



Linnæus University

Sweden

Thesis Project

"The Leading Role of Influencers in the YouTube Beauty Community"



Author: Androulaki Ralli Georgia

Supervisor: Schilling Annika

Examiner: Daudi Philippe

Date: 13/05/2015

Subject: Thesis Project

Level: Master

Course code: 15VT-4FE74E

Acknowledgment

I would like to express my gratitude to Professor Philippe Daudi and to my tutor Professor Annika Schilling. Professor Daudi throughout this year guided me and significantly motivated me to become my own leader in my life. His support and advices had a great impact in my personal and professional development. Professor Annika provided me with constructive help throughout the thesis project, which helped me for the outcome of this thesis. Additionally, I would like to thank all the tutors, Björn Bjerke, Mikael Lundgren and Kjell Arvidsson, for their insightful advices that shared with me during this year and helped me improve my work and myself. Further I want to thank Terese Nilsson for her time, energy and support that she has given.

A special thanks goes to Manos Tsagias, who constantly supported me during this year and significantly helped and motivated me to improve my work and set higher goals.

I would like also to thank Timoleon Tokousmpalides, Stella Lelou, and my parents, Angelos and Vallia, and my brother, Sotiris, for their constant support. Because without them nothing would be possible!

Lastly, I would like to thank all my friends that I made here in Sweden and helped me become the person that I am now. A real time-changing experience!

Abstract

Online communities are consuming significant time in the life of people. YouTube Beauty Community is one that exerts an important level of influence to the people who follow the YouTube Beauty Creators. Those, as leaders, have followers that follow them without coercion and the influence that they get is significant. Through this thesis is studied the characteristics and means that YouTube Beauty Creators have in order to exert influence.

In order to identify the characteristics and means that YouTube Beauty Creators use, a model was created to be used for video observations. Twelve beauty channels and more than 100 videos were observed in order to identify eight new means and characteristics that YouTube Beauty Creators are using to exert influence to their followers.

I conclude my work by building a bridge between YouTube Beauty Creators and different leadership styles, as well as a discussion on the importance of this enormous influence. It is highlighted the meaning of it for the development of social identities that watch these kind of videos. Lastly, it is pointed out the importance of social structures related to the gender issue and how the era of image affects these two factors.

Key words: leadership, leadership styles, YouTube, online communities, influence, beauty community, the power of influence through YouTube, characteristics and means of influence, semiotics, social identity.

Table of Contents

Acknowledgment	2
Abstract	3
1 Introduction.....	7
2 Method of Analysing Secondary Data	9
2.1 My Literature Review Journey	11
2.1.1 Search and Acquisition Circle.....	11
2.2 Problems That I Faced	13
3 Literature Review.....	14
3.1 Analysis of Different Leadership Styles	14
3.1.1 Informal Leadership.....	14
3.1.2 Opinion Leadership.....	15
3.1.3 Authentic Leadership	15
3.1.4 Charismatic Leadership.....	16
3.1.5 Ethical Leadership.....	16
3.2 Followership	17
3.3 Identifying a Pattern.....	17
3.4 Influence in Different Leadership Styles	18
3.4.1 Influence in Informal Leadership.....	18
3.4.2 Influence in Opinion Leadership.....	19
3.4.3 Influence in Authentic Leadership	19
3.4.4 Influence in Charismatic Leadership	20
3.4.5 Influence in Ethical Leadership	20
3.5 Social Influence	20
3.6 YouTube	21
3.7 Relationship between Leadership Styles and YouTube Content Creators	23
3.7.1 Informal Leadership and YTCCs.....	23
3.7.2 Opinion Leadership and YTCCs.....	23
3.7.3 Authentic Leadership and YTCCs	23
3.7.4 Charismatic Leadership and YTCCs.....	24
3.7.5 Ethical Leadership and YTCCs.....	24
3.8 The Beauty Community.....	25
3.9 Stereotypes about Women and Beauty	27
4 Model of Vloggers: Influence Assessment Criteria.....	30
4.1 Credibility and the Relationship with Influence	30

4.2	Creating a Model.....	31
5	Method of Collecting Primary Data	39
5.1	Method of Conducting Observations	39
5.1.1	The Stances of the Observer	40
5.1.2	A Gender Advantage for the Observations	40
5.1.3	Ethical Consideration	41
5.1.4	Gaining Entry	41
5.2	Netnographic Steps and My Analysis	42
5.2.1	Step 1: Definition of Research Questions, Social Sites or Topics to Investigate.....	42
5.2.2	Step 2: Community Identification and Selection	42
5.2.3	Step 3: Community Participant-Observation and Data collection	44
5.2.4	Write, Present and Report Research Findings and/or Theoretical and/or Policy Implications.....	45
6	Observations.....	47
6.1	Vlogger's Expertise and Offline Identity Disclosure	47
6.1.1	Name and Geographic Location.....	47
6.1.2	Credentials	49
6.1.3	Affiliations	50
6.1.4	Mentions	53
6.1.5	Stated Competences/Mode of Knowledge	59
6.2	Vlogger's Trustworthiness and Value System	60
6.2.1	Biases	60
6.2.2	Beliefs and Opinions.....	62
6.2.3	Honesty	63
6.2.4	Preferences	66
6.2.5	Habits	68
6.3	Information Quality	69
6.3.1	Completeness	69
6.3.2	Accuracy	72
6.3.3	Appropriateness	73
6.3.4	Timeliness	75
6.3.5	Match to Prior Expectations.....	77
6.3.6	Match to Information Need.....	78
6.4	Appeals and Triggers of a Personal Nature	79
6.4.1	Aesthetic Appeal	79
6.4.2	Literary Appeal	82
6.4.3	Curiosity Trigger.....	84

6.4.4	Memory Trigger	86
6.4.5	Personal Connection	88
6.5	Added Skills and Characteristics	91
6.5.1	Repetitiveness	91
6.5.2	Unity	92
6.5.3	Reward	93
6.5.4	Personality.....	94
6.5.5	Consistency	95
6.5.6	Instructional	95
6.5.7	Inspire	96
6.5.8	Approachability.....	98
7	Discussion of Findings	100
7.1	Discussion on Vlogger's Expertise & Offline Identity Disclosure	102
7.2	Discussion on Vlogger's Trustworthiness and Value System.....	102
7.3	Discussion on Information Quality	103
7.4	Discussion on Appeals and Triggers of a Personal Nature.....	104
7.5	Limitations	105
7.6	Further Discussion	106
7.6.1	Social Groups, Influence and Developing Identities.....	106
7.6.2	The Power of Image and Semiotics	107
7.6.3	Social Structure and Gender Issue	109
8	Conclusion	111
9	References.....	114
	Appendix.....	120

1 Introduction

As a master student of leadership many different leadership styles were introduced to me throughout this year. During all the lectures I had a continuous curiosity to identify leadership styles that represent the online community. Year after year people tend to use social media more and more, investing big part of their time online generating and consuming online content. Offline and online life sometimes are very different, with people paying more attention to their online lives rather than their real ones. This situation has brought a big rise in the success of people who operate online accounts, creating new types of jobs. Bloggers, people who operate blogs, and YouTube content creators, people who operate YouTube channels creating content for it, are currently able to make money almost exclusively from that. In 2011 the total YouTube views were one trillion, a number that cannot be neglected easily. Also the daily views on YouTube are four billions, which means that YouTube is a social media that the last years increasing its power rapidly. As a result to this, more and more people are attracted to create more content for it and a new industry has begun to emerge creating new conditions on how people communicate and influence each other.

This rapid rise of influence in social media triggered my interest in identifying if the people who are exerting influence to a certain audience are influencers and, to an extent, leaders. This thesis is mainly focused on the YouTube Beauty Community, which is an important part among the online communities because it interests a big and diverse amount of people.

Many researchers in the past have focused their studies into examining the Blogging Community or the YouTube Community, but the number of studies that examined the YouTube Beauty Community is very low and most of them have not specifically focus on the detailed analysis of some YouTube Beauty Creators. What they have done is to study this Community in general and in relation to Marketing. In this thesis I am approaching this community from a different angle. Conducting investigations among different leadership style I find that there are some characteristics that are in common, such as the leader transmitting a vision to the followers (Bennis, 1993) or the influence that is being exerted to them. YouTube, also, exerts a powerful influence on people through videos that YouTube content creators are uploading. Many of those videos have big influence in the lives of people who are watching them, changing their behaviours and attitudes. This is an important

characteristic of influence and an important element of leadership. With this in mind, my hypothesis is that there may be a strong connection between leaders and YouTube Beauty Creators. Based on that the research question I want to seek answers to the following:

Can we consider the YouTube content creators as influencers?

This question comprises the general purpose of this thesis. Based on this question, two more sub-questions have emerged that I try to answer through the primary and secondary data. Secondary data would create a foundation of the theoretical analysis, while primary data would support them through the conduction of observations. These questions are the following and are the ones that lead this thesis into a deeper understanding on how YouTube Beauty Creators are exerting influence.

- ❖ What are the means used by YouTube Beauty Creators to influence their followers?
- ❖ What are the important characteristics that a YouTube Beauty Creator should have in order to influence her followers?

2 Method of Analysing Secondary Data

The method that is use for the collection of primary data is playing a critical role in the formulation of the thesis. Hermeneutics is the approach that suits best for the purposes of this thesis and is being used for the analysis of primary and secondary data. The method that is used for primary data will be discussed in chapter 5.

Hermeneutics, or exegesis, is the theory that is based on interpretation and human understanding upon matters. In this thesis there is a focus on hermeneutics theory, rather on exegesis theory, because it concentrates more on the interpretation of written, verbal, and nonverbal communication, whereas exegesis focuses primarily upon texts. 'While hermeneutics was initially concerned with the interpretation of biblical texts it has been extended first to the interpretation of any text or linguistic material and later to understanding in general' (Ramberg and Gjesdal, 2009).

Barrett et al. (2011) talked about understanding, "Understanding ... is a projection of the horizon of the reader that meets the horizon of the text. Gadamer introduces an important phrase that many cite as one of his core contributions to the field of hermeneutics: understanding is the fusion of horizons. The dialogical encounter between reader and text extends or contracts the reader's world" (p. 189).

During the process of analysis the researcher is involved in 'a continuous dialectical tacking between the most local of local detail and the most global of global structure in such a way as to bring both into view simultaneously . . . Hopping back and forth between the whole conceived through the parts which actualize it and the parts conceived through the whole which motivates them, we seek to turn them, by a sort of intellectual perpetual motion into explications of one another' (Geertz, 1979, p.239).

Inside of the scientific community there is always a strong debate regarding preunderstandings, preconceptions, tradition and biases involved in all dialogical encounters among readers and texts (Gadamer, 1976;). Gadamer (1975| 2004) supports that the key issue 'is to be aware of one's own bias, so that the text can present itself in all its otherness and thus assert its own truth against one's own fore-meanings' (p. 272). By being open to the meaning

of the other person or text the more likely is to have a better understanding of things and be released from biases.

Boell and Cecez-Kecmanovic (2014) formulated two circle that describe the process of hermeneutics theory, the search and acquisition circle and the wider analysis and interpretation circle that are mutually intertwined. In this thesis only the circle of search and acquisition is used for the conduction of literature review as it serves the purpose of this thesis.

Conducting literature review the researcher penetrates in a quest to learn more by entering the hermeneutic circle for ' literature searching, sorting, selecting sources, and acquiring papers of interest. This is followed by reading, the key activity that develops understanding' (Boell & Cecez-Kecmanovic, 2014, pp. 257-286).

'The process of developing understanding of the relevant literature through the hermeneutic circles seems never ending. New sources and ways of interpreting and developing meanings that hang together somewhat differently can always emerge' (Boell & Cecez-Kecmanovic, 2014).

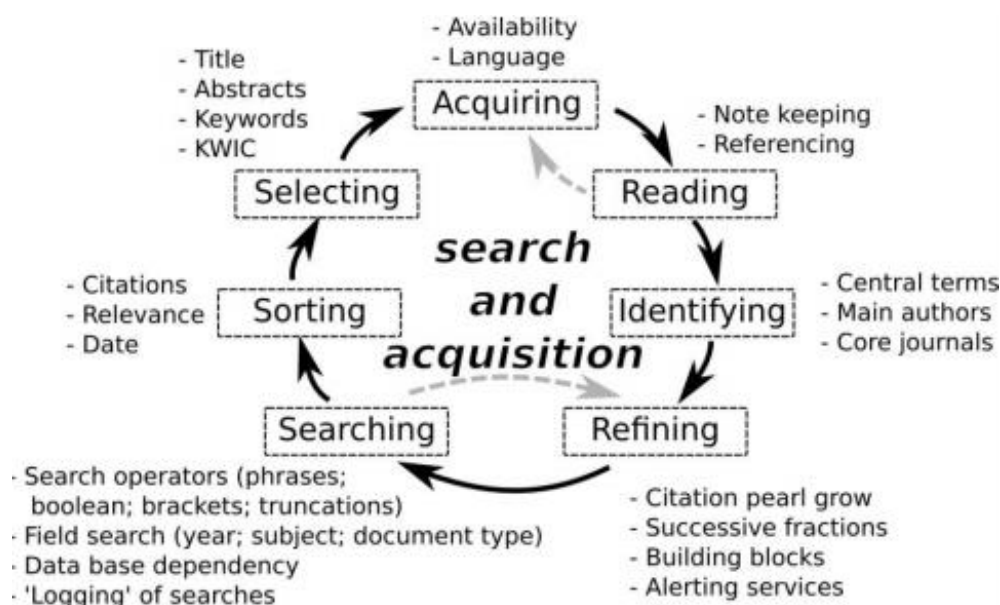


Figure 1: An overview of different tools and techniques associated with individual steps of the hermeneutic circle of literature searching and acquisition

2.1 My Literature Review Journey

In this section we analyse the different phases that is crossed, based on the hermeneutic circle by Boell & Cecez-Kecmanovic, (2014, p. 269), in order to find information about the concepts that we want to investigate in this thesis and the concept that emerged during the research. The collection of secondary data is mainly retrieved from scientific articles and books. The content of these is focusing on leadership, influence, social media and YouTube.

2.1.1 Search and Acquisition Circle

Searching

Description of the step: The purpose of searching is the researcher to identify relevant publications that could be considered as added value in the literature review. The aim is to gather important information from a rather big set of data.

What I did: This step is the one that determined many concepts in the literature review. At the beginning, the initial searching was mainly focused in two elements:

- ❖ the identification of different leadership styles and
- ❖ the YouTube beauty community and its influence

Based on these two categories the search for literature review had started. The starting point of my research was the identification of informal leadership. Many articles are dedicated to this topic and I had the opportunity to read an important amount of them. The same happened with the influence that is exerted in the YouTube community.

Sorting

Description of the step: After the step of search is done the selection of data could be made with different methods, such as relevance rankings, publication dates, or citations.

What I did: While the searching step was conducting this step was always in my mind. Most of the times, the method that I used to search for the articles and books was based on relevance of my search, authors, and citations.

Selecting

Description of the step: Selecting is the step where the researcher identifies the important publications for acquisition and reading.

What I did: While the searching step was happening, simultaneously the selecting step was occurring too. These two steps were merged together for time and memory reasons. Each time that an article or a book was found that could be useful in the thesis research I started reading the abstract of each article in order to identify if it worth to read or not. In case that the article was not fulfilling my interests I discarded it and I tried to find new ones. In case that the abstracts satisfied what I was looking for I saved these articles/books for later reading.

Acquiring

Description of the step: After the selection of publications it is time for the researcher to decide which texts are worth to read thoroughly.

What I did: In order to identify if a text was worth to read, the abstract, the introduction and the conclusion was read and then was decided whether an article or a book was worth of reading. If the abstract of the article was related to the concept of the thesis then reading the introduction was the following step. If also the introduction was satisfying the conclusion was also read. If all these three small steps were accomplished then these articles were added to my list of reading.

Reading

Description of the step: Through reading the researcher is having a first idea for her subject, but this also can leads to further selection of publications and analysis.

What I did: After the completion of the previous steps of the circle, reading was the next one. Through this step there was the chance to gather much information about informal leadership and the influence in YouTube community. Based on the selected articles and books there was the opportunity to identify many concepts and to expand the research through the references that the authors of the articles were using.

Identifying

Description of the step: Based on reading, a researcher identifies new concepts that lead to new readings through the use of citation tracking or other methods.

What I did: Through the process of reading were discovered new concepts that were relevant to the interest of this thesis. Starting with informal leadership I discovered other leadership concepts, such as opinion leadership or charismatic leadership.

Additionally, during this step the concept of social influence emerged, which represent the introduction of the concept of influence in a societal level.

Refining

Description of the step: The researcher can locate new additional reading through a variety of methods, e.g., ‘citation pearl grow’, ‘successive fractions’, or ‘building blocks’.

What I did: During this phase citation pearl grow was one method that was used in order to find new relevant articles for the research. Many times, while searching into a scientific website for articles, there were other suggested articles based on the keywords that were used. As a result, through this method there was the chance to increase the research range.

This circle of steps was performed many times in order to gather the necessary information for writing a satisfying literature review.

2.2 Problems That I Faced

The most important problem that was dealt with while the journey of literature review was occurring was the fact that I did not know when is the right time to stop. As my tutor advised me, there is no right time to stop searching for new information to add, but there is one point that it is important to continue with the further steps of the thesis. This point in my thesis was one of the most difficult ones, because I understood that as long as I will continue the literature research more concepts will emerge from it, because there is an endless reference list for my searching topic, but they will not make significant difference to the overall outcome of the thesis.

3 Literature Review

Overview

In this chapter is presented the literature review and the related work that already exists on Leadership and on YouTube community. Key concepts of leadership are described, and the different leadership styles that some leaders using. Except from the different leadership styles, the concept of followership is touched and why it is important in leadership. The chapter continues with an analysis of different influence that each leadership style exerts. Furthermore, it is highlighted the importance of social influence, its societal impact, and there is an introduction of YouTube and the YouTube Beauty Community. The chapter ends with a small discussion regarding the stereotypes that are related to women in correlation to beauty.

3.1 Analysis of Different Leadership Styles

This part begins by defining informal, opinion, authentic, charismatic and ethical leadership styles. The motivation on focusing on these leadership styles is based on the assumption that these styles could describe small fragments of the leadership styles that a YouTube content creator applies (I elaborate more on this argument later on the thesis; see Chapter 6).

3.1.1 Informal Leadership

Most scientific articles and books about leadership identify leaders within the context of an organizational or company setting. Labels disserve leaders from other employees and most of the times this separation is clear. But leadership can be identified everywhere in life, and not only in organizational settings. Informal leadership is a concept that supports this argument. Every day people are being influenced by others and it could be considered that everyone is a "small" leader in some occasions of life. According to Gardner (1995) a leader is someone who 'by and/or personal example, markedly influence the thoughts, behaviours, and/or feelings of a significant number of their fellow human beings (followers or audience members). The leader's voice affected their worlds' (pp. 8-9). This means that not only political or business leaders have influence in our lives, but also friends, family members, mentors or anyone else who could have an impact in a number of persons' lives.

According to Zemke & Zemke 'informal leadership occurs without organizational power or authority supporting it' (2008, p. 3). It could be identified everywhere and that is why an informal leader is more likely to engage in a creative and reflective thinking, generating better team communication and also create a trustworthy environment. A study by Pielstick (2000) showed that an informal leader has 'less need for power and is less likely to use fear or coercion'. This is a very important reason why many informal leaders have followers without questioning them.

3.1.2 Opinion Leadership

'Opinion leadership describes influential individuals who informally shape the attitudes and behaviours of their peers' (Gnambs & Batanic, 2013, p.598). They 'exert an unequal amount of influence on the decisions of others' (Rogers and Cartano, 1962) by considered as experts of knowledge in their domain that they influence. This knowledge, according to Coulter, Feick, & Price (2002) is considered to be the most important source of opinion leadership that enables individuals to influence others. This influence is far away from being a form of restrictive control because as opinion leaders they do not hold any formal positions in the society or in their social groups that they belong to, but they have a tendency to bring change (Weimann, Tustin, van Vuuren, & Joubert, 2007).

3.1.3 Authentic Leadership

Based on Luthans and Avolio (2003) an authentic leader is the one with confidence, hope, optimism, resilience, who is moral/ethical, future-oriented, and gives priority on developing associates to be leaders. The authentic leader is true to himself/herself and the exhibited behavior positively transforms or develops associates into leaders themselves (Luthans and Avolio 2003, p. 243; Ilies et. al. 2005, p. 376). Also Pielstick (2000) mentions some additional key values that characterize an authentic leader, such as treating people with dignity and respect, dealing with social injustice, altruism, fairness, justice, liberty, human rights, honesty, integrity and equality (p.102).

Bennis (1993) claims that 'the single defining quality of leaders is the capacity to create and realize a vision' (p. 216) and talking about authentic leadership, vision is a distinguish characteristic.

3.1.4 Charismatic Leadership

Many authors in the past have paid a lot of attention to a rather new genre of leadership style referred to as "charismatic," "transformational," "visionary," or "inspirational," (Bass 1985, Bennis & Nanus 1985, Tichy and Devanna 1986, Conger & Kanungo 1987, Kuhnert & Lewis 1987).

Charismatic leadership examines the relationship between the leader and the followers and focuses on issues relating to vision, risk-taking, enthusiasm and confidence (Hoyt & Ciulla, 2004| Levine et al. 2010, p. 557).

This kind of leadership has an effective impact in the lives of the leader's followers, changing needs, values, preferences and ambitions of followers from self-interests to collective interests. Charismatic leaders create an emotional connection between them and their followers, motivational inspiration, trust and so on. Because of this arousal of emotions this type of leaders have more satisfied and highly motivated followers than other formal leaders (Shamir et al., 1993). Another important aspect of charismatic motivational influence is the creation of a high level of commitment on the part of the leader and the followers to a common vision, mission or transcendent goal (Bennis and Nanus 1985).

3.1.5 Ethical Leadership

In this kind of leadership many other leadership styles could be identified, such as charismatic (Conger & Kanungo, 1998), authentic (Avolio & Gardner, 2005), spiritual (Fry, 2003), and transformational (Bass, 1985). Many similar characteristics could be identified into leaders who relate themselves into any of these categories such as altruism, integrity, and role modeling (Brown & Treviño, 2006). In other words, positive leaders possess positive characteristics. Ethical leaders instead of offering a global vision that everyone shares, they connect individually with their followers through personal actions and interpersonal relationships, making them relate with them directly (Brown et al., 2005; Neubert, Carlson et al., 2009). This perspective suggests that the individualized perceptions followers have of their ethical leaders are best captured at the individual, rather than group level (Kacmar, Carlson & Harris, 2013, p.582).

3.2 Followership

Followership is a big part of leadership. Without followers there are no leaders. Authors in the past had not paid a lot of attention in this aspect of leadership, until recently where many people are focusing their researches in followership and audienceship. According to Kellerman (2007) there are five types of followership and each one describes one attitude that a leader can identify from the followers. Starting from the less engaged type of follower, the isolated follower is someone who is completely detached. They are scarcely aware of what's going on around them. Moreover, they maintain a passive attitude toward the status quo and with this behaviour strengthens the leader. Then there are the Bystanders, who observe but do not participate. They are totally aware of what it is going around, unlike the isolated followers, and they passively agree with the leader when their self-interests are satisfied but in any case they will not engage actively. Continuing on, there are the participants, who are the type of followers that are engaged in some way. Is the type of follower who cares enough in order to invest time, effort, and money. Furthermore, there are the Activists. This type of followers when they decide to support the leader support her strongly and they are fully engaged to the cause, are energetic and eager, but on the other hand they can undermine and even unseat her. The last type of followership is the Diehards, who are prepare to go down for their cause – whether it's an individual, an idea, or both. These followers may be deeply devoted to their leaders, or they may be strongly motivated to oust her leader by any means necessary. They exhibit an all-consuming dedication to someone or something they deem worthy. This type of followership is rare. So, the level of engagement that followers have with their leaders has different depths and depending on which level a person is, can react differently.

Most of the times, all the above mentioned type of followerships occur simultaneously, but the intensity of them defines the leader's influence.

3.3 Identifying a Pattern

Through the analysis of different leadership styles and the concept of followership it becomes clear that all types of leaders are sharing their vision with their followers and they exert influence to them using different means. As a result, influence and vision could be identified as two core characteristics that all leadership styles share with each other. Isolating influence from the concept of vision, it could be the linking point in order to be able to answer the

research questions. As a result, in the following chapters influence is the focus of this thesis attention.

3.4 Influence in Different Leadership Styles

After setting a core characteristic, that is influence, we move on to identifying how leaders influence their followers based on the leadership style that they apply.

3.4.1 Influence in Informal Leadership

As mentioned before, many researchers 'have defined the informal leader as a group member who exerts initiative and has influence over other team members' (Pescosolido 2001; De Souza & Klein, 1995; Wheelan & Johnston, 1996). They are people who are not holding positions of power or are established with the label of leader. On the contrary, they are people who belong between groups and through their specific position are influencing the behaviours and attitudes of the team.

During the years researches have revealed that informal leaders have a strong impact and influence on group processes, norms and outcomes (Bass, 1990; Durham, Knight, & Locke, 1997; Kolodny & Kiggundu, 1980; Wheelan & Johnston, 1996). De Souza and Klein (1995) studied the informal leadership style and showed that this kind of leader has a strong impact on group goals and subsequently on group performance, but they did not manage to identify the means that informal leaders are using when they exert influence towards their peers. Unfortunately, this shows that there is a gap in the identification of means that informal leaders are using in order to influence their group members.

Pescosolido in 2001 examined the relation between informal leaders and time and he found that informal leaders have a bigger effect in the decision making and goal setting of the group at the beginning of the formulation of the group rather at the end of the process. Based on the study of Silver and Bufiano (1996), they proved that 'group efficacy tend to set higher group goals and subsequently achieve higher group performance. These findings combine to suggest that informal leaders may have an effect on group efficacy and that this may be the means by which they influence group goals and thus group performance' (Pescosolido, 2001, p. 79).

