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Haute école de gestion
Genève

***How do German YouTubers/Vloggers influence, through
product placement, the buying behavior of beauty products of
teenagers, aged 12-18 years, in the German part of
Switzerland?***

**Bachelor Project submitted for the degree of
Bachelor of Science HES in International Business Management**

by

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**Haute école de gestion de Genève (HEG-GE)
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Declaration

This Bachelor Project is submitted as part of the final examination requirements of the Haute école de gestion de Genève, for the Bachelor of Science HES-SO in International Business Management.

The student accepts the terms of the confidentiality agreement if one has been signed. The use of any conclusions or recommendations made in the Bachelor Project, with no prejudice to their value, engages neither the responsibility of the author, nor the adviser to the Bachelor Project, nor the jury members nor the HEG.

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Geneva, 04.06.2018

Angela-Katharina KURTZ

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Executive Summary

This research aims to demonstrate that young teenagers aged 12-18 years in the German part of Switzerland are influenced in their buying behavior by famous German YouTubers and Vloggers. For this research, the focus is on the two most famous ones in Germany, BibisBeautyPalace and Dagi Bee. These two YouTubers are used to have a reference point to do this research, to illustrate how they are influencing their followers and which strategies and tools they use. The aim of this project is to develop a better understanding on how these YouTubers and Vloggers are able to manipulate the mind of their young audience, to understand what is convincing these young teenagers to spend their money on something they have discovered through these YouTubers and to learn what kind of relationship they share.

The analysis of the gathered data through an online survey and personal interviews, confirms that there is an influence on teenagers aged 12-18 years in the German part of Switzerland by German YouTubers. However, there is a trend visible in the findings that defines that the age range from 12-16 years gets more influenced than the age ranges from 16-18 years. Young aged teenagers do not understand immediately that YouTubers are using different practices to influence them. Teenagers have the impression to be fundamental to YouTubers, as they are asking for their advice, for their feedbacks and for new video ideas. Furthermore, as YouTubers/Vloggers are giving so many insights in their private life, there is no reason for young teenagers why they should not trust them and believe their words. Especially, when considering that teenagers have the impression to know everything about these YouTubers, and the YouTubers do not know them.

As of the gathered data, it has been collected in two ways, through an online survey and personal interviews. The online survey, with 507 answers has delivered many information, while the 22 personal interviews have given a deeper insight into this topic, revealing facts that did not emerge from the online survey. However, the interviews with the parents have not been enough, as only one has accepted to be interviewed.

Contents

How do German YouTubers/Vloggers influence through product placement the buying behavior of beauty products of teenagers aged 12-18 years in the German part of Switzerland?	1
Declaration.....	i
Acknowledgements.....	ii
Executive Summary	iii
Contents.....	iv
List of Tables	vi
List of Figures	vi
1. Introduction	1
1.1 Research question and aim	4
2. Literature review	6
2.1 Para-social relationship on the Internet	6
2.2 YouTube	7
2.2.1 <i>Evolution of YouTube</i>	8
2.3 Blogs	9
2.4 Vlogs.....	10
2.5 Product Placement	11
2.6 Conclusion of literature review.....	15
3. Introduction to chosen YouTubers for this research.....	16
3.1 BibisBeautyPalace.....	16
3.1.1 <i>Transition from UGC to PGC</i>	17
3.1.2 <i>Community</i>	19
3.1.3 <i>bilou</i>	20
3.2 Dagi Bee	21
3.2.1 <i>Transition from UGC to PGC</i>	22
3.2.2 <i>Community</i>	24
3.2.3 <i>Dagi-shop</i>	25
4. How YouTubers are influencing their audience	26
4.1 e-WOM	26
4.2 Para-social Relationship and para-social interaction	27
4.3 Communities	30
4.4 Clickbait and Thumbnails.....	31
4.5 Promotion code	33
4.6 Hype.....	35
4.7 Forced interaction	37
4.8 Giving insights in their private life	38
4.9 Collaborations with other famous people.....	40
5. Interest from sponsors.....	41
5.1 Why YouTubers are attractive to sponsors and companies.....	41

5.2	How companies “hire” YouTubers	42
6.	Research approach	45
6.1	Methodology	45
6.2	Data collection	46
6.2.1	Online survey.....	46
6.2.2	Personal interviews.....	47
7.	Data analysis	49
7.1	Survey analysis.....	49
7.1.1	Conclusion.....	59
7.2	Interview analysis	62
7.2.1	Teenagers	62
7.2.2	Parents	68
8.	Recommendations	70
9.	Conclusion.....	72
10.	Bibliography	75
	Appendix 1: The history of Social Media	89
	Appendix 2: How much time do people spend on Social Media?.....	90
	Appendix 3: E-Mail addresses of contacted schools.....	91
	Appendix 4: Online survey questionnaire	92
	Appendix 5: Distributed online survey on Google Forms	95
	Appendix 6: Results of online survey.....	104
	Appendix 7: Personal interview questions – Teenagers	124
	Appendix 8: Personal interview questions – Parents	125
	Appendix 9: Personal Interviews – 07.04.2018 Zurich	126

List of Tables

Table 1 - Expansion of bilou	20
Table 2 - Why are you not following BibisBeautyPalace or watching her videos?	59
Table 3 - Demographics of interviewed teenagers.....	62

List of Figures

Figure 1 - Internet Hosts count	1
Figure 2 - Average time spent in a lifetime on specific social media platforms	3
Figure 3 - BibisBeautyPalace; Product placement	11
Figure 4 - BibisBeautyPalace; On set placement bilou	12
Figure 5 - Dagi Bee; Creative product placement	13
Figure 6 - BibisBeautyPalace; Corporate placement	13
Figure 7 - BibisBeautyPalace; Celebrity placement	14
Figure 8 - Bianca Heinicke and Julian Claßen	16
Figure 9 - BibisBeautyPalace; first uploaded video	17
Figure 10 - BibisBeautyPalace; one of the latest uploaded videos	17
Figure 11 - BibisBeautyPalace; YouTube channel 21 st February 2017	18
Figure 12 - BibisBeautyPalace; YouTube Channel 6 th April 2018	18
Figure 13 - Dagi Bee	21
Figure 14 - Dagi Bee; first uploaded video	23
Figure 15 - Dagi Bee; one of her recent videos	23
Figure 16 - Dagi Bee; YouTube channel 07.02.2013	24
Figure 17 - Dagi Bee; YouTube Channel as of 19.04.2018.....	24
Figure 18 - BibisBeautyPalace; request for interaction on Instagram.....	27
Figure 19 - Dagi Bee; request for interaction via Twitter	28
Figure 20 - Dagi Bee; Q&A with Twitter questions	28
Figure 21 - Dagi Bee; Tweet regarding fake profile on Instagram	29
Figure 22 - Fan page Bibi and Julian	30
Figure 23 - Fan page bilou	30
Figure 24 - BibisBeautyPalace; Thumbnail 1	31
Figure 25 - BibisBeautyPalace; Thumbnail 2	32
Figure 26 - BibisBeautyPalace; Comments "Hochzeit auf Kreta"	32
Figure 27 - BibisBeautyPalace; Promotion Code SunshineSmile	33
Figure 28 - Dagi Bee; Promotion Code Natural Mojo	34
Figure 29 - BibisBeautyPalace; Business Inquiries	42
Figure 30 - FameBit; Homepage	44
Figure 31 - HitchOn; Homepage	44
Figure 32 - Information on participants	49
Figure 33 - Do you have access to internet in your free time?	49
Figure 34 - Access to internet during free time in correlation with the age	50
Figure 35 - Do you use YouTube?	50
Figure 36 - Use of YouTube broke down by age.....	50
Figure 37 - Have you ever heard of BibisBeautyPalace?	51
Figure 38 - Do you watch BibisBeautyPalace's videos?	52

