

Stage 2 Research Project B – 2015

School Assessment Cover Sheet for

➤ Assessment Type 2: Research Outcome

SACE Registration Number:

Research Question: How to maintain a successful
Youtube vlogging channel?

word count 1973
(2000 max or 12 mins)

Synthesis
S1
S2
S3

Youtube Vlogging Channel – How to maintain a successful Youtube vlogging channel

A report intended for members of society who wants to maintain a successful Youtube channel.

Words – 1973

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Introduction

A video blogger on Youtube is commonly known as a vlogger. A successful job for some, who have dedicated their time to entertain others from around the world, uploading videos weekly. Youtube is growing at a rapid rate, claiming the new role of television; with it estimated that 300 hours of new videos are uploaded to Youtube every minute (Youtube Stats Online, 2015).

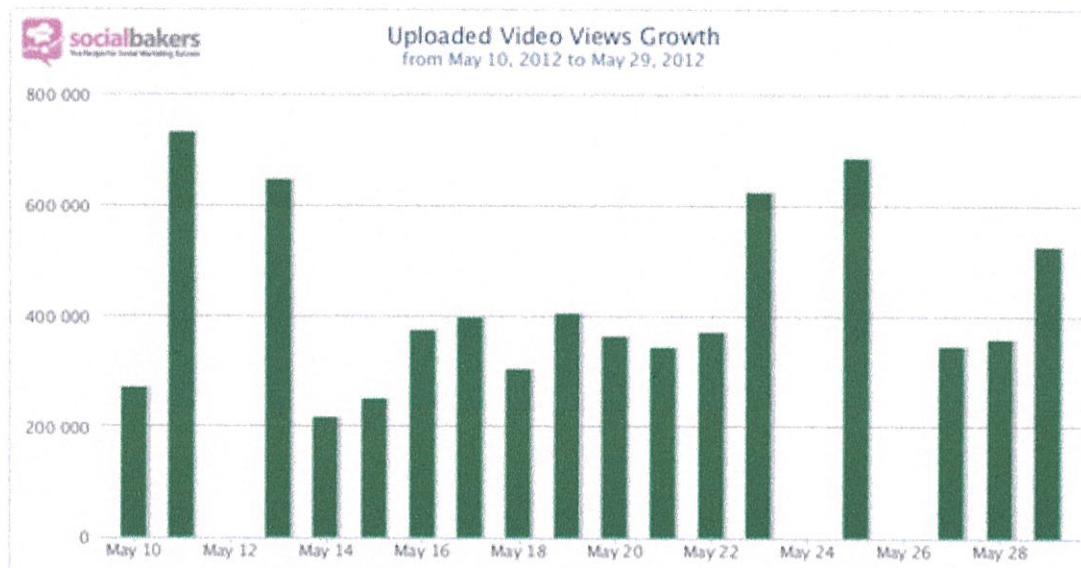


Figure 1 - The growth in subscribers from April to May

The success level on Youtube is growing with the view count growing drastically. Maintaining the channel is the key to making it a fulltime career, with more advertising companies wanting to promote their product on Youtube channels. There are various factors that may contribute to the success of a channel, such as video quality, video content, promoting your channel and how well you use your social media platforms. Through my primary and secondary research, this report will provide evidence ultimately answering my research question:

Youtube Vlogging Channel - How to maintain a successful Youtube vlogging channel.

What makes the best quality video?

The Factors Involved When Producing The Best Quality Video

Filming with a good quality camera is the key when trying to produce a quality video. Many successful youtubers would normally spend approximatel \$1500 - \$3000 on their camera equipment, so they can have the highest quality screen recorder. (Maintain a Successful Youtube Career, 2015) This includes having a Veti microphone, which is a microphone that is displayed on the outside of the camera and filming in high definition.

The lighting on a video controls how the video is going to be viewed. Many successful Youtubers use studio type lights or white lights, which gives you fantastic lighting. But studies show that natural light is best when filming a Youtube video, because it makes the video feel real and that it's not a production.

The background determines what the viewer is going to picture you as a person; if the area is clean they will generally think you're a clean and tidy person. You also don't want a dull background or something that blends in with your outfit. Being clear about what your saying and having good eye contact with the camera is essential. Your viewers want to feel like the video is directed towards them and ensuring you speak clearly.