3.4.2 Influence in Opinion Leadership

Gnambs and Batinic (2013) argue that opinion leaders can be divided into two categories, a) opinion leaders who influence others by means of their competence in a certain domain and b) opinion leaders who influence others by means of their personality. 'Individuals who are perceived as competent at a task shape the opinions, attitudes, and behaviors of their peers more strongly. Perceived opinion leadership, however, does not necessarily imply that the respective individual is indeed competent as it results from the effects of knowledge and influencer traits' (Gnambs & Batinic, 2013, pp. 613-614).

In a more focused discussion about opinion leadership and consumers' behavior, Flynn et al. (1996) argue that 'opinion leaders occur when individuals try to influence the purchasing behaviors of other consumers in specific product field'. But it is important to keep in mind that opinion leadership cannot exist if there are no opinion seekers. Opinion seekers are people who try to find advice from others-opinion leaders- when are trying to make a purchasing decision. Some years ago this position was held by people who were actors, magazine editors and/or other people who had the ability to express their opinions publicly. In a more broad way, friends and family members could be considered sometimes opinion leaders.

3.4.3 Influence in Authentic Leadership

The goal of authentic leaders is not only to influence others, but also to be influenced by others in order to understand better the situation of others. This involves active listening, reflecting thinking, and feedback. Covey (1989) stated, 'seek first to understand, then to be understood' (p. 235). And that is the mindset of authentic leadership. By understanding and involving others to participatory process of decision making, the leader motivates the people to engage and to seek for something better for themselves, and to an extend for the society. 'These leaders motivate by 'pulling' us along with them' (Sashkin, 1989, p. 52).

An authentic leader expressing her vision, values and beliefs by using metaphors, analogies, stories, ceremonies, celebrations, rituals and traditions (Pielstick, 2000, p. 101). She is personable, exhibiting 'compassion, people orientation, friendliness, and sensitivity to the needs of different constituencies' (Duncan & Harlacher, 1990, p. 40). They may also be humble, i.e., they do not call attention to themselves and do give credit to individuals or groups for their accomplishments (Pielstick, 2000, p. 103).

3.4.4 Influence in Charismatic Leadership

According to Cogan (1989), when a leader has visions, these visions at the beginning may be very simple and incomplete. Many times the leader is inspired by her followers' visions or failed attempts to accomplish goals.

Charismatic leaders are inveterate information gatherers, they want to learn everything about what they are interested about. Based on that they can exert influence as the wise ones and have the ability to create visions with wide appeal. They manage efficacy by rewarding "small wins" or successful accomplishments, personal persuasion which may include positive reinforcement, emotional arousal, and observation of the leader's successes.

Aside from excellent communication skills, charismatic leaders have other significant attributes, such as they are willing to take personal risks, to use unconventional strategies, to emerge during crises, to listen desired behavior by being aware of followers' needs and feelings and be energetic in order to reinforce an action-oriented team and leadership style' (Cogan, 1989). All these characteristics are contributing in the influence that they exerting towards their followers.

3.4.5 Influence in Ethical Leadership

Based on a study that Neubert et al. (2009) conducted about the influence that ethical leaders are exerting, 'ethical leadership has both a direct and indirect influence on follower job satisfaction and affective commitment. The indirect effect of ethical leadership involves shaping perceptions of ethical climate, which in turn, engender greater job satisfaction and affective organizational commitment' (Neubert et al. 2009, p. 1).

3.5 Social Influence

Influence constitutes a necessary prerequisite in the development of followership whether it will be good or bad. Analyzing earlier the different leadership styles it came out that one core ingredient of leadership is influence and how leaders influence their followers. Social influence is defined as 'a change in a person's cognition, attitude, or behavior, which has its origin in another person or group' (Raven, 1965, p. 371). So 'when an actor adapts behavior, attitude, or belief, to the behaviors, attitudes, or beliefs of other actors in the social system ', social influence has occurred (Leenders, 2002, p. 26). Social influence nowadays is much easier to be accomplished than it was in the past.

According to Freberga et al. (2011) 'social media influencers (SMIs) represent a new type of independent third party endorser who shape audience attitudes through blogs, tweets, and the use of other social media' (p.90).

'This new trend of SMIs is been judged for some as competing, possibly hostile voices (Gorry & Westbrook, 2009), but for others was a appeared as a new opportunity to create forging alliances with them in order to promote a brand or an organization' (Freberga et al., 2011, p. 90).

3.6 YouTube

While blogs proliferate rapidly influencing many readers daily, another type of expressing influence has appeared. YouTube is considered as a social media and it is one of the most influential that exist. The interaction that provide makes it one of the most favourable mediums of the internet.

YouTube was founded by Chad Hurley, Steve Chen, and Jawed Karim, who were all early employees of PayPal. The website launched in May 2005, where YouTube allows billions of people to discover watch and share originally-created videos. YouTube provides a forum for people to connect, inform, and inspire others across the globe and acts as a distribution platform for original content creators and advertisers large and small. During the summer of 2006, YouTube was one of the fastest growing sites on the Internet and as a result on October 9, 2006, it was announced that the company would be purchased by Google for US\$1.65 billion in stock.

With the continuous rise of internet, in 2011 the total YouTube views was one trillion and the daily views on YouTube are four billion. YouTube has more than one billion users, which means that realizing these numbers will bring us closer to a new era of communication. The big asset of YouTube is that no matter in which country a person is living it has access as a visitor in the website or as a YouTube content creator. This means that people from all over the world can visit YouTube, except from very disciplined countries such as Syria, China and North Korea. As a result, YouTube has become an integral part of people's daily lives, either for entertainment or business, or both. Through YouTube a visitor can identify many different communities that can be related with. One of these communities is the YouTube beauty community. 'This community is consisted by YouTube beauty creators, who are the ones who make videos on YouTube and talk about beauty products and makeup techniques,

and the audience who is interested to this type of content search for suggestions, advices, knowledge etc. Both of them-YouTube content creators (YTCC) and the audience- create a strong community which the last five years is becoming stronger and stronger. YTCCs in most of their videos are talking about cosmetic brands and products that they are using or not and create an endless discussion in the comments by the followers/subscribers' (Jeffries, 2011). By sharing their opinions about different matters, regarding beauty products and life in general, they are influencing their followers.

Based on the abovementioned information the following questions emerge:

❖ Who could be an influencer?

Some years ago people who were actors and actresses, journalists in magazines and newspapers, celebrities and many more who could express their opinion publicly were considered influentials, because what they were doing and saying had impact in the behaviors of other people. But, nowadays, an influencer could be anybody. With the impressive rise of blogs and the marvellous success of some YouTube channels, it is totally understandable that the power of influence is distributed to everyone who wants to use it. Sometimes this unprotected source of influence could be very dangerous, but it is the one that challenges the power of critical thinking in the followers and in human beings in general. Critical thinking is the ability of people to judge actions, behaviours and words without falling into functional stupidity (Alvesson, 2014). The phenomenon that people prefer to have a leader to think for them always existed, but with the rise of "everyday leaders" this situation could make things worse. On the other hand, it is an opportunity to fight functional stupidity and identify the real "everyday" leaders of our times.

❖ What YouTube beauty influencers/Beauty gurus are doing?

In the YouTube beauty community there is a countless number of channels that are devoted in beauty talks, makeup tutorials, useful suggestions and much more that a girl would be interested to listen about. Some of these beauty channels are very successful gathering millions of subscribers and as a result millions of followers. The people, mostly girls, who are the owners of these successful channels are called Beauty Gurus. This title is a decorative title that most of them feel honoured and anxious about it. This anxiety stems from the reason that they are non-professionals in what they are doing and simply sharing their hobby and passion with other people.

This informality and authenticity of their cause touches and influences deeply the people who are following them. The fact that they are everyday girls that are not better from their followers make them easily likable, trustworthy, and of course influential. Of course, as the channels of some YTCCs are growing their influence has bigger impact in the lives of much more followers.

❖ How YTCCs influence in general?

This question constitutes one of the fundamental research questions that this thesis is examining. As a result, later on conducting observations gives fruitful insights to answer it.

3.7 Relationship between Leadership Styles and YouTube Content Creators

3.7.1 Informal Leadership and YTCCs

Having in mind how informal leaders influence their followers, it is clear that YTCCs are holding an informal position in the ladder of leadership. They are people who informally express their opinions among other people, online, without holding any formal positions as it happens with formal leaders. They have the chance to influence the people that voluntarily follow them without any coercion to impose their opinions or beliefs.

3.7.2 Opinion Leadership and YTCCs

Nowadays, with the rapid rise of technology and social media, much more people could hold the title of an opinion leader. YouTube is a prime example of a medium that inhabits many opinion leaders who are expressing themselves through their videos to their subscribers.

In the case of YTCCs, opinion leadership is a type of leadership that can explain many aspects of their influence. Through their videos YTCCs are talking about products they are using, simply expressing their opinions about them, but in to a deeper level they effect the behavior of their followers when it comes to the decision making of a purchase.

3.7.3 Authentic Leadership and YTCCs

Most of the YTCCs are people who started their channels as humble girls who uploaded videos on YouTube expressing their passion and their opinions about products. Their initial intentions were to create a continuous conversation with other people about a subject they love. As it happens with authentic leaders, YTCCs are trying to maintain their true self and encourage people to give them constructive feedback in order to develop their selves and be

better. This exchange of opinions creates a strong bond between YTCCs and their followers, because both feel that their needs are partly fulfilled.

Most of them through their videos are trying to be true to themselves and to their followers by telling personal stories or unfolding other aspects of their lives that can inspire other people who face similar situations.

Many times YTCCs have been accused of hiding their authentic self in order to make money. This allegation has its roots in the fact that many YTCCs are paid in order to talk about products or show something to their channels. As it happens everywhere, there are YTCCs that represent the people who represent the ones who become non-authentic on the altar of money. But, also there are people that even though money is included in the context that does not stop them be true to their selves and their followers. Through their channels, YTCCs express their personal preferences regarding the subject they showcase. For instance, when an YTCC talks about make-up and cosmetic products, she demonstrates products that are working, or not, to her own personal preferences and needs. In case that the products that she shows do not fulfil other people's preferences does not mean that the YTCC lost her authenticity because she talked about a product that she liked, and she was paid for.

3.7.4 Charismatic Leadership and YTCCs

Some of the characteristics of a charismatic leader can be identified in the YTCCs. YouTube as a medium could be considered as an unconventional way of influencing others, which during time is becoming more common. Similar to charismatic leaders, YTCCs are energetic and inspire people for the best through their work.

3.7.5 Ethical Leadership and YTCCs

In the case of YTCCs, ethical leadership is an important element. YTCCs exert an important amount of influence to a wide age range. In this range there are many girls who are in their teenage years or in a period of time where they are shaping their personalities. This period of time is very crucial for a person and based on the stimuli that she gets her personality is developed accordingly. So when a person devotes an important amount of time watching YouTube beauty videos, the people who are exerting influence should have some ethical awareness regarding the content of their videos.

3.8 The Beauty Community

The Beauty Community consumes a big part of our social environment, with a specific focus into women, even though men are starting holding an increasing part of it. Through this section it will be covered the importance of this community and it will be showed the way that this community is working. People that are exerting influence in this community are having much power on the formulation of trends and in the success of new products. This influence that is coming from these people could be affect different aspects of a person's life. Part of this thesis is an attempt to understand the influence that people in the beauty community are exerting and the way that they accomplishing it. This phenomenon will be studied in the YouTube beauty community.

Some years ago, Simmel expressed his opinion about fashion, when fashion and beauty was integrated into one category. Fashion is the imitation of a given example and satisfies the demands for social adaptation; it leads the individual upon the road that all travel, it furnishes a general condition, which resolves the conduct of every individual into a mere example. Thus fashion represents nothing more than one of the many forms of life by the aid of which we seek to combine in uniform spheres of activity the tendency towards social equalization with the desire for individual differentiation and change (1957, pp. 542-543).

Also it is pointed out the changing character of fashion. 'Fashion is a social process. It is often defined as a socially derived valuation of an idea, practice, or product, or as a form of collective behavior; it, therefore, has many implications for various facets of social life. The social needs behind fashion and its consumption, the social values and functions of fashion, and the social channels used for its dissemination, evaluation, and approval are some of the reasons to consider fashion as a sociological concept, rather than merely a product, marketing item, and an individual form of behavior.' (Weinman 1950, p. 141). The price of an unsuccessful choice may be social embarrassment while a successful choice may bring acceptance and rewarding popularity. Thus fashion decision-making requires careful testing and evaluation. This testing and evaluation can be retrieved from the always informed and socially integrated opinion fashion leader or fashion influencer who provides support and endorsement.

YouTube plays an important role in the beauty community and the formulation of fashion/beauty influencers. Is the medium that transformed the way that people are seeking for information and advises regarding beauty. Nowadays, teenagers or adults are no longer

asking their mothers for tips in order to learn what is best for them or how to apply makeup, they have YouTube and YTBCs (YouTube Beauty Creators), who have created videos for every need for every person. The variety of the videos that are uploaded in the YouTube platform is efficient to cover everybody's' needs.

As a result of this transformation, the needs are changed and the cosmetic brands have changed their communication strategies. Through YouTube, brands can unlock significant opportunities, targeting specific niches that they want to reach. Most of the cosmetics brands whose strategies are treating YouTube as an important source of influence for their brand have seen outstanding results, comparing to other brands who treated YouTube as a bad substitute of television or magazines (Antoinette, 2014).

McCracken et al. (1988) describes the life cycle of a fashion/beauty products in order to enter a market:

1. *Invention and introduction.* A source of fashion objects, such as fashion designer, entrepreneur, or innovator, creates and introduces a new object.
2. *Fashion leadership.* A small proportion of the most fashion-conscious consumers adopts and introduces the new fashion to its followers. In most instances, the public may be aware of the new fashion; the decision to adopt or reject it, however, relies on the influentials.
3. *Increasing social visibility.* The fashion receives social increasing attention and recognition, supported by the opinion leaders, the media, and the commercial promoters of the new item.
4. *Social conformity.* The new fashion achieves social legitimacy; the compelling forces of conformity, communications, and mass marketing propagate widespread adoption of the fashion.
5. *Social saturation.* The new fashion is routinized and, in fact, may become overused, thus setting the stage for its decline.
6. *Decline.* New fashions are introduced as replacements of the old fashion, leading to its decline and disappearance.

As we see from the above process, in order for a new product to have a smoother, better and , of course, more successful entry in the market, influencers play a very important role. The audience is waiting their opinion about new products, trends, or anything else, in order to

form, confirm or reconsider their opinion. As a result, the future of a product or trend is highly interdependent with the opinion of fashion or beauty influencers.

'Simmel pointed out the importance of the influential figures and how they adapt with the social norms, serving as the mediators between changing culture to establish social values. These individuals are personifying social values and translate them to influence thus further reinforcing the existing values' (Weinman, 2007, p. 144).

Bauer (1967) in the search of patterns for fashion leaders hypothesized that such individuals might be identified via analysis of her perceptual style and personality. This hypothesis came from the assumption on how a person behaves is determined by the interaction of her personality, her environment, and her perception of these (pp. 559-578).

Concluding, this section was the one that set the research into more depth, determining the area that the qualitative data will be collected. Understanding the importance of this community, the important of an influencer and the way that a product cycle is working highlights the significance of this study. By identifying how YTBCs are exerting influence through YouTube could raise new questions about their influence and into an extend their leadership.

3.9 Stereotypes about Women and Beauty

A general perception regarding beauty and women is mostly fully of prejudiced and stereotypes. Ronald Barthes in his book *Mythologies* (1981) says that 'the more a system is specifically defined in its forms, the more amenable it is to historical criticism' (p.112). Beauty could be considered as an open system where many people voluntarily becoming part of it and interact with each other. Its roots are coming from the ancient years, so beauty could be clearly defined. Indeed, because it is a system, criticism is a factor that occurs. Some of this criticism has been transformed into stereotypes. Stereotypes are defined as 'a widely held but fixed and oversimplified image or idea of a particular type of person or thing'. Based on this definition and the very old roots of beauty, stereotypes have become part of beauty, but in a negative form which affects the lives of people, but mostly, the lives of women.

Beauty is perceived as something superficial that has no specific depth except from the obvious. Many of the beauty stereotypes are close related with women and their perception about it. These stereotypes have formulated through centuries and the existence of them is highly dependent on the position that women had in the society and in correlation with men.

For many years women were treated as a beautiful being that existed to get married and have children. This way of living formulated an opinion that women do not have the intelligence to do something more rather than being beautiful in order to attract the best men for them. Even though this notion is far away from today's reality, unfortunately, these stereotypes because they are so deep rooted in the human minds and cultures it will take years to disappear.

One of the most common stereotypes that most of the people have is that beautiful people are not as much intelligent as others. According to studies that have conducted (Andreoni & Petrie, 2008) it has been proved that this is not true and beautiful people can be as efficient as any other person, and sometimes it could increase the productivity because it provides confidence.

Furthermore, women by spending considerable amount money buying beauty products and spending an even bigger amount of time doing their make-up, have been blamed that they care only about their look and how to improve it. Their need to take care of their selves and look pretty provides a feeling of satisfaction and happiness, but unfortunately this action has been judged cruelty. Of course there are women that prove these stereotypes, but there is more. Women do not only care about their external appearance in order to look beautiful and attract others, but there is also a satisfaction through this process that unfortunately many people, mainly men, cannot understand it. Through this process women have fun, have the opportunity to disconnect from their problems and do something that they like almost every day. Through this process confidence is increased and effectiveness occurs in different aspects of life.

Analysing beauty stereotypes many times we can face oxymoron. Even though beauty is questionable, we have constructed our societies in a way that stereotypes are being confirmed. For instance, even though we thought we easily judge a beautiful women, at the same time we try to embrace beauty. In television most of the presenters have selected not only for their professional skills, but also for their external appeal, and many times the later matters more. As a result, many times even though we want to move forward from these stereotypes the societal construction is a big barrier to achieve that. However, the past, at least, five years we make an effort to get rid of them and discover an inner and deeper purpose of beauty. This inner beauty has started to become more important than the external appearance, which is very important for the development of how we perceive it.

Adapting this to a professional environment, people who are working for the beauty industry or examining these communities may face the burden of “levity” from other industries. Because beauty is considered as a non-serious phenomenon and in the minds of most people there are much more important thing to think or do, this levity increases the levels of discriminations and maintains the existing stereotypes. But, in a deeper level, all these people are contributing to our societies as much as any other human being.

YouTube Beauty Creators could be considered as contributors to this industry by shaping opinions and influencing a considerable amount of people who are interested about beauty products and make-up techniques. Unfortunately, many times they have been judged as the ones who only care about their look and they do not have any other interests on developing their selves in other fields. Through this thesis it is explored that these people have more knowledge than many expect and their work is equally difficult as other positions in a company setting. In a way they are “small entrepreneurs”, managing their own YouTube beauty channels, blogs, make-up or clothing lines with big success.

4 Model of Vloggers: Influence Assessment Criteria

Overview

In this chapter is presented a model for assessment of Vloggers influence , which I later use for data gathering, and evaluation. The model is inspired from previous seminal work on credibility on web blogs Rubin and Lydi (2006). I start by drawing the link between credibility and influence, and web and video logs. I assess the validity of this link through a quantitative and qualitative analysis, and further extend my model to capture aspects applicable only to influence and YouTube Beauty video logs.

Definition of Vlogger

Vlogger is defined as the one who records a video blog. A vlog or video blog is a blog (short for weblog) which uses video as the primary content.

4.1 Credibility and the Relationship with Influence

According to Barbara Laffertya and Ronald Goldsmith (1999) credibility is a tool in order to influence other people. It is the mean that companies influence their clients, leaders influence their followers and, in this case, YouTube Beauty Creators influence their subscribers. Looking the definition of the word the meaning of influence and credibility is interrelated with each other.

Definition of Credibility

Credibility (term) is the quality (class) of being believable or worthy of trust (differentiating characteristics).

Being believable and worth of trust are two privileges that influential people have. If these two important qualities are missing from somebody, then it is impossible to be considered as influencer. Each person has different values on what is credible or not, but in any case if credibility is missing from somebody then it is not able to exert influence to other people. As a result, credibility could be described as a prerequisite quality for a person in order to become an influencer, and a sub-category of influence. This relation between influence and

credibility allows is strong potential in identifying influencers if we were able to identify credible bloggers.

4.2 Creating a Model

In this thesis in order to evaluate whether YouTube Beauty Creators are influencers and to identify the means that they are using for becoming influencers, we begin with the set of credibility indicators originally developed for blogs (see Table 1 from Rubin and Lydi (2006)). We qualitatively analyze YTBCs according to these credibility indicators and discover new ones pertaining only to influencers which we use to complement our original set of indicators. The final set of indicators aims to capture characteristics of YTBCs and the means they use to influence their followers.

Blogger's Characteristics of Credibility

Rubin and Lydi (2006) introduced a four factor preliminary analytical framework for blog-readers' credibility assessment of blog sites. They dissected credibility in four factors: (a) blogger's expertise and offline identity disclosure, (b) blogger's trustworthiness and value system, (c) information quality, and (d) appeals and triggers of a personal nature. Each of these factors is defined by a set of characteristics that one can use to perform a qualitative and quantitative analysis. The table below lists the four factors and their individual aspects:

Blogger's Expertise and Offline Identity Disclosure	Blogger's Trustworthiness and Value System	Information Quality	Appeals and Triggers of a Personal Nature
Name and Geographic Location	Biases	Completeness	Aesthetic Appeal
Credentials	Beliefs	Accuracy	Literary Appeal
Affiliations	Opinions	Appropriateness	Curiosity Trigger
Blogrolls	Honesty	Timeliness	Memory Trigger
Stated Competencies	Preferences	Organization	Personal Connection
Mode of Knowing	Habits	Match to Prior Expectations	

Blogger's Expertise and Offline Identity Disclosure	Blogger's Trustworthiness and Value System	Information Quality	Appeals and Triggers of a Personal Nature
	Slogans	Match to Information Need	

Table 1: Blog Credibility Assessment Factors (by Rubin & Lydi, 2006)

For the purposes of the thesis this table needs to be reformulated because it focuses on the blogosphere and the credibility of the blogs, while the focus of this thesis is on vlogosphere and the influence of vloggers. Although the two topics are closely related, the combination and reformulation of this table can give strong foundations in better understanding of this topic.

The changes are necessary because in Vloggers' community things differ from the Bloggers' community. YouTube is an interactive medium where people are making videos and talk directly to their followers, transmitting more easily experiences, feelings, techniques, and so on, whereas on blogs things are more static. So, what we will do is to take Rubin and Lydi (2006) blogger's table and reformulate it upon the needs that vloggers have after carefully analysing a set of vloggers; see table 1. In the following pages there are the descriptions of the characteristics of each of the credibility indicators that are related to this thesis based on the influence that YTBCs are exerting and the changes are apparent.

Vlogger's Expertise and Offline Identity Disclosure

This factor is related with external elements of YouTube. It is focused on the YTBC as a person and facts that she has that affect the influence that she could exert.

❖ Name and geographic location

Geographic location could play a key role in the influence that a YTBC is exerting. Even if online platforms exert influence on the people, location is still an aspect that could affect the level of influence. Depending on where a person lives fashions her needs, habits and most importantly her social cycle.

Additionally, the name of the channel could play a catalytic role in the memorization of the viewer. Having a name that it is easily memorable or close related with the subject that a YTBC is talking about, could help the visitors to remember the channel more easily and as a result there are more chances for the YTBC to influence the returning viewers.

❖ Credentials

The biggest benefit of online platforms is traceability. This means that most of the times people can easily keep track of the traffic that an online platform is gathering. YouTube's interface helps the users and the visitors to easily see some of the most important information of a video, what are the views of the video, the number of subscribers of the channel and the number of comments of a specific video. YouTube has set a minimum number of subscribers that a channel can have in order to be considered as successful. This number is 100,000 subscribers and when a YTBC is reaching this number, YouTube send her a golden inscription with the name of the channel and the logo of YouTube in order to congratulate her. By overcoming this number viewers could consider the YTBC as more reliable and as a result could be more open to be influence by her.

❖ Affiliations

Affiliations are a big part of blogosphere and vlogosphere. Some YTBCs based on the affiliations that have with cosmetic brands are making themselves more credible and viewers and subscribers are more open to trust them and in the end to be influenced by them. Big partnerships with established brands could raise the trustworthiness of the YTBC for the viewer.

❖ Blogrolls

As there are no Blogrolls in YouTube this indicator needs to be adjusted. In the case of YouTube, YTBCs most of the times are creating synergies with other YTBCs or brands via mentions, similarly to what bloggers do via Blogrolls. Mentions from the people or brands could increase the credibility of somebody, when the mention is coming from an influential and trustworthy person in her domain. By enhancing the credibility of a person a follower could be more open to any influence that is exerted, and as a result this person is becoming more influential, because now addresses to a bigger audience.

❖ Stated competence

As Gnambs and Batinic (2013) argue, there are three ways of influencing somebody, by competence or personality or both. In this case credentials represent the competence of a YTBC, how many skills she has in order to be worthy attention and to an extent worthy to influence.

❖ Mode of knowing

This indicator is related with the academic and professional experience of the person. The more experience she has the more influential could become. But in case of YTBCs this indicator could be integrated with the previous one because they overlap with each other.

Vlogger's Trustworthiness and Value System

This factor is related to the personal moral and ethical beliefs that a YTBCs has and with them is influencing others. Here many characteristics could be recognised with the non-verbal communication.

❖ Biases

Biases have the power to connect or separate people from each other. Depending on the YTBC's biases viewers would subscribe or not to her channel. Depending on this action, the YTBC can exert influence to this person or not.

❖ Beliefs and Opinions

Beliefs and opinions are two elements that could fashion the style of the YTBC. Based on them a person considers whether to agree with her or not and as a result to follow her or not. In case that she agrees with the beliefs and opinions of the YTBC she is more open to be influenced by her.

❖ Honesty

Honesty is a personality characteristic that everybody seeks to find in other people. Especially in the online community, where people anonymously can say whatever they want and be dishonest to others, honesty is something that creates strong shackles between the YTBC and the follower. Also, honesty could be related with authenticity. The main characteristic of an authentic person is to reveal the true self and not fear to expose it.