Figure 39 - How would you rate on the following scale your knowledge of BibisBeautyPalace?	53
Figure 40 - Knowledge of BibisBeautyPalace broke down by gender and age	53
Figure 41 - Have you ever purchased a product from her merchandise bilou?	54
Figure 42 - How did you pay for it? (bilou)	55
Figure 43 - Have you ever purchased a product (not bilou) she has shown in her video?	55
Figure 44 - Based on which factors did you buy it?.....	56
Figure 45 - How do you perceive BibisBeautyPalace and Dagi Bee? (Distant Celebrity)	57
Figure 46 - How do you perceive BibisBeautyPalace and Dagi Bee? (Acquaintance from the internet).....	57
Figure 47 - How do you perceive BibisBeautyPalace and Dagi Bee? (Somebody you admire and look up to).....	58
Figure 48 - How do you perceive BibisBeautyPalace and Dagi Bee? (A real friend you can trust)	58
Figure 49 - Why are you not following BibisBeautyPalace or watching her videos?	60

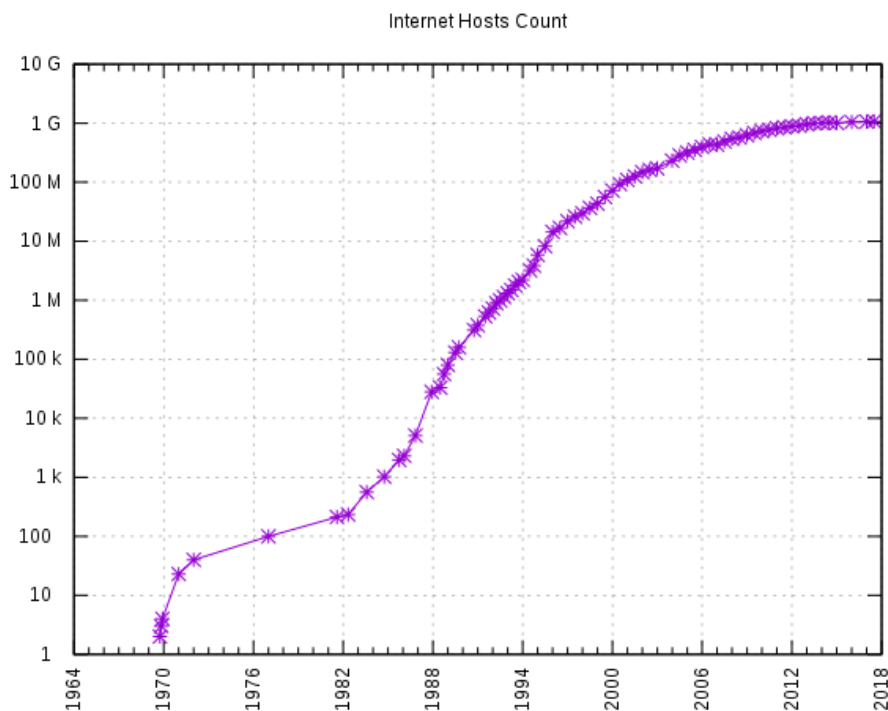
1. Introduction

The internet has evolved in a drastic and rapid way over the approximately past 55 years. The evolution can be categorized in three phases. The first phase, in the mid 1960's, when the fundamentals to allow a usage of the internet were established and put in practice. In the second phase, around the end of the 1970's, the growth and spread of the internet began on an international scale. Finishing, in the third phase, in the beginning of the 1990's the commercial aspect and phase of the internet had its beginning, creating what nowadays is understood to be the internet (Aka, 2018a).

In the beginning of the 1990's, the internet started to grow faster than in the years before and, if before it was mostly known by academics, now it was known also by the rest of the population. The internet was becoming more and more popular and because of this it gained economic attraction and businesses started to create their own homepages reporting the products or services they were selling (Aka, 2018a).

As shown in figure 1, from approximately 1965 to 2017 the Hosts on the Internet have risen by an immense number (InternetArchiveBot, 2018c). 1965 there were less than 10 Hosts present on the internet while in January 2017 approximately 1.06 billion internet hosts were available (Statista, 2018).

Figure 1 - Internet Hosts count



Source: Statista, 2018

A host, as well called network, is any computer or other device connected to a computer network that has an Internet Protocol address (IP). Thanks to these IP's, which are unique as to each IP corresponds only one device, it is possible to count all the hosts present on the internet (InetDaemon, 2013). These hosts include servers and clients which receive or send data/information (Rouse, 2017). Servers and clients are, as in real life when going to a shop, the client that searches for something and the server providing it to him. On the internet, it is a program where the client requests a service or any other resource from another program which then is called the server (Rouse, 2008).

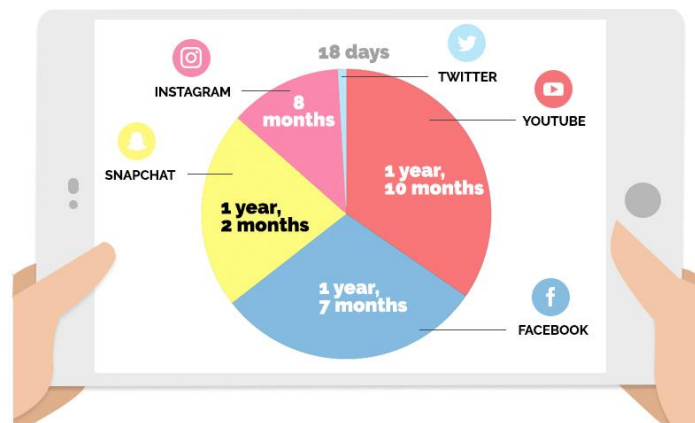
With the evolution of the internet and the constant increasing number of hosts, more programs and services were introduced. Since 2001 the Golden Era of Social Media started introducing year after year new online services. For instance, in 2001 Wikipedia was introduced on the internet, which is the online free encyclopedia that is known very well nowadays. 4 years later, in 2005, the second most popular site in the world was launched (as ranked in 2017 by Alexa Internet (Alexa Internet, Inc, 2018)), being YouTube. One year later, Facebook was launched for the public, as in 2004 it was launched only for Harvard University students. In the same year, Twitter was launched, which is one of the most used social media. WhatsApp, the number 1 free messaging platform, was launched in 2009. In 2010 and 2012 were introduced, respectively, Instagram and Snapchat (Colaiacovo, 2017). In Appendix 1 it is possible to see the complete timeline of the evolution of social media, including the primitive era of social media and the medieval era of social media.

Nowadays, with all these social media platforms and online tools, teenagers are spending more and more time on their computers or other devices to be constantly connected with their friends in a virtual world created by these social media. Through the evolution of mobile phones, that provide their users with an internet connection, it is estimated that of all the time spent on social media, the mobile phone is the majority access. Furthermore, it is estimated that teens spend up to 9 hours a day on social media platforms watching videos on YouTube, scrolling down on Instagram, chatting on Facebook and WhatsApp and others more (Asano, 2017). It is no wonder that currently the time spent on social media surpassed the time spent eating/drinking, socializing and grooming. As Mr Lyon said on his online article in the "Newsweek",

"One reason people like social media so much better than TV is that with the tube you just sit there on your couch, but with social media you can be part of the show. Sites like Facebook, Twitter, Instagram, and Google+ are basically performance spaces where ordinary people can entertain friends and strangers alike." (Lyons, 2012)

It has been calculated how much time on average users spend in their lifetime on social media and the numbers are outstanding. The estimated result is of 5 years and 4 months, as revealed by SocialMediaToday in January 2017. SocialMediaToday broke down the result in a graph showing how much time per specific platform is spent. As in figure 2 the platform which accounts for 1 year and 10 months to the most used during our lifetime is YouTube. On average, 40 minutes per day are spent on this platform. On the second place is Facebook with 1 year and 7 months, followed by Snapchat, Instagram and Twitter.

Figure 2 - Average time spent in a lifetime on specific social media platforms



Source: Asano, 2017

However, what is more concerning, are these figures compared to actual daily activities. As of 2017, the average time spent socializing in real life during a lifetime is only of 1 year and 3 months and the time spent eating and drinking reaches “only” 3 years and 5 months, when compared to the 5 years and 4 months on social media (Asano, 2017). In Appendix 2 it is possible to see the entire estimated figures on SocialMediaToday. However, these figures are as of 2017, for which it is very probable that soon all the figures related to social media will rise even more, while the figures related to daily tasks which are not social media related will fall.