Successful Youtubers can get paid millions of dollars a year. Whether that's from making money of AdSense or perhaps creating more options in the future. AdSense is a free, simple way to earn money by displaying targeted ads next to your online content. (Maintaining Your Youtube Channel Feed, 2013)

Editing your videos is a major step when trying to complete a video, Youtubers will spends hours of their day trying to get it perfect. The two main editing software's used to boost the quality videos are Movie Marker and Final Cut Pro.

Making sure that you have a schedule to ensure you have enough recent content on your channel, else they might not subscribe or even unsubscribe. The schedule needs to be followed, giving the viewers the best opportunity to watch all of your videos. Normally 1-2 videos a week are enough to satisfy your audience, and giving them enough time to view other channels. According to Jamie Curry and Troye Sivan a video's length should be around 3-5 minutes, so that viewers don't get bored and click off the video.

What is the most popular video content?

Some of the most popular video's for a Youtube vlogger

Firstly, you have to ensure that your being yourself, viewers can tell within 10 seconds whether you're being genuine in your videos. Viewers want to see your personality traits, the same way that your family and friends see you and that's how your audience will continue to watch. I surveyed 45 people that watch Youtube from across the globe about their favourite video content and 58% of people said they enjoy watching youtubers be themselves instead of putting on an act.

However, 50% of the participants also said they enjoy watching question and answer videos. This gives the viewers the best opportunity virtually to interact within a video. A Q&A is done regularly, it's a quick and easy video to film and edit. Youtubers will ask for questions from the audience via their social media to give them more insight to their personal lives.

Another popular video that received 40% of votes was challenge videos. There are thousands of these videos on Youtube, so you have to make sure that yours stands out. Create something new and that other people want to try as well. For example the cinnamon challenge was created 2012 and within days content creators on Youtube were getting millions of viewers for just attempting this challenge. Glozell Green, a comedian on Youtube attracted more than 42 million views with her interpretation of the challenge video, in which she takes a full soup ladle's worth of cinnamon instead of the usual teaspoon. (Glozell Green Wiki, 2015)

Finally another popular video that also received 40% votes was collaborations, that's when you contact another youtuber and produce a video together. Collaborating with Youtube creators allows you to be viewed by a bigger audience and normally surpass your original amount of subscribers (How to make yourself famous on Youtube, 2015). Not only does it benefit both parties involved in the collaborate, but this means the viewers will be watching the other persons video's from the past, present and hopefully future. This is one of the quickest ways to grow your channel, but is also a way to build a friendship with another youtuber and this might lead to working on other projects together.

What social media platforms are used to grow channels?

Being a youtuber strongly relies on the social media platforms you use. Connecting your audience via social media is the best way to interact with them. Here are some ways that social media used to help grow or maintain your Youtube channel (Release, 2014)

Youtube gives you a number of options within your accounting settings to display with social media on your videos. If you connect all of your social media (e.g. Twitter, Facebook, Tumblr...etc.) it will automatically have an option for your viewers in the down bar of your video for your audience to click on. This allows them to ensure that it's the correct account, because once you become popular on Youtube, numerous fake accounts will be made to get followers.

Social media is your greatest asset when it comes to marketing your Youtube videos and reaching a broader audience. In this age of technology you no longer have to pay for advertisements to get the word out about products and services (Youtube channels). To ensure that you are going to grow your channel by using the correct social media platforms, research what platforms your target audience using frequently and stick to these platforms. Giving a steady, strong appearance on social media is vital when connecting with your viewers, not just somewhere you have a few posts and or tweets.

Whichever platforms you choose, make sure they are always being used. Some of your audience will only follow you on one type of social media and not updating it regularly could mean someone unfollows. Always interact with others whether it's chatting with other users, subscribing to other Youtube channels, or re-tweeting tweets. All of these methods are beneficial in gaining exposure for your social media account and consequently your Youtube channel.

One of the main social media websites used by youtubers is Facebook. Setting up a Facebook page for your Youtube channel, allows your audience to have another platform where they can find out new information and also about a new video. Seeing how many likes they have demonstrates how popular they are on Youtube, but also at how well they can self promote. (47 Different Ways to Promote Your Youtube Channel, 2014). Jamie Curry 'Jamie's World' told us about her videos on Facebook, which ended up with her having 10 million likes on her page and that's how she then grew her Youtube channel.