❖ Preferences

Having a similar preference with somebody else automatically that could create bonds with the other person. Preferences show somebody's inclination towards something or someone. When two people have similar or the same preferences about a specific topic then it could be easier for them to be influenced with each other. Normally, the person that has the most knowledge or has a position of power is the one who influence the other, but this does not mean that she is not being influenced by them.

❖ Habits

From the moment that a person is succeeding to establish a habit to another person then officially this person is under the influence of the influencer. In the case of YouTube, YTBCs are creating videos exposing some of their habits and the people who are watching these videos are milling this habit in order to understand if they can and want to fit it into their lives. By establishing a habit a process is automatically becoming part of the daily life and this means that the level of influence is very deep.

❖ Slogan

In this specific case slogan is not an indicator that could be considered as a mean of influence. Having a slogan integrated in a video does not increase the level of influence that a YTBC is exerting to her followers. That is why in the reformulated table this indicator is removed.

Information Quality

Information quality is close related with the information that the YTBCs are sharing with their followers. Through this factor it is defined the content of the videos as long as the information that they consider to share with their followers in order to influence them.

❖ Completeness

The level of information completeness could affect the level of influence that a person feels. The more complete an information is the more chances it has the person to trust it and as a result to be influenced by this.

❖ Accuracy

Accuracy is an important part of credibility and as a result of influence. When somebody is informed with an accurate information then she feels trusted by the person who shared the information and more confident to apply it in her life.

❖ Appropriateness

Appropriateness has to do with the ethical and moral values of the person. Because the videos are being watched by many teenagers or even younger children the impact that they have in their lives could be great. That is the reason why cursing or inappropriate gestures are not very common in the YouTube beauty community. Additionally, it could be related with the touch of sensitive matters and the way that they approaching them.

❖ Timeliness

Trends and technologies in the era that we live are changing and developing in a very fast pace. People is impossible to keep track on everything that is happening. But people who are exerting influence on other people's lives is their job to be always up to date and demonstrate the new trends. In that case people are in need of that influence in order to keep up with their social lives.

❖ Organization

On the Internet information could be too much. So when a person is organizing her information into categories or chronologically or in any other order, helps the other people to

find easier what they are looking for and this creates credibility. Although this indicator is very important for a blogger, in the YouTube community organization is not an indicator that could make a contribute in the influence a YTBC is exerting. YouTube platform has a default way of organizing videos in channels and the YTBC cannot change the way that a channel appears. As a result organization is not a relevant indicator to be observed.

❖ Match to prior expectations

When somebody is exposing herself into information there are some prior expectations that she wants to fulfil. When these prior expectations meet with the outcome of the exposure then the person is most likely to be influenced by the result.

❖ Match to information need

People are searching information all the time because they have the need to learn. So, one of the jobs of influencers is to provide information. In case where this information that is been shared from the influencer is matching with the needs of the "searcher" then the possibility of influence is high.

Appeals and Triggers of a Personal Nature

This factor is the last one and is the one which is related with the personal preferences of the YTBC and the viewer. Based on the setting of the video, the language that is used and some personal connections that could happen throughout a video, deliberately or not, a person could be related and be influenced by that. This indicator is close related with the meaning a YTBC can provide through external factors, rather than beauty products, such as the setting of a room or the telling of a personal story that creates a deeper meaning in the outcome of a video.

❖ Aesthetic appeal

Aesthetic appeal is something that somebody who wants to influence in depth always considers. The background that a person has in videos, the clothes she wears, the way that she edits her videos are factors that affect the final result of the video. Depending on the personal preferences a person could feel appealed or abhorrence and as a result to decide if she wants to continue following this person.

❖ Literary appeal

Talking is part of rhetoric and influence is all about using the right words in order to affect other people's lives. So depending on the use of language a person does it could easily or not influence others.

❖ Curiosity trigger

By triggering somebody's curiosity it could be considered as a small invitation for influence. This is one of the first steps that an influence does in order to come closer toward other people. If this indicator is 'activated', then a person for at least some moments wavers between being influenced or not.

❖ Memory trigger

Memory trigger is related with the ability of the YTBC to evoke memory to connect a current situation with something familiar that happened in the past. Through this step emotional attachments could be created that could influence opinions of followers.

Also memory trigger could be used in order to make people remember information or people easily. There are many tricks to accomplish that in order to be memorable. One way is to be correlated with an experience. Also memory trigger is achieved by making big statements or using "easy" words to be memorable.

❖ Personal connection

Personal connection is mostly connected with the communication that a YTBC has with their followers. Every time that a follower realizes that a YTBC replied to her comment feels more personal connected with her and as a result feels more trusted to this person. This also could mean that in the future she would be more willing to be influenced by her and follow her recommendations and advises. Also, other social media could support this attempt and help the YTBC and her followers to feel closer connected. Instagram and Twitter are two social media that many YTBCs are using to achieve this personal connection.

Based on the above descriptions, we summarize our final set of influence indicators in the table below:

Vlogger's Characteristics and Means of Influence

Vlogger's Expertise and Offline Identity Disclosure	Vlogger's Trustworthiness and Value System	Information Quality	Appeals and Triggers of a Personal Nature
Name and Geographic Location	Biases	Completeness	Aesthetic Appeal
Credentials	Beliefs and Opinions *	Accuracy	Literary Appeal
Affiliations	Honesty	Appropriateness	Curiosity Trigger
Mentions *	Preferences	Timeliness	Memory Trigger
Stated Competencies/Mode of Knowing *	Habits	Match to Prior Expectations	Personal Connection
Match to Information Need			

Table 2: Vlogger's Characteristics and Means of Influence. Asterisk (*) marks new indicators pertaining only to vloggers.

5 Method of Collecting Primary Data

Overview

Chapter 2 discussed that Hermeneutics is the method that was used to collect secondary data, but the same mindset was also used during the collection of primary data. Hermeneutics methodology has a very broad spectrum on how somebody could work on and collect data. As this spectrum is very broad, Netnography could be considered as a more focused method of it. Observations was the way that the collection of data was made and in this chapter is analysed the steps that Netnography has in order to collect data.

5.1 Method of Conducting Observations

In order to support the theoretical part we gathered more information about influencers by qualitative analysis. Through qualitative analysis we have the opportunity to affirm the theoretical part. This is the best way to collect data in this case because the information that we are looking for in order to identify how YTBCs are influencing their followers are already out there, in the internet and in their uploaded videos.

Conducting observations will give us solid information in identifying characteristics that influencers in general have and, also, will provide fruitful information regarding the way that YTBCs are influencing their followers. In the previous chapter we define a model with some initial features that we are looking for when we are conducting observations that could be considered as a map of the research.

Netnography

Kozintes (2009) is the one who introduced this term and he describes it as the method of analysing behaviours of individuals in the Internet. It is considered as a branch of ethnography and the word “Netnography” comes from “Inter[net]” and “ethnography”. The steps that a researcher must apply in order to perform a Netnographic research are the following:

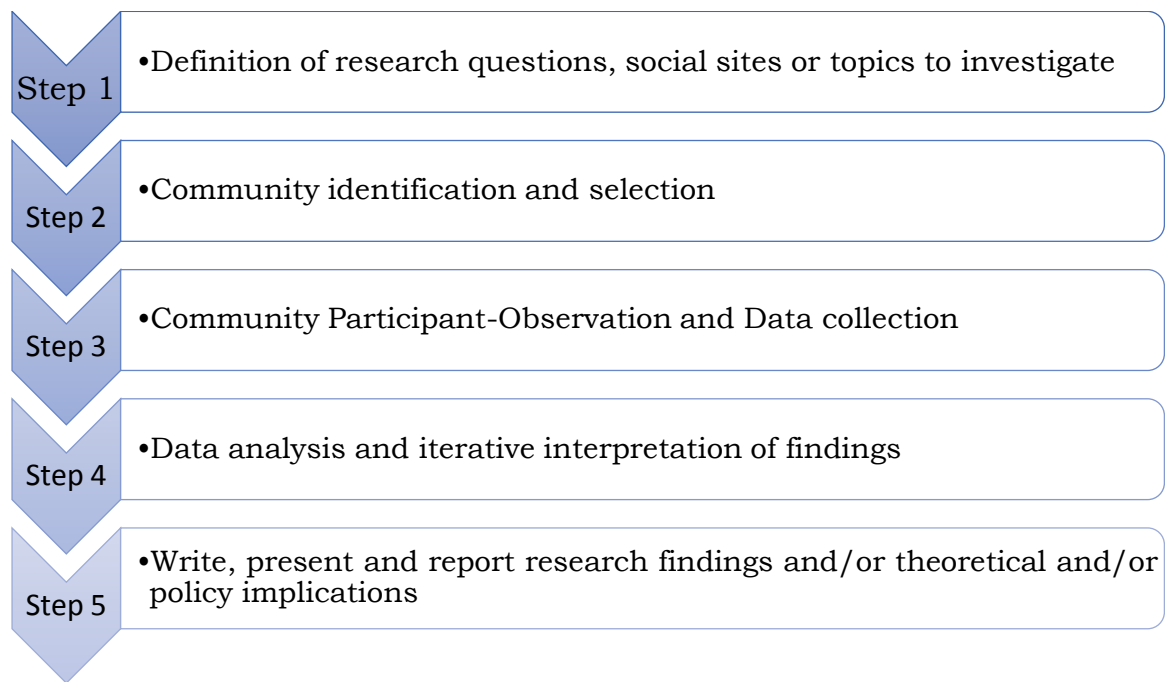


Figure 2: Flow of Netnographic research project (Kozinets, 2010, p.61)

Before moving to the analysis of the steps, it is important first to define information about the researcher and ethical matters.

5.1.1 The Stances of the Observer

Most of the times, the researcher and the people who are observed have a communication with each other. In this particular situation the researcher and the YTBCs have no communication with each other. Because the observations are conducted online, and most specifically in videos that are already created and uploaded there is no need to get in touch the two sides.

5.1.2 A Gender Advantage for the Observations

In the industry and community that the observations were conducted gender played an important role in the identification of the different patterns and categories. Being a woman observing the beauty community of YouTube was a big advantage that eased the process of observations. Knowledge that is being retrieved from personal experiences gives me the opportunity to go a step further and discover new behaviours and techniques that YTBCs are doing, whereas if this area of study was new to me, this ability would be more difficult to acquired, because I would have missed many basic information that I would have to learn from the beginning.

Additionally, as a woman that is keen towards beauty and cosmetic products I am watching YouTube for many years and the last year I have my own YouTube channel as a hobby. Knowing thoroughly how YouTube and the YouTube Beauty Community works helped me to have a clearer idea on what I am looking for during the conduction of observations and how to find it. Also, because I had already watched the majority of the videos in the past, most of the times I had in my mind what to expect from the videos and where to look for the information. And because of all that I had the chance to be more open to notice new insights by observing the YTBCs and be more focused on the details.

5.1.3 Ethical Consideration

Netnographic observations are conducted online so the ethical consideration that the researcher should acknowledge is to try to give the most accurate picture of the people that are observed. Through the observations that I conducted I never had personal connection with the YTBCs, I only knew them through their work on YouTube, so the relationship that I formulated was one sided.

For me it was the first time that I conducted observations and I tried to conduct the research in an ethical manner. My intention was to give the facts as it is without creating false impressions for the people that were observed.

5.1.4 Gaining Entry

Most of the times gaining entry in a community for the researcher is a long process in order the participants to feel trust. This time the observations were upon videos that are already posted on the YouTube's website that are publicly open and everybody have access to watch them. So there is no need for requesting access from the YouTube Beauty Creators and especially there is no need to create close ties with them.

Bernard (1994) introduced the term "Hanging out" in the observation field. This is the process through which the researcher gains trust and establishes rapport with participants. At this time something like that it is not necessary, because gaining trust of the YouTube content creators is not necessary. But by "hanging out" with them, meaning watching their videos multiple times, will lead to a deeper understanding on the way they are expressing their opinions and acting upon something.

5.2 Netnographic Steps and My Analysis

5.2.1 Step 1: Definition of Research Questions, Social Sites or Topics to Investigate

This step is focusing in the research planning and gaining entrance to the online communities and cultures. For this specific thesis the online community that the research occurs is the YouTube beauty community. Based on the research question, if the YTBCs can be considered as influencers in the beauty community and what are the means that they are using to influence, YouTube beauty channels are the most suitable to be observed.

More precisely, the observations were conducted in twelve YouTube beauty creators and the research is made upon their videos that publicly uploaded in their channels, through the YouTube platform. The time span of the videos is no bigger than one year.

It is important to state that there is no ethical limitation in observing these videos because there are already publicly uploaded and can be watched by anyone who has access to the YouTube platform and is interested to watch their videos for any reason. The main ethical concern that is occurring is to illustrate as accurate as possible the outcome of their videos into the text.

5.2.2 Step 2: Community Identification and Selection

This step is concentrated to the sample that I observed. It is important to identify the community that I enter and describe some important characteristics of this community.

The observations are made in channels of selected YTBCs that their videos are focused on the Beauty industry. The videos that I observed were made during the last year, from January 2014 until March 2015. I didn't focused in content that is older because YouTube is a medium that is continuously developing and techniques that YTBCs were using in the past are may be no longer effective.

The selection of the YouTube channels is based on the number of subscribers. I chose to select YTBCs that are already successful on what there are doing and the number of subscribers is high enough to be considered as successful. In YouTube the success of a channel is mostly based on the number of subscribers that a YTBC has. The more subscribers she has the more successful she is. Also, based on the subscribers the number of views, comments and shares is proportional.

The Beauty Community in YouTube is an active, diverse community where many different channels are talking about beauty products, reviews of products, practices on how to apply makeup and so on. In 2013 there were 14.9 billion beauty related videos, and since then the demand for beauty videos is rapidly increasing. Many beauty YTBCs are emerging and the already existed are becoming more and more successful. As a result there is big competition among them but also there are a lot of collaborations between YTBCs.

The people who operate beauty channels diverse. There are many women and men who are uploading makeup tutorials, or anything else related to beauty. These people may be professionals or amateurs who are doing their hobby. Either way many people, professionals or not, succeeded to become successful on YouTube. So, the selected YTBCs belong in both categories, some of them are professionals and some others are doing their hobby and through YouTube have developed their techniques.

The YouTube content creators that I observe their channels are the following:

Name	Channel	Number of Subscribers	Origin	Number of Observed Videos
Michelle Phan	Michelle Phan	7,000,000	Asian-American	9
Ingrid Nilsen	Missglamorazzi	3,000,000	American	12
Tanya Burr	Tanya Burr	2,000,000	British	9
Lauren Curtis	Lauren Curtis	2,000,000	Australian	6
Shannon Harris	Shaaanxo	1,000,000	Australian	2
Samantha Maria	Beautycrush	1,000,000	British	6
Estée Lalonde	Essie Button	921,000	Canadian	7
Nikkie De Jager	NikkieTutorials	772,000	Dutch	7
Amelia Liana	Amelia Liana	341,000	British	9
Anna Gardner	ViviannaDoesMakeup	309,000	British	4

Name	Channel	Number of Subscribers	Origin	Number of Observed Videos
Lily Pebbles	Lily Pebbles	282,000	British	4
Victoria Magrath	Inthefrow	251,000	British	3

Table 3: Summary of our data set of YouTube Beauty Creators (YTBCs) that we use.

5.2.3 Step 3: Community Participant-Observation and Data collection

In this thesis it was not possible to dismember this step from the analysis of collected data. While I was conducting the observations, gathering qualitative data, instantly I was making the analysis of them. So this step with the step 4: Data analysis and iterative interpretation of findings were integrated into one.

In order to collect the necessary data the starting point was to identify the characteristics and skills that were mentioned in the table of Vlogger's Characteristics and Means of Influence. This table was an inspirational table that gave me guidance to identify characteristics, means and techniques that YTBCs are using in order to influence their followers. Through the observations I kept an open mind in order to identify more indicators that emerge through the observations.

What I did in order to spot the features of the table was to run through the videos of the selected YTBCs and watch them. While I was watching the videos I was trying to pinpoint keywords that I thought could justify the searched feature. Depending on the indicator that I was trying to identify, sometimes I was switching my research towards the viewers' comments that they had left in the comment section. Many times in order to underline the importance of one category and highlight the level of influence that the YTBC had exerted I studied both the video, by trying to find keywords, and the comments observing the reactions of the viewers.

During the collection of data I had no specific order on how I will identify the categories that I was searching for. Many times I started looking for one feature and then I ended up writing about another one, because I found the desirable information for the other one first. In order to not feel lost through the process, the experience that I have with YouTube beauty videos helped me significantly. In each indicator that is studied, there are examples that support it and an explanation why this example fits and proves that the specific feature was able to affect the viewer and as a result influence her.

The times that I thought that a new feature was emerging from a video I was keeping notes in order to study it more later. This happened many times and this technique helped me to keep track of everything and stay organised.

After the completion of identification of the indicators that were mentioned in the table that I made, it was time to start studying my notes and identifying new features that I thought could be considered valuable information for the study. So until I was not able to gather new insights for the identification of characteristics and means that YTBCs are using in order to influence their followers, I was continuing my research. When this point was reached I stopped my research and I formulated the new, updated table of Vlogger's Characteristics and Means of Influence.

As a result through the observations I was able to define the characteristics that YTBCs have and the means they are using in order to influence their followers. After this analysis I was also able to justify that the YTBCs are influencers.

5.2.4 Write, Present and Report Research Findings and/or Theoretical and/or Policy Implications

Through the observations I was able to identify how YTBCs are influencing their followers and what characteristics they have in order to do so. The outcome of the observations can be showed through the following table, where the reader can identify all the categories that YTBCs are using to influence their followers.

Vlogger's Characteristics and Means of Influence

Vlogger's Expertise and Offline Identity Disclosure	Vlogger's Trustworthiness and Value System	Information Quality	Appeals and Triggers of a Personal Nature
Name and Geographic Location	Biases	Completeness	Aesthetic Appeal
Credentials	Beliefs	Accuracy	Literary Appeal
Affiliations	Opinions	Appropriateness	Curiosity Trigger
Mentions	Honesty	Timeliness	Memory Trigger
Stated Competencies/ Mode of Knowing	Preferences	Match to Prior Expectations	Personal Connection
Personality	Habits	Match to Information Need	
	Inspire	Repetitiveness	
	Unity	Consistency	
	Approachability	Instructional	
	Reward		

Table 4: Final set of influence indicators after conducting a qualitative analysis on our dataset of vloggers. Boldface marks newly introduced indicators.

The table above is the finalized table that I made after the completion of observations. Through them I was able to reformulate the initial table (table 2) and also to add eight more new indicators. These new indicators contribute significantly in the influence that a YTBCs exerts to their followers.

6 Observations

Overview

This chapter stands for the collection and analysis of the indicators that were mentioned in the Vlogger's Characteristics and Means of Influence table. Through observations the existing indicators are observed and analysed in their environment and new insights emerge from the videos, adding value to the thesis research.

The setting

The observed channels and videos were reached in the YouTube's website, where all the YTBCs are uploading their videos. The videos are open to the public and anybody can watch them, and in this specific situation, to observe them. The technical equipment that I used in order to conduct them was a laptop and internet connection.

6.1 Vlogger's Expertise and Offline Identity Disclosure

6.1.1 Name and Geographic Location

The name of a YouTube beauty channel is a small contribution to the final influence of somebody. Some of the YTBCs initially have chosen their channel names based on the beauty community, such as Ingrid Nilsen as Missglamorazzi, Samantha Maria as Beautycrush, Anna Gardner as ViviannaDoesMakeup. When somebody is looking these names can easily understand that the girls behind these channels are focusing their videos on beauty related content. On the other hand there are some other channels that their names are not at all related with the beauty world. Some of them have named their channel after their real names or some pseudonym, such as Michelle Phan for Michelle Phan or Estée Lalonde for Essiebutton. As a result, at a first look, the name does not play much important in the influence of a follower.

What I noticed through the observations is that some of the YTBCs are putting their name in the title of their videos in order the viewers easily remember who made this video.

"Best Beauty Products of 2014! | **Essiebutton**"

" My Night Time Routine! | **Beautycrush**"

"Soft Glam Holiday Makeup Tutorial | **NikkieTutorials**"

"New Beauty Launches: Show & Swatch | **ViviannaDoesMakeup**"

"Monthly Makeup Routine: February | **Lily Pebbles**"

"Top 5 New Beauty Launches | **Amelia Liana**"

"Kim Kardashian Christmas Party Makeup Tutorial! | **Tanya Burr** "

"Kylie Jenner Makeup Tutorial ♡ **Shaaanxo**"

"Golden Globes GRWM | **Inthefrow**"

By doing that in each title of every video the Beauty Guru gives a small reminder to the person that this video is made from her. As a result her name is featured more times and it is easier for a viewer to remember the YTBC's name. So, with this tactic, if the viewer is satisfied with the result of the video will have more chances to remember the name of the creator. This has not a direct influence in the life of a follower but it has an impact in the trustworthiness of the YTBC.

The location of a beauty guru also plays an indirect role in the influence of the followers. Based on where the YTBC lives, many things can affect the influence that this person exerts. All of the YTBCs that are observed are Anglo Saxons. This means that all of them are speaking English or American, which means that they cover the majority of the population in the Earth. Most of the people are speaking English as a mother tongue or as a second language. As a result, this gives the YTBCs more chances to influence more people.

Moreover, the location of a YTBC affects the availability to attend to social events and be actively informed for new trends and products. These two activities are very important for the longevity of a beauty channel. Most of the YTBCs are living in Los Angeles or London or other capital cities, where the heart of fashion and beauty industry is beating.

Lastly, living in big cities like these are able every day to meet their fans in the streets, for a casual talk, or organise big meet-ups where many followers are gathered to meet their favourite YouTube beauty creators. By attending these meetings or bumping followers into the streets creates excitement for the followers therefore, they are much more easier to be influenced by.

6.1.2 Credentials

Credentials are the number of subscribers that a channel has. This number is playing catalytic role for the influence of the YTBC. The bigger the number of subscribers, the bigger the number of followers and as a result the bigger the influence that is exerted. Most of the times this relationship is proportional. In order to understand this relationship it is important to observe the number of subscribers, the views of a video and the comments that followers have left. By comparing the numbers we identify this proportional relationship and the level of influence that a video can achieve.

YouTube Content Creator	Name of the video	Subscribers	Views of the video	Comments from subscribers
Michelle Phan	The Smolder	7,000,000	1,233,884	2,486
Michelle Phan	BEAUTY BASIC : BROWS	7,000,000	2,339,478	3,820
Michelle Phan	5 Ways to PLUMP Your LIPS!	7,000,000	3,494,639	8,209
Michelle Phan	BEAUTY BASIC / Skin Care : Evening Routine	7,000,000	2,090,892	3,847
Ingrid Nilsen	My Skincare Routine! // Tips For Healthy + Hydrated Skin	3,000,000	646,917	1,945
Ingrid Nilsen	New Year's Eve Makeup + Outfit Ideas!	3,000,000	960,722	11,398
Ingrid Nilsen	3 Days of Cute Hair... WITHOUT Washing!!	3,000,000	927,860	6,577
Ingrid Nilsen	The Lazy Girl Hair Routine	3,000,000	1,292,221	23,871
Estee Lalonde	LET'S TALK TUTORIAL! SPRING MAKEUP // Essie Button	921,000	368,117	1,318
Estee Lalonde	TAYLOR SWIFT INSPIRED DRUGSTORE MAKEUP LOOK!	921,000	336,297	946
Amelia Liana	Tutorial: Kylie Jenner Inspired Makeup Amelia Liana	341,000	123,727	211

YouTube Content Creator	Name of the video	Subscribers	Views of the video	Comments from subscribers
Amelia Liana	Best Drugstore Dupes & Beauty Alternatives #AmeliaLianaDrugstoreWeek	341,000	184,471	431
Anna Gardner	The Drugstore Evening Makeup Tutorial ViviannaDoesMakeup	309,000	156,334	391
Tanya Burr	My Smoky Night Out Makeup Tutorial! Tanya Burr	2,000,000	498,593	1,732

Table 5: Correlation of a YTBC's number of subscribers with the number of views of their most popular video and its number of comments.

As we can see, most of the times, the relationship between the number of subscribers and the views that a video has is correlated, but also the comments that the video takes show the impact of influence the video had. From what the table above shows, the number of comments is more related with the content of the video rather than the number of the views or the number of subscribers a channel has.

6.1.3 Affiliations

Affiliations are big and important element of influence that YTBCs are exerting. By creating synergies with big and established cosmetic brands, give prestige to the YTBC and also increase the trustworthiness of the person. As a result, this creates openness from the side of the followers, making them more easily to be influenced.

This time in order to identify if the YTBCs are exerting influence the important thing is to see what they are saying about the brand and how they present the products of the brand. Then through the comments that people have left can be identified the level of influence.

There are different kinds of affiliations that a YTBC can have. Many brands are sending their products to the YTBCs in order to let them try and mention them into their videos. The other types of synergies are the ones that a whole video is devoted to one brand. In the second situation it is easier to identify the reaction of people and the level of influence because it is more targeted. So, this time the efforts to identify influence for the category will be focused on videos that are devoted to one brand or one product. These videos are usually called

reviews, in which the YTBC talks about a specific product or a line of a brand and sometimes shows how she uses it.

Example No. 1

Title of video and channel: My Skincare Routine! // Tips For Healthy + Hydrated Skin | Ingrid Nilsen

In this video Ingrid is talking about how she fights dehydrated skin by showing products that she uses from the brand Simple. For this video she was paid by Simple to talk about their products. Through the video she says: "...so this guy right here (showing a cleansing water) has a triple purifying water in it and that instantly hydrates your skin and also reduces the potential of any kind of irritation, which means it's Great for all the sensitive skin peeps out there, which I definitely am part of that little club! This is going to be your new bff (best friend) if you are someone like me and you like the lazy person products..."

