

CONTENT CREATION PROJECT

AN ANALYSIS OF YOUTUBE AND
THE IMPACT TITLES HAVE

Cindy Sanchez

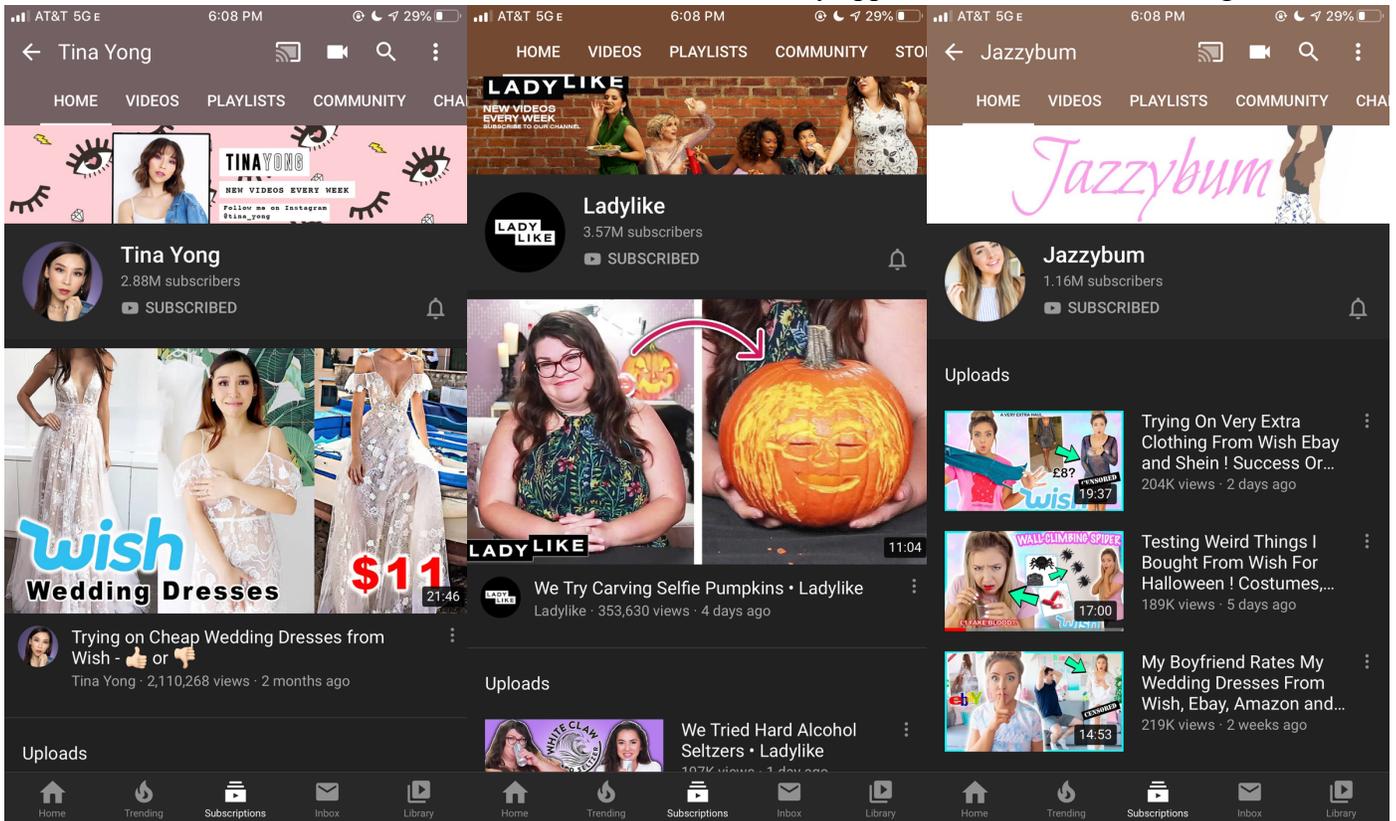
Web Writing – ENGL 318



Content Analysis:

1. For this assignment I followed three YouTube channels, BuzzFeed's LadyLike, Tina Yong, and JazzyBum. All three creators belong to the fashion, beauty and lifestyle community on YouTube and create content under that category. These channels mainly focus on popular trends in fashion and makeup and the videos involve these elements.

Each channel varies in subscriber amount, 1-3 Million. They approach their audience through a



fun and relatable way. Their purpose is to educate, entertain, and/or inform their viewers of different cultures, products, looks, and trends prominent in our day to day lives.