The fundamental platform of this research, YouTube, is at the top of the ranking for the average time spent during a lifetime as well as the daily use, approximately 40 minutes a day (Asano, 2017). The history and evolution of YouTube will be explored in the following sections 2.2 and 2.2.1.

1.1 Research question and aim

The research question deals with the topic of product placement on YouTube. In fact, the research question of this project is to determine the following:

How do German YouTubers/Vloggers influence, through product placement, the buying behavior of beauty products of teenagers, aged 12-18 years, in the German part of Switzerland?

Nowadays, more and more of the daily interaction is happening through the Internet. Always more teenagers spend time watching YouTube videos, sharing and liking/commenting pictures on Instagram and other social media platforms. Also, product placement finds more platforms where to be present. In the past, the audience was mainly confronted with product placement through television and commercials. However, nowadays online platforms such as Instagram and YouTube are getting more and more filled with this practice. In addition to this, in the past years, traditional Blogs, which are websites where people can upload their ideas and opinions and share them with their “followers”, experienced an upgrade. In fact, with the rising importance of YouTube and YouTubers, Video Blogs or “Vlogs” were introduced. In these Vlogs YouTubers are presenting their followers with constant product placement, as they are showing their collection of make-up, shoes, what their day looks like, the stores they shop in, and other activities. Most of the time, the audience of these YouTubers are teenagers in the age between 12-18 years. They get easily influenced and see YouTubers as their idols and have the constant need to be part of that YouTuber’s community, so they try to have the same standards as them. They want to wear the same clothes, use the same beauty products and act like them. In addition to this, these young people experience a huge pressure from product placement.

In the first place, the objective of this research is to demonstrate that young teenagers aged 12-18 years in the German part of Switzerland are influenced in their buying behavior by famous German YouTubers and Vloggers. For this research, the focus is on the two most famous ones in Germany, Bianca Heinicke alias BibisBeautyPalace (InternetArchiveBot, 2018a) and Dagmara Nicole Ochmanczyk alias Dagi Bee (Loran, 2018). These two YouTubers are used to have a reference point to do this research, in order to illustrate how they are influencing their followers and which strategies and tools they use. However, to have a better understanding of this, the second research objective is to discover until what extent teenagers aged 12-18 years are influenced and to learn how much importance and time they are dedicating to these “virtual idols”. It is important to define what kind of relationship they share with them and to see if there is a link with

the community that is built through the fanbase. In addition to this, it would be interesting to discover if there is a direct connection between the social life of these teenagers and the influencing power YouTubers/Vloggers have on them.

The aim of this project is to develop a better understanding on how these YouTubers and Vloggers are able to manipulate the mind of their young audience, to understand what is convincing these young teenagers to spend their money on something they have discovered through these YouTubers and Vloggers or even the merchandise these YouTubers are selling. Furthermore, the study that is going to take place will include qualitative and quantitative data.

2. Literature review

YouTube is a platform that has been created in 2005 where users have the possibility to upload and watch videos for free (Lange, 2007). In the last years, however, the appearance and importance of YouTubers has increased drastically. People started to open their own channels and to upload videos of themselves talking about specific topics or giving tutorials. Lately, Vlogs (Video Blogs) were introduced on YouTube (Griffith, Papacharissi, 2009), where YouTubers are showing their audience how their day is looking like. This phenomenon of Vlogs increased and is having a huge success among the audience of these Vloggers.

2.1 Para-social relationship on the Internet

Para-social relationships, differently as social relationships which are reciprocal, are only unilateral relationships (Arnot, 2001). These unilateral relationships are usually established between a user, being social media user or TV user, and a celebrity or social media star (Baek and al., 2013). Para-social relationships come along with para-social interactions which are interactions that are unilateral (Klimmt and al., 2006). As in the case of YouTube for example, the users are commenting and liking videos and sending direct messages to them without, in the most cases, even getting a response.

Para-social relationships are getting nowadays more and more important with the rising importance of social medias. It is not difficult to see, that people are spending more time on their phones or other screens than interacting in “real life” or sleeping (Davis, 2015). Social media platforms, such as Facebook, Twitter, Instagram and YouTube, have made it easier for users to know more people in a para-social way in the virtual world than they know in their real life through interpersonal contact (Chen, 2016). Para-social relationships result psychologically by teenagers to be like any real-life relationship.

“The idea that ‘mediated life’ is equivalent to ‘real life’ is the central theme of para-social interaction.” (Chen, 2016)

People establishing a para-social relationship to a YouTuber, for example, perceive him as a person they know in their real life and may consider him as well a friend or have negative feelings about this person. In addition to this, para-social interactions are as well perceived as real-life interactions as they would happen face to face (Chen, 2016). Para-social relationships are fundamental to YouTubers, as this is a way to bind users to them. YouTubers give their audience the feeling that they have a word to say in what they are doing. For example, they give their audience or community “importance” by asking them to comment below the videos what they would like to see in their next video.

The users, following the YouTuber's request, are commenting what they would like to see in their next video. While in the comments more ideas appear and a good part of them may be repetitive, as a user may see another users' comment and agree, there is the chance that one of the next videos is seriously the format that was asked for.

For the user it is perceived as an interpersonal relationship in which one asks and the other one gives, without realizing that there is no real interaction with this YouTuber. The follower is perceiving it as an active interaction and thinking that he knows this person very well, he knows what his filming location is looking like, he knows what the YouTuber looks like, he knows private details about him and, consequently, the follower is considering him even more as a friend (Chen, 2016). Para-social relationships are fundamental to influence the audience. As this feeling of relationship and friendship establishes in the community of the YouTuber, it is easier for the YouTuber to make requests to the audience in general and getting results out of it.

YouTubers are a high potential for advertising as they are perceived as trustworthy and "real" by their followers (Dredge, 2016), since they are normal people and not famous actors for example. This relationship has been discovered also by companies that want to promote their products. In fact, product placement (Suggett, 2018) has been introduced, where YouTubers like BibisBeautyPalace are endorsing the products they receive from the company using electronic word-of-mouth (Huete-Alcocer, 2017) such that their followers are aware of these products. YouTubers have a wide reach and can influence the perception of their followers; if the YouTuber gives a positive feedback, then the product must be good. YouTubers are using different approaches to bring the product closer to their audience through affiliated links, explicit sponsorship and free product sampling (Wu, 2016).

2.2 YouTube

YouTube is an American video sharing website, which was created in February 2005 by three former Pay-Pal employees called Chad Hurley, Steve Chen and Jawed Karim.

On YouTube users can upload, view, rate, share, add favorites, report, comment videos and subscribe to another users YouTube channel. YouTube offers a wide range of videos such as video clips, movie trailers, live streams, TV shows, music videos, documentary films, and video blogging (Vlogs). The uploaded material is mainly provided by private users called individuals. However, media corporations such as CBS, BBC, and Vevo offer some of their material on this platform. Users have the choice to create an account or to use YouTube without any. So, users that have an account and are registered can upload videos and add comments and rates under other videos. If users are using

YouTube without being registered, they can only watch videos without benefitting of all the other actions (Gräbner, 2017).

The mission of YouTube is to give everyone a voice and to show the world to everyone. In fact, their motto is “Broadcast yourself” as everyone, with an account, can upload his own videos. In addition to this, YouTube is basing its service on four fundamentals which are freedom of speech, freedom of information, equal opportunity and freedom of affiliation (YouTube). YouTube has an account on Instagram (Instagram, 2018), Facebook (Facebook, 2018), Twitter (Twitter, 2018), Google+ (Google+, 2018) and Tumblr (Tumblr, 2018). In August 2017 YouTube was ranked as the second most popular site in the world by Alexa Internet (Alexa Internet, Inc, 2018).

2.2.1 Evolution of YouTube

Since its beginning in 2005 YouTube has continuously been evolving over the years. What started with only one video of 18 seconds from one of the founders in April 2005 (YouTube, 2018a) developed in being, 13 years later in March 2018, more than 400 hours of content uploaded every minute (Tran, 2017). It is impossible to estimate the exact number of videos that are uploaded to YouTube as it is changing every second. However, it is estimated that there are billions of videos right now uploaded to YouTube. Moreover, not only the number of videos changed during these 13 years of activity, but the whole concept and design of YouTube kept changing over the years.