Another main social media platform used is Twitter, a great way to spread a video. All you have to do is share it on to your Twitter and work all of your followers start re-tweeting. Also creating a hashtag to go with the video, so viewers can talk about it and get it trending around the world. Some successful youtubers have more followers than subscribers, meaning they have had more exposure on Twitter than Youtube. Having a celebrity share your video is huge, because they would normally have a vast range of followers that might like your videos.

Other social media platforms used by youtubers are:

- Tumblr
- Snapchat
- Instagram

How do they promote their channels?

Promoting your channel is a massive part to a successful Youtube Channel. We all know how social media is used to maintain the channel, but what are some other ways of promoting.

Using True View Advertisements can do advertise your videos; this company shows the adverts before a Youtube video. Effective way to target an audience that might appeal to your videos, but ensure that the first 5 seconds captures the viewers watching.

Another way to promote your channel is to have a blog. Starting a blog allows you to build a following for your channel outside of Youtube. Every time you create a blog post, it can bring you visitors from search engines. You can convert these visitors into your viewers. By placing your Youtube videos at the end of each blog post or on the sidebar (47 Different Ways to Promote Your Youtube Channel, 2014).

Going to Youtube conventions will allow you to meet and network with creators of other channels as well as those involved in your industry. You may even end up collaborating with another Youtube creator whilst your there. A convention is also a great place to meet with your viewers and followers (Troye Sivan, 2015). Engaging with those who support you is essential for long-term success. Speaking at panels hosted at the events allows you to gain knowledge and a better understanding of what it takes to market your channel.

Some Youtube conventions are:

- Amplify
- Digifest
- Amity Fest
- Vidcon
- Summer in the city (SINC)
- Playlist Live (Florida and New York)
- Comic Con
- Vlogger Fair
- Fanfest

Most successful channels have merchandise that they sell; this is just another way to get your viewers to spread your brand. You can even have a give away on some t-shirts, even though your may think your losing money, it will benefit you when they are promotion your channel when wearing it. (Digifest, 2014)

Conclusion

Youtube vlogging can be a potential career for anyone who puts enough time and energy in. You don't need to be popular to start a Youtube channel, you've got to be dedicated to the audience you have and watch it grow. My vast research on the topic of Youtube vloggers has lead me to the following conclusion:

Maintaining a successful Youtube channel relies on the quality of video produced, including how you film and edit the video ready for uploading. How the camera and lighting affects the video quality. Ensuring that you have a schedule that can be replicated every week and come up with enough content for your viewers to continue watching. Working your social media websites to support your Youtube channel and grow your audience. Allow them the opportunity to meet you whether that's at a convention or meet up.

Once you have a successful Youtube channel it shouldn't be a problem maintaining it. By following these you should defiantly be able to maintain a successful channel and allow it to keep growing.

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Interviews

Jamie Curry 2015, Famous Birthdays, accessed 26 March 2015, <<http://www.famousbirthdays.com/people/jamie-curry.html>>.

Troye Sivan 2015, Famous Birthdays, accessed 26 March 2015, <<http://www.famousbirthdays.com/people/troye-sivan.html>>.

Images

Figure 1 - How To Measure YouTube Success with Analytics PRO 2012, Chart, Socialbakers, accessed 15 May 2015, <<http://www.socialbakers.com/blog/591-how-to-measure-youtube-success-with-analytics-pro>>.