- Ladylike is part of the BuzzFeed company's YouTube channel group. Ladylike contains women of different backgrounds whose knowledge varies in beauty, lifestyle, and culture.
- JazzyBum and Tina Yong are individual channels having grown their following on their own. JazzyBum has no background knowledge in the beauty or fashion industry and does these videos for fun. Tina Yong has worked as a beauty consultant before and has background in beauty and lifestyle.

YouTube: A video sharing platform that showcases millions of videos from creators all over the world. Videos vary in genre and purpose and create a community and niche within them. Depending on the video style, creators are allowed to monetize their content as a form of income.



Research Question: What kind of titles generate the most views? Do thumbnails matter, and do they have a correlation with the number of likes and dislikes?



Audience:

Tina Yong: Her channel has 2.91 million subscribers. Based in Australia and Singapore Tina manages to cover trends that are popular with Eastern and Western cultures. She focuses on Korean and American products that are easily available to her in Singapore and Australia.

- Tina primarily focuses her content on women and men who are interested in makeup. She is a Vietnamese woman and spends most of her time living in Asia now and occasionally visits Australia. Most of the test's products are from Korean brands since they are all the range. But it is safe to assume that a large portion of her audience is Asian as well.
- Her goals to present products that may seem ridiculous, too good to be true, or brand new and not available on the market yet. In a series she calls Tina Tries It, Tina has gained most of subscribers from this alone. She uses her platform to demonstrate whether these products are worth the money and provides reasonable alternatives to them as well.

JazzyBum: British YouTuber with 1.17 Million subscribers. Jasmine's videos focus on DIY's, hauls, and many testing videos. Jasmine is a fun and bubbly person and tries to add as much humor to videos as possible.

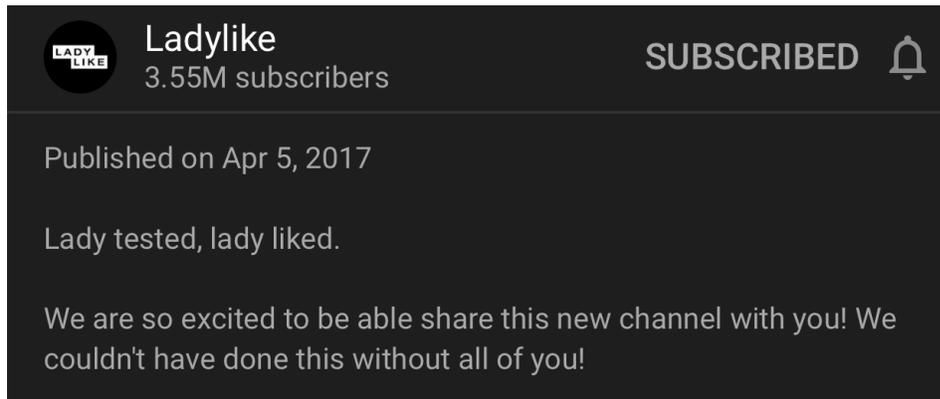
- Her most popular series is "Success or Disaster" where she tries on clothing from sketchy websites such as Wish, eBay, and Zaful.
- The channels audience is wider than Tina's in that it just focuses on testing products out without an actual analysis or education portion to it. Jasmine's videos are meant for those looking for entertainment while also attempting to do DIY's under beauty and fashion standards.

BuzzFeed's LadyLike: It is a corporate run YouTube channel for the media company that targets a female audience. The channel culminates a total of 3 Million subscribers and are their own separate branch from BuzzFeed, using their own producers, but keep the regular BuzzFeed funding.

- Each of the 4 women running the channel come from different backgrounds and each have their own individual look and aesthetic in order to appeal to the larger female community.
- Audience members tend to find themselves picking favorites from the group and this is a result of the representation and relatability that they see within the group.