When YouTube started back in 2005 it was moreover only about uploading individual content to YouTube and to share it with users. Copyright was not taken into consideration by big record companies as YouTube was only a small venture and could not pay much in case it would be sued. However, once it was purchased in 2006 by Google for \$1.65 billion the Copyright issue was taken seriously as there was now Google that could pay up (Kim, 2012). In addition to this, what has been a platform free from advertising became a good channel for Google to change the way how advertising is done (NBCNEWS.com, 2006). With all these changes, also the revenue model of YouTube has changed. Basically, YouTube is providing the uploaded videos with ads in form of banners from companies that pay YouTube for it. In addition to this, a revenue is generated based on the views. This revenue is then going to be split between YouTube and the copyright holder of the Video in which the ad was put (Dutta, 2017).

YouTube was getting more popular and bigger, and more and more videos were uploaded by users having a channel. The content provided by these users is called user-generated content (UGC) (Statista, 2017). These UGC videos that were uploaded to YouTube started to not be only random videos, but to be specifically done videos for

specific audiences. The channel of the users started to develop and so beauty channels, fun channels, documentary channels, gamer channels and many more were created, as people are used to know them nowadays.

Users uploading content to their channels are called YouTubers once they gain popularity from their channel. Subscribers are increasing as well as the views of the videos (Mrincodi, 2018). YouTubers that are very famous in our days are not providing anymore user-generated content as they were in the beginning. By simply checking the very first video a YouTuber uploaded, it is possible to see that it was done in an amateur way, low camera quality and so on. When looking at the latest videos, however, they are done with a very high quality, the audio is better, the lights are better, almost everything is better. This is not called user-generated anymore, but professionally generated content (Ibrahim, 2016).

2.3 Blogs

Blogs, or Weblogs, can be considered as an online diary. This diary, however, is not written on paper, but on a website. Consequently, it is accessible to the public, or to users after registration. Just like a diary, these Blogs are usually written in first person and are listed chronologically in order to have always the newest post at the top of the Blog.

The person writing these Blogs is called “Blogger” and the way to write these posts is called “blogging”. So, a Blogger is blogging on his Blog. He can freely express his thoughts or concerns and design his blog the way he wants it.

The very first Blog dates back already almost 30 years ago. On the 13th of November 1990 the website from the software engineer Tim Berners-Lee was put online. It is, since then, considered as the very first Blog in the world. On this website, at the time not known under the name of a Blog, scientists working at CERN in Geneva, could exchange information and comments by posting them on the blog. In the mid 1990’s diverse websites similar to Blogs appeared which were also called cyberdiaries. The first time the name Weblog appeared was in 1997 and since then the name remained. As of 1997 the name Weblog and Blog can be found on diverse websites and always more Blogs appeared online (Wheeke, 2017).

These Blogs are nowadays not only diaries reflecting our thoughts, but specific topics Blogs have been created. For instance, on the Internet there can be found kitchen-Blogs where people are sharing their favorite recipes or hacks, which are strategies or techniques to achieve something by doing it in an easier or more effective way (Oxford University Press, 2018), to facilitate the work in the kitchen. Other Blogs which are very

common as well, are Blogs about famous people, where the fans of these people are updating all the information they have about them. Of course, it is then possible to exchange information as in Blogs it is possible to comment under these posts that can be considered mini articles.

2.4 Vlogs

Vlogs, also called Videoblogs, are an upgraded version of the ordinary Weblogs known as of 1990 (RaFiFan, 2018). Videoblogs, as the name itself reveals, are Blogs which are not based on written posts, but on videos. Here, the Blogger, which is according to the new format called “Vlogger”, is keeping a video-diary. To upload a Vlog, he simply needs to talk in front of a camera or accompanying his day with the camera and recording whatever he is doing (Grimani, 2016).

Vlogs have developed in a drastic way since the rise of YouTube and the introduction of several social media platforms. YouTube itself, with its slogan “Broadcast yourself”, counts thousands of channels where its owners are uploading Vlogs. On other social media, this phenomenon has developed further and, when taking Instagram for example, it is possible to upload short videos, so called “Stories”, which disappear within 24 hours. These short videos have all the criteria to be considered Vlogs. The owner of the Instagram account can show to his follower what he is doing in every moment of his day by recording and uploading it (Kumar, 2017). Vlogs have risen in its importance and have become more important and used than ordinary Blogs. Reason for this, is the fact that with Vlogs it is possible to observe more things. It is possible to see the person speaking, his posture, his gestures and the way he’s speaking. Furthermore, Vlogs permit to show more emotions. For instance, if someone is writing on a Blog about a sad topic it is not as impactful as if a person is recording himself and then speaking about this. Emotions will be stronger, maybe the person is even crying why telling a certain thing. Another reason is the fast pace at which technology is constantly improving. People have a stronger need to increase the stimulation they get from certain things. In addition to this, Vlogs are more influential than ordinary Blogs. A Vlogger, which is presenting her beauty products, can convince her followers more by speaking about it “live” in her videos. She can test the product, show the results and give an immediate feedback.

2.5 Product Placement

Product placement is the practice of advertising a product/service, logo or brand through content that is not itself used for advertisement. These products can be advertised through different media such television, radio, newspaper, movies and others more (Aka, 2018c). Product placement is existing for many years now, its first practices can be traced back to the 1890's in the Lumière films (Newell and al., 2006). Not many viewers know or understand that they are put under pressure from product placement in movies, as it is well staged and just looks like being part of the movie and nothing else. For example, one of the classics is when in a movie or series an actor opens the fridge and there is a certain beer brand that is very visible (Quotenmeter, 2017). Product placement on YouTube, for example, is done by YouTubers which present on their channel specific products, or that are somewhere placed in the background, but visible in the filming location.

Figure 3 - BibisBeautyPalace; Product placement



10 geheime Dinge, die beste Freundinnen machen 🤫👯 | BibisBeautyPalace

Source: YouTube/BibisBeautyPalace. 2017

Usually, who is doing product placement for a brand or a company gets a monetary remuneration for it (Aka, 2018c). Product placement is not illegal as long as its presence is marked somewhere in the video. As of figure 3, BibisBeautyPalace uploaded a video that is marked as being supported by product placement as she is receiving money for it.

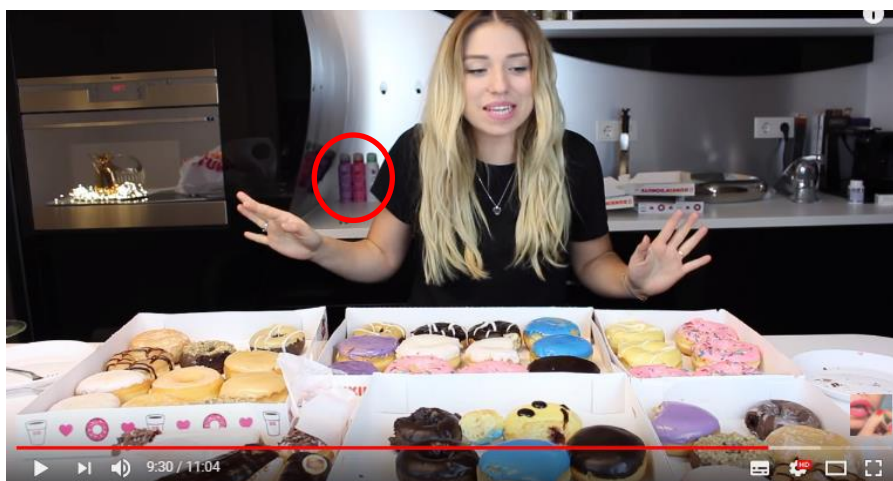
However, when YouTubers are not marking that they are supported by product placement, there is no way to be sure if these YouTubers are receiving or not money for the products visible in their videos. Many times, YouTubers are doing some tests in their videos where they are testing some products, however, it happens that actually they are paid for doing it, but do not mark it. Other times, there are some specific brand products

visible in the video and, even if the YouTuber is not speaking about that product in the background, it can be visual product placement (Aka, 2018c). Brands want to reach through YouTubers more users and increase the awareness of their products. This practice, however, is illegal in the case the YouTubers are earning money out of this. Of course, it is not illegal to have some products in the background as long as there is no support by companies and it is not marked (Scheid, 2017). Product placement is facing lots of critics as it is influencing the audience in a subliminal way. The line between regular product placement and not regular product placement in videos is very thin. It is also difficult to understand when there is some product placement, as there are different types of it that can be listed in the following points (Aka, 2018c):

- On set placement or “silent placement”

This product placement is categorized by the fact that it is not directly mentioned in the video and, furthermore, has not an important role. On set placement is the most used form of product placement and can be found in lots of videos on YouTube, in movies and more (Riedel, 2013). In figure 4, BibisBeautyPalace is filming a video on how she is eating 52 Donut types at the same time. However, in the background three of her shower foams from her own merchandise bilou are visible. She is not using them during the video nor is she talking about them. Simply, they are there and remind constantly the people watching her video that bilou does exist (BibisBeautyPalace, 2017a).

