

How do YouTube influencers make money?

The image shows a YouTube video player for 'Kylie Jenner: A Day in the Life'. The video title is 'Kylie Jenner: A Day in the Life' with 15,356,007 views. The video content shows a woman in a green shirt with the text 'A DAY IN THE LIFE' overlaid. A yellow callout box labeled 'advertisement break' points to a black bar in the video. Another yellow callout box labeled 'advertisement' points to a 'Report this ad' button. A yellow callout box labeled 'thumbnail' points to a video thumbnail in the 'Up next' section. A yellow callout box labeled 'clickbait' points to a video thumbnail with a 'KIM & KANYE' title. A yellow callout box labeled 'comment section' points to the comment area. A yellow callout box labeled 'infobox for: affiliate links, sources, advertisement, tags' points to the video description area. A yellow callout box labeled 'subscriptions' points to the 'SUBSCRIBE 5.1M' button. A yellow callout box labeled 'views' points to the view count '15,356,007 views'. A yellow callout box labeled 'title' points to the video title.

Describe the YouTube channel.

influencer's name	
number of <u>subscriptions</u> to the channel (1,000-10,000 subscribers = micro-influencer, >10,000 = influencer)	
number of videos in the YouTube channel	
names of <u>featured channels</u>	
date of the last video upload	

Describe one specific YouTube video.

influencer's name	
video's title	
description of the video's <u>thumbnail</u>	
number of views	

influencers

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Describe one specific YouTube video.	
number of likes/ dislikes	
number of comments	

Analyze one specific YouTube video.		
YouTube genre		true
general (genres taken from: https://www.rat-kulturelle-bildung.de/fileadmin/user_upload/pdf/Studie_YouTube_Webversion_final.pdf)	music video	
	funny clips/parody/fail video	
	let's play/gaming/gaming trailer	
	fashion/beauty	
	animation/cartoons/anime	
	series	
	dance/choreography video	
	backstage/making of	
	tiktok	
	performance/theater	
	booktube	
	story telling	
	mashup/sampling/remix	
other		
specific genres of influencers' YouTube videos (genres taken from: https://medially.podigee.io)	daily life	
	pranks	
	challenges	
	tutorials	
	DIY	
	haul	
	sketches (parodies, ...)	
	vlog	



Analyze one specific YouTube video.		
	comment comments	
	reaction videos	
	unboxing	
other		
main topic of this YouTube video (e.g. beauty, fitness, gaming, ...)		
brief summary of the content of the video	1.	

advertisements (taken from: https://influencermarketinghub.com/how-to-make-money-on-youtube/ , short link: https://t1p.de/pjo0)	before the YouTube video	
	during the YouTube video	
	clickable advertisements on the YouTube page	
	links to YouTuber's merchandise on the YouTube page	
	sponsorships	
	endorsements (an influencer recommends a product)	
	product placement (a sponsor pays the influencer to use their product in their video)	
	affiliate links (in the infobox: a link to a shopping site for a product, promoted in the video; the influencer receives a percentage of the price the viewer pays for the product)	



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	subscription fees (premium paid subscriber-only channel)	
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Discuss the authenticity of one YouTube influencer:

Can this YouTube influencer and his/her recommendations be trusted? Why/Why not?

Take into consideration

- the content
- the quality of the content
- the number of advertisements, ...

influencers

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