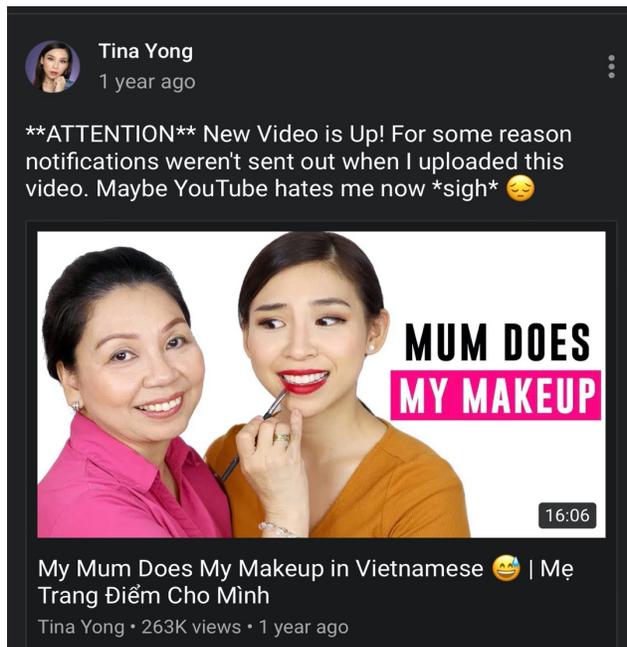
Targeted Audience:

These channels are kid-friendly but mainly aimed towards women in the age groups of 12-35 years old. LadyLike’s creators are in their early to mid 30s and a lot of the content they make is

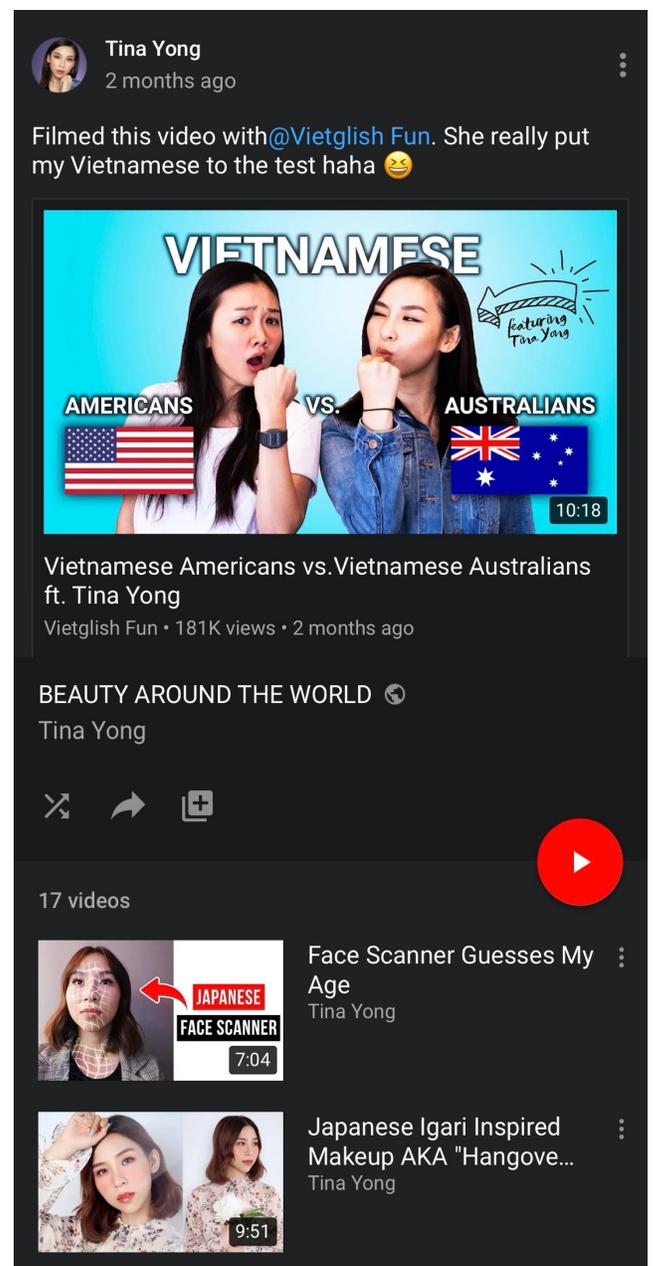


related to them. However, their larger demographic is between the ages of 14-24. “Lady tested, lady liked.” Is their motto and is meant to bring a sense of comfort and community for content for women.

Tina Yong’s channel is open to anyone interested in beauty and lifestyle but also focuses more on Asian beauty products and culture. Therefore, it is evident that her content is slightly more aimed towards Asian women interested in Asian makeup products. Her videos also include comparisons among Eastern and Western cultures and beauty trends.



Tina’s audience is primarily of Asian descent and range between the ages of 13-25 as well. This can be noted through comments from viewers relating to the topics she talks about. She uses her platform to create content she can relate to in hopes of her viewers relating back to her.