Figure 4 – BibisBeautyPalace; On set placement bilou



Alle Donut-Sorten GLEICHZEITIG probieren ... 🤪 (52 Donuts) | BibisBeautyPalace

Source: YouTube/BibisBeautyPalace, 2017

- Creative placement

Creative placement is kind of the same concept as on set placement. However, instead of being only a product put in the background, in creative placement it is used for a specific action and a story is built around this product without transforming it to the main focus of the video (Aka, 2018c). For example in the video of Dagi Bee, she filmed her make-up routine building a whole story like this, and while putting her make-up on she said the brand of the product and was giving a mini feedback because it is so good or why she is using it (Dagi Bee, 2017d). As figure 5 shows, she is presenting the Hoola bronzer from Benefit saying that she is using it very frequently and that it is a good one. Her video is not marked as being supported by product placement, for which it is not possible to say if every product she presented she is using it for real in her private life too, or if it has been sent to her to incorporate it in her video.

Figure 5 - Dagi Bee; Creative product placement



Mein ALLTAGS Make-up ♥ | Dagi Bee

Source: YouTube/Dagi Bee, 2017

- Corporate placement

Figure 6 – BibisBeautyPalace; Corporate placement



5 TYPISCHE MÄDCHEN - PROBLEME ... BibisBeautyPalace

Source: YouTube/BibisBeautyPalace, 2015

In corporate placement the corporation or the logo will be shown directly in the video. As of figure 6, BibisBeautyPalace did a video called “5 typical girls problems” and cited directly Always at the beginning of the video, letting her audience know that this video is supported by Always and, thus, product placement is present (BibisBeautyPalace, 2015a).

- Generic placement

Generic placement, like the name itself reveals, is not a specific product placement. Usually, there is no need to mention the brand or the product, as it is possible to recognize it thanks to its colors or its shape. An example can be when in a video a red can is present in the background which is turned with its back side to the audience. However, even if it is turned away, it will be possible for the audience to identify it as a coca cola can thanks to its design and shape.

- Music placement

This kind of product placement refers to music. In fact, in some TV shows, movies, or YouTube videos specific soundtracks are used. Usually, the insertion of music is not perceived as product placement, but many times, when people hear a song they do not know they are tending to search for it if they liked it.

- Celebrity placement

This type of product placement involves celebrities. Brands send their products to these famous people for free and the celebrities wear their products in their free time, where Paparazzi's and other people will see this product worn by these people. The scope is to link certain products, such a watch for example, to determined celebrities (Riedel, 2013). BibisBeautyPalace is considered for long now a celebrity, she receives regularly presents from brands and wears them in public. In her Instagram story she thanked Louis Vuitton for the bag she received as a present with a value of 1800€, for which, as it was a present, she did not pay for it (Itsin TV, 2017). As of figure 7, she is wearing exactly this bag to go around and is doing like this product placement for Louis Vuitton (BibisBeautyPalace, 2018j).

Figure 7 – BibisBeautyPalace; Celebrity placement



TEUERSTES Produkt aus dem 1€ - Laden kaufen 😊 | BibisBeautyPalace

Source: YouTube/BibisBeautyPalace, 2018

As it is possible to see from the previous points, product placement has different forms through which it is used to promote a product or service. It is not making it easy for the audience to always understand if a product is marketed by the YouTubers, if it is only about random feedbacks these YouTubers decide to share, or if it is a random product that is actually used by these YouTubers. Furthermore, when talking about product placement in general, for example in movies, the scope is to not make it obvious at all that a certain brand or product is promoted in this movie. In fact, if someone watching this movie is perceiving it as product placement, it can be considered as “bad product

placement”, as the scope is to keep the product not in the focus, but to create an environment in which this product/brand or service creates a sense and gives the movie a more real aspect (Neer, 2003).

Product placement, which is also called “surreptitious advertising”, has the scope of gaining the attention of the audience and influencing in a subliminal way the perceptions of specific brands/products or services. There are many critics on this practice exactly because the aim is to influence the viewers without them knowing it. This practice is more effective than common advertising, as nowadays many people are using Ad Blockers or are zapping through the TV channels when advertising comes, as they are feeling annoyed by it and are perceiving it as a disturb. On the other hand, product placement is taking place exactly in the content of interest of the audience; in a movie, a YouTube video, in Stories on Instagram and many more. As anticipated before, product placement is getting into the subconscious of the audience’s mind, creating like this a recognition value as soon as someone of this audience is confronted with this product or brand in a supermarket or in a store (Riedel, 2013). The chances of purchase are, consequently, higher than without having seen this product somewhere before.

However, from this section on product placement, it is not yet clear how YouTubers are managing to attract in first place an audience and to create a situation in which this influence through product placement is effective. Hence, in the next sections it will be explored which other strategies, if any, YouTubers are using to make product placement an effective advertising inside their YouTube videos or on other social media on which they are interacting with their audience.

2.6 Conclusion of literature review

After having completed the exploration of the elements that are present in the literature review, it is still not possible to fully understand how such a manipulation done by YouTubers/Vloggers on young teenagers is possible. There is no understanding yet of the strategies they use to successfully manipulate their young audience and to convince them to purchase their products or to follow and interact with them. Furthermore, as there is no research that has been done before on how teenagers aged 12-18 years in the German part of Switzerland get influenced by German YouTubers/Vloggers, in this case, BibisBeautyPalace and Dagi Bee, it was a motivational input to further explore this topic. The aim is to discover how these YouTubers are influencing their followers and which tools they use to achieve their plans. In addition to this, it is important to discover until what extent these teenagers are influenced and to learn how much importance and time they are dedicating to these “virtual idols”.

3. Introduction to chosen YouTubers for this research

3.1 BibisBeautyPalace

Bianca Heinicke, alias BibisBeautyPalace, is a 25 year old woman living in Cologne that opened her YouTube channel on the 28th November 2012 (InternetArchiveBot, 2018a).

Her very first video, which she uploaded on the 2nd of December in 2012, was a very normal and simple tutorial on how to braid hair (BibisBeautyPalace, 2012).

What first started with a very normal and simple tutorial developed into a popular channel that deals with the topics of beauty, fashion, comedy and lifestyle. She introduced her boyfriend in some of her videos and created a new format of “10 types of ...”. With this format she reached the video that was most watched and liked on her channel entitled “10 Arten von Pärchen” which translated means “10 types of couples” (BibisBeautyPalace, 2013). Over the years, her YouTube channel continued to grow and she reached a very high popularity.