The views for this videos is 646,917 and the number of the comments for this video is 1,945 and reading the comments it is easy to identify the influence that she did to them:

- ❖ "Amazing video! **I have one of the "simple" products and I'm excited to know that there are other things from that line that's awesome!** Need a moisturizer really badly haha"
- ❖ "Omg yess **I will definitely be using these products**"
- ❖ "Ingrid I have followed you since your massive acne phase and I always related to you, so seeing you with such beautiful, glowing skin is SO inspiring because I know you went through the struggle. AH I dream to have that and I'm really trying so hard to combat my acne but my self-image struggles so much because of it. **I will definitely try out the Simple products** but I know for a fact, that acne and skin problems are mainly an internal problem so I'm focusing on that first and foremost. Love this video!"
- ❖ "I love videos about skincare- and I have actually been experiencing really dry skin this season myself! I've tried some simple products (I like the makeup wipes but haven't tried much else- **though it's tough to find a good micellar water in the US so I may have to take a peek at that...even if I think "triple purified water" sounds like a gimmick**) before and they're nice and affordable"

As we can notice from the comments there were people who after this video, and what they heard Ingrid said, are going to buy some of the Simple products that were showed. Because Ingrid Nilsen did this video and talked about the products that she likes, some of the

followers expressed their desire to try them because of her, which means in any other case they wouldn't try these products.

Example No. 2

Title of video and channel: Jaclyn Hill Morphe Palette ♥ Warm Copper, Hot Pink & Glitter | Shaaanxo

Before she start doing her eyes she said about the palette: "Now I have to decide what I will do with this beautiful palette. Oh my gosh! Of course all the warm tones (eyeshadows) screaming my name right now!..."

The number of the views for this videos is 437,959 and the number of comments is 1,657. Through the comments it is easy to identify the influence that her followers had.

- ❖ "SOOOOO STUNNING!! omg **u make me wanna purchase everything!** Love it !!!! To die for stunning (as always) :D"
- ❖ "This palette is superrrr hard to get a hold of. I do hope they re release it. This look was super pretty the entire look even the lippie looked awesome with that look. Thanks for sharing doll, love ya xoxo Maurissa from Trinidad :)"

Example No. 3

Title of video and channel: Spring Outfit, Makeup & Hair | AD | Lily Pebbles.

The views of the videos were 76,777 and the number of the comments were 113. In this video Lily is showing to her viewers her spring makeup, hair and an outfit idea. She starts with her makeup and she explains step by step what she did and why she used the referred products. This video is an affiliation video and she referred some products, such as the Olay CC Cream, as a part of the affiliation but she incorporated to her video in a way that no one can tell. So some of her followers were influenced by some of her mentions and said:

- ❖ "All of the skin products that you used - the primer, concealer, glow fluid etc - made you look so gorgeously healthy and fresh, **I now have so many products on my wishlist for spring** :) I've got some serious brow envy going on, too."
- ❖ "So happy to find a CC cream that isn't too dark and applies sheer, need something for redness and a base! **Definitely need to try the Naked Skin**, and you always know how to rock a light base with definition! Your hair is looking so lovely too, I've got short hair and need to find new ways to play and make it interesting so thank you :)"

In order to comment these, Lily said for the Olay CC cream: "I am going to start with the Olay Pore Minimiser CC cream. This can be used as a CC cream but it can also be used as a primer, which is what I am using it for. It's very **sheer coverage so it works great as a primer and it has a slight tackiness**, which means is really good under your foundation or BB cream or whatever you want to use. It sits somewhere between makeup and skincare, and I really like the smell of it and I think it works really well. I can describe it as a skincare **primery** base..."

6.1.4 Mentions

Mentions are a very common thing in YouTube. There are two kinds of mentions

- ❖ when a YTBC is mentioning another YTBC because she likes her videos, and
- ❖ when two or more YTBCs are making a collaboration and create two or more videos together and they mention one another in their videos.

These two techniques are great in order to increase the influence of the mentions person and to easily expand the range of influence.

Most of the times, when a YTBC has a big loyal audience, who trust the YTBC and follow her advises, then the mentioned YTBC rises her possibilities to become trustworthy too, and as a result more influential.

Unfortunately, this time I cannot measure the impact of these mentions but is important to identify the way YTBCs are introducing other YTBCs.

Example No. 1

This example is attributing the first category of mentions, where the YTBC, in this case Ingrid Nilsen, is mentioning another YTBC, Estee Lalonde, because she claims that she likes her videos and is trustworthy when it comes to product recommendations.

Ingrid Nilsen (missglamorazzi) mentions Estee Lalonde (Essiebutton) in Beauty Haul! Drugstore + Shephora and More! video

"... I've also been watching Essiebutton's videos. She basically makes me want everything. This haul is dedicated to Estee."

A little bit later while Ingrid is talking about a product that she bought she mentions Estee again, and she recommends to **go and check her channel and subscribe to her** because is something that she has already done, **it is worthy it and she is amazing**. She also provides

the links of Estee's channel in the description box in order the subscribers to have an easy access to her.

She also says about Estee: "She always has great recommendations and this (pointing out the product that she bought) it was at her 2013's favourites so I thought this must be good and I always have issues with my brows..."

Example No. 2

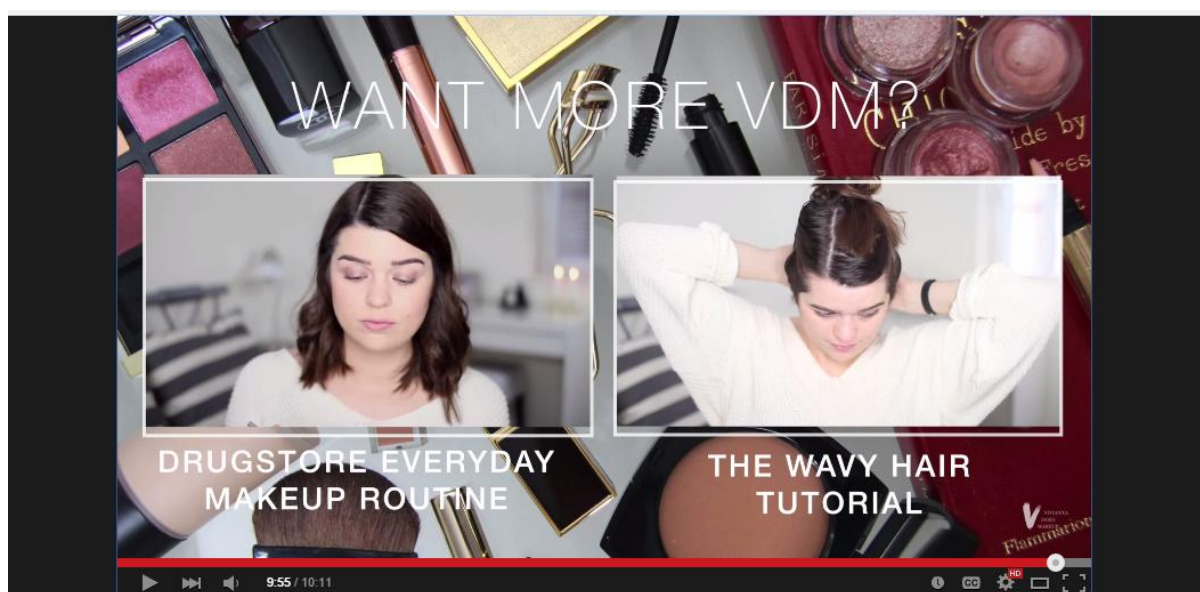
Estee Lalonde mentions Amelia Liana in 'No Makeup' Drugstore Makeup Tutorial | Essie Button video.

This example is describing the second category of mentions where a YTCC is collaborating with another one and create some videos together in order to mention one another in their channels. This time Estee Lalonde says: "... and **also make sure to watch Amelia's drugstore foundation routine video because she just did one and that girl knows about foundation**. Whenever Amelia says "you need to try this foundation", I am like "Yes I do", because **her skin is always looking flawless**. So make sure to check that out. There will be a link down below (description box)."

Additionally, YTBCs are making mentions for their own needs. This means that they mention their previous videos as a recommendation that people would like to watch after the end of the current video. There are many ways that a YTBC can suggest to her viewers to watch another video. YouTube lately added a new feature that allows the YTBC to feature suggested videos in the top right corner of the video. Another way is to put links at the end of the video. Many YTBCs have create a special template for this part of the video where they suggest one or two of their latest videos, by showing some highlights from them and sometimes giving a small description of them.





Planning Your Perfect Morning



Beauty Chat 02.15: ON TOUR! | ViviannaDoesMakeup


Up Next



Autoplay ☒



NEW VIDEO

LATEST VLOG



 **Subscribe**

FOLLOW ME
amelialiana 
@AmeliaLiana_ 
www.amelialiana.com

8:26 / 8:41

Home Haul #FeelingSpendy | Amelia Liana

Click to watch my last videos!




Drugstore Makeup Haul

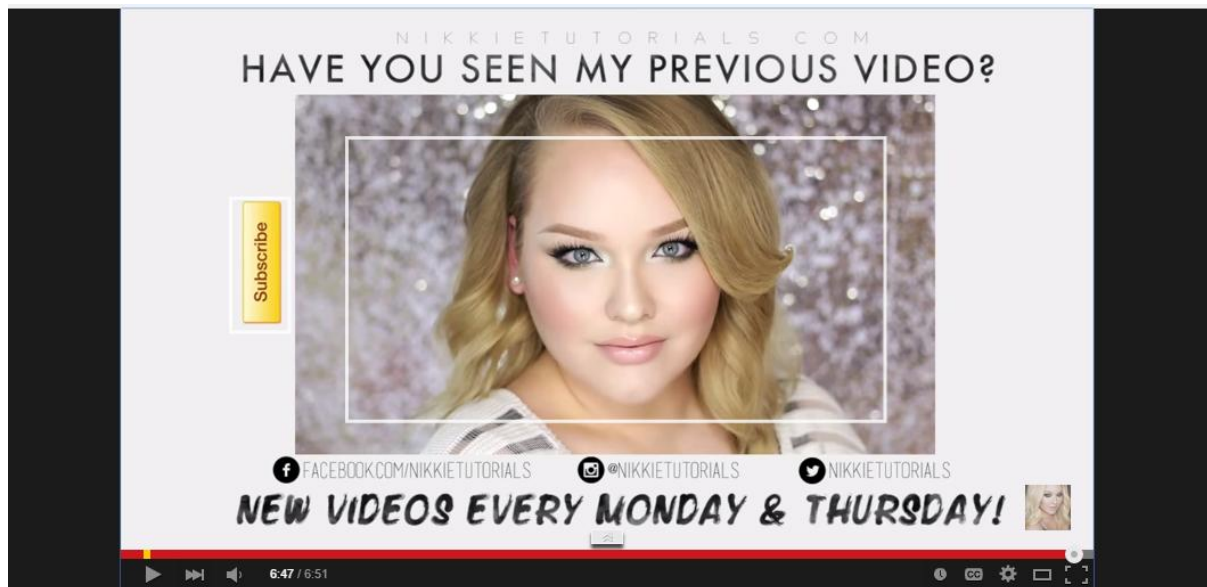
Back To School Hairstyles

11:45 / 11:58

Selena Gomez Everyday Makeup Tutorial! | Tanya Burr

Up Next

Autoplay 



How to: STOP Concealer from Creasing Vol. 2



Best Beauty Products of 2014! | essiebutton

But these mentions are also highly connected with the curiosity trigger. By giving to somebody a small idea for something else it may fulfil some needs of her. This could lead her to click the suggested link and start watching the new video, with the prospect to be influenced by it because she find something that is interested about.

Lastly, YTBCs many times are referring older videos of them in order to inform the viewer that there is a video that maybe in interested about. Usually this suggestion is related with the watched video and has a correlation with it. This way of mentions is an indirect way of

influencing the followers. It has a more informative purpose that sometimes leads to the influence of the viewers. By providing interesting content increases the chances for somebody to be influenced by. As a result, this shows credibility in a way that the YTBC is doing this very long time and has already predict some of her followers needs.

Example No. 1

Title of video and channel: August Beauty Favourites! | Essiebutton

In this video Estee is talking about her favourite products of August and at some point of this video is talking about a product and she mentions a video where people can go and watch her use it. She said: "...and I showed my makeup (in the linked video) and the makeup is not that summery, but **if you want to see lots of these products that I am talking about today in action, in more action than you see in this video, I will link that video down below** (description box)."

So, what Estee does here is to mention another video of hers where people can watch some of the products that she talks about in this video, in another one where she demonstrates how she use them. This mention acts as a complementary mention to this video, because people have the opportunity to learn much more things about products than they could learn from one video. So in the end Estee has more chances to influence them by giving them more content to watch.

Example No. 2

Title of video and channel: September Favourites | Amelia Liana

Amelia in this video is showing the products that she mostly used for the month of September and while she is talking about a lipstick that she wears in this video she says: "...this is the Rimmel Kate Moss lasting finish lipstick in the shade 30. I recently used this as a part of my **autumn overhaul videos and that was the Autumn Drugstore Makeup Tutorial, which I will link below**, and I wore it slightly differently there, I wore it more as a stain but this is it really pilld on (in this particular video)". So in the description box underneath this video she has link of the video that she wears the lipstick in a different way. This gives the opportunity to the viewers to watch another way of wearing the same lipstick and also have the chance to watch other products in action that probably could be influenced by.

6.1.5 Stated Competences/Mode of Knowledge

It is time to identify how YTBCs influencing their followers based on their skills or personality, or both. While I was searching information for both of these categories I realized that there is no difference in the influence that YTBCs are exerting between these two features. As a result, I integrated them into one feature.

Here I am trying to find statements from the YTBCs on how they apply makeup based on what they know and how they introduce it to their followers. Most of the followers already know if a YTBC is a professional or an amateur, but still they show interest in their advices regardless of their stated skills.

Example No. 1

Title of video and channel: How to Contour & Highlight | NikkieTutorials

In this video Nikkie is showing how she is contouring and highlighting her face and at the same time is giving explanations and professional advices about the steps that she follows. She is a professional makeup artist so her followers are very keen to learn some professional advices.

At a point she is explaining what she is doing when she has overdone it with her bronzer: "Of course I have also have days that I stepped too far with this bronzer, you need to take it down a few. What I like to do then is to take my face powder, this is the Hello Flawless by Benefit, and my Real Techniques Blush Brush, and I just go into my face powder and then what I do is just soften the entire feel of everything. This will also help blend parts a little bit nicer and it will just make the overall look a little bit softer."

In this example Nikkie is mostly influencing through her competences. She is a professional makeup artist who knows the job well and gives professional advices to her followers as she does with her students in a makeup academy that she used to work. Most of her followers are following her because of her professional skills.

Example No. 2

Title of video and channel: My Autumn Makeup Tutorial | Tanya Burr

In this video she is explaining how she is doing her favourite autumn look and while she is applying her makeup is giving to her subscribers professional advices, because she is a professional makeup artist. So based on her experience as a professional she made the

following comment: "If you think you need a little bit more coverage, rather than putting loads of foundation at once, if you put on a small amount, like I did, and then if you think you need a little bit more you can always add more, so add in fine layers, don't ever put like three pumps foundation and try to wise it around your face, because that is when you look cakey." (the gestures that she makes while she talks makes it look funny and lightweight).

Tanya is also a makeup artist but she is also stands out for her personality. In this example Tanya is giving an important advice to her subscribers but she is explain it to them with her bubbly personality, without using professional terms and making gestures and face expressions to lighten the atmosphere. So, even though she is a professional makeup artist she is also using her personality to approach her followers.

Example No. 3

Title of video and channel: Keep Calm Festival Look ♥ Chatty Tutorial | ad | Beautycrush

Samantha Maria (Beautycrush) in her video Keep Calm Festival Look explains at some point of her video mentions that she is not a makeup artist but is what she is doing when she is getting ready to go to a festival. More precisely she said: "I would like to point out that I am not a makeup artist, I am just showing to you guys how I do may makeup and what I have find out to work for me, but **you can always try the bibs and bobs that I am showing you!**"

So here she is stating that she is not a professional makeup artist and she is trying to highlight her personality by creating a relaxed atmosphere with her tone.

6.2 Vlogger's Trustworthiness and Value System

6.2.1 Biases

All people have biases in their lives about specific things, so as a result these biases can be identified into the videos of some YTBCs. Many times at the beginning of their videos are declaring their biases in order the viewer have it in mind and be more open-minded about what is going to listen. Unfortunately it was quite difficult to identify many biases, but here I describe two:

Example No. 1

Title of video and channel: New Beauty Launches: Show & Swatch | ViviannaDoesMakeup

"On to powder, and I was very excited when I saw this, because **I am a big fan of** the Bourjois Healthy Balance Powder, it's basically the only powder that I use these days. So when I saw this (new powder from Bourjois) I said "Great!", Bourjois found a powder, so I thought to give this a go..."

What I can understand from this is that, in general, they are not openly expressing their biases in order to have the chance to influence more people. By declaring something that some are not feeling comfortable with can repelled them and as a result influence in a lower level. So YTBCs are trying to be open and not to reveal their biases very strict and absolute. So, in this feature it is important to notice the nonverbal communication and the feeling that the YTBCs are transmitting to their followers about certain matters. For example, biases could be identified studying the target group of the YTBCs or what they represent. Studying this category this way much information about the YTBC and her biases could be revealed.

Example No. 2

Title of video and channel: How to Be One of a Kind | Michelle Phan

Michelle Phan in this video is talking about the uniqueness of everybody and how to be different and embrace this diversity. At the beginning she says: "Like snowflakes, fingerprints, and the stars in the Milky Way, none of them are the same, they are all unique and one of a kind in their own way. Just like You! Don't believe me? Well, let's look at the mirror. Everything about you is special; there is not one person who is exactly identical to you. I am sure you have a look alike, but you don't have a clone... We all have our own special features that set us apart from the next person. Are your eyes blue, brown, green? Maybe both?...Remember, it's not all about looks, perhaps you are extremely patient or you are a good listener and always have the right words to cheer someone up. I know a few people who have this gift, the gift of uniqueness. That something that was already given us from birth. Sometimes we forget that the very thing that makes us unique is right in front of our face. Literary... Just like physical exercise make the body feel good, mental exercising strengthen your mind. And we all know, a strong mind can do just about anything..."

In this example Michelle Phan is expressing in an indirect way many biases that she has. She talks about uniqueness, diversity, strong mind. Even though she is a Beauty Guru she does not believe that having a good appearance is the one and only thing that will make a person

feel good. There are other things that are more important and some of them she pointed out in this video. It seems that she has no biases on where she is addresses her videos, and she does not make any discriminations based on the look, weight, or anything else that defines a person superficially.

6.2.2 Beliefs and Opinions

Beliefs and opinions are also expressed not very often but when a YTBC decide to do so the result most of the times is very powerful. What I noticed through the observations is that when they want to share their opinions are more targeted about life and self development and motivation, and they prefer to do that either at the beginning but mostly at the end of their videos as a powerful closing.

Example No. 1

Michelle Phan is a person in YouTube that in each of her videos is expressing her opinions and beliefs very openly and is trying to inspire her viewers positively by giving them a deeper meaning for everything. Here is an example:

In her video 'Mish's Giveaway: Korea Beauty Schwag' she is showing to her viewers some beauty products that she bought in her trip to Korea. Close to the end of the video she is showing a product that is helping to reduce the expression lines around the mouth and she says: "You know what? Smile lines are good, shows that you have lives a very happy life!" and she continuous: "I hope you liked all the products that I manage to find in Korea and I hope it inspires you to go out and try any beauty products that are bizarre, different or just outside of your comfort zone, because **I believe in trying everything once because you never know what you can find and love.**"

Also in her video 5 Ways to PLUMP Your LIPS! she said: "...I hope that you found them helpful (the tips that she gave) and **experiment, have fun, I think that is the whole point of beauty**, is in your hands, you get to discover and to create your own beauty, so have fun creating your different looks..."

Through these phrases Michelle Phan is trying to influence her followers to a more fun path in their lives, to be open to new things and challenges. The statements that she made were powerful and because both of them were in the end of her videos the viewer is may feel ready to try out some of the things that she showed in her videos. Here the influence is not only

targeted in decision making about a future purchase but also in attitude towards life in general.

Example No. 2

Ingrid Nilsen many time in her video 'There is something good in every day' is talking about some thoughts and beliefs that is having over the last years and some insecurities that she is trying to overcome, as everybody does. At a point in her video she says: "...**what makes me a woman is having a strong mind**...and recently I have been asked the same question, what is the most valuable thing that you have learnt so far? And my answer has definitely changed from the first time when I was asked that question, but my answer now is: up to this point in my life I think one of the most valuable things is that asking questions can sometimes be more powerful than the answers themselves."

Here Ingrid is pointing out the importance of being a woman and not always staying in the beauty of the woman, but in her mind. This belief is very important to be pointed out to young girls who are trying to discover their personalities, because it passes an important message that beauty is only a superficial factor that does not define women. What makes them be women is their mind and their capacity to sharpen it and make it stronger to ask the right questions.

6.2.3 Honesty

This category is difficult to be identified because we can never be sure that people who are in front of the camera and talk about products are 100% honest to their followers. But, most of them, in order to ensure their followers about their honesty and trustworthiness in the description box, that is underneath of each video, have a small section where they have wrote a disclaimer regarding their honesty.

Example No. 1

Ingrid Nilsen: "I purchase most of the products in my videos myself, but sometimes I'm lucky enough to have the opportunity to try and review products sent by brands for consideration. I also have amazingly lovely friends that may give me a gift or two from time to time. If used, these items (both gifts and products sent for review) will be marked with a (*). Links above are not affiliate links. Thoughts and views expressed are always honest and 100% straight out of my weirdo brain."

Example No. 2

ViviannaDoesMakeup: " Vivianna Does Makeup features purchased products and press samples – though VDM is not obliged to feature the latter, it is at the writer's discretion. Features that VDM has been remunerated for will be clearly marked 'This is a Paid for Advertisement' as the first line of the post, or above the fold of the description box on YouTube videos. Affiliate links may be used on VDM and products may be purchased with a press discount.

Adverts displayed on Vivianna Does Makeup are provided by Glam Media and VDM have no affiliation with the companies they feature."

Example No. 3

Shannon Harris most of the times has no disclaimer in her videos, in the description box, but in her video 'First Impression Review ♡ YSL Fusion Ink Foundation' she claimed at the beginning of it that she is expressing her honest opinion about the product that is reviewing. She says, "I was sent these (the foundations) but I am no way in affiliation with YSL, these are my honest opinions".

Example No. 4

Lily Pebbles explains: "I only recommend products that I genuinely and honestly recommend but I can't guarantee everything will work on all skin types. Please take into account your own skin type and allergies and wherever possible, test products out on yourself before purchasing."

These disclaimers are not proof that they are always 100% honest but it is an assurance for the viewer that the YTBC is honest and following her advice, which means be influence by her, will lead to better choices.

Additionally, honesty is close related with authenticity. Being authentic in the videos and expressing the true self is a sign that the YTBC does not want to hide anything and is not afraid to be herself. Humour and imperfections are the signs that I looked in order to find authenticity in their videos.

Many times YTBCs are making videos showing their everyday lives and what they are doing during the day. This is the most accurate videos that somebody could identify more about the YTBCs and their personality and as a result their authenticity.

Example No. 1

Title of video and channel: Couples Mud Bath & Bike Ride FAIL! | Vlogmas Day 3 | Tanya Burr

Tanya Burr in this video is on Christmas vacations with her boyfriend and another couple and they decided to go for cycling, but in the video she is showing that she cannot ride the bike that she rented because it is too tall for her, even though the seat was in the lowest point, and the moves that she makes while she was on the bike was rather clumsy. But instead of cutting these scenes and avoiding showing it, she decided to share them with her followers and not be embarrassed by something like that.

Most of the people are expecting from someone that is exposed in the media and on videos to be perfect, but this is not the truth and Tanya Burr is by staying authentic and sharing her flaws with her followers shows hints of authenticity and honesty.

Another sign of being authentic is when the YTBCs are being critical with products or situations. This gives the impression that she is thinking about what she likes or not and she is not afraid to give bad critic in something that she is not liking.

Example No. 1

Title of video and channel: January Hits and Oh God NO's 2015 | NikkieTutorials

Every month Nikkie is sharing with her followers her favourite products of the month and also shares one or two products that she did not like it. This month the product that she was dissapointed about was something that many YTBCs are raving about. So that means that even though other people really like this product, she opposed to them and told her opinion about it. More specific she said: "... My Oh God No of this month is the NARS Ita brush. I've been wanting this brush for... I think about three years now, I almost bought it in San Francisco last year, didn't do it, don't know why, always regretted it and then a couple of week ago I was like "I am gonna order it". So I ordered the NARS Itan brush, and I received it, and I expected to do great things for my face, for my contour, for everything that I placed it and it didn't live up to the expectations..." and then she continued with the reasoning of why she did not like this brush and she also suggested a better alternative.

6.2.4 Preferences

Preferences are very close related with the opinions and beliefs. Are things that in order to exist the person should have formulated an opinion about it. Surprisingly, this element is more easily identified. YTBCs are expressing their preferences about the products that they like to use or techniques that they do to improve their lives. When a YTBC is expressing her preferences a viewer can easily be influenced by her because she can identify what she likes or not and then compare it with herself. If they have many things in common the viewer feels close related with the YTBC and the level of trust is high, and as a result this leads to the influence of this person.

Example No. 1

Title of video and channel: New Beauty Launches: Show & Swatch | ViviannaDoesMakeup

Anna Gardner is applying makeup on her face and she says: "This foundation is giving a more matte finish...**personally for me I like my foundations with a bit more glow to them**, so is not gonna been one that I reach for every day, but in terms of kind of full coverage, more matte finish foundation it does get thumbs up."

Here Anna openly expresses her preference on how she likes the finish of her foundation to be. So people who are following her know that the foundations that she prefers have a specific consistency and she knows more about them, because she like them and search for them, rather than the other types of foundations.

Example No. 2

Title of video and channel: Current Drugstore Favourites! | Essiebutton

Estee Lalonde in this video talked about her favourite drugstore beauty products and at a point she said: "...this is my favourite CC cream because it actually does colour correct. It's not that will give full coverage or anything like that, but I don't like that. **I like to have a little bit of coverage and then I like to go with concealer on my spots and extra redness**. So I just love it! I looove Bourjois foundations and base products."

