

The Influence Of Youtubers On Teenagers University Of

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The Influence Of Youtubers On

When Variety asked teens to compare the influence of YouTubers with traditional celebrities, the YouTubers prevailed. Photograph: Variety The surveys provided some useful evidence on why the ...

Why are YouTube stars so popular? | YouTube | The Guardian

In this sense, this research was carried out in order to verify the behavior of consumers regarding this tool, in order to understand the influence of YouTubers on consumer behavior, essentially at the time of purchase decision.

The Influence of YouTubers in Consumer Behavior | SpringerLink

Interestingly, the influence of YouTube stars on younger folks goes well beyond shopping. In 2014, Variety commissioned a survey asking U.S. teenagers aged 13-18 to determine the biggest...

Why YouTube Stars Influence Millennials More Than ...

Expectancies are influenced by the environment that teenagers grow up in (Pal, 2011). 2.3. Influence of YouTubers on teenagers' behavior Social influencers like YouTubers are used to spread messages rapidly among their large-scale networks of loyal followers against relatively low costs.

The influence of YouTubers on teenagers - ReadkonG.com

The sample consists of 16 in-depth interviews with 20 teenagers in total and 4 in-depth interviews with 4 YouTubers in total. This research shows that YouTube has become part of the daily life of many teenagers. YouTubers do have influence on the behavior of teenagers, of which teenagers and their parents are unaware.

The influence of YouTubers on teenagers : a descriptive ...

YouTubers do have influence on the behavior of teenagers, of which teenagers and their parents are unaware. This influence is not a bad thing, however, the unawareness of parents can be a problem as many teenagers want to become YouTubers themselves. The advice of this research is that parents should know more about the behavior of their

Westenberg, W.M. (2016). Influence of YouTubers on Teenagers

The institutionalisation of YouTube: From user-generated content to professionally generated content. Media, Culture & Society. 34(1), p53-67 Lee, J. and Watkins, B. (2016). YouTube vloggers' influence on consumer luxury brand perceptions and intentions. Journal of Business Research, 69(12), p.5753-5760 Mouriuchi, E. (2015).

The Influence of YouTuber's on the Buying Decision Process ...

Originally posted anonymously by a guitarist seeking suggestions on his playing, a 2005 YouTube cover of the "Canon Rock" adaptation of Pachelbel's Canon received millions of views and spawned hundreds of imitators in "a process of influence, imitation and inspiration".

Social impact of YouTube - Wikipedia

Due to the crowded nature of the YouTube community, the popularity and reach of a video is dependent on the ability of the YouTuber attempt to attract and retain viewers using a combination of skilful rhetoric and facts and anecdotes. Most important, of course, is the ability to entertain.

How are YouTubers influencing children? | Internet Matters

Social media has long been given a bad rap for disengaging youth, isolating teens, and just generally being a negative influence on kids. But good news for those of you who couldn't bear to ...

YouTube Positive Influence on Teen's Self-Confidence ...

The Influence of YouTube on Your Bottom Line. If you don't regularly watch fishing content on YouTube, then chances are good you're losing sales by not stocking the hottest lures. Each week the hosts of Tactical Bassin' provide YouTube viewers with highly detailed information about the hottest bass lures and tactics.

The Influence of YouTube on Your Bottom Line | Bait ...

Influencers. It's no secret that YouTube has grown in popularity and influence in recent years becoming the platform of choice for content creators everywhere. It's responsible for the discovery of Justin Beiber and the popularity of the Old Spice Guy.

RANKING THE WORLD'S MOST INFLUENTIAL YOUTUBERS

We are proud to announce the unveiling of our new research study, "The Influence of Influencers," at Vidcon today. gen.video and and Geometry Global, an award-winning shopper marketing and brand activation agency network, partnered on this landmark study to better understand the impact of Influencers and video content on the shopping behaviors of 1000 shoppers.

THE INFLUENCE OF INFLUENCERS: NEW RESEARCH UNVEILED | gen ...

YouTube stars are more influential than traditional celebrities, for teenagers. The teenage respondents to the 2014 survey evenly named ten YouTube stars and ten traditional Hollywood film/television stars as their top 20 celebrities. However, the results were nowhere near as close as that sounds.

Why YouTube Stars are More Influential than Traditional ...

It's been lauded for promoting democracy and reenergising education, while being disparaged for its endless cat videos and nasty user comments. What is beyond debate is YouTube's influence (spotted...

How YouTube changed the world

The results show that entertainment, informativeness and customization are the strongest positive drivers, while irritation is negatively related to YouTube advertising. On the other hand, advertising value through YouTube affects both brand awareness and purchase intention of consumers accordingly. Previous article.

Evaluating the influence of YouTube advertising for ...

"The influence of YouTubers and Instagramers in Brazil is greater than the 'traditional famous people,'" Abdalla says. Her research shows a positive correlation between "wanting to be someone" and ...

The Psychological Impact of Seeing YouTubers Spend ...

Regardless, it goes to show that YouTube is dependent not only on the viewers, but on the YouTubers as well. The website also brings about a new era in social media, as well as in broadcast and information dissemination; it goes to show that YouTube can in fact rival traditional broadcast mediums.