Back To School DIYs, Hauls, Hacks and more! 🌐

Jazzybum

Back to school 2018!

lots of back to school videos such as school supplies haul, what's in my backpack, back to school DIYs and life hacks, school hack...

The younger audience can be understood through her minimal makeup tutorials for school.

JazzyBum's target audience can be

assumed to reach younger audiences. Her content uses examples of DIY's for children and uses kid-friendly language as well. She uses relatable topics and does giveaways aimed towards school children as well. Content like buying from Wish and trying on clothing from there and other risky websites are mainly aimed to a broader audience of males and females interested in fashion. Her



silly challenges like making slime and boyfriend tags are videos for younger viewers that idolize this kind of content. Age: 11-24

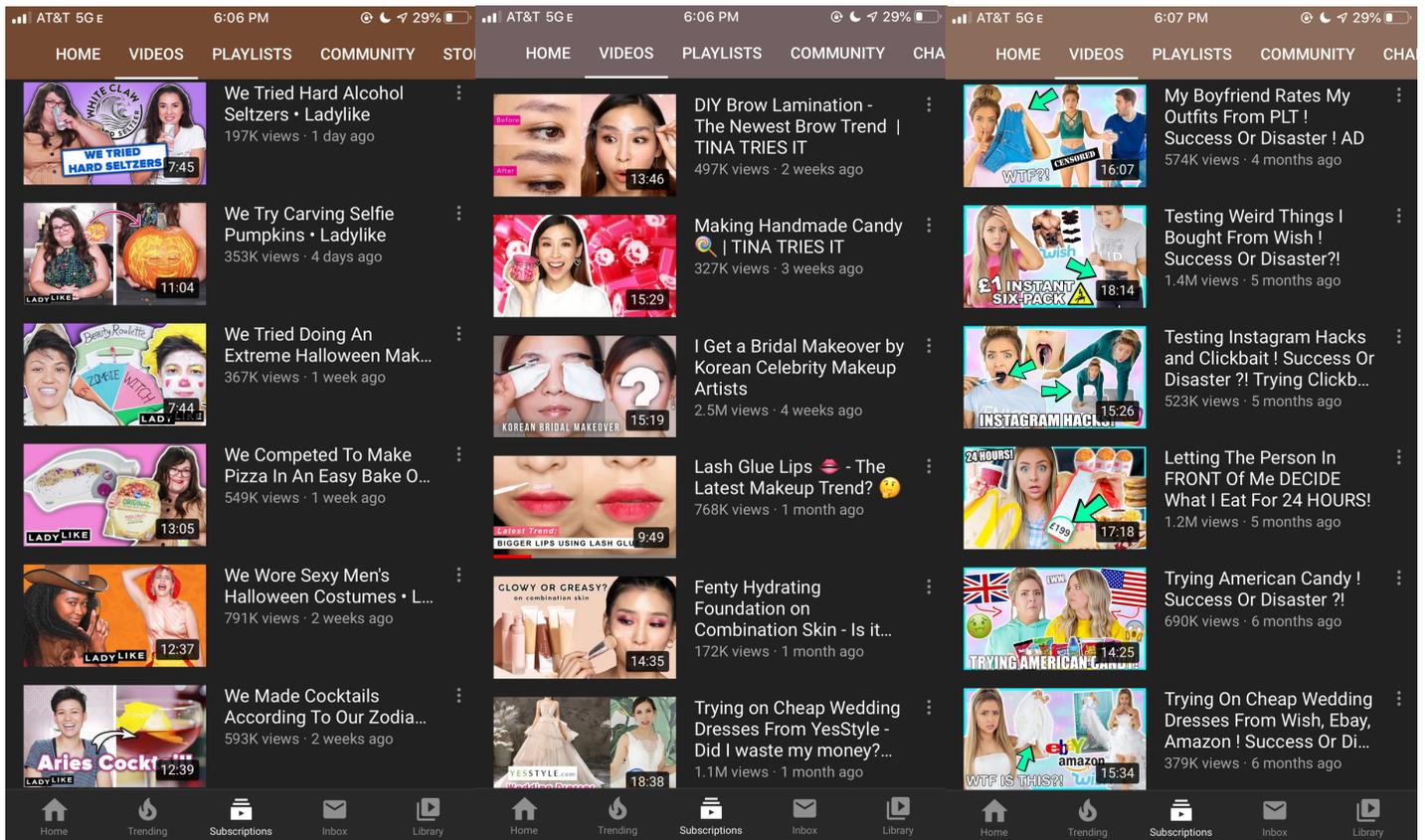
Content: Videos

- These videos follow the themes of beauty and lifestyle. Many of them being tutorials or trials and reviews. Instruction, voiceovers, photos, fun editing techniques are involved as well.
- Thumbnails play an important role in promoting the video as well as the title.
 - Some videos use clickbait, LETTERS IN CAPS, or emojis and symbols 😊

Ladylike, Tina Yong, and Jazzybum

Each channel has multiple series depending on trials, tutorials, and videos meant just for fun to do things from one's childhood.