Currently, she is the most popular YouTuber in Germany (Prosieben, 2016) with 4.888.920 followers, as of the 6th of April 2018, that keep increasing every minute, and 619 uploaded videos as of the 6th of April 2018. She has a very large reach on YouTube and has now more than 1,863,813,700 views on her videos (Socialblade, 2018). However, her popularity did not remain only in the World of YouTube, but she has reached many important milestones during these years that are stated in the following points (InternetArchiveBot, 2018a):

- 2015 she got a role in the German movie “Kartoffelsalat – Nicht fragen!”
- 2016 she appeared in RedOne’s music video “Don’t You Need Somebody”
- 2017 she synchronized her voice in the movie “Ritter Rost 2”
- 2017 she synchronized her voice in the movie “Die Schlümpfe – Das verlorene Dorf”
- 2017 worldwide first Hologramm at Madame Tussauds in Berlin (BibisBeautyPalace, 2017j)
- 2017 she released her own song under the name Bianca H. – How it is (BibisBeautyPalace, 2017b)

Furthermore, she has had several appearances in TV shows such as in TV Total in 2015 (Team, 2015) and at „Klein gegen Gross – das unglaubliche Duell“ in 2018 (Andrea K,

Figure 8 - Bianca Heinicke and Julian Claßen



Source: Klatsch-Tratsch, 2017

2018a). In addition to this, beginning 2018, she has been awarded a position in the top 100 most influential women of the German Economy in 2017 by the “Manager Magazin” (Promicabana, 2018).

3.1.1 Transition from UGC to PGC

The videos that Bianca Heinicke uploaded to her channel were in the beginning very simple. The quality of the graphics was not very good, she had no particular filming location as of figure 9 and started her videos in a very shy way as her tone and posture reveal (BibisBeautyPalace, 2012).

In the beginning her content was user-generated to all extent. However, with the importance and popularity she was gaining on YouTube her content changed and agencies started to show interest towards her. 2014 Neckermann Reisen, which is a German Tourism agency, hired her as an advertising medium (Cook, 2014). Since October 2014 the artist agency Check One Two Perfect GmbH is managing and marketing BibisBeautyPalace (InternetArchiveBot, 2018a). With her popularity her journey towards professionally-generated content took place. Her videos, as of figure 10, gained considerably in professionalism, the quality of the graphics got very good, the audio got way better and, most important, the way she is behaving in front of the camera improved drastically. The equipment she is using is very expensive and is changing to adapt to the changes in the world of technology (BibisBeautyPalace, 2018f).

Figure 9 – BibisBeautyPalace; first uploaded video



Haare an der Kopfhaut flechten

Source: YouTube/BibisBeautyPalace, 2012

Figure 10 – BibisBeautyPalace; one of the latest uploaded videos

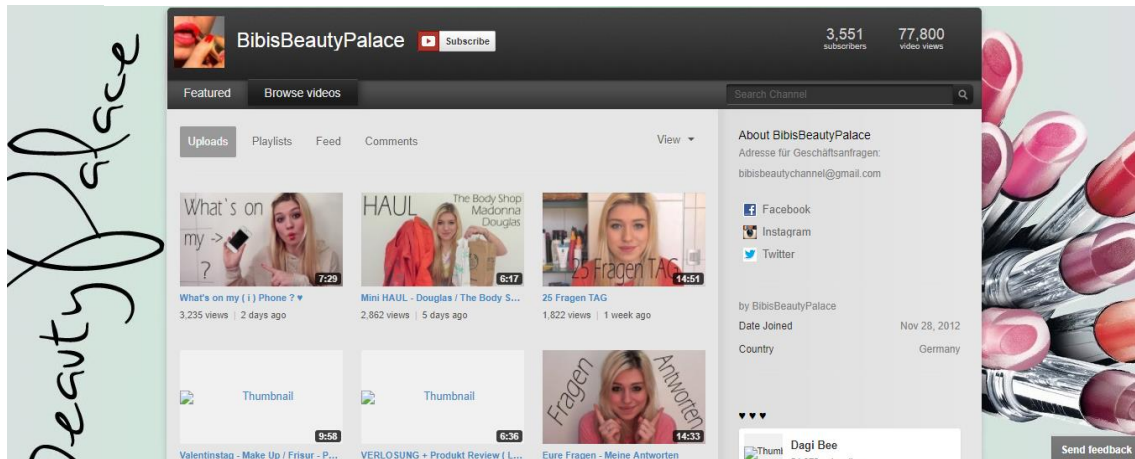


Hättest du gedacht, dass es DAS Produkt in XXXXXL gibt?! 🤔

Source: YouTube/BibisBeautyPalace, 2018

However, not only her videos developed over time, but her YouTube channel itself. Thanks to the Wayback Machine (Wayback Machine, 2018) it is possible to see how websites were looking years ago. As of figure 11, the layout of BibisBeautyPalace was very basic. She had no information about her channel or herself except an email address for business inquiries. Furthermore, it can be immediately noticed that back on the 21st of February 2013 (first record available on Wayback Machine) she had only 3'551 followers for a total of 77'800 views.

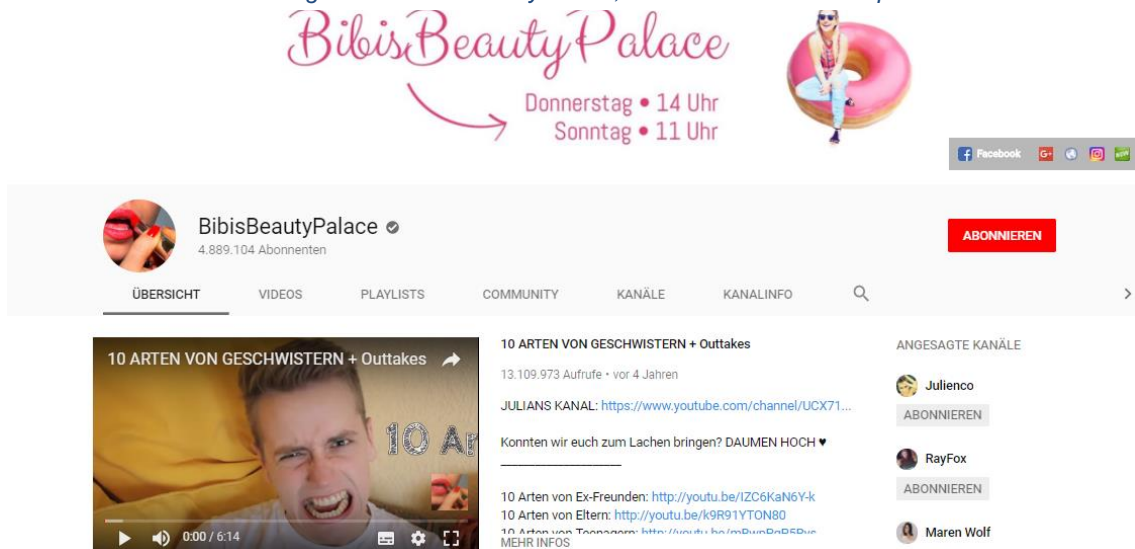
Figure 11 – BibisBeautyPalace; YouTube channel 21st February 2017



Source: Wayback Machine

Looking at her current YouTube channel in Figure 12, everything has changed. She has a more “trendy” layout of her channel and is giving information on when new videos will be uploaded. Furthermore, it is possible to see all the social media platforms on which she is present and a video of her choice. In addition to this, the most important thing, is the change in followers and views. In 5 years, as of the 6th of April 2018, she has 4.889.114 followers and 1.864.022.052 views.

Figure 12 – BibisBeautyPalace; YouTube Channel 6th April 2018



Source: YouTube/BibisBeautyPalace

3.1.2 Community

During all these years, in which she is uploading videos on YouTube, she has built a strong fanbase. She gets big support from her community and a lot of accounts are created for her on diverse social media platforms.

Her community, called Bibinator (Reinbold, 2016), is supporting her on every social media with views, likes, comments, reposts, the hashtag #bibinator, and with lots of fan pages. It is already a lot of support, but it is not all. In fact, Bibinators are overwhelming her with letters, parcels, presents and lots of self-made presents (Julienco, 2015).

BibisBeautyPalace is perceived as a real celebrity by teenagers, wherever she is showing up lots of girls are following her. Different times it was necessary to interrupt fan meetings because of the amount of people trying to get close to her. The police, as well, had to intervene in different occasions (Kölnische Rundschau, 2014).

As a strong community is not build without doing anything, Bianca Heinicke is using different tools to get more popular and to strengthen her fanbase. For example, she is organizing tours (BibisBeautyPalace, 2014c) in Germany, Switzerland and Austria where concert halls are rent for this occasion. In these concert halls, she is giving her fans the chance to meet her and to take some pictures with her. For these tours, a limited number of fans can “purchase” for free a ticket online and attend (Eventim, 2018).