So, here Estee declared openly one of her preferences about how she likes to wear her base (base describes the foundation, concealer and powder that a person applies on the face)) and why she prefers to use this product. As a result people who like to do the same thing can feel

related to Estee and more open to be influenced by her and her recommendations for base products.

Example No. 3

Title of video and channel: Top 5 New Beauty Launches | Amelia Liana

Amelia in this video is showing her five favourite beauty launches and close to the end of her video is talking about why she really likes baked blushes and why she prefers them from the other type of blushes. She says: "...**you guys know I am obsessed with** the Hourglass Ambient Lighting Blushes, the Milani Baked blushes, the MAC mineralize blushes, basically, **any baked blushes**. So I was so happy to see that MaxFactor launched the Cream Puff Blush and they have so many shades that all are so gorgeous! ...the reason I love baked blushes so much is because I find them they look so natural on the skin, they really add that light to the cheeks. And the other reason is because they give a bit of a highlighting effect and they give a really nice lift and glow to the cheeks."

Amelia here expressed her obsession about baked blushes and we can understand that she really searches all the market to find any new product. So people who are also like baked blushes feel more free to listen to her and be influenced by her.

Also, there are some YTBCs that are creating videos with products that they have used up. In these videos they explain the experience with the product and they also say if they are going to buy it again or not. Depending on the reaction of the YTBC a person could be influenced by.

Example

Title of video and channel: EMPTY PRODUCTS | JANUARY 2015 | Essiebutton

Estee while she was sharing her empties in her video and she was talking about a lip balm that she used up she said: "...you really need to try this! It's a really thick, it's not a smooth slip-y slide-y thing (laughs). So it's thick and it's not the one that you can wear under your lipstick, I usually use this before bed or just when I am having an "at home" day...it stays and moisturises also. Yeah, **I have already got another one on the go...**"

So through these lines Estee explained why she really likes it and she also stated that she has already bought another one. This statement is very important when a YTBC is making it because all of them have many products to use and try, and literally their needs about beauty

products are more than fulfilled, so making the statement that she has already bought another one it shows how much she liked it and prefers it from other lip balms. As a result, a viewer when is listening something like that most probably is triggered to try this product.

6.2.5 Habits

In YouTube there are many videos where YTBCs are demonstrating their daily routines and the products that they use and some trick that they do in their everyday lives. Through these routines people get inspiration on how to improve their lives and what products to buy in order to improve their daily lives.

Example No. 1

Title of video and channel: My AM & PM Skincare Routine | ViviannaDoesMakeup

In this video Anna is demonstrating the products that she uses in her daily life, explaining why she likes these products and how she applies them on her skin.

She is starting her video by showing a product and explaining why she likes it so much and how she uses it:

"...the first thing is not going to be a surprise, I have spoken about this many times and is the Oskia Renaissance Cleansing Gel. Absolutely love this stuff. It says gel but actually it instantly transforms into this really amazing feeling of oil, when you put it on your skin and massage it. And you can see by my face, I am really enjoying this! I just find it that cleanses in the most moisturizing way and it doesn't feel stripping at all and my skin craves this and even though I am half way through I already have a backup in my draw, cause I just love it that much!..."

And as a result of this declaration for this product a subscriber of her says: "Your skin is utterly dreamy and seriously like 'life goals', so whenever you post a skincare video I'm on it like Sonic! Love seeing what you use - I recently bought the REN toner too so I was pleased to hear you talk about it. Definitely going to try Oskia's products now, too :)"

Another comment who says: "They should just start naming these videos 'Buy this shit'... Because I do, I always do."

When Anna started talking about another product that she uses, saying: "...**I always tend to wear waterproof mascara**. For waterproof mascara removal there is One thing that works and it is the Clarins Instant Eye Makeup Remover. It is an Amazing stuff", some other

subscriber after listening that said: "I must give the Clarins Eye Makeup Remover a try, I have a lot of trouble removing waterproof mascara!

Love all your videos! x"

Example No. 2

Title of video and channel: Daily Makeup Removal + Skincare Routine! | Lauren Curtis

Lauren made a video on how she removes her makeup and also talks about her skincare routine.

During her video she is talking about a product and she says: "...and then I go and use the Clarisonic. I use the Clarisonic for a year and a half and it just works for me, is what I use instead of using my fingers! It's not like adding another step to my routine, is just supplementing my hands...basically, it gives your skin a much much deeper clean, using your finger can only do so much but this actually gets deep into the skin and cleans your skin in 6 times better than your hands."

One of the responses for this was the following: "I tried the micellar cleansing water because of you and now I'm so tempted to try the Clarisonic!!! Thanks Lauren you have saved my skin from bad acne during pregnancy! Xo"

Another one said: "Love you Lauren! you always have been and always will be my favourite you tuber :) I am hoping to get a Clarisonic for my birthday - they seem so easy and great for your skin!"

6.3 Information Quality

6.3.1 Completeness

Completeness is an important element in YouTube videos. Most of the viewers appreciate a good, informative video, where they can find many information and sometimes more information that are expected.

Example No. 1

Title of video and channel: New Beauty Launches Reviewed | Lily Pebbles

Lily Pebbles in this video is sharing her opinion about new beauty products that were recently launched in the market. Through her video she is sharing many information for the products.

But in order to give to her followers a better and more complete image for the products, in the description box, that is an area underneath the video, she added more information about them. She wrote the names of the mentioned products, the date of the launch, based on the product she added more important information such as the shade of the foundation that she used or the eyeshadow, and also she provided a link that leads to a website that they can learn more about the product and maybe buy it.

The information in the description box look like this:

MY MAKEUP:

As applied

Anastasia Brow Wiz

Anastasia Clear Brow Gel

PRODUCTS MENTIONED:

NARS All day Luminous Weightless Foundation

Out now in 20 shades for £32

Shades used: Fiji and Deuville

<http://lpebbles.uk/wQjxqb>

Urban Decay Naked Skin Concealer

Out now in 8 shades for £17.50

Shade used: Light Neutral

<http://lpebbles.uk/bP8gH6>

Kiko Masterpiece Bronzer in Forward Sienna

Out now for £14.90

<http://lpebbles.uk/D99EKS>

Max Factor Creme Puff Blush

Out now in 6 shades for £8.99

<http://lpebbles.uk/pKk5qO>

Bourjois Colour Band Eyeshadow & Liner

February launch date in 6 shades for £5.99

Shades used: 04 Rose Fauviste and 02 Brun Dadaïste

Benefit Roller Lash Mascara

February/March launch date for £19.50

<http://lpebbles.uk/CwNZyp>

YSL Volupte Tint in Oil

Out now in 8 shades for £23.50

<http://lpebbles.uk/6KAyom>

Example No. 2

Title of video and channel: January Favourites | Inthefrow

Also Victoria Magrath in her January favourites video listed all the products that she mentioned with external links in order the viewers to go and see more details for the products and maybe buy some of them. The list looks like this:

What I've been loving ♥

Real techniques brushes: <http://www.inthefrow.com/2015/01/real...>

Eyeko Eye Doo Pen: <http://rstyle.me/n/uwhfguige>

Giorgio Armani Luminous Silk Foundation in 4: <http://rstyle.me/n/wasn4uige>

Body Shop Camomile Make up Remover: <http://rstyle.me/~432RC>

Ray Ban Clubmasters: <http://rstyle.me/n/vzt9guige>

Daniel Wellington Watch: <http://rstyle.me/n/wg7fauige>

Pour Le Victoire Zanie Heels: <http://rstyle.me/n/vtn85uige>

Victoria Beckham Lace Dress: <http://rstyle.me/n/wg7d6uige>

Zara Large Knit

Wearing Charlotte Tilbury So Marilyn on my Lips

6.3.2 Accuracy

Example No. 1

Title of video and channel: New Beauty Launches Reviewed | Lily Pebbles

Using again the abovementioned example of Lily Pebbles, she is sharing a rather informative and accurate description of the products that she uses in this particular video. When she started talking about an eyeshadow that she used she said: "...these are new from Bourjois and they are the Colour Band Eyeshadow and Liners. So these are cream eye shadows, I wouldn't use them as liners because they are quite kind of big, I think they are just really nice just as cream eye shadows. I have four shades here but I am going to list everything below (description box) because I am terrible reading French names (laughs). I really like these, I've tried them out couple of times so far. They haven't crease on my, unless you really load them up they don't crease. If you put too much they might but if you really blend them out they are really nice. I am going to use two shades today. The one 'Mauve Baroc' I think is very similar with 'Mist Rock', is a little bit more purple but is got that really nice silver shimmer in it that gives you that wet look on the lid. There is a really nice kind of pale gold, and a pale pink, there is also a bit of glitter in it, and there is a dark brown. I think I am going to use the pale pink and the dark brown together. So I am going to start with the pale pink and put it all over the lid. Is like chunky crayons, you can just completely draw them on. This one is also similar to that KIKO eye shadow that I always talk about. So you can apply and then you can use your finger to blend out. You can also use a brush, but for the lighter colours I think it is easier to use your finger. I think they are quite settle, nothing too drastic, you probably can layer up but for a sheer wash of colour it's pretty. I am going to use the brown shade in 02 on the outer part of my eyes and blend it with a blending brush. They are very soft, easy to blend, and they have a really nice metallic shimmer into them. As I said, they are not life changing, they are not like the By Terry Ombre Blackstar, but for a drugstore prices these are really nice and they are great if you do your makeup in the train as well, because they are very easy (to blend). You don't need to use a brush; you can just use your finger. I am impressed with these, the quality feels really nice and they do last on the lid. I tried them yesterday, all day and it did last. They are nice for school or if you don't want to wear too much makeup to work. I think I prefer them than the Rimmel Eyeshado Crayons, actually I definitely do!"

And the reactions of some viewers were the following:

"Love this video, so helpful and objective. There are so many new products out there, it's very easy to be overwhelmed! Your's and Anna's videos complement each other beautifully. Thank you so much!"

"thanks a million lily, always very handy and helpful to watch a review before buying."

"This was such a useful video Lily... you mention all the exact things I want to know about each product. I'm dry/dehydrated like you & would love to know which you prefer between the Charlotte Tilbury & latest Burberry foundations? X"

"Chuckled through this video, you were so funny and lively xD Please don't stop making these videos. I rely on you and Anna on these so I know what's on the market!"

"Loved this video! I always enjoy your review videos, I feel like you do a great job of analyzing the exact reason you like or don't like products, which is the whole point of a review!"

Note: when the viewers say Anna they mean Anna Gardner from the channel Viviannadoesmakeup

Example No. 2

Title of video and channel: My February Favourites 2015 | Beautycrush

Another video that provided many detailed information were from Samantha Maria, a.k.a Beautycrush, in her video 'My February Favourites | 2015', where she talked about the beauty products that she mostly used during that month. In this video every time that she shows a product she is giving a long description of the products, as well as her experience with it, and also provides for some seconds the name and the price of the product that she is talking about in the left bottom corner of the screen. This provides instant information completeness without further searching in the internet. For example, she started to talk for a hand cream in the 0.30 seconds of her video, immediately after her intro, and instantly in the bottom left corner of the screen appeared the name of the product and the price of it. This small written description of the product lasts ten seconds.

6.3.3 Appropriateness

Most of the YTBCs are people who respect their audience and want to have the best influence on them. This feature is close related to the moral principles that the YTBCs have.

As a result none of them are using in the content of their videos cursing words or words that can offend somebody and as a result will have a bad influence on. The vocabulary that they are using is very specific and is mainly focused on beauty terms.

Additionally, appropriateness has to do with issues that sometimes are taboos in the society and the way that the YTBCs are approaching them defines their moral principles. Touching taboo issues and making them acceptable could influence deeply many followers.

Example

Title of video and channel: There's Something Good in Every Day | Ingrid Nilsen

In this video Ingrid is sharing her thought about a matter that in general is taboo. The way that she presented it generated different reactions, positive and negative, but it is important to highlight that after this video some people were influenced by her words positively. She said: "...so I am gonna give you an example on how asking questions recently shifted my perspective on a topic that is a little taboo to talk about, controversial, but I feel like asking questions and being curious about this topic opened up my mind. And I am talking about plastic surgery... in the past I never thought that plastic surgery was a good idea, it's not something that people should be doing, I think it's bad, but through the years my perspective has really changed, because people from my personal environment, outside of YouTube world, who have personally gone through cosmetic surgeries. People that I love and admire, who are strong and confident and beautiful and if never had told me I would never guess that they had done something like that. And I asked questions because I was curious, and by asking questions my whole perspective was shifted because I was able to put a face on this whole "plastic surgery" thing that I had deemed like a monster...and through these conversations I realised that these people approached cosmetic surgery in a very rational and educated way...and because I asked questions through these people I learned that they weren't relying on plastic surgery as a hope for happiness. They had something physical that they wanted to twig and it was gonna make them feel that much better but were already happy... All that being said, do I think there are not so smart ways to approach cosmetic surgery? YES, of course! Do I think it can be unhealthy if there are deeper, more serious underline causes for this desire for plastic surgery? YES! But, I've also realised that this is not always the case..."

This was a small part of the video where I tried to highlight some points on how she approaches that topic and she tries to make it appropriate. Touching a taboo issue always

causes strong reactions and in the comments of this video people reacted negatively much. But there were also some people who really thought what she said and tried to shift their initial opinion about cosmetic surgeries. So, as a result, some of her followers probably influenced by this video and felt that the content of it is rather appropriate.

6.3.4 Timeliness

Timeliness can be translated into many things. It could be related with seasonal trends and also could be close related with new products that were recently launched in the market. Both of these categories are covered in the YouTube beauty community.

Seasonal Videos

Example No.1

Title of video and channel: Refresh Your Makeup For Spring! | Ingrid Nilsen

Many YTBCs are making videos based on the season that is coming. For example Ingrid Nilsen (missglamorazzi) created a video in order to welcome the spring months by showing how to change makeup habits from winter to spring.

Her intro was the following: "...so **spring is officially less than a week away** which makes me very happy! **So I wanted to sit down and chat with you guys and also do my makeup at the same time.** I am going to do something that is like end of winter, Yeees, it's almost spring, like glowy type of makeup, so it's super simple but just a great way to kind of refresh your winter makeup routine and bring it into spring!"

Example No. 2

Title of video and channel: My Spring Everyday Makeup Tutorial! | Tanya Burr

Tanya Burr created a video about her products that she uses during the spring time. She said in the video: "Hey guys, today I have no makeup on my face because I am going to show my go-to makeup look, **incorporating some of the spring trends** and just how I like to put my makeup to look healthy and glowy and ready to go into spring! I am so done with this weather (London's winter weather) so I am getting so excited for spring and summer."

Example No. 3

Title of video and channel: Trend Report 3 - Brow Gel, Robots, Pinball + more ♪(^∩^)! | Michelle Phan

Michelle Phan has created a series that is called 'Trend Report' and is showing new makeup trends of the season that are popular or new product that are launched in the market. Regarding the beauty trends in one of her videos she presented the following trend like this: **"Gold in the eyes: The trend is warm and sparkly gold that lightens those windows to the soul.** You have fun options depending on how bold you want to go. An eyeshadow can give a more settle look with an all over lid coverage. Or if you just want to use gold as a highlighter, it will give you a nice settle dewy finish. Try layering as a second liner on your normal cat eye."

During the video there were pictures demonstrating the trend and a girl showing some easy steps to create a makeup look according to this trend.

Trending products

Many YTBCs are creating videos with their recent purchases from the shops and shows new things that were launched in the market or things that wanted to buy. But most of the times, the purpose of those videos is to show what is trending in the market.

Example No.1

Title of video and channel: New Beauty Launches: Show & Swatch | ViviannaDoesMakeup

Anna Gardner (Viviannadoesmakeup) uploads regularly videos like this, where she is demonstrating the new launches and simultaneously applies them in her, showing how to use the products and the comments that wants to make for them.

In her video she is showing a variety of products, giving many information about them. More precisely she is saying about some eyeliners that were **recently launched:** " for eyeliner I have got something good to show you. They are from KIKO and they are the Crystal eyeliners. I have them in the shade 02 and 05... 05 is an Amazing metallic turquoise-blue, which I think is an incredible shade... and these are great, they are so long lasting... if you find yourself near KIKO pick this up (showing the 05 eyeliner) because the formula is amazing. Very hard to get off, which is always a good thing when it comes to eyeliner."

As a result of this demonstration a follower expressed her interest about the eyeliners by saying: "I picked up the Nars weightless foundation too (which Anna also featured in this video) and I'm really loving it, totally know what you mean though with it looking better as the day goes on! Love these videos Anna, definitely need to pick up that little Nudestix trio!! <3"

6.3.5 Match to Prior Expectations

In order to identify if the prior expectations of a person watching a video was fulfilled I went through the comments of some videos in order to read what the people said about the video and if they were satisfied from what they had watched.

Example

Nikkie De Jager created a video with the title 'How to: Stop Concealer from Creasing!' In this video Nikkie suggested a special technique that she uses in order to stop her concealer under her eyes from creasing. In the comment section there were many girls that commented about trying this technique and actually work. One viewer said: "I tried this technique today for the first time with a regular makeup sponge and IT F*****N WORKS. I'm 18 and already have visible fine lines building up under my eyes :(also, I have very bad dark circles, so I have to pile on concealer, which makes it look so damn cakey. This made it look soooo much better. The only thing I personally don't like is that, even though it gets rid of the creasing, it looks powdery." Another girl said: "I have horrible lines under my eyes! If this works I will love you forever!! :O Looking gorj as always though :)", which means that she saw this video because she has this problem. Other viewers also commented: "I tried this technique because I naturally have this fine line on my under eyes that concealer always settles into and creases and it worked. but I started noticing that in a certain light, my powder looked like patchy, like there were these little patches that looked more powdery than others.", "Guys I tried this! It worked. I use Nars creamy concealer and Neutrogena sheer minerals compact powder and my beauty blender it is amazing! No creases yet and usually I use a brush and keep tapping off the excess until it's barely on and now it looks flawless no wrinkles."

This video I can tell that really helped the viewers to solve a problem that they were dealing with. So the expectations that many viewers had set for this video were met. Meeting the expectations is very important because this way the YTBC is building trust with her followers and as a result this leads to the easier influence of them, but in a positive way. In this

particular video we can tell that the viewers were influenced by the tips that Nikkie gave them and the result that they saw were very satisfactory.

6.3.6 Match to Information Need

This category is close related with the above category, the match to prior expectations, because most of the people when they search an information they need, they have some prior expectations to cover. So searching for the prior category and reading the comments of the abovementioned video, I also found some comments that fit very well here and shows that many people found the information they needed. One girl said: "Oh my god I've finally found someone on YouTube who's as fair skinned as I am! You've just used the 2 products I want to try from MAC in the colours I want but been reluctant as don't know what it will look like and can't believe how good it looks".

" I'm 43 so I know about under eye creases. **Thank you for the video it helped a lot.** At my age it didn't completely get rid of the creases but it reduced them by a lot. My eye contour looked so much better than it normally does. I really enjoy your style. I have subbed. Thank you for this great tip. I work in cosmetics so I'll be sure to pass this along to customers :)."

" I'll try this. I have really bad under eye creasing. It's so bad. Bless you xD"

" I have a beautyblender that i just never bother using and holy crap **I actually have a proper use for it now after seeing this video THANK YOUUU**"

Example No. 2

Title of video and channel: Smokey Evening Makeup: Chit Chat Get Ready With Me | Amelia Liana

Also Amelia Liana in her video 'Smokey Evening Makeup: Chit Chat Get Ready With Me' said: "...I am going to start with MAC's texture eyeshadow, is this really orange-y one. **You guys keep asking me** what I am putting on my crease and is this eyeshadow..."

So here Amelia is giving an information to her followers that they are needed for their own reasons. As a result a need of them was covered.

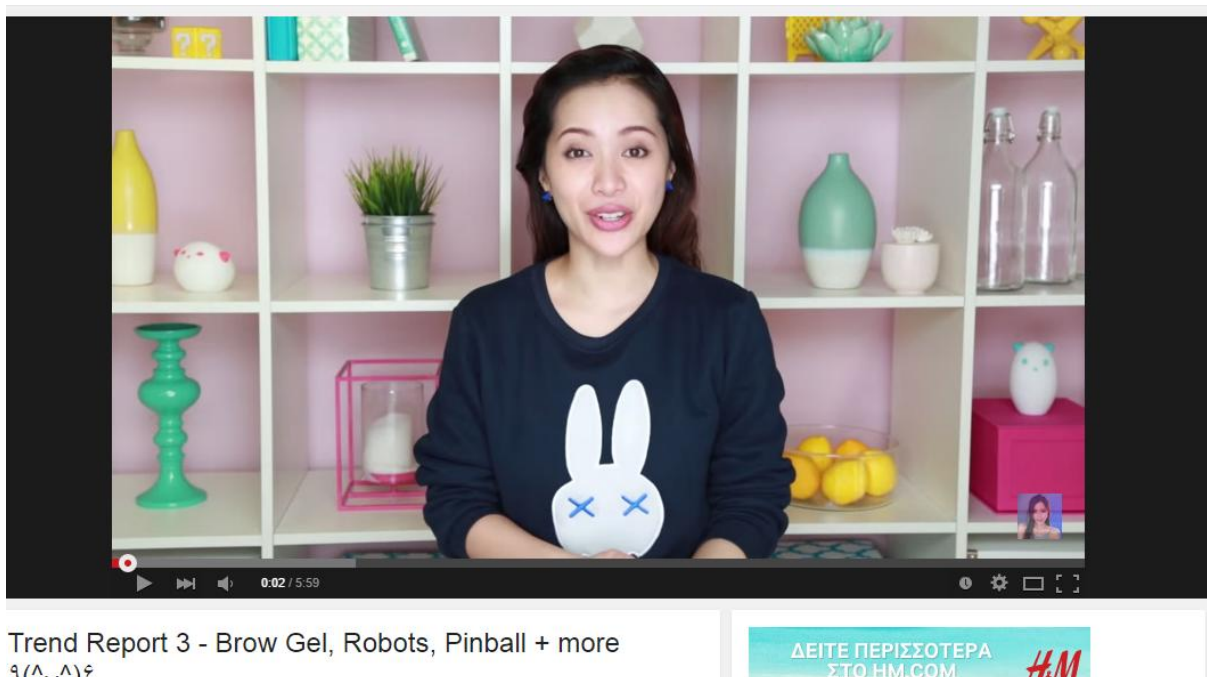
6.4 Appeals and Triggers of a Personal Nature

6.4.1 Aesthetic Appeal

Aesthetic appeal most of the times is a very important aspect when it comes to creation of a video. All of the YTBCs that I observe are creating their videos either in their houses or in their offices. Sometimes their offices may be into their houses. They are careful on what they expose in the background and most of the times the environment is mostly created by the colours and tones that they have behind them. Candles are burn in their videos in order to warm up the lighting. Most of the spaces that YTBCs are filming are very neat with a hint of girly style. Of course the girly touches diverse in each YTBC's video.

Apart from the decoration of the space, YTBCs are always looking good when they are filming. When they film a non-makeup video they always wear makeup and look stylish. Some examples are the following:

Michelle Phan is usually sitting in front of a library that is always decorated colourfully. Her makeup is very natural but noticeable and she wears a shirt that has is revealing her personal style and her origins, where she comes from Japan. Also this period of time this type of shirts is very trendy and likable.



Tanya Burr, most of her videos, film them in her bedroom, sitting in her bed. She has created a nice and warm environment with the fairy lights behind her and the bed is always looking done. Her makeup is flawless and other details such as her hair or nails are thought through.



Quick & Easy Back To School Or Work Hairstyles! |
Tanva Burr ad



Lily Pebbles is sitting in front of a couch that she has put a nice pillow to create an interesting but subtle background. She has thought was to wear and also what makeup is appropriate in order to film this video.



October Beauty Favourites // Lily Pebbles

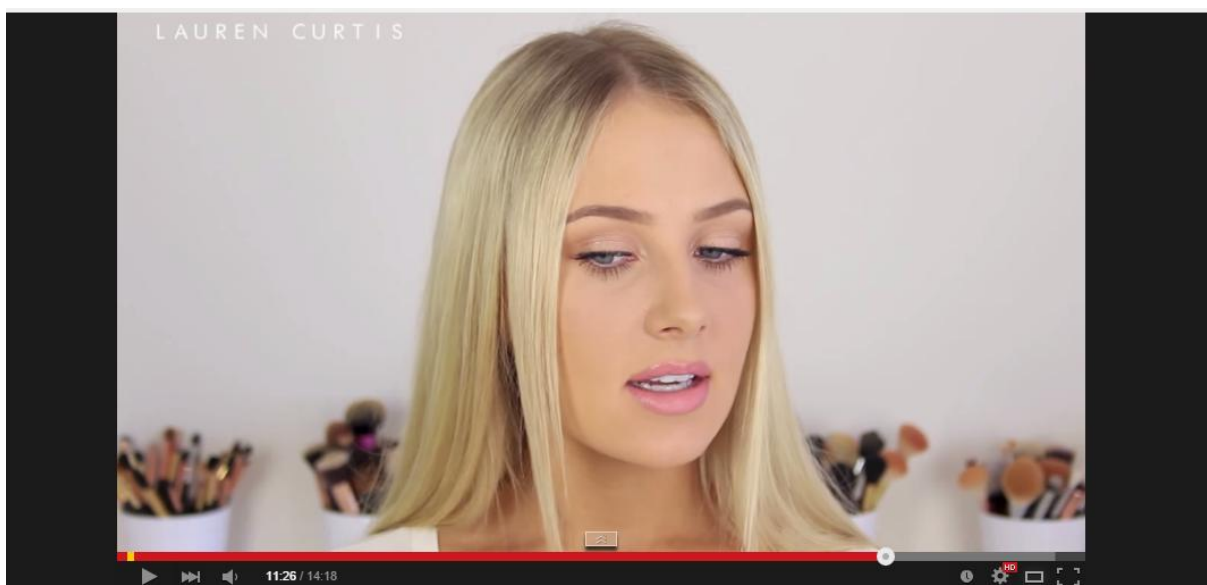
ΔΕΙΤΕ ΠΕΡΙΣΣΟΤΕΡΑ

Victoria Magrath is also filming in her bedroom and as we can notice the background is well thought. She has put the fairy lights and also opened the night lamps. The bed is also neat and she is sitting in the middle of it in order to be the centre of attention.