- The beauty and lifestyle community follow the latest fashion and makeup trends as well as looks in better ways of living.
- Many videos include daily vlogging (day in the life) and vacation tips on where to go, what to do, and how to do it.
- They test out different trends and themed ideas for the seasons.



For easy navigation there are tabs on each channel titled:

- Home
- Videos
- Playlists
- Community
- Stories
- Channels
- About

Channels can be personalized and have their own design features such as headers and personal bios can be found in the “about” tab. The additional features allow for the viewers to connect easily with the channel and know its purpose.

Channel homepages allow us, the viewers, to see the header and their most viewed video/videos or their favorite video to highlight and promote/most recent uploads. Viewers can also see the subscriber count each channel holds as well as the option to receive notifications using the bell.

Data:

Data

JazzyBum

Youtube.com/JazzyBum

Views, Likes, and Dislikes

OVERALL TRAFFIC

This data shows the correlation between Jazzybum's video titles. Do Clickbait titles render more views compared to popular series titles?

Overall Total Views

2,882,433

Subscribers last 30 days Views last 30 days

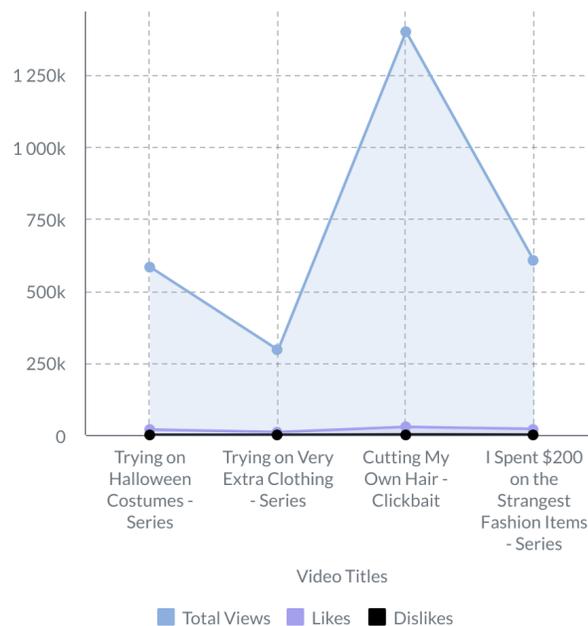
0%  81% 

Conclusion

Data finds that clickbait videos generate a larger amount of views in addition to a higher number of dislikes.

Data

JazzyBum Views, Likes, and Dislikes



Data

Tina Yong

Youtube.com/Tina Yong

Views, Likes, and Dislikes

OVERALL TRAFFIC

This data shows the correlation between Tina Yong's video titles. Do Clickbait titles render more views compared to popular series titles?

Overall Total Views

3,656,155

Subscribers last 30 days Views last 30 days

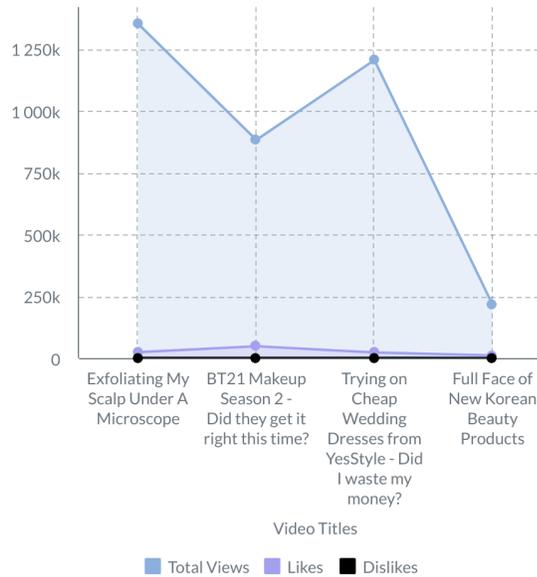
50%  4% 

Conclusion

Data finds that testing videos garnered the most views compared to beauty videos.