Other events that are organized are the so called “meet and greet” where her fans have the chance to see her live, talk to her and take some selfies with her. These meet and greet are usually organized with the help of a partner BibisBeautyPalace is doing Product Placement in her videos for (mädchen.de). Other means she is using to keep her fanbase strong is giveaways. In lots of her videos, which are supported by other brands or companies, she is presenting products of these brands and at the end she is communicating that there is the chance to win some great products being a follower of her channel, liking the video and leaving a nice comment below the video (BibisBeautyPalace, 2016e).

These meet and greet are not only organized in Germany, but abroad as well when she is on vacation or travelling for doing business (Zimmermann, 2017).

However, even if she has a strong fanbase there has been several criticism as some of her “really really fan” decided to show their support by carving her name or her initials on their arms (Monschau, 2015).

From this, it is clear that some of her fans are willing to go very far in order to show their support.

3.1.3 bilou

2015 Bianca Heinicke, alias BibisBeautyPalace, introduced her own beauty product branded “bilou”. Since 2014 she has been working on it together with Philosophy Brands GmbH (Nuvena GmbH, 2018). Her very first product is shower foam with special scents which she is selling throughout whole Germany at DM (BibisBeautyPalace, 2015d). In the following months bilou achieved one milestone after another. Consequently, new products were created and new markets were entered.

As of 2015, BibisBeautyPalace was selling only shower foam. Due to the high success, new scents were created in 2016 as well as new products were introduced to the markets she entered. She introduced foam lotion (BibisBeautyPalace, 2016b) and, one year later in 2017, she introduced 2in1 body sprays (BibisBeautyPalace, 2017k). Later in 2017, bilou brought further new products to the market, not only being new scents, but foam hand crème was introduced (BibisBeautyPalace, 2017l).

In the table below, the expansion of bilou is illustrated according to what BibisBeautyPalace revealed in her videos on YouTube.

Table 1 - Expansion of bilou

2015 (Nuvena GmbH, 2018)	2016 (BibisBeautyPalace, 2015d)			2017 (BibisBeautyPalace, 2017g)			
Germany	Germany	Austria	Switzerland	Germany	Austria	Switzerland	UK
DM	DM	Bipa	Manor	DM	Bipa	Manor	Superdrug
	Rossmann	DM		Rossmann	DM		
	Müller			Müller	Müller		
	Budni			Budni	Sutterlüty		
					Merkur		
	2018 (BibisBeautyPalace, 2018g)						
	Germany	Austria	Switzerland	UK	Serbia	China	
	DM	Bipa	Manor	Superdrug	DM	Online	
	Rossmann	DM	Müller				
	Müller	Müller					
	Budni	Sutterlüty					
		Merkur					

As shown from the table, year after year she entered more markets and strengthens those in which she is already present. The demand for bilou is high, but the prices at which she is selling bilou (3,95€ in euro countries and CHF 5.95 in Switzerland (Manor, 2018)) are considerably higher compared to other brands. Taking the example of the store DM in Germany, bilou is sold at 3,95€ (DM, 2018b), but there is the own stores brand “Balea” which is selling shower foam at 1,95€ (DM, 2018a). However, the most sold is the most expensive one from the two branded bilou. BibisBeautyPalace managed

to raise awareness on her brand and to get a stable position on the market that allows her to expand in more markets.

As seen from the table, she is entering as well markets in which the population does not even understand her videos (Serbia, UK, China). However, she managed to enter those markets and has already found Vloggers from the respective countries that are vlogging about her products and influencing the population to purchase her brand (BibisBeautyPalace, 2018g).

3.2 Dagi Bee

Dagi Bee, alias Dagmara Nicole Ochmanczyk, is a 24-year-old woman living in Germany, that opened her YouTube channel on the 17th of June 2012 (Loran, 2018). Her very first video was uploaded on the 6th of October of the same year with the title “NO-GOs bei Jungs!” (Dagi Bee, 2012b), where she talked about no-goes with boys. The video itself was not very professional and the language she used was mostly not adapted to her young audience. However, in the months to come she started to upload videos concerning beauty, fashion and cosmetics. Dagi Bee was not completely unknown to the users of YouTube, as she was appearing in different videos and music videos of YouTuber LIONTTV which was her boyfriend from 2011 to 2015 (Loran, 2018). The decision of opening her own YouTube channel derived from the fact that the community of LIONTTV asked many times why she is not opening her own channel (planet-beruf, 2016).

From her first video talking about boys, as already said, she went into the direction of beauty and fashion. In addition to this, she started to upload also videos concerning comedy content. The video with the most popularity is, in fact, a comedy video entitled “Probleme unter Geschwister” (Dagi Bee, 2015c) (translated: problems between siblings) which she has filmed together with YouTuber Julien Bam (Julien Bam, 2018), and that reached more than 10 million views. On the other side, the most viewed video on her channel with more than 54 million views is a music video from KC Rebell feat. Moé named “Bist du Real” in which she is playing the main character of the clip (Dagi Bee, 2015b). In 2014, on the 20th of June, she opened her second YouTube channel called “Be a Bee” where she is uploading short Vlogs or some short updates (Dagi Bee, 2014b).

Since 2015 she is in a relationship with the film editor Eugen Kazakov, and in 2016 they announced that they got engaged (Dagi Bee, 2016a). Finally, in 2017 she announced



Source: Instagram/Dagi Bee, 2018

that their wedding will take place in 2018 (Dagi Bee, 2017a). Furthermore, as of the 19th of April 2018 she has 3'769'355 subscribers and 840'012'270 views.

Her carrier did not stop at YouTube, but she reached also many different milestones that are stated in the following points (Loran, 2018):

- 2015 she got a role in the movie "Kartoffelsalat – Nicht fragen!"
- 2015 she got a role in the movie "Fack ju Göhte 2"
- 2015 she got a role in the movie "Er ist wieder da" starring herself
- 2015 she got a role in the movie "Bruder vor Luder" (InternetArchiveBot, 2018b)
- 2015 she appeared in KC Rebell's music video "Bist du Real"
- 2016 she got a role in the Web Series "Wishlist"
- 2017 she appeared in Tiësto's music video "On My Way"
- 2018 she is appearing and rapping in Julien Bam's music video "Der Sandmann"

Furthermore, she has had different TV appearances, as for example in 2016 in TV Total (Prosieben, 2014), and won different prizes and nominations that are resumed in the following points (Loran, 2018):

- 2013 and 2014 Nomination Playaward Videodays in the category "Beauty, Lifestyle, Fashion"
- 2015 Nomination for BravoOtto as "most favorite Social-media-Star"
- 2015 and 2016 Prize Nickelodeon Kids' Choice Award as "Favorite Videoblogger: Germany, Austria & Switzerland"
- 2016 Prize Signsaward as "Shooting-Star in communication"
- 2017 Nomination Nickelodeon Kids' Choice Award as "Favorite Videoblogger: Germany, Austria & Switzerland"

In addition to this she has been present at different public events such as the Glow (GLOW, 2016) and the Fashion Week (Erdmann, 2015).

3.2.1 Transition from UGC to PGC

In the beginning, the videos which Dagmara Nicole Ochmanczyk was uploading to her channel named Dagi Bee, were not of a particular high quality. However, being that she was already present in lots of videos of her boyfriend, at that time LIONTTV, she was not very shy in front of the camera. Her videos were in the beginning very simple, she was showing some hairstyles, how to apply make-up and talking about herself in so-called "Eure Fragen – Meine Antworten" (Dagi Bee, 2012a) which translated means "Your questions – My answers" or in the videos "50 Facts about me" (Dagi Bee, 2013).

Dagi Bee is working together with the agency “Tubeone Networks GmbH” which is dealing with the management part and the commercialization (Loran, 2018) (Tubeone, 2017). Specifically, the manager taking care of her is Ramona Mour (Andrea K, 2017). Her videos were in the beginning User Generated Content, but with her rising popularity she shifted fast to Professionally Generated Content. The graphics of her videos got better and she started doing more videos that were interesting to her fanbase and that could attract new people to her channel. For instance, she started to introduce giveaways with products of very well-known brands (Dagi Bee, 2014c).

