (greetings)				
Repetitiveness (stick to opinion, catchphrases etc)				
Info Quality:				
Completeness (list out detailed info, etc)	✔ Lists out information about what makeup she is wearing			
Accuracy				
Appropriateness	✔			
Instructive	✔ Detailed steps and tips			
Relevance				
Appeals:				
Aesthetic (backdrop, attractiveness)	✔ White background			
Literary (articulation)	✔ Clear voice, easy to follow			
Curiosity (memory or hook)				
Personal connection (life stories)	✔ Shows footage of family reacting to her transformation			
User engagement				
Unity (make fans feel part of something, appreciated)				
Reward				
Positivity (bubbly, happy)				
Motivational (encouragement)				
Relatability (they are 'normal', use of drugstore makeup, etc)				

Basic Information:				
Name of Video	JAMES CHARLES Makeup Transformation!!!			
Views	421.5K			
Comments	6389			
Likes	19K			
Dislikes	433			
Date Uploaded	1/5/19			
Duration	5:56			
Video Type	Tutorial			
Date Viewed	2/23/19			
Trustworthiness:				
Honesty/Transparency (about sponsorships, biases, etc)				
Morality (do they seem to be 'good' people)				
Professionalism	✔ Very complete transformation, great attention to detail			
Passion (love what they do, not in it for the money)				
Consistency:				
Slogan (greetings)				
Repetitiveness (stick to opinion, catchphrases etc)				
Info Quality:				
Completeness (list out detailed info, etc)	✔ Lists out information about what makeup she is wearing			
Accuracy				
Appropriateness	✔			
Instructive	✔ Detailed steps and tips			
Relevance	✔ Transformation into popular Youtuber			
Appeals:				
Aesthetic (backdrop, attractiveness)	✔ White background			
Literary (articulation)	✔ Clear voice, easy to follow			
Curiosity (memory or hook)				
Personal connection (life stories)				
User engagement				
Unity (make fans feel part of something, appreciated)				
Reward				
Positivity (bubbly, happy)				
Motivational (encouragement)				
Relatability (they are 'normal', use of drugstore makeup, etc)				

Basic Information:				
Name of Video	HUMAN to ROBOT Makeup Transformation !!!			
Views	251.K			
Comments	16507			
Likes	7.3K			
Dislikes	178			
Date Uploaded	11/19/18			
Duration	6:21			
Video Type	Tutorial			
Date Viewed	2/23/19			
Trustworthiness:				
Honesty/Transparency (about sponsorships, biases, etc)	✔ Mentions in intro that the video is sponsored			
Morality (do they seem to be 'good' people)				
Professionalism	✔ Very complete transformation, great attention to detail			
Passion (love what they do, not in it for the money)				
Consistency:				
Slogan (greetings)				
Repetitiveness (stick to opinion, catchphrases etc)				
Info Quality:				
Completeness (list out detailed info, etc)	✔ Lists out information about what makeup she is wearing			
Accuracy				
Appropriateness	✔			
Instructive	✔ Detailed steps and tips			
Relevance	✔ Transformation into popular Youtuber			
Appeals:				
Aesthetic (backdrop, attractiveness)	✔ Black background			
Literary (articulation)	✔ Clear voice, easy to follow			
Curiosity (memory or hook)				
Personal connection (life stories)				
User engagement				
Unity (make fans feel part of something, appreciated)				
Reward				
Positivity (bubbly, happy)				
Motivational (encouragement)				
Relatability (they are 'normal', use of drugstore makeup, etc)				

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Tati

Basic Information:

Name of Video	GREAT - CHEAP - NEW - DRUGSTORE MAKEUP
Views	767K
Comments	6010
Likes	43K
Dislikes	597
Date Uploaded	2/22/19
Duration	18:20:00
Video Type	Product Review
Date Viewed	2/24/19

Trustworthiness:

Honesty/Transparency (about sponsorships, biases, etc)	
Morality (do they seem to be 'good' people)	
Professionalism	
Passion (love what they do, not in it for the money)	

Consistency:

Slogan (greetings)	✔
Repetitiveness (stick to opinion, catchphrases etc)	

Info Quality:

Completeness (list out detailed info, etc)	✔ Lists out information about each product mentioned
Accuracy	✔ Gives detailed product information such as pricing, product name, and swatches
Appropriateness	✔
Instructive	✔ Talks about how she is applying each product and their pros and cons
Relevance	

Appeals:

Aesthetic (backdrop, attractiveness)	✔ Nice studio background
Literary (articulation)	✔ Natural, conversational
Curiosity (memory or hook)	
Personal connection (life stories)	✔ Talks about Game of Thrones
User engagement	✔ Asks viewers to leave opinions in comments and talks about when she will be online responding to comments
Unity (make fans feel part of something, appreciated)	
Reward	✔ Talks about upcoming giveaway
Positivity (bubbly, happy)	
Motivational (encouragement)	
Relatability (they are 'normal', use of drugstore makeup, etc)	✔ Video about drugstore makeup

Basic Information:

Name of Video	WEIRD PRODUCTS … The Future of Beauty
Views	1.1M
Comments	3484
Likes	48K
Dislikes	959
Date Uploaded	2/20/19
Duration	22:22:00
Video Type	Product Review
Date Viewed	2/24/19

Trustworthiness:

Honesty/Transparency (about sponsorships, biases, etc)	✔ Talks about how a video she filmed before was not sponsored
Morality (do they seem to be 'good' people)	
Professionalism	
Passion (love what they do, not in it for the money)	

Consistency:

Slogan (greetings)	✔
Repetitiveness (stick to opinion, catchphrases etc)	

Info Quality:

Completeness (list out detailed info, etc)	✔ Lists out information about each product mentioned
Accuracy	✔ Gives detailed product information such as pricing, product name, and swatches
Appropriateness	✔
Instructive	
Relevance	

Appeals:

|	
Aesthetic (backdrop, attractiveness)	✔ Nice studio background
Literary (articulation)	✔ Natural, conversational
Curiosity (memory or hook)	✔ Funny intro with her using a hairdryer to dry her armpits
Personal connection (life stories)	✔ Talks about how sugar and salt affects her skin and how she is trying to control her diet
User engagement	
Unity (make fans feel part of something, appreciated)	
Reward	
Positivity (bubbly, happy)	
Motivational (encouragement)	
Relatability (they are 'normal', use of drugstore makeup, etc)	

Basic Information:

Name of Video	10-SECOND OIL FOUNDATION … Really???
Views	1M
Comments	4824
Likes	69K
Dislikes	766
Date Uploaded	2/18/19
Duration	17:44:00
Video Type	Product Review
Date Viewed	2/24/19

Trustworthiness:

Honesty/Transparency (about sponsorships, biases, etc)	
Morality (do they seem to be 'good' people)	
Professionalism	✔ Did two check ins throughout the day to see how product wears
Passion (love what they do, not in it for the money)	

Consistency:

Slogan (greetings)	✔
Repetitiveness (stick to opinion, catchphrases etc)	

Info Quality:

Completeness (list out detailed info, etc)	✔ Lists out information about products she is wearing
Accuracy	✔ Talks about the research that she did on the product and what she found out
Appropriateness	✔
Instructive	
Relevance	

Appeals:

Aesthetic (backdrop, attractiveness)	✔ Nice studio background
Literary (articulation)	✔ Natural, conversational
Curiosity (memory or hook)	✔ Attention grabbing intro about how she is going to review a really weird product, includes funny, fake 'ad' about product
Personal connection (life stories)	✔ Talks about how her sister just gave birth
User engagement	
Unity (make fans feel part of something, appreciated)	
Reward	
Positivity (bubbly, happy)	✔ Talks about how she is having the best day
Motivational (encouragement)	
Relatability (they are 'normal', use of drugstore makeup, etc)	

Basic Information:

Name of Video	$5 ELF CAMO CONCEALER | Multi-Day Wear Test
Views	1.1M
Comments	3376
Likes	54K
Dislikes	719
Date Uploaded	2/15/19
Duration	20:38
Video Type	Product Review
Date Viewed	2/24/19

Trustworthiness:

Honesty/Transparency (about sponsorships, biases, etc)	✔ Talks about how she stopped accepting sponsorships and affiliate codes, and how this particular video is not sponsored either
Morality (do they seem to be 'good' people)	
Professionalism	✔ Did a check in later that day as well as later in the week
Passion (love what they do, not in it for the money)	

Consistency:

Slogan (greetings)	✔
Repetitiveness (stick to opinion, catchphrases etc)	

Info Quality:

Completeness (list out detailed info, etc)	✔ Lists out information about products she mentioned and is wearing
Accuracy	
Appropriateness	✔
Instructive	
Relevance	

Appeals:

Aesthetic (backdrop, attractiveness)	✔ Nice studio background
Literary (articulation)	✔ Natural, conversational
Curiosity (memory or hook)	
Personal connection (life stories)	✔ Talks about how she got a chemical accident while testing products
User engagement	✔ Says things like 'if you like XXX then you might like it' and 'you know how…'
Unity (make fans feel part of something, appreciated)	
Reward	
Positivity (bubbly, happy)	
Motivational (encouragement)	
Relatability (they are 'normal', use of drugstore makeup, etc)	✔ Talks about how she likes indie and drugstore false lashees