November Favourites | Inthefrow

Lauren Curtis with her background has created a clean and beauty related atmosphere. The white wall is giving the impression of simplicity and the makeup brushes are showing that she is involved with makeup. Her appearance is always flawless and that creates a luxury feeling.



How I Achieve BIG EYES & LIPS!

Samantha Maria, aka beautycrush, has a different approach in her background. There are many items that can a viewer notice behind her but because they are monocromatic this creates a subtle result. The clothes and the flowers that are behind her are showing that she is addresses matters for fashion and for girls in general. Her tattoos, which are very bold and big, are showing a girl that she follows the trends of her time and she is willing to be bold.



November Favourites! ♥ Beautycrush



Additional, big part of YouTube videos is the editing. Editing is very important when somebody creates a beauty video, because it complements it and makes it look professional. Except from Michelle Phan everybody else are editing by themselves their videos and their skills have improved impressively. Editing reveals the personal style of every YTBC and as a result people can relate themselves more or less.

6.4.2 Literary Appeal

Literary appeal is close related with the language that YTBCs are using when they are presenting products or makeup techniques. Is the way they are using words to make the products or makeup, which are presenting, more appealing to their viewers and as a result with word find a way to describe their experiences and pursue the followers to buy a product or change something of what they do.

Example No. 1

Title of video and channel: Glam Glitter & Glowing Skin Tutorial | Lauren Curtis

In this video Lauren is showing a makeup look and she is starting her video by saying: "Hello everyone! Welcome back to my channel, I hope you all doing well as usual. This is going to be a makeup tutorial that is **very simple** but I want to add a **few little twists to make it extra interesting** (laughs), a bit of **glitter**, a bit of sparkle and shimmer, which is always **fun** and kind of full proof, because the base is pretty simple but what I am going to do is to add some extra products to **live it up a little bit....**"

So Lauren here in her intro presented some important and triggered information from the makeup look that she wants to make, by using a very simple, casual and girly language. Girls who watch YouTube beauty related videos probably are very keen to continue watching the makeup tutorial because she used some words that triggered their curiosity. The words that created all these are the ones that are marked with bold in the text above.

Example No. 2

Title of video and channel: "Free Spirit" Summer Beauty Look & Drawing Tutorial | Michelle Phan

In this video Michelle Phan is showing a colourful makeup look and at the beginning of the video she is using the following description to describe this look. The words that she uses and the tone of her voice is transferring the viewer to another mode, relaxing her and make her imagination run wildly. More specifically she says: "**Hey gorgeous! I have an enchanting beauty look for you to try it out.** It's perfect for a music festival or any summer parties. Start with a CC or BB cream and start pat it in the entire face... Concealer should be used barrenly. Remember, a little goes a long way. All you really need is one swipe under the eyes, down the bridge of the nose for highlighter, around the sides of the nose and mouth to cover up any redness and all blemishes. Try using your fingers to apply...". In this example the vocabulary that she is using is very simple, providing small and practical tips that all women understand and want to know. Also, the vocabulary is focused on beauty and the application of cosmetic products.

Example No. 3

Title of video and channel: Get Ready With Me: Evening Out, PERIOD Edition | AD | Amelia Liana

In this video Amelia shows what she does when the difficult period of the month is here. For the women this time of the month is very complicated concerning skin problems and makeup, so she created a video to share her tips with her followers.

"My skin tends to be a bit more **oily** at that time of the month, so I am using the La Roche Posay Toleriane Ultra moisturizer, just to **keep everything hydrated but still mattifying**. And the I use the Dior Star foundation. I am just going to take a couple pumps of that and buff that in on the Real Technique's buffing brush. Blending it into the skin... as you can see the result is quite natural and gives like a '**your skin but better**' effect..."

This example shows exactly what a girl is always listening from a beauty related video. Amelia here is using many beauty terms to describe her situation and she used a phrase that only in this situation could be used to describe it. By using all these terms and maintaining an informal but informational behaviour Amelia manages to transmit a message and influence many women who have the same problem with her.

6.4.3 Curiosity Trigger

In order to trigger the curiosity of a follower it is important the title of the video to be interested, so what I am looking here is mostly titles of the videos that have probably, or will, trigger the interest of a person to start watching them. The title of a video is very important element because it sets the main purpose of the video and gives access to the follower to actually watch the video and probably be influenced by it. Additional to the title there is a complimentary picture, called thumbnail, that represents the video. Each video has different thumbnails and the YTBC is able to create her own for her videos.

YouTube Beauty Creator	Title of the Video	Views
Michelle Phan	How to Look Like a Bad Girl	4,324,843
Nikkie De Jager	How to apply lipstick like a Pro · 101	3,256,739
Ingrid Nilsen	I Woke Up Late!! Quick Makeup, Hair, Outfit + Breakfast	1,757,964

YouTube Beauty Creator	Title of the Video	Views
Lauren Curtis	Full Face of FIRST IMPRESSIONS + clothes!	1,299,113
Tanya Burr	Drugstore Makeup Haul	743,323
Estee Lalonde	My Current Drugstore Favourites!	495,837
Amelia Liana	What's in my makeup bag + Tutorial	474,765

The abovementioned videos are some of the most popular in the channels of each YTBC. This means that the title they chose triggered the interest of their followers and also others people and clicked the video to watch it. As we can notice the more subscribers an channel has the more views can get.

Also, curiosity trigger may appear when a YTBC is talking about a product. Many times viewers are watching videos in YouTube and discover new cosmetic products that they were triggered to try them in real life. Some examples on how the YTBCs are trigger the curiosity of their followers are the following:

Example No. 1

Title of video and channel: Current Drugstore Favourites | Essiebutton

Estee Lalonde in her video 'Current Drugstore Favourites' mentions a concealer and she says: "...concealer wise, why did I ever stray from this? This is the Collection Lasting perfection Concealer. This was all the raves three years ago but still people talk about it because it is so good... no matter what kind of blemish you have, no matter any redness or spot, whatever you are trying to cover up it covers everything! Put it underneath the eyes, it's an amazing all around concealer!"

Estee is starting talking about a product with a really big problematization that looks "serious". She continues with the description of the product and how she uses it and how much she likes it. This small description of the product is enough to make the people start wonder if they need it in their lives. When people start thinking about it, it means that they were influenced by her and their curiosity about this product was triggered.

Example No. 2

Title of video and channel: Top 5 New Beauty Launches | Amelia Liana

Amelia Liana in her video 'Top 5 New Beauty Launches' she started talking about some eyeshadow palettes that she really likes from the drugstore and at one point she says: ...the shimmer is really nice, **they really reminds me of the Urban Decay eyeshadows (high end brand)**. They just have a nice sheen into them, they are nothing really too glittery, they have a thick shimmer pigmentation in them. These palettes are around 5£, they have amazing amazing quality, especially for the price, they are so buttery, so pigmented, really nice smooth even eyeshadow."

Example No. 3

Title of video and channel: Wake Up with me! Lazy Sunday in NYC | Ingrid Nilsen

Ingrid Nilsen in her video 'Wake Up with me! Lazy Sunday in NYC' talks about the steps that she does when she wakes up. During this video she is explaining how she applies her concealer and she says: "...I put concealer right in the inner corner of my eye because that is really where we have the most darkness, so then I take the beauty blender and I just gently pat it in. This creates a really natural look and if you have a problem with creasing or your concealer looking cakey, definitely try out the beauty blender because it has **changed my concealer game!**"

The two examples above are describing two different situations that the YTBCs are triggering the curiosity of their followers. Amelia is using the method of comparison and Ingrid is using a big problem that many women are facing when they are doing their makeup that had changed her whole world when it comes to concealer. These statements can trigger the curiosity of a person and influence her to go and buy these products or at least think about buying them or try the method that was suggested. This is also influence because without these mentions nothing would have happened.

6.4.4 Memory Trigger

Memory trigger is an indirect way of influencing somebody. Most of the times memory trigger is connected to the person itself and not with the products that is talking about. Finding example for this category was quite difficult and many times I felt confused by this category because the connection with the influence is not that clear. What I did here is to find

some staple phrases that YTBCs used, because this is one way of triggering the memory and influencing other people.

Example No. 1

Estee Lalonde has a very likable phrase that she uses and for some period of time was very common throughout the YouTube beauty community. This phrase emerged from her everyday life and the way that she ties her hair when she does her makeup. She always says: **"...before I apply makeup I tie my hair with 'daclip'"**. 'Daclip' means the clip, which is a very simple plastic clip for the hair. This phrase was very common for some time and it was something that people recognised her for. 'Daclip' is a very simple, easy memorable and written word that everybody can use it, and it comes from something that most of the girls use in their everyday life. So if people knew Estee Lalonde and this phrase, instantly their thoughts were going to her and her videos. So this is one method that Estee used in order to create memory trigger towards her.

Example No. 2

Nikkie De Jager in her video '2014 Top Hits and Oh God NO's ' she is talking about her most favourite and non-favourite products of the year and at some point she is talking about her favourite powder and she says: "...I really like this powder because this is light enough for me to do the cooking method, and **the cooking method I will show you in the tutorial that goes up on Monday, so be aware to check that out...**". So here is another method of memory trigger. She presented a favourite product that she uses all the time and then she gave a small and interesting information of her next video that many girls would like to watch using this particular product. For the people who would like to know more about the cooking method, she created for them anticipation and memory trigger to remember to go back to her channel on Monday to watch that video and learn that makeup technique.

So as a result there is no only one way of triggering the memory of their followers. Depending on the approach that each YTBC is using the result are different. In the first example, Estee triggered the memory of her followers by using a phrase to be recognisable, whereas in the second example Nikkie triggered the memory of her followers by increasing their interest for a future video that most of them would like to watch.

Example No. 3

Title of video and channel: Drugstore Makeup Starter Kit + Tutorial
#AmeliaLianaDrugstoreWeek | Amelia Liana

In this video Amelia is talking about her favourite drugstore products that a beginner should have in her makeup bag and also shows how to use the products creating a makeup look. At the beginning of the video she says: "... beginners basics makeup bag. **If you are interested in starting up with makeup and don't really know where to begin and what is kind of like full proof products, this video is for you!**"

Here Amelia is providing a very highly requested and basic video that her young viewers would like to watch and triggers the memory of them by making a small statement that stays in the mind easily and draws immediate attention.

Also, memory trigger could be evoked through personal reciting.

Example

Title of video and channel: June Favourites 2014 | Ingrid Nilsen

By connecting products with a personal memory a viewer can easily remember the story for a product. Also through the story could be created feelings that will trigger the past memories that could influence future behaviours. One example that shows clear this argument is the following. Ingrid Nilsen in her video June Favourites 2014! she presented three bracelets that somebody gave them to her and she said: "...I really love the little sound that they make when I move around, it's a really subtle jingle, but **I love that noise. It's kind of like when I was a kid and I loved the sound of my mom's high heels**, this is like the adult version of that. This is one of my weird little quirky things that I like." By reciting this memory of hers and connecting it with the bracelets she promoted feeling that can bring up memories that could influence her followers in future decision making.

6.4.5 Personal Connection

Personal connection is a very important element that contributes significantly to the influence that the YTBC is exerting. In order to identify this personal connection I am searching throughout the comments and also through the videos to find out how the YTBCs are referring to their followers.

Comments from Estee Lalonde's video



[Pauline Saumade](#) 5 months ago

Hey Estee! Great video as always! I am going to London for a few days at the end of december and I was wondering if you had any recommendations of things (and restaurants let's all be honest here) that I definitely need to do! Thank you!!



[Essie Button](#) 5 months ago

Bone Daddies for Ramen! Mishkin's is good! And definitely hit up the big boots on Oxford Street!

Reply · 14



[Pauline Saumade](#) 5 months ago

Okay! **Thank you so much for answering!** Maybe I'll bump into you in bone daddies then ahah! ;)

Another girl has a bigger reaction when Estee replied to her:



[kate havard](#) 5 months ago

OMG MY DREAMS HAVE COME TRUE ESSIE MERCHANDISE !!! Defo gonna be asking for all of it for christmas xxx

Reply · 14



[Essie Button](#) 5 months ago

Aww yay!!!!

Reply · 7



[kate havard](#) 5 months ago

You're my favourite Youtuber ever and I can't believe you replied! Xx

The aforementioned comments are from one video that Estee Lalonde did and replied in some of the comments that her followers made. Some of them felt very excited when they realized that she replied to them. These reactions show strong engagement with the YTBC and this leads to a bigger openness on the influence that she exerts to them.

Additionally, what I noticed through the observations is that the YTBCs in order to achieve a more personal and daily communication with their followers, at the end of their videos are encouraging their subscribers to follow them in other social media. Facebook, Instagram and Twitter are the most preferable social media that most of the YTBCs are using constantly. The way that YTBCs are convincing their followers to follow them on these social media is the following:

Title of video and channel: 3 Cute & Easy Hairstyles for Medium Hair! | Ingrid Nilsen

"...I hope you guys enjoyed these three looks and if you try them out yourself make sure you send them to me on Twitter and Instagram, because I love seeing your hairstyles. And the last video that I did with the Holiday Up do ideas, **it was So awesome seeing all of your photos**, because I got so many, and it is just really really cool to see them. I love it! So, make sure to do that if you try out one of these hairstyles, especially the little knot one, because that one is my personal favourite.

Emma Watson Inspired Braided Low Bun Hairstyle! | Tanya Burr

"...and if you do recreate this hairstyle at home please send me photos (on twitter or instagram) because **I would Love to see how you guys got on, and if it was helpful for you**"

Title of video and channel: 5 Ways to PLUMP Your LIPS! | Michelle Phan

"...have fun to create your different looks! **Show me your juicy lips** by tagging me either through Instagram or Twitter (she provides her links in the screen), so I can find your pictures and like them! **I love you so much**, thank you so much for watching and see you on my next video. Of course, good luck (her personal statement that she uses at the end of every video)"

The three last examples are examples that shows how YTBCs are influencing their followers through personal connection. Twitter and Instagram are two social media that they use in their daily lives and can easily interact with their followers. So by encouraging them to send

pictures of them shows that they care and they want a more personal communication. This personal communication leads to a deeper level of influence that they exert to their followers.

6.5 Added Skills and Characteristics

While I was conducting the observations I noticed eight other characteristics that can be added in order to be more complete and I describe them below, in turn.

6.5.1 Repetitiveness

Repetitiousness is a characteristic that is very important when somebody is trying to influence others. Many YTBCs are repeating themselves many times in order to make their subscribers believe that they like a product or this is trustworthy to buy it. The more a product or a technique is heard the more are the chances a person to be influenced by it.

Example No. 1

Ingrid Nilsen in her video 'Wake Up with me! Lazy Sunday in NYC' she says: "... and then I set everything with my favourite Tart Powder foundation, **you have seen me using this a bagillion times** (she means bazillion times, but by saying it like this she highlights the repetitiveness), so it is nothing new. It provides really great coverage and it keeps you nice and matte all day..."By making this comment she is making the people relate her with this foundation. So people who trust Ingrid for her recommendations they are can see that she is using this product all the time and she likes it very much and as a result they have it in their mind in order to buy it someday.

Example No. 2

Title of video and channel: Valentine's Day Makeup Tutorial - Soft & Pretty! | Lauren Curtis

"...So **as always** I am going to start my makeup with the L'Oreal true Match Foundation. This one is amazing because..."

Lauren in this video is referring this particular foundation but I also saw more than seven videos of hers and she always mentions or compares this foundation with others, so the level of repetitiousness is very big! The multiple mention of a particular product that somebody is always happy about it and always returns to it as a safe choice increases the levels of trustworthiness for the product and as a result has more chances somebody to be influence by it. Also by mentioning repeatedly the same product more people have more chances to hear about it and probably influenced by.

Example No. 3

Title of video and channel:EMPTY PRODUCTS | JANUARY 2015 | Essiebutton

"...This is the Omorovicza Thermal Cleansing Balm, **I put this in my 2014 Beauty Favourites** (another video) because it is the balm, get it? It's a cleansing and it's the balm... (laughs)...." (she is playing with the words bomb and balm because they can heard similarly).

The same applies also here, when Estee mentions Omorovicza product again in her video.

6.5.2 Unity

Online communities sometimes have a very big impact in the psyche of a person. Loneliness in real life is something real, and people who feel lonely are searching for a company online. Beauty community in YouTube is very big and many people, who share the same passion for beauty, can relate with each other no matter where they live or how they look like. Beauty channels represent smaller communities where people are sharing their experiences and beliefs and create a continuous conversation with their videos. YTBCs know that through their channels they provide space for people to connect with each other, but also connect themselves with others and they take advantage of this in order to influence them for a better purpose, most of the times. For many followers the feeling that they belong in a group and they can share their thoughts and opinions, or even ask for advises increase the trustworthiness for the YTBC and as a result the influence that the person wants to receive. Most of the times the YTBC has the role of coordinator, where she provides stimuli that followers are influenced with. This stimuli is the glue that bonds everybody together.

Example No. 1

Michelle Phan created a special video for her followers that she named it Dear Dreamer. In this video she Michelle Phan expresses her gratitude to her followers for their support and love for the 2014. She writes that she is incredible blessed to be part of this loving community. She also comments: "Crying while reading all your comments. This may sound strange, but for a split second...I was able to feel all your emotions. Like I could understand each of you....and **all I could imagine was wrapping you in my arms to hold you tight...**because you are loved. Every one of you are beautiful in your own way, just like each star in the sky...you are unique. If you ever feel it, remind yourself again that **You are not alone because we all live under the same sky...we are all brothers and sisters of Earth.** Sending you all my good thoughts and love. I hope you can feel it :)"

Example No. 2

Ingrid Nilsen in her video Sunkissed Summer TAG! (tag is a video where the YTBC is answering some questions for herself) said: "...I don't have air-conditioning in my apartment, so it can get pretty toasty in the summer time and what I like to do is take a quick cold shower... and I try to keep my showers pretty quick in the summer time just because I don't want to be wasting water and just standing underneath the cold water even though it feels amazing, and I love doing the little shoulder dance, where you are like "Oh yeah" (moving her shoulders back and forth pretending that she is in the shower and water runs to her back). I don't know if anyone else does that in the shower, I just assume that maybe there is somebody else, but you never know. I could be the only one shoulder dancing in the shower."

This a small example of what Ingrid does in order to create unity in her channel. She embraces her unique and most of the times weird things that she does in order to achieve a more personal connection with her followers. Many people are feeling alone or weird and at her channel they can find a place where they can feel understood and comfortable with themselves. This unity that she creates has a target to a deeper level of influence, where people trust you almost blindly.

6.5.3 Reward

Reward is a big part of influence. By rewarding somebody for a good behaviour builds bridges for closer connection and communication with each other and as a result, openness from the other side to be influenced. Most of the times the purpose of giveaways is to reward the support they get from their followers or to make them feel happy.

Samantha Maria (Beautycrush) in one of her videos is conducting a giveaway and she says: "...so I wanted to do a giveaway for ages and **I just wanted to do a giveaway to give a big, massive thank you to you guys, to watching my channel, subscribing, being supportive and lovely.** I didn't want to give only one product because I wanted to give to as many people possible, so I've got quite a few things..."

Also Amelia Liana giveaway in one of her video a product that is very difficult to find in the UK and she said: "...it is one of my favourite skin products of all time. And **I know that these are really hard to get hold on and I wanted you guys to be able to try it as well, because I raved about it for so long, and I ended up on going to all the pharmacies I could find and buy whatever stocks they had, so now I have 9 of these to giveaway...**"

6.5.4 Personality

Personality plays a catalytic role whether the YTBC influence her followers. A happy and "bubbly" personality has more chances to influence other people than a strict and introverted personality, in this specific area that is observed. Beauty community is a community where people look good, healthy and have a positive way of thinking in their lives. Things are more informal and relaxed than in other industries or communities. Additionally, many people are watching YouTube beauty videos in their free time, as a hobby in order to learn more about this subject. So the need for these people is to watch a happy personality that will give them easy and practical tips for their lives. As a result being extroverted is an important factor in the YouTube beauty community. Watching the videos of the YTBCs most of the in the majority of their videos are smiley and try to make jokes when they can or to keep a "light" atmosphere in general. Some examples are the following:

Example No.1

Title of video and channel:November Hits and Oh God No's 2014! | NikkieTutorials

Nikkie De Jager has a very extroverted and funny personality. In all of her videos that I watched she makes jokes of herself or for situations that happens. She has a dramatic way of expressing herself and her style can be described as edgy. In one of her videos she said: "...so I wanted to start of with the NYX Butter Gloss in Maple Blondie, because as you know I really like that product. It was the colour that I popped on every model's lips and it was the perfect "Mexico" colour (laughs) and I really want to show you right now but I left it in Mexico (her tone goes down)..."

Her style of describing situations and happenings in her life is very dramatic but also funny that gives an edge to her videos and makes her stand out from the other YTBCs. She has a unique way of explaining everything that is very hard to be illustrated here.

Example No. 2

Title of video and channel:February Favorites 2015 | Ingrid Nilsen

Ingrid is always looking very relaxed and calm in front of the camera, by making fun of herself and sharing personal information like friends do. Through her videos creates a friendly and easy going atmosphere that everybody would like to experience.

In this video she is presenting her favourite products of the month and she says: "New deod (stands for deodorant) up in here, up in her (lyrics of a song). Basically, I am not the smelly kid. If you watched my 50 facts about me you know what I am talking about. Also, is it lipstick on my teeth? Probably but whatev (stands for whatever)..."

Example No. 3

Title of video and channel: August Favourites 2014 | Beautycrush

Samantha Maria is showing in this video her favourite products of the month. Her style is also very relaxed, she uses a lot of everyday phrases and some slang that created an informal environment that friend have between them. In this video, at the beginning she put some bloopers to give her personal touch to this videos and she said: "Hey guys! So it is August favourites' time and I've got a lot of beauty things to show you this time. I just been dabbling a little bit and trying new things and stuff (changed her accent of her voice to black American accent)."

6.5.5 Consistency

Consistency is an important characteristic of a YTBC because it creates stability. Through stability the levels of trusts are increasing more easily and people feel more open to listen somebody that they know they can find her always there, or in this case a very specific time of the week. When a subscriber is reaching that point then is ready to be influenced by the YTBC.

All of the YTBCs that I observe have set a specific day and time that they upload their videos, so their followers know when a new video is up in order to go and watch it.

6.5.6 Instructional

Most of the videos that have been created for YouTube have an instructional content. A YTBC through her videos is giving to people guidance on how to achieve different things with certain products. A typical instructional video could be considered a makeup tutorial where the YTBC is giving guidelines on how she is doing her makeup, what products she is using, how she is using specific products and why. Through this argumentation the YTBC is achieving to influence the viewers in different levels and for multiple reasons.

Example

Title of video and channel:Wake Up with me! Lazy Sunday in NYC | Ingrid Nilsen

As I mentioned earlier, categories are interrelated with each other and many times I have already referred examples that I can also use to describe this category. For instance in order to make my point for the curiosity trigger I used the following example: Ingrid Nilsen in her video 'Wake Up with me! Lazy Sunday in NYC' she talks about the steps that she does when she wakes up. During this video she is explaining how she applies her concealer and she says: "...**I put concealer right in the inner corner of my eye** because that is really where we have the most darkness, so **then I take the beauty blender and I just gently pat it in**. This creates a really natural look and if you have a problem with creasing or your concealer looking cakey, definitely try out the beauty blender because it has changed my concealer game!"

This example is also great for this indicator because we can notice the instructional way that Ingrid is talking. She is very precise on how she uses the product and why she does that and what changes has notices comparing to past applications. So this instructional way of describing situations is always influential to the other people.

6.5.7 Inspire

YTBCs are public figures who are expressing their opinions and behaviours into a camera and publish videos on the web. These videos are been watched by millions of people. At one point these people are also followers of these YTBCs. Each person is following YTBCs for their own reasons and each person is seeing a different side of them. Many of them by watching their videos are feeling inspired by watch they have watched or what they have heard and would like to change their way of living by doing small or drastic changes. While I was reading comments from different videos many times I stumble upon texts of followers that expressing their gratitude and inspiration that they got through the YTBC or through the video. Some of the comments are the following:

- ❖ This is so beautiful. I feel like there are very few youtube makeup artists that play with makeup outside of the box. **You inspire me** to play with color and to never hold back my imagination in my work!
- ❖ I love your videos they **make me feel happy**
- ❖ "Wow, you look SO SO SO happy in this video, so alive and it shines through you :) **you inspire me so much and you have no idea..** I love your advice too haha I have the same

"too lazy to clean my face at night" problem!! I saw your post about lacking inspiration, and I just wanna say that it is normal.. I'm glad you found a way to improve that, not for people but for yourself too :) just remember, we always fall before we reach our highest and I know you are going to get higher and higher because you are honestly one of the kindest youtubers out there... Thank you for inspiring, for being honest, for making us laugh, for helping us, and for trying to be better because it all makes us want to be better as well. x"

- ❖ I actually really liked this video, the editing was amazing and it **inspired me to try** and become a morning person!

I take again the example that I used in Biases indicator (How to Be One of a Kind | Michelle Phan), where Michelle Phan talked about diversity and how to appreciate yourself: " Like snowflakes, fingerprints, and the stars in the milky way, none of them are the same, they are all unique and one of a kind in their own way. Just like You! Don't believe me? Well, let's look at the mirror. Everything about you is special, there is not one person who is exactly identical to you. I am sure you have a look alike, but you don't have a clone... We all have our own special features that set us apart from the next person. Are your eyes blue, brown, green? Maybe both?...Remember, it's not all about looks, perhaps you are extremely patient or you are a good listener and always have the right words to cheer someone up. I know a few people who have this gift, the gift of uniqueness. That something that was already given us from birth. Sometimes we forget that the very thing that makes us unique is right in front of our face. Literary... Just like physical exercise make the body feel good, mental exercising strengthen your mind. And we all know, a strong mind can do just about anything..." .