Performance Standards for Stage 2 Research Project B

Grade:
B-

Assessment Type 2: Research Outcome – YouTube Vlogging Channel

	Planning	Development	Synthesis	Evaluation
A	<p>P1 Thorough consideration and refinement of a research question.</p> <p>P2 Thorough planning of research processes that are highly appropriate to the research question.</p>	<p>D1 Thorough and highly resourceful development of the research.</p> <p>D2 In-depth analysis of information and exploration of ideas to develop the research.</p> <p>D3 Highly effective development of knowledge and skills specific to the research question.</p> <p>D4 Thorough and informed understanding and development of one or more capabilities.</p>	<p>S1 Insightful synthesis of knowledge, skills, and ideas to produce a resolution to the research question.</p> <p>S2 Insightful and thorough substantiation of key findings relevant to the research outcome.</p> <p>S3 Clear and coherent expression of ideas.</p>	<p>E1 Insightful evaluation of the research processes used, specific to the research question.</p> <p>E2 Critical evaluation of decisions made in response to challenges and/or opportunities specific to the research processes used.</p> <p>E3 Insightful evaluation of the quality of the research outcome.</p>
B	<p>P1 Consideration and some refinement of a research question.</p> <p>P2 Considered planning of research processes that are appropriate to the research question.</p>	<p>D1 Considered and mostly resourceful development of the research.</p> <p>D2 Some complexity in analysis of information and exploration of ideas to develop the research.</p> <p>D3 Effective development of knowledge and skills specific to the research question.</p> <p>D4 Informed understanding and development of one or more capabilities.</p>	<p>S1 Considered synthesis of knowledge, skills, and ideas to produce a resolution to the research question.</p> <p>S2 Substantiation of most key findings relevant to the research outcome.</p> <p>S3 Mostly clear and coherent expression of ideas.</p>	<p>E1 Considered evaluation of the research processes used, specific to the research question.</p> <p>E2 Some complexity in evaluation of decisions made in response to challenges and/or opportunities specific to the research processes used.</p> <p>E3 Considered evaluation of the quality of the research outcome.</p>
C	<p>P1 Some consideration of a research question, but little evidence of refinement.</p> <p>P2 Satisfactory planning of research processes that are appropriate to the research question.</p>	<p>D1 Satisfactory development of the research.</p> <p>D2 Satisfactory analysis of information and exploration of ideas to develop the research.</p> <p>D3 Satisfactory development of knowledge and skills specific to the research question.</p> <p>D4 Satisfactory understanding and development of one or more capabilities.</p>	<p>S1 Satisfactory synthesis of knowledge, skills, and ideas to produce a resolution to the research question.</p> <p>S2 Substantiation of some key findings relevant to the research outcome.</p> <p>S3 Generally clear expression of ideas.</p>	<p>E1 Recount with some evaluation of the research processes used.</p> <p>E2 Some evaluation, with mostly description of decisions made in response to challenges and/or opportunities specific to the research processes used.</p> <p>E3 Satisfactory evaluation of the quality of the research outcome.</p>
D	<p>P1 Basic consideration and identification of a broad research question.</p> <p>P2 Partial planning of research processes that may be appropriate to the research question.</p>	<p>D1 Development of some aspects of the research.</p> <p>D2 Collection rather than analysis of information, with some superficial description of an idea to develop the research.</p> <p>D3 Superficial development of some knowledge and skills specific to the research question.</p> <p>D4 Basic understanding and development of one or more capabilities.</p>	<p>S1 Basic use of information and ideas to produce a resolution to the research question.</p> <p>S2 Basic explanation of ideas related to the research outcome.</p> <p>S3 Basic expression of ideas.</p>	<p>E1 Superficial description of the research processes used.</p> <p>E2 Basic description of decisions made in response to challenges and/or opportunities specific to the research processes used.</p> <p>E3 Superficial evaluation of the quality of the research outcome.</p>
E	<p>P1 Attempted consideration and identification of an area for research.</p> <p>P2 Attempted planning of an aspect of the research process.</p>	<p>D1 Attempted development of an aspect of the research.</p> <p>D2 Attempted collection of basic information, with some partial description of an idea.</p> <p>D3 Attempted development of one or more skills that may be related to the research question.</p> <p>D4 Attempted understanding and development of one or more capabilities.</p>	<p>S1 Attempted use of an idea to produce a resolution to the research question.</p> <p>S2 Limited explanation of an idea or an aspect of the research outcome.</p> <p>S3 Attempted expression of ideas.</p>	<p>E1 Attempted description of the research process used.</p> <p>E2 Attempted description of decisions made in response to a challenge and/or opportunity specific to the research processes used.</p> <p>E3 Attempted evaluation of the quality of the research outcome.</p>

B-

COMMENTS:

S1 – An individual could read this and gain solid insights into how to create and maintain a successful YouTube vlogger channel. There is definitely an authentic student voice and considered synthesis of findings under each sub-heading (focus area of investigation).

S2 – Some key findings were very solidly substantiated (primary and secondary sources) – This was not consistent for all key findings. More often than not; some findings were presented but not substantiated (it was not consistent throughout the report)

S3 – From the outset very clear. Sub-headings/diagrams assisted in the ease of reading the material/report