Basic Information:					
Name of Video	NEW DRUGSTORE MAKEUP … What's Good & What Sucks!				
Views	1.2M				
Comments	3957				
Likes	64K				
Dislikes	701				
Date Uploaded	2/13/19				
Duration	15:54:00				
Video Type	Product Review				
Date Viewed	2/24/19				
Trustworthiness:					
Honesty/Transparency (about sponsorships, biases, etc)					
Morality (do they seem to be 'good' people)					
Professionalism	✔ Shows footage of her applying the product and check ins				
Passion (love what they do, not in it for the money)					
Consistency:					
Slogan (greetings)	✔				
Repetitiveness (stick to opinion, catchphrases etc)					
Info Quality:					
Completeness (list out detailed info, etc)	✔ Lists out information about each product mentioned				
Accuracy	✔ Gives detailed product information such as pricing, product name, and swatches				
Appropriateness	✔				
Instructive	✔ Talks about how she is applying each product and their pros and cons				
Relevance					
Appeals:					
Aesthetic (backdrop, attractiveness)	✔ Nice studio background				
Literary (articulation)	✔ Natural, conversational				
Curiosity (memory or hook)					
Personal connection (life stories)					
User engagement					
Unity (make fans feel part of something, appreciated)					
Reward	✔ Talks about upcoming giveaway				
Positivity (bubbly, happy)					
Motivational (encouragement)					
Relatability (they are 'normal', use of drugstore makeup, etc)	✔ Video about drugstore makeup				

Manny Mua

Basic Information:

Name of Video	TESTING THE "BEST" DRUGSTORE FOUNDATION EVER? ThaTaylaa made me buy it...
Views	72702
Comments	1599
Likes	8.6K
Dislikes	91
Date Uploaded	2/24/19
Duration	19:36:00
Video Type	Product Review
Date Viewed	2/25/19

Trustworthiness:

Honesty/Transparency (about sponsorships, biases, etc)	
Morality (do they seem to be 'good' people)	✔ Talks about what he's donating to charities
Professionalism	
Passion (love what they do, not in it for the money)	

Consistency:

Slogan (greetings)	✔
Repetitiveness (stick to opinion, catchphrases etc)	

Info Quality:

Completeness (list out detailed info, etc)	✔ Lists out products mentioned
Accuracy	
Appropriateness	Swears
Instructive	✔ Talks about each step as he applies the makeup
Relevance	✔ Video in response to another recent video

Appeals:

Aesthetic (backdrop, attractiveness)	✔ Nice studio
Literary (articulation)	✔ Conversational and natural
Curiosity (memory or hook)	
Personal connection (life stories)	✔ Talks about a drink he likes and the workout he did today
User engagement	
Unity (make fans feel part of something, appreciated)	✔ Calls his fans 'Maniac Family'
Reward	
Positivity (bubbly, happy)	
Motivational (encouragement)	
Relatability (they are 'normal', use of drugstore makeup, etc)	

Basic Information:

Name of Video	INSTAGRAM LIVE PICKS MY MAKEUP! YALL DID ME DIRTY!
Views	317875
Comments	18322
Likes	22K
Dislikes	282
Date Uploaded	2/20/19
Duration	29:54:00
Video Type	Challenge
Date Viewed	2/25/19

Trustworthiness:

Honesty/Transparency (about sponsorships, biases, etc)	✔ Shoutout to videos that are similar to his, so people don't think he stole their ideas
Morality (do they seem to be 'good' people)	
Professionalism	
Passion (love what they do, not in it for the money)	

Consistency:

Slogan (greetings)	✔
Repetitiveness (stick to opinion, catchphrases etc)	

Info Quality:

Completeness (list out detailed info, etc)	✔ Lists out products mentioned
Accuracy	
Appropriateness	Swears
Instructive	✔ Talks about each step as he applies the makeup
Relevance	✔ Video in response to another recent video

Appeals:

Aesthetic (backdrop, attractiveness)	✔ Nice studio
Literary (articulation)	✔ Conversational and natural
Curiosity (memory or hook)	
Personal connection (life stories)	
User engagement	✔ Lets his fans pick his makeup for the video
Unity (make fans feel part of something, appreciated)	✔ Gives shoutouts to his fans
Reward	✔ Has giveaway
Positivity (bubbly, happy)	
Motivational (encouragement)	
Relatability (they are 'normal', use of drugstore makeup, etc)	
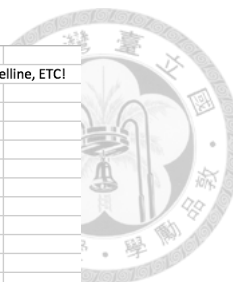
Basic Information:				
Name of Video	TESTING NEW OVER HYPED DRUGSTORE MAKEUP! ELF, Loreal Foundation, Maybelline, ETC!			
Views	697707			
Comments	4396			
Likes	29K			
Dislikes	794			
Date Uploaded	2/17/19			
Duration	35:33:00			
Video Type	Product Review			
Date Viewed	2/25/19			
Trustworthiness:				
Honesty/Transparency (about sponsorships, biases, etc)				
Morality (do they seem to be 'good' people)				
Professionalism				
Passion (love what they do, not in it for the money)				
Consistency:				
Slogan (greetings)	✔			
Repetitiveness (stick to opinion, catchphrases etc)				
Info Quality:				
Completeness (list out detailed info, etc)	✔ Lists out products mentioned			
Accuracy				
Appropriateness	Swears			
Instructive	✔ Talks about each step as he applies the makeup			
Relevance	✔ Testing newest makeup			
Appeals:				
Aesthetic (backdrop, attractiveness)	✔ Nice studio			
Literary (articulation)	✔ Conversational and natural			
Curiosity (memory or hook)				
Personal connection (life stories)				
User engagement				
Unity (make fans feel part of something, appreciated)				
Reward				
Positivity (bubbly, happy)				
Motivational (encouragement)				
Relatability (they are 'normal', use of drugstore makeup, etc)	✔			

Basic Information:				
Name of Video	WEIRDEST PRODUCT EVER! NAIL POLISH FOR YOUR TEETH!			
Views	314187			
Comments	4942			
Likes	16K			
Dislikes	639			
Date Uploaded	2/13/19			
Duration	15:28:00			
Video Type	Product Review			
Date Viewed	2/25/19			
Trustworthiness:				
Honesty/Transparency (about sponsorships, biases, etc)				
Morality (do they seem to be 'good' people)				
Professionalism	✔ Does a check in after eating to see how the makeup wears			
Passion (love what they do, not in it for the money)				
Consistency:				
Slogan (greetings)	✔			
Repetitiveness (stick to opinion, catchphrases etc)				
Info Quality:				
Completeness (list out detailed info, etc)				
Accuracy				
Appropriateness	Swears			
Instructive				
Relevance				
Appeals:				
Aesthetic (backdrop, attractiveness)	✔ Light grey background			
Literary (articulation)	✔ Conversational and natural			
Curiosity (memory or hook)	✔ Intro talks about how weird the product seems			
Personal connection (life stories)	✔ Shows footage of himself making a sandwich			
User engagement				
Unity (make fans feel part of something, appreciated)				
Reward				
Positivity (bubbly, happy)				
Motivational (encouragement)				
Relatability (they are 'normal', use of drugstore makeup, etc)				

Basic Information:				
Name of Video	ORIGINAL VS RIPPED OFF MAKEUP DUPES | EXTREME COPYING			
Views	486971			
Comments	4264			
Likes	18K			
Dislikes	1.1K			
Date Uploaded	2/8/19			
Duration	27:02:00			
Video Type	Other			
Date Viewed	2/25/19			
Trustworthiness:				
Honesty/Transparency (about sponsorships, biases, etc)				
Morality (do they seem to be 'good' people)				
Professionalism	✔ Compares and contrasts product details like weight, etc			
Passion (love what they do, not in it for the money)				
Consistency:				
Slogan (greetings)	✔			
Repetitiveness (stick to opinion, catchphrases etc)				
Info Quality:				
Completeness (list out detailed info, etc)	✔ Lists out products mentioned			
Accuracy				
Appropriateness	Swears			
Instructive				
Relevance	✔ Video comparing popular products with dupes			
Appeals:				
Aesthetic (backdrop, attractiveness)	✔ Light blue background			
Literary (articulation)	✔ Conversational and natural			
Curiosity (memory or hook)				
Personal connection (life stories)	✔ Talks about his new tattoo			
User engagement	✔ Asks audience about their Valentine's Day plans			
Unity (make fans feel part of something, appreciated)				
Reward				
Positivity (bubbly, happy)				
Motivational (encouragement)				
Relatability (they are 'normal', use of drugstore makeup, etc)				