The reaction to this video was very big and most of the reactions fit perfectly to this category in order to underline how much influence one person can exert to thousands or millions of followers.

- ❖ Thanks Michelle! You're **such a motivation**. I was having a horrible day and I clicked on your video and your words suited me well. Thanks
- ❖ Hey Michelle!! I've watched your videos on self-confidence and uniqueness and I really love them, **they inspire me to be the best I can be**, but I don't know how to start loving myself, you know? I don't know how to accept myself as for who I am and I think that I can't truly start building up self-confidence after it has been shredded down to bits if I don't love myself first. Can you help me?

- ❖ Ohh my gosh I loved this video **I'm going to start to look in the mirror every morning** thank you soo much <3<3
- ❖ I just noticed that I'm already watching lots of your videos for like 3 hours now.. **I'm really inspired with your stories** and all.. and now i just realized what i really want in life.. Thanks Michelle for inspiring others..
- ❖ Michelle Phan, **you inspire me so much**

In order a person to feel inspired by somebody else it means that the level of influence is so deep that she wants to make changes into her life immediately or soon in the future.

6.5.8 Approachability

Approachability is an indicator that was emerged through the observations. This indicator stands for the videos that YTBCs are making in order to approach more followers and as a result influence them. They try to create content that is interesting for a diverse audience. By creating these type of videos they make themselves appear more down to earth and caring for all their followers.

Example No. 1

Title of video and channel: Prom Makeup Tutorial (**mainly drugstore**) | Lauren Curtis

Lauren created this video for the girls that they want to have an inspiration for the makeup that they would do for the prom night. In the title of this video there is a special notice that this video contains mostly drugstore products (inexpensive products that you can find in drugstores or supermarkets). By doing that the girls who are interested watching this video and are at the age of prom would have the chance to recreate this look if they want to. So Lauren has probably fulfil some of the needs of her viewers to watch videos with affordable products. This means that by non-always making videos and uses products that are high-end is making a step to approach another target group and influence a variety of people, even though in her private life she would prefer to use expensive products.

Example No. 2

Estee Lalonde and Amelia Liana collaborated together and created a series of videos for one week that they named it DrugstoreBeautyWeek and they created six beauty videos, three each of them, that were focused on products that are affordable and the majority of people who are watching YouTube beauty videos could buy them.

These kinds of videos are more concentrated to listen the needs of the followers and make the YTBCs look more caring and easy to approach. This indicator is very close related with attraction. By attracting more and diverse audience, people who prefer expensive or inexpensive products, increases the chances to influence more people.

7 Discussion of Findings

After the completion of observations I manage to reformulate the initial table that I used as inspiration by changing some categories in order to fit better the purposes of this thesis and added some more characteristics that fill in the Vlogger's Characteristics and Means of Influence.

Vlogger's Characteristics and Means of Influence

Vlogger's Expertise and Offline Identity Disclosure	Vlogger's Trustworthiness and Value System	Information Quality	Appeals and Triggers of a Personal Nature
Name and Geographic Location	Biases	Completeness	Aesthetic Appeal
Credentials	Beliefs and Opinions	Accuracy	Literary Appeal
Affiliations	Honesty	Appropriateness	Curiosity Trigger
Mentions	Preferences	Timeliness	Memory Trigger
Stated Competencies/ Mode of Knowing	Habits	Match to Prior Expectations	Personal Connection
Personality	Inspire	Match to Information Need	
	Unity	Repetitiveness	
	Approachability	Consistency	
	Reward	Instructional	

Table 5: Final set of influence indicators after conducting a qualitative analysis on our dataset of vloggers. Boldface marks newly introduced indicators.

The initial purpose of the observations was to identify the characteristics and means YTBCs are using to influence their followers. In order to examine something like that I used the table that Rubin and Lydi (2006) made for Blogger's credibility. What I achieve to show through the qualitative analysis is that YTBCs are using many different ways to influence their followers and these ways most of the times are connected with each other. Most of the

characteristics and skills were already mentioned in the table from Rubin and Lydi (2006) but also through the observations I manage to identify more that apply to this specific case that I observed.

While observation was conducting many videos were studied. Through them a number of characteristics and skills that YTBCs use was observed. Most of the times while I was searching to identify one category and find examples for it I was stumbling upon different characteristics and sometimes I was identifying new characteristics that there were not included in the initial table.

Even though I faced some difficulties, the process of my work was very structured at the beginning. I had as an initial inspiration the table of characteristics that Rubin and Lydi (2006) had made and then I set my sample in order to observe it and identify these characteristics and skills in them. I started very structured and I had no problems identifying the first characteristics but as the process was continuing many characteristics from different categories was popping into the same video. Sometimes it was very difficult to identify which example is for which category. Also, many times same examples were fit in different categories. To be more precise, the curiosity trigger category with the literary appeal category had many similarities and that created some difficulty and confusion in my work. This made me realise that the categories are interrelated or complementary with each other but made my work very hard, by creating confusion and chaos.

What I mostly grab from the conduction of observations is that many skills and characteristics of a YTBC are important in order to exert influence to her followers. Personality, rhetoric, mentions, beliefs and so many other features are contributing in order one person to exert influence, and most of the times these are interrelated with each other and happen simultaneously. Being a YTBC is a demanding full-time job that requires personal and professional strength.

After the completion of observations new insights regarding the characteristics and means that YTBCs are using in order to influence their followers has shown. Each factor has contributed different in the formulation of these features and all together have formulated a strong foundation that lead to the influence of followers.

7.1 Discussion on Vlogger's Expertise & Offline Identity Disclosure

Through this indicator was observed mostly the external factors that a person could have in order to exert influence to others. Some of them have been acquired through personal preferences, for example if a girl is a professional makeup artist or not, and other are factors that help or not the YTBCs to influence easier or not, such as the geographic location or the number of subscribers. Most of the times these factors are not initially dependent from the YTBC. The added characteristic that was emerged through the observations was the Personality. Personality in YouTube plays an important role in the success of a channel, and as a result to the influence. By being extroverted and funny is something that ease the process and encourage people to feel more relaxed and open. This openness is the key that others leave their selves to be influenced by. Many times personality and stated competences/mode of knowing are affecting one another and that generates a strong combination for influence.

7.2 Discussion on Vlogger's Trustworthiness and Value System

After the completion of observations, this category was the one that exerted the most deep influence to the followers. Many features here were based on the nonverbal communication, which makes the influence more indirect and sometimes more deep. This category is very important in order a follower to fashion an opinion about the YTBC. Through Biases, Opinions, Preferences, Habits, Unity and more a follower builds trust with the YTBC. When the levels of trust are high, followers are ready to be influenced by the YTBC. Based on this trust the person could also feel inspired by the YTBC and as a result to bring change in her life.

Even though the influence that this indicator exerts is mostly based on nonverbal communication, it is the one that mostly highlighted the influence that was exerted from the YTBCs. This influence is more related with the changes that the person would make in order to become better, and not the influence regarding future purchases.

This category is very important and is the one that is the most close related with the influence that leaders are exerting to their followers. Leaders are trying to influence their followers in order to create something better and to bring the best from their followers. The exact same

thing is achieving this indicator. Based on the comments of the YTBCs' followers, YTBCs are making them want to be better and feel inspired to achieve anything that will bring change for the best.

Somebody could say that this indicator contains characteristics from different leadership styles, e.g., authentic leadership, opinion leadership and charismatic leadership. During the observations the YTBCs are expressing their opinions knowing that some of the viewers, and followers of them would be influenced by. So their opinions matter to a number of people who are following them and watching their videos. This leadership style was mostly observed in the indicators of 'beliefs and opinions', 'preferences', 'habits', and 'approachability'.

Charismatic leadership was observed through the indicators of 'unity' and 'inspire'. Both the followers and the YTBCs have an exchange of ideas that influence both sides. Most of the times followers are the ones that are mostly influenced by this relationship, but it also happens the YTBCs to be inspired by their followers and as a result to be influenced by them.

7.3 Discussion on Information Quality

Information quality was one category that influence was exerted based on the information that YTBCs are sharing with their followers. The influence that was exerted from this category affected the consuming behaviour of a follower and her decision making. By being accurate and sharing information that are credible and practical are making their followers to reconsider decisions or they create new needs for them, needs that there were not existed before the mention of the YTBC. This influence is close related with a concept that was introduced by Cowan and Dai (2014) about imaginative consumption. This concept plays an important role in the communication between the YTBCs and their followers. The meaning of imaginative consumption is occurring when 'consumers construct visions in which they become featured actors in a future situation using the product' (Spears & Yazdanparast, 2014, p.1008). This phenomenon creates strong connections and as a result influences their actions. Because in online communities people cannot touch, feel or experience the products, but only watch them and imagine them, the YTBCs have the position of an intermediary, who provide all the needed information in order the person start imagining the product or products. They provide to their followers a trial without trying them. This trial is shown by being instructional on what they are doing, be accurate with the information that they share and being as informative as possible about the products that they demonstrate.

Also, in this indicator there were observed fragments of charismatic and opinion leadership. Charismatic leadership is expressed here through the deep listening of the YTBC to the needs of their followers. Understanding the needs of the followers and providing content in order to fulfil them demands some levels of charisma. It is important to remember that 7 out of 12 YTBCs that were observed have no professional experience in makeup or have academic studies in order to acquire knowledge on how to influence other people.

Opinion leadership is expressed here more technically. That means that YTBCs are expressing their opinions while they were using products or after the use of it. Repetitiveness and instructional indicators are the means that the YTBCs are using in order to express their opinions and influence their followers.

7.4 Discussion on Appeals and Triggers of a Personal Nature

In this indicator the YTBCs are using means that a leader uses in order to influence her followers. Verbal and nonverbal communication is very important in order a follower to be influenced by. The setting of the room, the words that they are using, the meaning that they express, the connections that they are doing with their followers are factors that affects the behaviour of their followers. Most of the times everything that they are doing is meaningful and has a reason. All the pieces are related with each other and create a whole picture.

In this indicator all the indicators have a connection with all the leadership styles that I mentioned earlier.

Ethical and informal leadership are the two leadership styles that occur in all the above mentioned categories. YTBCs through their channels on YouTube are holding a position, but it significantly differs from the formal positions that leaders are holding in a business environment. Though YouTube people have the chance to express their opinions openly. Even though this ability has started to be fading, because of the rapid rise of YouTube and their creators, there are still creators that they do not afraid to talk freely.

Ethical leadership is also occurring throughout the four indicators. YTBCs are addressing their content to a diverse age group that contains ages that are being in a very sensitive phase of their lives. That is why they are careful with the content that they are publishing. Influencing a variety of people who are shaping their personalities could be interpreted as a big responsibility that they are having, and that is why moral and ethical principles are very

important to be pointed out. But as there are leaders that they do not respect ethical moralities there are also some YTCCs and YTBCs that they are publishing inappropriate content, but the majority of them are very careful and respect the audience that they are addressing.

While the conduction of observations what was noticed is that the indicators are very close connected and sometimes complementing each other. This relation is very important for the exertion of influence from the YTBCs.

7.5 Limitations

Throughout the observations I dealt with some factors that created some difficulties in my work and the conduction of observations.

Before the video uploaded in the YouTube platform, the YTBCs are making some adjustments and edits to the video in order to create a satisfactory result. This means that many scenes were cut because they were useless but also other scenes were cut because the YTBCs decided that they did not want to share them with the viewers. These scenes could have shown more information about the creators and details about their personalities. Unfortunately, because of these edits there is no such thing as a neutral image, there is slight insecurity based on the editing of the videos. As a result this may limit the credibility of the research because the YTBCs can retake a shot or cut a scene that they think it is inappropriate to be shown in their videos. But audience is not naive or uncritical. People can judge what is watching and decide if the source is worth to be trusted and be influenced by.

Furthermore, another limitation that I dealt with was related with the transmission of the content of the video into text. It was very hard to depict the atmosphere and the jokes that YTBCs are making through their videos into the paper. This could limit the ability of the reader to fully understand some examples and as result to lose the point of the text.

Concluding, sampling and the selection of YTBCs is itself a limit for the research. Many YTBCs are flourishing every day and as a result the people who influence others constantly changes. I tried to select a sample with creators who are years in YouTube beauty community and have established their presence, but there are always upcoming YTBCs that could have been the new trend setters of YouTube Beauty Community in another period of time.

7.6 Further Discussion

It is important after the result of the observations to create a bigger discussion regarding the importance of this influence that YTBCs exert to their followers. And even though through the observations most of the result had an idealistic outcome, there are many times things are not like this and that influence that is exerted from the YTBCs could lead to wrong interpretations and bad influence. In the following part I tried to have a more sceptical angle about the power of influence that these people exert and what it really means for the followers. Why they follow them and how they interpret this influence through their own frames of references? As a result this part goes further from ethics, authenticity and/or any other leadership style and examines the power of influence in a societal level and what it means to live in the era of image.

7.6.1 Social Groups, Influence and Developing Identities

From the beginning of humanity people follow others because of many different reasons and needs. Throughout the years these reasons and needs are changing, and also depending on the person, these could also change. In general, and when only the physiology and safety needs are completed, according to the Maslow Pyramid, people follow people because they want to belong into a social group, which its content triggers their interests. By belonging into a group a person experiences social acceptance and as a result could start defining part of her identity. Tajfel and Turner, (1982) developed a theory of social identity. This theory highlights the importance of social groups and why communities, as the YouTube Beauty Community, are important to exist. According to them, people have a continuous tendency to categorise themselves into one or more “ingroups”, building a part of their identity on the basis of membership of that group...” (Tajfel & Turner, 1982, p. 7-24). More specifically, Tajfel defined social identity as “that part of the individuals’ self-concept which derives from their knowledge of their membership of a social group (or groups) together with the value and emotional significance of that membership” (Tajfel, 1981, p.255). This means that through social groups people can find part of their identities, otherwise they feel incomplete. As a result, there is a necessity in belonging somewhere in order to develop herself in the fullest. Furthermore, through social comparison could be achieved positive effects to the shaping of a person’s identity. According to Tajfel and Turner (1982) “positive social identity can be achieved only through appropriate intergroup social comparison” (p.24). By being part of a group and by being among the bests comparing to others, this elevates the levels of self-esteem and creates positive outcome in the social identity of a person.

Beauty Community could be considered as an umbrella that includes many smaller social groups underneath it. Inside of these groups people feel accepted and suggestions that come from others, who belong in the group, are considered as credible. This means that the person receives an enormous amount of influence from others, which many times is unquestionable. Based on the influence people shape their personalities and create their frames of references. These frames of references help them build their personalities, formulate their opinions and have a stance in their lives. In the case of Beauty Communities and more specific, in the YouTube Beauty Communities, mainly girls share almost the same interests about beauty and watch videos to listen advices on how to do their make up or which product is best for them. Even though these kinds of groups provide online interaction among the members, this online bonding between followers sometimes is as powerful as the physical one. It has been examined that through these online beauty communities, people could find part of their identities and develop their selves. This development is coming from the general impression that these videos create, concerning women and beauty. By giving instructions on how to do a make-up look is one side of the video. During the video other messages are also transmitted, which help women formulate opinions about beauty in a broader way. This means that they take into account the inner and outer beauty and how to perceive it, how important it is or not and the meaning behind it. For example, by pointing out through the introduction or during a video that make-up is an element that generates confidence, but there are also other more important elements that a woman can use in order to experience it, such as educating herself, points out that looking pretty is not something that somebody should rely on. Makeup should be used as a key for women to have fun and treat their selves, not as a weapon to achieve their goals.

7.6.2 The Power of Image and Semiotics

Living in the era of the image, the saying ‘one image is equal to 1,000 words’ highlights the power of one image comparing to words, so when these two –words and images- are combined together the outcome could be very powerful. Videos are the combination of them and through this thesis it is shown how much influence one video can exert to the people who are watching it. By creating meaning and making sense not only through words, but also through sings, multiple messages could be sent without the conscious effort of the viewers. For the viewers that watch YouTube beauty videos, signs could be considered the repetitiveness of an action, the look of a girl that constantly wears heavy or light make-up, the very girly background of the video and many more. These are signs that create meaning for

the content of the video and shape the interpretation of the viewers, whether they like it or not. As I was having a conversation with Mr. Daudi, he described this process beautifully, by saying "This is the rhetoric of the image!"

Taking into account this phrase, the concept of semiotics could describe well the meaning of everything that is happening in the YouTube Beauty Community. According to Oxford dictionary, semiotics is the study of signs and symbols and their use or interpretation. Ronald Barthes in his book *The Fashion System* (1967) showed the importance of signs and words and the correlation with semiotics. He pointed out that adulteration of signs could easily be transmitted into words and as a result this affects the interpretation that people will develop. Adapting this to the beauty community, this could be translated into many things. Because in the beauty world there is an exaggeration on reactions and affection about products, but it lasts for short period of time, when viewers watch occasionally the videos, these signs, even though could be different each week, may have a strong influence to the added frames of references that the people will get. Unfortunately, this would be not realistic, because every word and every sign could be replaced with another one and have the same meaning at the end.

Moreover, Jensen, analysing semiotics, based on Peirce, writes that "interpretants are the signs by which people orient themselves towards and interact with a reality of diverse things, events, and discourses." (1995, p.22). By watching a YouTube beauty video a girl interprets the content of it according to her reality, and to her own frames of references. Different girls, based on different frames of references, have different interpretations for the same things. But the video has an impact in their lives and as a result they shape identities and opinions based on its stimuli. The influence that all these videos are exerting to the people is that big that many times strong opinions could be shaped about beauty. A girl watching beauty videos on YouTube can easily be affected by them and think that makeup is the one and only thing in a woman's life. By ignoring other signs on the videos that point out that make-up is just an extension of our inner beauty, girls could understand the wrong message. Having the ability to influence other people's lives is a power that could affect them positively but also negatively. That is why the responsibility of the YTBCs is so big. Being watched by millions of people with different frames of references and different needs, many signs could be ignored, or interpreted differently or, most importantly, wrongly.

7.6.3 Social Structure and Gender Issue

Societies are structured according to people's needs. Based on these needs people create patterns, adapt their behaviours, and communicate with each other, and so on. Beauty and external appearance hold big part in the perception of people. As it is mentioned in the chapter 3, people have created stereotypes about beauty and they are affected by them. One question that emerges here is the following: what is this need to look pretty inside the society, and what is the outcome of it?

The answer of this question lies in the roots of how we have built our societies. We have built our societies in a way that pretty people have more opportunities than others. In magazines, television, movies, and social media pretty people hold leading positions. The last years there is a shift to this and we see more "real" people becoming role models. As a result new ways of showing these cases, in combination to social media where everyday people becoming famous could be perceived as innovative. YouTube is one platform that provides an innovative way of communication. Through it, YTBCs are exerting an enormous power that influences significantly the lives of other people. These YTBCs are people who could be described as "next-door girls". Rogers (1983) in his attempt to explain social phenomena, he talked about *diffusion of innovation*. He defines diffusion as "the process in which an innovation is communicated through certain channels over time among the members of a social system" (1983, p.5). In an attempt to think wider, the concept of diffusion fits well and could explain the power that the YTBCs exert in a societal level. The way that YTBCs are communicating their messages is innovative. Many people, but still not all of them, are trying to adopt into the new way of communication, which is supported by the media. YTBCs through their beauty channels communicate messages in a different and innovative way, than we have used to have five years ago. Through these messages new trends, habits, preferences and so on are transmitted that followers, based on their cultural habits and personal preferences, are adopting into their behaviours or not. This kind of innovative communication was accepted by many but also was rejected by others. One reason that many adopted or rejected it has nothing to do with the innovation itself, but with the person that first adopts the innovation-the YTBCs. They represent a role model that is real and can achieve. They have flaws and they embrace these imperfections. This kind of behaviour is a small fragment that shifts the establishments and gives new insights on how people should perceive beauty. The majority of people have accepted this innovative movement of YTBCs, because they can easily be related with because most of them embrace the uniqueness of a person and refuse social models.

Moreover, this acceptance has its roots in the gender issue. Observing this I noticed that most of the YouTube Beauty channels held by women. Only a small portion of them is managed by men who teach women how to apply make-up. There are also two other categories of men channels, the ones that men teach to men how to apply make-up, and there are men that have change gender and teach other men how to apply make-up but in a more “extravagant” way. So, the fact that the majority of channels are owned by women is a sign that cannot be dismissed. In contrast to the fashion industry, where many successful fashion designers are men, in beauty industry most of the successful people are women. Beauty and beauty products is highly related with women and always was something that was between them, like a secret, that was transferred from generation to generation of women. As a result, the social structure that we used to have in the past, regarding the position of women in the society, and the way that traditions are transmitted from women to women, we are now in the point where women trust other women to take advices, even though they do not know each other. The diffusion of innovation is smoother because this "innovation" has its roots in very old and traditional foundations. This cycle of women advising other women about beauty will never close, only additions will occur.

8 Conclusion

The conclusion of my thesis stands as a synopsis of the work that I have done and also sets some ground for future research.

Online communities hold bigger and bigger part in the lives of people and a considerable amount of influence is exerted from them. YouTube is a medium that consumes significant time of people's lives containing different communities. Millions of girls from different age groups, from all around the world, watch systematically beauty videos, acquiring techniques and learning more about beauty products, creating a very large and powerful YouTube Beauty Community. Through these communities there are people who influence these girls and play an important role in their lives, shaping their choices and into an extent their personalities. So based on this influence I wanted to identify the connection between this community and leadership.

At the beginning of this thesis two questions were asked:

- ❖ What are the means used by YouTube Beauty Creators to influence their followers?
- ❖ What are the important characteristics that a YouTube Beauty Creator should have in order to influence his/her followers?

These two questions were achieved to be answered through the support of primary and secondary data using hermeneutics approach as a method of analysing them. Secondary data was the ones that gave life to this thesis and determined the key concepts that were investigated. In order to examine how YTBCs exerting influence I had to start from the beginning and discover the source of this influence. Leaders are the people who exert influence to their followers, so analysing leadership styles such as informal or opinion leadership I thought could add value to the influence that YTBCs are exerting. Through this introduction of leadership styles it was pointed out that influence is one element that all styles share in common, so this led me to the investigation of influence as a concept and the influence that these styles apply. After this analysis I was able to point out the importance of this influence from the scope of followership and also in a societal level.

The introduction of the YouTube Beauty Community was relevant to define the industry that I focused the study. For the purpose of the study a model was created for the conduction of

observations. The model that I created has its roots from a table that Rubin and Lydi (2006) created for Blogger's Credibility. Based on this I reformulated it and created a new one for the needs of the topic.

The findings suggest that the influence that YTBCs exert has significant meaning and it is difficult to be ignored. Based on the model that I presented for the purpose of this thesis, the level of influence and the means and characteristics that YTBCs are using could be identified in the following indicators:

1. Vlogger's Expertise and Offline Identity Disclosure
2. Vlogger's Trustworthiness and Value System
3. Information Quality
4. Appeal and Trigger of a Personal Nature

The four indicators conclude the findings of the observations, and the simultaneous use of them shows the ways that YTBCs use to influence their followers. As a result from the observations it is pointed out that the YTBCs are influencers, mainly focusing on the consumer influence, with some important hints of influence in the personal lives of their followers.

Many times through the observations I stumble upon characteristics that YTBCs and leaders have similar. Different aspects of different leadership styles were composed together in order to be used to influence their followers. Inspirational, influential, informal, authentic, ethical, having followers are a small sample of what YTBCs are and it is clear that this description shares many key elements of different leadership styles.

Having all these in mind it is rational to raise the question if YTBCs are the new leaders of our era. Influence could be exerted by everyone, but this does not mean that everyone is a leader. In order to become a leader there are also other elements that defines one. Confidence, resilience, self-control and many more characteristics compose a leader. Do these elements could be identified in YTBCs? This question is rather difficult to be answered right now and maybe another research would be necessary. Leadership could be interpreted differently from different people, and that is why the answer is subjective at this point. But what is fact is that leadership emerges everywhere. The definition of leadership throughout the years has changed significantly. From the man who had the money to buy what he wanted, to the man who had the strength to raise his voice and chase his dream -Martin Luther King Jr.. Evolution brings change and change brings evolution to the existing things in life. Leadership

is an integral part of humans' lives and it is rational to be evolved throughout the years. Internet, also, has become an integral element of humans' lives that could become very influential. As a result, there could be a connection between these two. At this point, it is very soon to state that YTBCs are also leaders in the beauty community, and maybe this characterization may raise objections, but it is a fact that as society evolves new kinds of leadership will emerge from different and unexpected sources. Maybe the new generation could identify them as leaders, but older generations have a different opinion about them. Right now this kind of influence and leadership is rather new and their relationship hasn't been tested through time in order to be considered as established. So YTBCs can definitely be considered as influencers but the question if they are leaders in their own field it is still open for further research.

9 References

- Alvesson, M. (2014). '*Functional Stupidity*' -- an interview with Professor Mats Alvesson. (online) YouTube. Available at: <https://www.youtube.com/watch?v=6F6Y18ocpeA> (Accessed 1 Mar. 2015).
- Antoinette, A 2015, "Study: Beauty brands turn to YouTube", *DSN, Drugstore News*, viewed 19 January 2015, <http://www.drugstorenews.com/article/study-beauty-brands-turn-youtube>
- Avolio, B. and Gardner, W. (2005). Authentic leadership development: Getting to the root of positive forms of leadership. *The Leadership Quarterly*, 16(3), pp.315-338.
- Barthes, R. 1967, *The Fashion System*, University of California Press:Berkeley
- Barthes, R. 1981, *Mythologies*, Granada Publishing, Great Britan, p.112
- Barrett, F. J., Powley, E. H., and Pearce, B. (2011) "Hermeneutic philosophy and organizational theory", In H. Tsoukas and R. Chia (eds.), *Philosophy and Organization Theory Research in the Sociology of Organizations*, (32), Bingley: Emerald, p. 189
- Bass, B. (1985). *Leadership and performance beyond expectations*. New York: Free Press.
- Bass, B., Stogdill, R. and Stogdill, R. (1990). *Bass & Stogdill's handbook of leadership*. New York: Free Press.
- Bernard, H. (1994). *Research methods in anthropology*. Thousand Oaks, CA: Sage Publications.
- Bennis, W. (1993). Managing the Dream: Leadership in the 21st Century. *Management Decision*, 30(6).
- Bennis, W. and Nanus, B. (1985). *Leaders*. New York: Harper & Row.
- Boell, S. and Cecez-Kecmanovic, D. (2014). Literature Reviews and the Hermeneutic Circle. *Australian Academic & Research Libraries*, 41(2), pp.257-286.
- Brown, M. and Treviño, L. (2006). Ethical leadership: A review and future directions. *The*

Leadership Quarterly, 17(6), pp.595-616.