Data

Tina Yong Views, Likes, and Dislikes



Data

BuzzFeed LadyLike

Youtube.com/Ladylike

Views, Likes, and Dislikes

OVERALL TRAFFIC

This data shows the correlation between LadyLike's video titles. Do Clickbait titles render more views compared to popular series titles?

Overall Total Views

5,064,840

Subscribers last 30 days

Views last 30 days

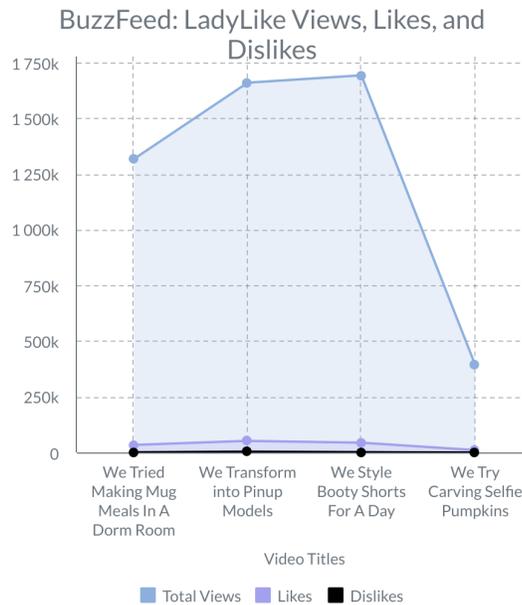
300% ▼

31% ▼

Conclusion

Data finds that videos that seem more doable and relatable garnered the most views for the channel.

Data



Conclusion:

The data can all confirm that series and videos that are more relatable to the audience, gain the most views. Content using clickbait gains views as well but also result in more dislikes when the audience feels somewhat betrayed. Overall content in which bold actions are taken that are popular in the moment receive more likes and views as well. When videos are badly put together or involve reused topics, they have fewer views and interactions from the channels subscribers. Establishment is KEY!



How To Write Guide:

HOW TO WRITE GUIDE

THE KEY TO SUCCESSFULLY
GAIN VIEWS AND
SUBSCRIBERS

Titles and Visuals



YouTube has millions of users looking for any kind of content. You need to know your niche before you can start making content. Your knowledge of topics will bring the interest in.



Use colorful thumbnails that can summarize the main idea of the video. Details such as, animation, personal reactions, and title of the video.



The title is what can persuade viewers to click and watch the video. Clickbait works because the viewer knows it's fake but they'll still want to know the truth. Using the idea of rhetoric, use pathos to reel the viewer in.



Appearance is key. If your channel is set up and shows your personality, it helps a lot! Relatability is key in the YouTube world.

CINDY SANCHEZ

- YouTube's biggest factor is relatability. If you can find a topic in a community that is popular then it will allow for more of an audience.
- Typically, when a YouTuber has started gaining more money than they can care to spend they start to lose their relatability and what the channel once was.
- Keep your channel full of personality. Find an aesthetic and design and go with it.
- Most videos are easy to make should be fun to do. There are plenty of tutorials online that teach users how to edit.

Lexical Connections:

- Familiarity in content is important as a lexical choice because it doesn't push a potential viewer away. It builds a trust between the viewer and creator.
- The use of emojis and CAPS in titles can make it stand out. Users like BuzzFeed tend to put more effort in their thumbnails and keep their title straightforward.
- Don't milk a certain topic or series, people will get tired of it. It's okay to keep a series going and return to it once a month but don't make your channel rely on that. Viewers want variety.

Rhetorical Connections:

- Language is important because it's what can attract the audience. If you know more than one language you are more open to gaining viewers from all over the world.
- Use of language in titles are key in gaining views. Whether it's clickbait or a shocking story it will get viewers to watch. We as viewers live for chaos!



Content Creation:

YouTube Video I created: I Turned Myself into The Grinch:

<https://www.youtube.com/watch?v=QGRiRJQX6Zk&feature=youtu.be>

I tried my best to use humor in this video mainly because I am no makeup artist or beauty guru on YouTube. I always make memes and funny videos but never of myself, so this put me outside of my comfort zone. I tried to use as many elements as I could from these YouTubers in order to create this video. Ex. Humor, chaos, *makeup (face paint), and being relatable with the use of memes.