Laura Lee

Table 1

Basic Information:			
Name of Video	FULL FACE THE CHEAPEST MAKEUP SEPHORA SELLS!		
Views	379.9K		
Comments	4491		
Likes	15K		
Dislikes	890		
Date Uploaded	2/24/19		
Duration	21:25:00		
Video Type	Challenge		
Date Viewed	2/27/19		
Trustworthiness:			
Honesty/Transparency (about sponsorships, biases, etc)	✔ Talks about her chin filler		
Morality (do they seem to be 'good' people)			
Professionalism			
Passion (love what they do, not in it for the money)			
Consistency:			
Slogan (greetings)	✔ Has a subscribe song		
Repetitiveness (stick to opinion, catchphrases etc)			
Info Quality:			
Completeness (list out detailed info, etc)	✔ Lists out products reviewed		
Accuracy			
Appropriateness	✔		
Instructive			
Relevance			
Appeals:			
Aesthetic (backdrop, attractiveness)	✔ Glittery maroon background		
Literary (articulation)	✔ Dramatic way of talking		
Curiosity (memory or hook)			
Personal connection (life stories)			
User engagement	✔ Has a 'secret word' for audience to comment		
Unity (make fans feel part of something, appreciated)			
Reward			
Positivity (bubbly, happy)	✔ Excitable		
Motivational (encouragement)			
Relatability (they are 'normal', use of drugstore makeup, etc)	✔ Review cheapest makeup Sephora sells		

Table 2

Basic Information:			
Name of Video	I BOUGHT $200 AMAZON BEAUTY MYSTERY BOXES		
Views	554895		
Comments	1759		
Likes	17K		
Dislikes	1.4K		
Date Uploaded	2/13/19		
Duration	18:32:00		
Video Type	Other		
Date Viewed	2/27/19		
Trustworthiness:			
Honesty/Transparency (about sponsorships, biases, etc)			
Morality (do they seem to be 'good' people)			
Professionalism			
Passion (love what they do, not in it for the money)			
Consistency:			
Slogan (greetings)	✔ Has a subscribe song		
Repetitiveness (stick to opinion, catchphrases etc)			
Info Quality:			
Completeness (list out detailed info, etc)	✔ Lists out products used for her makeup		
Accuracy			
Appropriateness	✔		
Instructive			
Relevance			
Appeals:			
Aesthetic (backdrop, attractiveness)	✔ Nice studio background		
Literary (articulation)	✔ Dramatic way of talking		
Curiosity (memory or hook)	✔ She bought expensive mystery boxes to open on camera		
Personal connection (life stories)			
User engagement	✔ Answers three audience questions		
Unity (make fans feel part of something, appreciated)			
Reward			
Positivity (bubbly, happy)	✔ Excitable		
Motivational (encouragement)			
Relatability (they are 'normal', use of drugstore makeup, etc)			

Basic Information:

Name of Video	I WENT TO THE WORST RATED MAC TO GET MY MAKEUP DONE!
Views	1M
Comments	1891
Likes	29K
Dislikes	3.5K
Date Uploaded	2/10/19
Duration	17:09:00
Video Type	Other
Date Viewed	2/27/19

Trustworthiness:

Honesty/Transparency (about sponsorships, biases, etc)	
Morality (do they seem to be 'good' people)	✔ Bought products she doesn't need just so the person working there gets commission
Professionalism	
Passion (love what they do, not in it for the money)	

Consistency:

Slogan (greetings)	✔ Has a subscribe song
Repetitiveness (stick to opinion, catchphrases etc)	

Info Quality:

Completeness (list out detailed info, etc)	✔ Very thorough in her observations
Accuracy	
Appropriateness	Swears
Instructive	
Relevance	✔ This type of video is really popular recently

Appeals:

Aesthetic (backdrop, attractiveness)	✔ Nice studio background
Literary (articulation)	✔ Dramatic way of talking
Curiosity (memory or hook)	
Personal connection (life stories)	
User engagement	
Unity (make fans feel part of something, appreciated)	
Reward	
Positivity (bubbly, happy)	✔ Excitable
Motivational (encouragement)	
Relatability (they are 'normal', use of drugstore makeup, etc)	

Basic Information:

Name of Video	1 HOUR DRUGSTORE TRANSFORMATION | Glow Up!
Views	582.6K
Comments	1797
Likes	20K
Dislikes	1.6K
Date Uploaded	2/3/19
Duration	21:52:00
Video Type	Challenge
Date Viewed	2/27/19

Trustworthiness:

Honesty/Transparency (about sponsorships, biases, etc)	✔ Disclaimer that she did not think of this video idea
Morality (do they seem to be 'good' people)	
Professionalism	
Passion (love what they do, not in it for the money)	

Consistency:

Slogan (greetings)	✔ Has a subscribe song
Repetitiveness (stick to opinion, catchphrases etc)	

Info Quality:

Completeness (list out detailed info, etc)	✔ Lists out products mentioned
Accuracy	
Appropriateness	✔
Instructive	
Relevance	✔ Popular challenge

Appeals:

Aesthetic (backdrop, attractiveness)	✔ Glittery background
Literary (articulation)	✔ Dramatic way of talking
Curiosity (memory or hook)	
Personal connection (life stories)	
User engagement	
Unity (make fans feel part of something, appreciated)	
Reward	
Positivity (bubbly, happy)	✔ Excitable
Motivational (encouragement)	
Relatability (they are 'normal', use of drugstore makeup, etc)	✔ Uses only drugstore makeup

Basic Information:					
Name of Video	FULL FACE THE WORST RATED MAKEUP AT SEPHORA 2019				
Views	609.4K				
Comments	1517				
Likes	17K				
Dislikes	1.8K				
Date Uploaded	1/30/19				
Duration	22:54:00				
Video Type	Other				
Date Viewed	2/27/19				
Trustworthiness:					
Honesty/Transparency (about sponsorships, biases, etc)					
Morality (do they seem to be 'good' people)					
Professionalism	✔ Thorough testing of the products, using different application methods				
Passion (love what they do, not in it for the money)					
Consistency:					
Slogan (greetings)	✔ Has a subscribe song				
Repetitiveness (stick to opinion, catchphrases etc)					
Info Quality:					
Completeness (list out detailed info, etc)	✔ Lists out products mentioned				
Accuracy					
Appropriateness	✔				
Instructive					
Relevance	✔ Worst rated products of the year				
Appeals:					
Aesthetic (backdrop, attractiveness)	✔ Orange background				
Literary (articulation)	✔ Dramatic way of talking				
Curiosity (memory or hook)					
Personal connection (life stories)					
User engagement					
Unity (make fans feel part of something, appreciated)					
Reward					
Positivity (bubbly, happy)	✔ Excitable				
Motivational (encouragement)					
Relatability (they are 'normal', use of drugstore makeup, etc)					

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PatrickStarrr

Basic Information:

Name of Video	MY MORNING ROUTINE | PatrickStarrr
Views	153436
Comments	657
Likes	13K
Dislikes	161
Date Uploaded	2/24/19
Duration	6:28:00
Video Type	Other
Date Viewed	2/26/19

Trustworthiness:

Honesty/Transparency (about sponsorships, biases, etc)	✔ States at the beginning of the video that it is sponsored
Morality (do they seem to be 'good' people)	
Professionalism	
Passion (love what they do, not in it for the money)	

Consistency:

Slogan (greetings)	
Repetitiveness (stick to opinion, catchphrases etc)	

Info Quality:

Completeness (list out detailed info, etc)	
Accuracy	
Appropriateness	✔
Instructive	
Relevance	

Appeals:

Aesthetic (backdrop, attractiveness)	✔ Very nice house
Literary (articulation)	✔ Calming voice
Curiosity (memory or hook)	✔ Funny intro of him waking up in the morning
Personal connection (life stories)	✔ Shows him going around his house getting ready
User engagement	
Unity (make fans feel part of something, appreciated)	
Reward	
Positivity (bubbly, happy)	
Motivational (encouragement)	
Relatability (they are 'normal', use of drugstore makeup, etc)	

Basic Information:

Name of Video	I NEED SURGERY | PatrickStarrr
Views	497.2M
Comments	1251
Likes	17K
Dislikes	442
Date Uploaded	2/18/19
Duration	19:46:00
Video Type	Get Ready with Me
Date Viewed	2/26/19

Trustworthiness:

Honesty/Transparency (about sponsorships, biases, etc)	
Morality (do they seem to be 'good' people)	
Professionalism	
Passion (love what they do, not in it for the money)	

Consistency:

Slogan (greetings)	
Repetitiveness (stick to opinion, catchphrases etc)	✔ Talks about a product he has recommended before

Info Quality:

Completeness (list out detailed info, etc)	
Accuracy	
Appropriateness	✔
Instructive	
Relevance	

Appeals:

Aesthetic (backdrop, attractiveness)	✔ Black background
Literary (articulation)	✔ Calming voice
Curiosity (memory or hook)	✔ Attention grabbing video title
Personal connection (life stories)	✔ Talks about his tonsils
User engagement	✔ Asks audience random questions
Unity (make fans feel part of something, appreciated)	
Reward	
Positivity (bubbly, happy)	✔ Talks about his health goals for the year
Motivational (encouragement)	
Relatability (they are 'normal', use of drugstore makeup, etc)	