Brown, M., Treviño, L. and Harrison, D. (2005). Ethical leadership: A social learning perspective for construct development and testing. *Organizational Behavior and Human Decision Processes*, 97(2), pp.117-134.

Conger, J. (1989). *The charismatic leader*. San Francisco: Jossey-Bass Publishers.

Conger, J. and Kanungo, R. (1987). Toward a Behavioral Theory of Charismatic Leadership in Organizational Settings. *The Academy of Management Review*, 12(4), p.637.

Conger, J. and Kanungo, R. (1998). *Charismatic leadership in organizations*. Thousand Oaks, Ca: Sage.

Coulter, R., Feick, L. and Price, L. (2002). Changing faces: cosmetics opinion leadership among women in the new Hungary. *European Journal of Marketing*, 36(11/12), pp.1287-1308.

Covey, S. (1989). *The seven habits of highly effective people*. New York: Simon and Schuster, p. 235.

Cowan, K. (2012). I imagine, I shop, I buy: The effects of selfesteem and social participation on the ability to imagine, and consumer fashion objects in a retail environment. Paper presented at the meeting of the Academy of Marketing Science World Marketing Congress, Atlanta, GA.

Cowan, K. and Dai, B. (2014). Who is the “Self” that Buys?: An Exploratory Examination of Imaginative Consumption and Explanation of Opinion Leadership. *Psychology & Marketing*, 31(11), pp.1008-1023.

De Souza, G., & Klein, H. (1995). Emergent leadership in the group goal-setting process. *Small Group Research*, 26, 475-495.

Duncan, A. and Harlacher, E. (1990). The Twenty-first Century Executive Leader. *Community College Review*, 18(4), p. 40.

Durham, C. C., Knight, D., & Locke, E. A. (1997). Effects of leader role, team-set goal difficulty, efficacy, and tactics on team effectiveness. *Organizational Behavior and Human Decision Processes*, 72, 203-231. Kolodny & Kiggundu, 1980;

Flynn, L., Goldsmith, R. and Eastman, J. (1996). Opinion Leaders and Opinion Seekers: Two

- New Measurement Scales. *Journal of the Academy of Marketing Science*, 24(2), pp.137-147.
- Freberg, K., Graham, K., McGaughey, K. and Freberg, L. (2011). Who are the social media influencers? A study of public perceptions of personality. *Public Relations Review*, 37(1), pp.90.
- Fry, L. (2003). Toward a theory of spiritual leadership. *The Leadership Quarterly*, 14(6), pp.693-727.
- Gadamer, H. (1975). *Truth and method*. New York: Seabury Press.
- Gardner, H. & Laskin, E. (1995). *Leading minds*. New York, NY: BasicBooks, pp.8-9.
- Gnambs, T. and Batinic, B. (2013). A Personality-Competence Model of Opinion Leadership. *Psychology and Marketing*, 29(8), pp.598-621.
- Gorry, G. and Westbrook, R. (2009). Winning the Internet Confidence Game. *Corporate Reputation Review*, 12(3), pp.195-203.
- Hoyt, C.L., & Ciulla, J. (2004). *Using advanced gaming technology to teach leadership: A research-based perspective*. Available from the Woodrow Wilson International Center of Scholars.
- Ilies, R., Morgeson, F. and Nahrgang, J. (2005). Authentic leadership and eudaemonic well-being: Understanding leader–follower outcomes. *The Leadership Quarterly*, 16(3), p.376.
- Jeffries, L. (2011). The Revolution Will Be Soooo Cute: YouTube "Hauls" and the Voice of Young Female Consumers. *Studies in Popular Culture*, [online] 33(2), pp.59-75. Available at: <http://www.jstor.org/stable/23416384>.
- Kacmar, K., Carlson, D. and Harris, K. (2013). Interactive Effect of Leaders' Influence Tactics and Ethical Leadership on Work Effort and Helping Behavior. *The Journal of Social Psychology*, 153(5), p. 582.
- Kellerman, B. (2007). What Every Leader Needs to Know About Followers. *Harvard Business Review*, pp.84-91.
- Kolodny, H. F., & Kiggundu, M. N. (1980). Towards the development of a sociotechnical systems model in woodlands mechanical harvesting. *Human Relations*, 33, 623-645.

- Kuhnert, K. and Lewis, P. (1987). Transactional and Transformational Leadership: A Constructive/Developmental Analysis. *Academy of Management Review*, 12(4), pp.648-657.
- Kozinets, Robert V (2010), *Netnography*. Los Angeles, Calif.: SAGE.
- Lafferty, B. and Goldsmith, R. (1999). Corporate Credibility's Role in Consumers' Attitudes and Purchase Intentions When a High versus a Low Credibility Endorser Is Used in the Ad. *Journal of Business Research*, 44(2), pp.109-116.
- Leenders, R. (2002). Modeling social influence through network autocorrelation: constructing the weight matrix. *Social Networks*, 24(1), p.26.
- Levine, K., Muenchen, R. and Brooks, A. (2010). Measuring Transformational and Charismatic Leadership: Why isn't Charisma Measured?. *Communication Monographs*, 77(4), p.577.
- Luthans, F., & Avolio, B. (2003). Authentic leadership: A positive development approach. In K. S. Cameron, J. E. Dutton, & R. E. Quinn (Eds.), *Positive organizational scholarship: Foundations of a new discipline* (pp. 241 – 261). San Francisco, CA: Berrett-Koehler, p.243.
- McCracken, Grant (1988), *Culture and Consumption*, Bloomington: Indiana University Press.
- Neubert, M., Carlson, D., Kacmar, K., Roberts, J. and Chonko, L. (2009). The Virtuous Influence of Ethical Leadership Behavior: Evidence from the Field. *Journal of Business Ethics*, 90(2), pp.157-170.
- Pielstick, C. (2000). Formal vs. Informal Leading: A Comparative Analysis. *Journal of Leadership & Organizational Studies*, 7(3), pp. 101-103.
- Pescosolido, A. (2001). Informal Leaders and the Development of Group Efficacy. *Small Group Research*, 32(1), pp.74-93.
- Raven, B. and Fishbein, M. (1965). Social Referents and Self-Evaluation in Examinations. *The Journal of Social Psychology*, 65(1).
- Ramberg, B., and Gjesdal, K. (2009), Hermeneutics. The Stanford Encyclopedia of Philosophy, Stanford: The Metaphysics Research Lab
- Rogers, E.M. 1983, *Diffusion of innovations*, Free Press, New York.

- Rogers, E. and Cartano, D. (1962). Methods of Measuring Opinion Leadership. *Public Opinion Quarterly*, 26(3), p.435.
- Rubin, V. and Liddy, E. (2006). Assessing Credibility of Weblogs. *School of Information Studies*.
- Schau, H. (2000). Consumer imagination, identity and self-expression. *Advances in Consumer Research*. 27, pp.50–56.
- Shamir, B., House, R. and Arthur, M. (1993). The Motivational Effects of Charismatic Leadership: A Self-Concept Based Theory. *Organization Science*, 4(4), pp.577-594.
- Silver, W. S., & Bufiano, K. M. (1996). The impact of group efficacy and group goals on group task performance. *Small Group Research*, 27, 55-72
- Simmel, G. (1957). Fashion. *American Journal of Sociology*, 62(6), pp.542-543.
- Spears, N. and Yazdanparast, A. (2014). Revealing obstacles to the consumer imagination. *Journal of Consumer Psychology*, 24(3), pp.363-372.
- Tajfel, 1981, *Human Groups and Social Categories: Studies in Social Psychology*, Cambridge: Cambridge Univ. Press, p.255
- Tajfel, H., & Turner, J. C. (1986). The social identity theory of intergroup behaviour. In S.
- Tichy, N. and Devanna, M. (1986). *The transformational leader*. New York: Wiley.
- Weimann, G., Tustin, D., van Vuuren, D. and Joubert, J. (2007). Looking for Opinion Leaders: Traditional vs. Modern Measures in Traditional Societies. *International Journal of Public Opinion Research*, 19(2), pp.173-190.
- Wheelan, S. A., & Johnston, F. (1996). The role of informal member leaders in a system containing formal leaders. *Small Group Research*, 27, 33-55.
- Worchel & W. G. Austin (Eds.), *Psychology of Intergroup Relations* (pp. 7–24). Chicago, IL: Nelson-Hall
- Zemke, D. and Zemke, S. (2008). Identifying Roles and Behaviors of Informal Leaders on Student Design Teams. *American Society for Engineering Education*. p.3.

Other types of references

Youtube.com, (2014). *Statistics - YouTube*. [online] Available at:

<https://www.youtube.com/yt/press/statistics.html> (Accessed 24 Mar. 2015).

credibility. (n.d.). Online Etymology Dictionary. (Accessed April 17, 2015),
<http://dictionary.reference.com/browse/credibility>

stereotypes, Oxford Dictionaries, (Accessed May 29, 2015),
<http://www.oxforddictionaries.com/definition/english/stereotype>

semiotics, Oxford Dictionary, (Accessed May 29, 2015),
<http://www.oxforddictionaries.com/definition/english/semiotics>

Appendix

Appendix 1: Descriptions of YouTube Beauty Creators



Michelle Phan

Channel: Michelle Phan

Subscribers: 7.000.000

Michelle Phan is an American make-up demonstrator and entrepreneur. She attended, but did not graduate from, Ringling College of Art and Design but in March 2014, Phan was given an honorary doctorate from Ringling. She became famous through her YouTube channel and now is owner of FAWN, a YouTube MCN (multi-channel network), a cosmetic line called "em" by Michelle Phan with partnership with L'Oreal, and co-founded 'MyGlam, which since called "ipsy". Moreover, she partnered with Cutting Edge Group (CEG) to launch Shift Music Group. Phan also launched a book with Random House in October 2014, called "Make Up: Your Life Guide to Beauty, Style, and Success -- Online and Off." In 2014, Phan's YouTube Channel was listed on New Media Rockstars Top 100 Channels, ranked at #48. Lastly she was awarded many times for her accomplishments.



Ingrid Nilsen (Missglamorazzi)

Channel: Ingrid Nilsen

Subscribers: 3,000,000

Ingrid Nilsen is an American make-up demonstrator in YouTube since 2009. She has accomplished many successful collaborations with successful make-up brands and been awarded many times for her job. She is also known with the name Missglamorazzi, where it used to be the name of her channel.



Tanya Burr

Channel: Tanya Burr

Subscribers: 2,000,000

Tanya Burr is an English fashion & beauty vlogger, blogger, make-up artist and writer. She is mostly famous from her YouTube channel that started in 2009. She is a member of the Style Haul network and she writes a regular column for Grazia magazine. In January 2014 Burr launched at Sanderson London a diffusion line of "eye CANDY" brand cosmetics through UK retailer Superdrug, called Tanya Burr Cosmetics. Lastly, she published a book in January 2015, a non-fiction beauty guide and autobiography book.



Lauren Curtis

Channel: *Lauren Curtis*

Subscribers: 2,000,000

Lauren Curtis is an Australian vlogger that started YouTube videos in 2011. Her videos are mostly concentrated in beauty makeup and hair tutorials, product reviews, and other things beauty related.



Shannon Harris

Channel: *Shaaanxo*

Subscribers: 1,000,000

Shannon Harris is a New Zealand vlogger that created her channel in YouTube in 2010. Her videos are concentrated in makeup looks. She also has her own blog and many times has been featured in magazines.



Samantha Maria

Channel: Beautycrush

Subscribers: 1,000,000

Samantha Maria is an English vlogger who started making YouTube videos since 2009. Her videos are concentrated in beauty and fashion trends. She is also a blogger and recently launched her new clothing line

Novem & Knight.



Estée Lalonde

Channel: Essiebutton

Subscribers: 921,000

Estée is a YouTube persona that is creating videos since 2010. She is a Canadian who lives in London. She is also an owner of a blog and many times has been featured to magazines. She was also partnered with a Canadian clothing brand to create her own limited edition line. Her videos are related with beauty and cosmetic products and also demonstrated her personal fashion preferences.



Nikkie De Jager

Channel: NikkieTutorials

Subscribers: 772,000

Nikkie is a Dutch Beauty Guru who started making videos on YouTube in 2008. She is a professional make-up artist who worked for projects such as Hollands &

Benelux's Next Top Model, Miljoenenjacht, and The Face. She also has worked as a make-up artist for many editorials.



Amelia Liana

Channel: Amelia Liana

Subscribers: 341,000

Amelia is an English YouTube content creator who talks about beauty, fashion, and lifestyle and also writes on her Liana Beauty blog. She is active since 2013. She took a class with Mario Dedivanovic but she is not a professional make-up artist.



Anna Gardner

Channel:

ViviannaDoesMakeup

Subscribers: 309,000

Anna is an English vlogger and blogger who describes herself as the makeup maven, product pusher and lacquer lover. She started her YouTube beauty channel in 2010 and since then she has been featured in many magazines and blogs.



Lily Pebbles

Channel: Lily Pebbles

Subscribers: 280,000

Lily is an English video blogger who posts to both her website and self-titled YouTube channel about beauty, London lifestyle, and her own personal style.

She studied Marketing Advertising, and PR. Now she is a successful YouTube Beauty Guru.



Victoria Magrath

Channel: Inthefrow

Subscribers: 241,000

Victoria is an English style, beauty, and lifestyle blogger and vlogger since 2013. She has a PhD in Mobile Fashion App Design. She was awarded the Company Magazine Best Personal Style Newcomer Blogger Award in 2013 and

the Company Magazine Best Personal Style Blogger Award in 2014.

Appendix 2: Videos Were Used in Observations

Michelle Phan

5 Ways to PLUMP Your LIPS! | <https://www.youtube.com/watch?v=vzNacY3skjQ> (Jul 26, 2014)

BEAUTY BASIC : BROWS | <https://www.youtube.com/watch?v=LsxCYQmlU2E> (Aug 29, 2015)

BEAUTY BASIC / Skin Care : Evening Routine |
<https://www.youtube.com/watch?v=yur1OmPly3k> (Nov 7, 2014)

How to Be One of a Kind | Michelle Phan |
<https://www.youtube.com/watch?v=Ken5BrbrgDQ> (Jan 17, 2014)

How to Look Like a Bad Girl | https://www.youtube.com/watch?v=_IQkhuUx4w4 (Feb 25, 2014)

Mish's Giveaway: Korea Beauty Schwag |
<https://www.youtube.com/watch?v=jwYhTP6xE48> (Jun 15, 2014)

The Smolder | https://www.youtube.com/watch?v=KZ2ZB_SLryo (Nov 8, 2014)

Trend Report 3 - Brow Gel, Robots, Pinball + more ♪(^_~)♫ |
<https://www.youtube.com/watch?v=4s3dAop10gc> (Dec 9, 2014)

"Free Spirit" Summer Beauty Look & Drawing Tutorial | Michelle Phan |
<https://www.youtube.com/watch?v=TLxowvFpzf4> (Jun 10, 2014)

Ingrid Nilsen

3 Days of Cute Hair... WITHOUT Washing!! |
<https://www.youtube.com/watch?v=zhuVpexi40k> (Aug 27, 2014)

The Lazy Girl Hair Routine | <https://www.youtube.com/watch?v=2fMkKp63dPE> (Jul 26, 2014)

3 Cute & Easy Hairstyles for Medium Hair! |
<https://www.youtube.com/watch?v=XNDXjsaqd3Y> (Dec 23, 2014)

Beauty Haul! Drugstore + Shephora and More! |
<https://www.youtube.com/watch?v=mdAmUKyRGtE> (Jan 18, 2015)

February Favorites 2015 | Ingrid Nilsen | <https://www.youtube.com/watch?v=lgU2Zh9ONSM>
(Feb 28, 2015)

I Woke Up Late!! Quick Makeup, Hair, Outfit + Breakfast |
<https://www.youtube.com/watch?v=NOZzCprxXG8> (Aug 12, 2014)

June Favourites 2014 | Ingrid Nilsen | <https://www.youtube.com/watch?v=mWj8r5sSf-g> (Jul 5, 2014)

My Skincare Routine! // Tips For Healthy + Hydrated Skin |
<https://www.youtube.com/watch?v=IeLqNuqS1cg> (Mar 24, 2015)

New Year's Eve Makeup + Outfit Ideas! |
<https://www.youtube.com/watch?v=ypamTMLJWCE> (Dec 27, 2014)

Planning Your Perfect Morning | <https://www.youtube.com/watch?v=AWiPd7On1NE> (Feb 14, 2015)

Refresh Your Makeup For Spring! | <https://www.youtube.com/watch?v=jfyV2JHuhko> (Mar 14, 2015)

There is something good in every day | <https://www.youtube.com/watch?v=eOVMqhjkX54> (Jun 22, 2014)

Tanya Burr

Cara Delevingne Hair Tutorial! | Tanya Burr | https://www.youtube.com/watch?v=uY0NOCc_6ds (Aug 14, 2014)

Couples Mud Bath & Bike Ride FAIL! | Vlogmas Day 3 | Tanya Burr | <https://www.youtube.com/watch?v=tQgIYcNhlsY> (Dec 4, 2014)

Drugstore Makeup Haul | Tanya Burr | <https://www.youtube.com/watch?v=jBTJgWyDxVQ> (Jan 11, 2015)

Kim Kardashian Christmas Party Makeup Tutorial! | Tanya Burr | <https://www.youtube.com/watch?v=wT96Kr2Vlmw> (Dec 14, 2014)

My Autumn Makeup Tutorial! | Tanya Burr | https://www.youtube.com/watch?v=kcZ6XUdD_bQ (Oct 23, 2014)

My Spring Everyday Makeup Tutorial! | Tanya Burr | <https://www.youtube.com/watch?v=sFk242MJVbc> (Feb 11, 2014)

Selena Gomez Everyday Makeup Tutorial! | Tanya Burr | <https://www.youtube.com/watch?v=vhr3cvSVK40> (Jan 25, 2015)

Quick & Easy Back To School Or Work Hairstyles! | Tanya Burr ad | https://www.youtube.com/watch?v=E_cz-xlVdxY (Jan 4, 2015)

Lauren Curtis

Daily Makeup Removal + Skincare Routine! | Lauren Curtis | <https://www.youtube.com/watch?v=aUAmjVDHBOc> (Nov 6, 2014)

Full Face of FIRST IMPRESSIONS + clothes! | https://www.youtube.com/watch?v=e88XqQ_zH5I (Sep 3, 2014)

Glam Glitter & Glowing Skin Tutorial | Lauren Curtis |

<https://www.youtube.com/watch?v=ilKQYQzj7gU> (Jun 30, 2014)

How I Achieve BIG EYES & LIPS! | <https://www.youtube.com/watch?v=1H95ujrlLNo> (Oct 23, 2014)

Prom Makeup Tutorial (mainly drugstore) | Lauren Curtis |

<https://www.youtube.com/watch?v=R8SWTQjVHdc> (Mar 18, 2014)

Valentine's Day Makeup Tutorial - Soft & Pretty! | Lauren Curtis |

<https://www.youtube.com/watch?v=cLc6nOYxDWw> (Feb 9, 2015)

Shannon Harris

Jaclyn Hill Morphe Palette ♥ Warm Copper, Hot Pink & Glitter |

<https://www.youtube.com/watch?v=8uhZ3IrdWVM> (Jan 29, 2015)

Kylie Jenner Makeup Tutorial ♥ Shaaanxo | <https://www.youtube.com/watch?v=7ylQzP-0g1s> (Sep 23, 2014)

Samantha Maria

August Favourites 2014 | Beautycrush | <https://www.youtube.com/watch?v=jCwUCEo4PVA> (Sep 1, 2014)

Keep Calm Festival Look ♥ Chatty Tutorial | ad |

<https://www.youtube.com/watch?v=PNjX6eDVHyQ> (Jul 28, 2014)

My February Favourites 2015 | Beautycrush |

<https://www.youtube.com/watch?v=ymJauZSLycc> (Feb 27, 2015)

My Night Time Routine! | Beautycrush | <https://www.youtube.com/watch?v=y-cCNGmNw4A> (Sep 12, 2014)

November Favourites! ♥ Beautycrush | <https://www.youtube.com/watch?v=ZSFVtx-gtNQ> (Dec 7, 2014)

Update, New Puppy & Giveaway! ♥ {CLOSED} |

<https://www.youtube.com/watch?v=2UBcHxaeVPk> (Jan 11, 2015)

Estee Lalonde

August Beauty Favourites! | Essiebutton | <https://www.youtube.com/watch?v=66jOlosGKIE>
(Aug 28, 2014)

Best Beauty Products of 2014! | essiebutton |
<https://www.youtube.com/watch?v=wYbg0q4oNRs> (Jan 3, 2015)

Current Drugstore Favourites! | Essie Button |
<https://www.youtube.com/watch?v=jKJ8YVuf2CQ> (Feb 16, 2015)

EMPTY PRODUCTS | JANUARY 2015 | <https://www.youtube.com/watch?v=ye6larjxtZE>
(Jan 10, 2015)

No Makeup' Drugstore Makeup Tutorial | Essie Button |
<https://www.youtube.com/watch?v=9MnI7zrCpCo> (Mar 19, 2015)

TAYLOR SWIFT INSPIRED DRUGSTORE MAKEUP LOOK! |
<https://www.youtube.com/watch?v=tUK5-Q89yNs> (Dec 26, 2014)

Nikkie De Jager

2014 Top Hits and Oh God NO's | <https://www.youtube.com/watch?v=MdjMO3kMeUI> (Jan 8, 2015)

How to Contour & Highlight | <https://www.youtube.com/watch?v=fUgxlywvVHc> (Mar 19, 2015)

How to apply lipstick like a Pro · 101 | <https://www.youtube.com/watch?v=aB60a7FCX7I>
(Jan 7, 2014)

How to: STOP Concealer from Creasing Vol. 2 |
<https://www.youtube.com/watch?v=XVEDymPk7-4> (Feb 24, 2015)

January Hits and Oh God NO's 2015 | NikkieTutorials |
<https://www.youtube.com/watch?v=UG7joHq0lSU> (Feb 5, 2015)

November Hits and Oh God No's 2014! | NikkieTutorials |
<https://www.youtube.com/watch?v=4vIVPbyhrP8> (Dec 1, 2014)

Soft Glam Holiday Makeup Tutorial | NikkieTutorials |
<https://www.youtube.com/watch?v=Jj7bOsivmvo> (Dec 11, 2014)

Amelia Liana

Best Drugstore Dupes & Beauty Alternatives #AmeliaLianaDrugstoreWeek |

https://www.youtube.com/watch?v=t_DFHGTHAnc (Jan 19, 2015)

Drugstore Makeup Starter Kit + Tutorial #AmeliaLianaDrugstoreWeek | Amelia Liana |

<https://www.youtube.com/watch?v=EtXLig9DXtw> (Jan 16, 2015)

Get Ready With Me: Evening Out, PERIOD Edition | AD | Amelia Liana |

<https://www.youtube.com/watch?v=laWt5HgRks4> (Feb 27, 2015)

Home Haul #FeelingSpendy | Amelia Liana |

<https://www.youtube.com/watch?v=DUHqwLI7fDM> (Feb 9, 2015)

September Favourites | Amelia Liana | <https://www.youtube.com/watch?v=85pceN7qz1g>
(Sep 30, 2014)

Top 5 New Beauty Launches | Amelia Liana |

<https://www.youtube.com/watch?v=3iSy36h7MwA> (Feb 20, 2015)

Tutorial: Kylie Jenner Inspired Makeup | Amelia Liana |

<https://www.youtube.com/watch?v=XiXCmOf76do> (Feb 6, 2015)

Smokey Evening Makeup: Chit Chat Get Ready With Me |

https://www.youtube.com/watch?v=M_rgnJL2zzc (Jan 23, 2015)

What's In My Travel Makeup Bag + Tutorial | Amelia Liana |

<https://www.youtube.com/watch?v=0MO9NIAUH48> (Aug 25, 2014)

Anna Gardner

Beauty Chat 02.15: ON TOUR! | ViviannaDoesMakeup |

<https://www.youtube.com/watch?v=5qmcQAY5g64> (Feb 18, 2015)

My AM & PM Skincare Routine | ViviannaDoesMakeup |

<https://www.youtube.com/watch?v=WLENLFv-oTk> (Jan 25, 2015)

New Beauty Launches: Show & Swatch | ViviannaDoesMakeup |

<https://www.youtube.com/watch?v=5wkmLfcUmTk> (Feb 8, 2015)

The Drugstore Evening Makeup Tutorial | ViviannaDoesMakeup |

<https://www.youtube.com/watch?v=eGWwGQZeGIA> (Nov 9, 2014)

Lily Pebbles

Monthly Makeup Routine: February | Lily Pebbles |

<https://www.youtube.com/watch?v=Zf0oHG1dnxA> (Feb 22, 2015)

New Beauty Launches Reviewed // Lily Pebbles |

<https://www.youtube.com/watch?v=9wxTmRPHABo> (Feb 12, 2015)

October Beauty Favourites // Lily Pebbles | https://www.youtube.com/watch?v=nij89V_8pv8
(Oct 26, 2014)

Spring Outfit, Makeup & Hair | AD | Lily Pebbles |

<https://www.youtube.com/watch?v=gBaHqi-iLko> (Apr 9, 2014)

Victoria Magrath

Golden Globes GRWM | Inthefrow | <https://www.youtube.com/watch?v=qidVYr2gg70> (Jan 14, 2015)

January Favourites | Inthefrow | <https://www.youtube.com/watch?v=uIC8JSNLvKI> (Feb 1, 2015)

November Favourites | Inthefrow | <https://www.youtube.com/watch?v=PQstSthMgnY> (Nov 26, 2014)