Table 1

Basic Information:			
Name of Video	NAOMI CAMPBELL MAKEUP TUTORIAL | PatrickStarrr		
Views	462.7K		
Comments	2739		
Likes	27K		
Dislikes	235		
Date Uploaded	2/12/19		
Duration	34:25:00		
Video Type	Tutorial		
Date Viewed	2/26/19		
Trustworthiness:			
Honesty/Transparency (about sponsorships, biases, etc)			
Morality (do they seem to be 'good' people)			
Professionalism			
Passion (love what they do, not in it for the money)			
Consistency:			
Slogan (greetings)			
Repetitiveness (stick to opinion, catchphrases etc)	✔ Talks about a product he has recommended before		
Info Quality:			
Completeness (list out detailed info, etc)			
Accuracy			
Appropriateness	✔		
Instructive	✔ Naomi asks makeup questions and Patrick answers		
Relevance	✔ Famous guest		
Appeals:			
Aesthetic (backdrop, attractiveness)	✔ White background		
Literary (articulation)	✔ Calming voice		
Curiosity (memory or hook)	✔ Collaboration with Naomi Campbell		
Personal connection (life stories)	✔ Talks about how he got into YouTube		
User engagement			
Unity (make fans feel part of something, appreciated)			
Reward			
Positivity (bubbly, happy)	✔ They talk a lot about self care		
Motivational (encouragement)			
Relatability (they are 'normal', use of drugstore makeup, etc)			

Table 2

Basic Information:			
Name of Video	TYRA BANKS TRANSFORMATION | PatrickStarrr		
Views	137M		
Comments	390		
Likes	6.3K		
Dislikes	128		
Date Uploaded	2/6/19		
Duration	17:06:00		
Video Type	Tutorial		
Date Viewed	2/26/19		
Trustworthiness:			
Honesty/Transparency (about sponsorships, biases, etc)	✔ States at the beginning of the video that it is sponsored		
Morality (do they seem to be 'good' people)			
Professionalism			
Passion (love what they do, not in it for the money)			
Consistency:			
Slogan (greetings)			
Repetitiveness (stick to opinion, catchphrases etc)			
Info Quality:			
Completeness (list out detailed info, etc)	✔ Lists out products mentioned		
Accuracy			
Appropriateness	✔		
Instructive	✔ Talks about each step		
Relevance	✔ Makeup look based on popular celebrity		
Appeals:			
Aesthetic (backdrop, attractiveness)	✔ Biege background		
Literary (articulation)	✔ Very chatty		
Curiosity (memory or hook)	✔ Copies Tyra Banks		
Personal connection (life stories)	✔ Talks about how he grew up watching America's Next Top Model		
User engagement			
Unity (make fans feel part of something, appreciated)			
Reward			
Positivity (bubbly, happy)	✔ Very excitable		
Motivational (encouragement)			
Relatability (they are 'normal', use of drugstore makeup, etc)			

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Basic Information:			
Name of Video	HOW TO GET DRAG QUEEN BROWS | PatrickStarrr		
Views	160.7K		
Comments	420		
Likes	6.7K		
Dislikes	108		
Date Uploaded	2/3/19		
Duration	30:08:00		
Video Type	Tutorial		
Date Viewed	2/26/19		
Trustworthiness:			
Honesty/Transparency (about sponsorships, biases, etc)			
Morality (do they seem to be 'good' people)			
Professionalism			
Passion (love what they do, not in it for the money)			
Consistency:			
Slogan (greetings)			
Repetitiveness (stick to opinion, catchphrases etc)			
Info Quality:			
Completeness (list out detailed info, etc)	✔ Lists out products mentioned		
Accuracy			
Appropriateness	Swears		
Instructive	✔ Detailed instructions about steps and products		
Relevance			
Appeals:			
Aesthetic (backdrop, attractiveness)	✔ White background		
Literary (articulation)	✔ Very chatty		
Curiosity (memory or hook)	✔ Attention grabbing, funny intro		
Personal connection (life stories)			
User engagement			
Unity (make fans feel part of something, appreciated)			
Reward			
Positivity (bubbly, happy)	✔ Very excitable		
Motivational (encouragement)			
Relatability (they are 'normal', use of drugstore makeup, etc)			

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Appendix C: Interactions with Audience

James Charles	
Comments	511773
Examples of interaction with fans	today's video is a perfect example why you SHOULD take makeup advice from men' got 470 replies
Examples of fans being influenced	I love you and I am getting your new purple or yellow jumper on Friday I am so excited love xxxxxx
	Omg James! You finally found it! Do you have any tips on matching concealer? I really need to know because most of my concealers are darker than my skin or lighter than my skin.
Thumbs up	2732000
Thumbs down	72600

Jeffree Star	
Comments	160119
Examples of interaction with fans	
Examples of fans being influenced	I'M SO HAPPY I WATCHED THIS REVIEW, I was about to buy the foundation, but it looked sketchy, so I searched it on youtube, and I think you just saved my wallet tbh.
	My makeup would be a disaster without you in my life.
	am i the only one who won't buy anything unless it's jeffree star approved
Thumbs up	1753000
Thumbs down	43600

jeffreestar	
Comments	160119
Examples of interaction with fans	
Examples of fans being influenced	I'M SO HAPPY I WATCHED THIS REVIEW, I was about to buy the foundation, but it looked sketchy, so I searched it on youtube, and I think you just saved my wallet tbh.
	My makeup would be a disaster without you in my life.
	am i the only one who won't buy anything unless it's jeffree star approved
Thumbs up	1753000
Thumbs down	43600

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NikkieTutorials	
Comments	40495
Examples of interaction with fans	DO YOU HAVE A DATE THIS VALENTINE'S?, 491 replies
	WHO WAS YOUR FAVORITE BRATZ DOLL???, 490 replies
	omg...... WHICH ONE IS YOUR FAVORITE??? comment for the MAKEUP REVOLUTION, and thumbs up this comment for the TOM FORD!!!!!, 290 replies
	WHAT ARE WE THINKING???? 🤭 share your opinions below, and don't forget about the DUTCH WORD OF THE DAY!, 172 replies
	BYE BYE 2018!!!!!! don't forget to enter the giveaway!!! , 444 replies
Examples of fans being influenced	my mom about a month ago said to me "omg nikkie loves this milani foundation and its ONLY £13... what do you think*
	If Nikkie says set with a powder puff, we shall set with a powder puff.
	I was recently wondering if I should buy that Makeup Revolution stick since I ran out of foundation. Now I think I'll give it a try!
Thumbs up	442000
Thumbs down	5578

Carli Bybel	
Comments	7829
Examples of interaction with fans	Her comment 'What are your Valentine's Day plans?' got 61 replies She asked in her video for book recommendations and many fans gave responded
Examples of fans being influenced	Someone said that they are definitely going to use her tutorial tomorrow Someone asked her to another drugstore haul so they can afford the products Many people mentioned they are buying her cat phone case
Thumbs up	87200
Thumbs down	1988

Jaclyn Hill	
Comments	48139
Examples of interaction with fans	
Examples of fans being influenced	What foundation and concealer do u use? Ur skin is goals omg xxx
	You sucked me in Jaclyn!!!!! This palette is on my next to purchase Next
	Pls tell me what that blue eyeliner is in your waterline it's gorgeous!
Thumbs up	501000
Thumbs down	18400

Dope2111	
Comments	29266
Examples of interaction with fans	Do you guys want to see more Illusion Videos??!, 189 replies
	Turned myself into Cyborg !!! NEW VIDEO, 124 replies
	Which was your favorite Hack??, 36 replies
Examples of fans being influenced	The eyelash glue for the hair looks promising, I will try!
Thumbs up	119600
Thumbs down	2888

Tati	
Comments	23374
Examples of interaction with fans	
Examples of fans being influenced	tati please try Crown Brushes. They are a more affordable option. i want to know your opinion.
	Damn I was gonna buy this concealer for the face not under eyes now I'm hesitating!
	Did you ever try the blotting powder?? Neeeeed to know how it was please
Thumbs up	313000
Thumbs down	4354

Manny Mua		
Comments	36150	
Examples of interaction with fans	Baby .... toothpolish?! WE NEED TO TALK! LMFAO', 93 replies	
	YOU GUYS I WANT FEEDBACK! Tell me what you thought of the vlog portion of this video... did you like it 👀be honest!', 388 replies	
Examples of fans being influenced		
	OMG that Physicians Formula eye look is FABULOUS! I love the pinky, champagne color combination and that Nyx candy slick is so pretty as a nude look. I'm looking for it on ulta now!	
	his sounds terrifying.. but if you recommend it I'll try it	
Thumbs up	115000	
Thumbs down	3568	

Laura Lee				
Comments	13148			
Examples of interaction with fans	ok, where is the NEXT worst reviewed place im going to?, 273 replies			
	Should I do cheapest Ulta makeup next?, 338 replies			
	HI my loves! i love you :), 75 replies			
	whats your favorite drugstore product at the moment?, 204 replies			
Examples of fans being influenced				
Thumbs up	73000	*one video had no likes or dislikes		
Thumbs down	7000			

PatrickStarrr	
Comments	6212
Examples of interaction with fans	
Examples of fans being influenced	
Thumbs up	89800
Thumbs down	1863

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