As shown from figure 14 and 15 the quality of her videos got better and her filming location is looking more professional than in the beginning.

Figure 14 - Dagi Bee; first uploaded video

Also, the titles of her videos took another style, in the beginning she was using the title according exactly to what she is talking or doing in the video. Since her transition to PGC she is using titles that are misleading and provoking clickbait (see section 4.4).



NO-GOs bei Jungst!

Source: YouTube/Dagi Bee, 2012

Figure 15 - Dagi Bee: one of her recent videos



BYE BYE ... Es ist Zeit Abschied zu nehmen ...

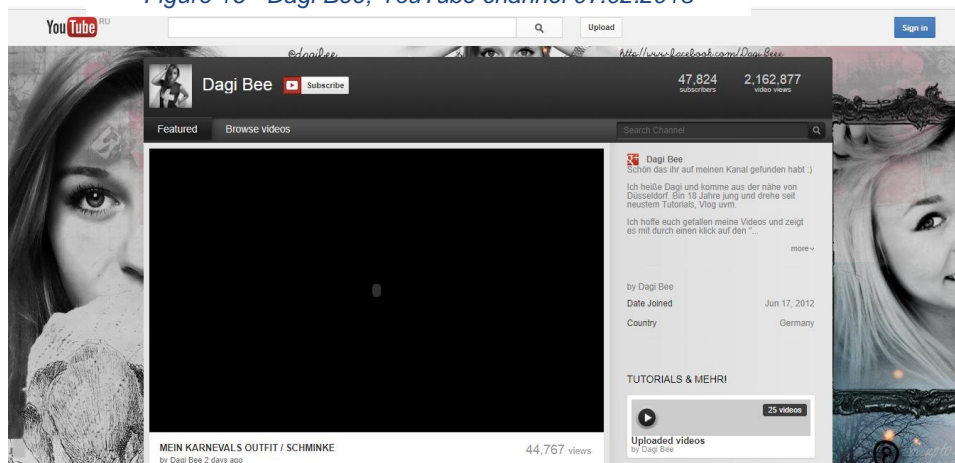
Source: YouTube/Dagi Bee, 2018

As of figure 15, she entitled the video “Bye Bye... It is time to say goodbye”. Most of the people thought that she was ending her career on YouTube, while in truth she meant simply that she was moving from her apartment to another one (Andrea K, 2018c).

Not only her type of videos, quality and way to put titles to her videos changed, but her channel itself changed a lot since her entrance in 2012. Using the Wayback machine, it is possible to track how her channel was looking over the past years. As of figure 16, her channel was looking like this on the 7th of February 2013. It is not possible to go more back as the first entrance for this channel was recorded on this day. Her channel is kept very monotonous, grey is the leading color and there is not much information. However,

this figure shows that on this date she had 47'824 subscribers and more than 2 million views and 25 videos.

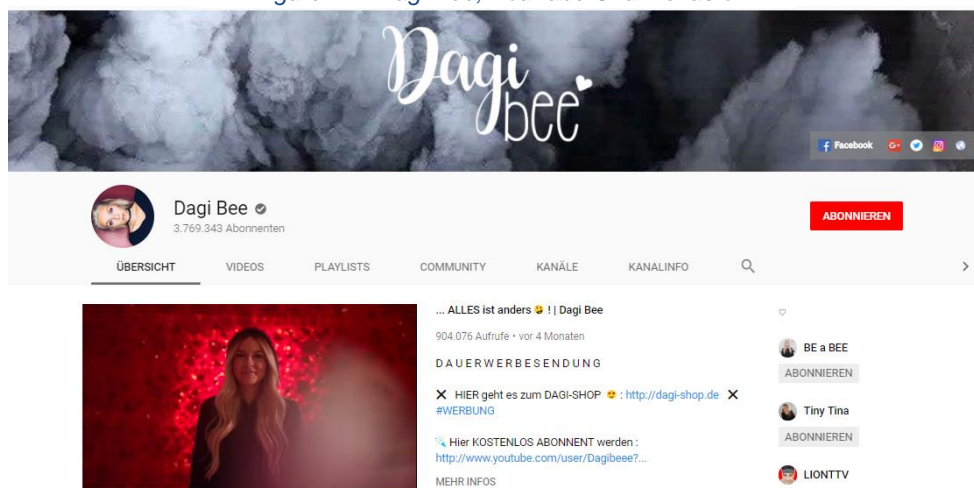
Figure 16 - Dagi Bee; YouTube channel 07.02.2013



Source: Wayback Machine

As of figure 17, she stayed loyal to her initial design and is still using grey tones for her channel. However, it is looking more elegant and, furthermore, allowing to see her second channel Be a Bee (Dagi Bee, 2014b) on the right side, as well as her favorite YouTubers. In addition to this, the figures on her channel changed drastically, as of the 19th of April 2018 she has 3'769'345 subscribers and 840'012'270 views. Furthermore, she has 465 videos on her main channel and 72 videos on her secondary channel.

Figure 17 - Dagi Bee; YouTube Channel as of



Source: YouTube/Dagi Bee

3.2.2 Community

In the beginning of her YouTube career, when taking part only in the videos of her ex-boyfriend LIONTTV, she was supported and encouraged by his community which became also hers (planet-beruf, 2016).

However, once she created her own channel, she gained much more followers and her community grew and grew. Dagi Bee started to call her community “Bienchen” as in

German it means little bee and her name on YouTube contains the word bee (Dagi Bee, 2014a). Her community is supporting her on all social media platforms, they like her videos and pictures, comment her posts, write her direct messages and send her lots of fan post (Dagi Bee, 2017h). However, there has been criticism about her fanbase as well as some of her fans were taking some bad actions to get her attention. Fans of her, not older than 13, are texting her that they would be willing to die for her or that they are only living for her. Two fans even tried to kiss her on her mouth and one managed to do it. Moreover, the worst thing that happened, was when she found a picture on Instagram of a little teenager that carved Dagi Bee's name on her arm (Dagi Bee, 2015d). However, a community needs to be cared for. If there is no care from YouTubers, the community will start to have doubts and to turn away from their idol.

3.2.3 Dagi-shop

In 2016 Dagi Bee announced the opening of her online shop www.dagi-shop.de in which she has contributed from the beginning to the end for every piece of merchandise (Dagi Bee, 2016c). Her shop was a huge success and one year later, in 2017, she organized a pop-up store tour through whole Germany. Basically, for one month she was going through Germany with her pop-up store and staying 1-2 days in some German cities. The functioning of this pop-up store is simple, for each city there were tickets available for 2,19€ that are valid for one hour. So, for one hour her fans had the possibility to shop in her store and to talk to her as she would be present in some days of this tour (Dagi Bee, 2017b). In addition to this, she was present with her store at the Glow convention (GLOW, 2016). Finally, her latest achievement, she announced that of the 12th of March 2018 there will be a physical Dagi store during 5 weeks in the city center of Cologne. Furthermore, she announced that this year will probably be organized another pop-up tour (Dagi Bee, 2018).

4. How YouTubers are influencing their audience

4.1 e-WOM

Electronic word of mouth (e-WOM) is the successor of Word of Mouth (WOM).

Word of Mouth, is the passing of information from one person to another by oral communication (148.253.183.159, 2018). This is used as well in marketing (WOMM – Word of mouth marketing) and is considered as free advertisement from the side of the consumer, based on his experience with a product or service and includes buzz, viral, blog, emotional and social media marketing (Staff, 2010). Word of mouth is considered as one of the most powerful tools influencing consumer behavior.

With the emergence of social media, electronic word of mouth developed and is part of a wide system in which consumers create, connect and share content like never before (Daugherty, Hoffman, 2014). A perfect example of eWOM is YouTube. On YouTube, YouTubers and Vloggers such as BibisBeautyPalace give their opinions on certain products, they try them live in front of the camera and convince their audience, as they can see with their own eyes what is going on and how well the product is working (BibisBeautyPalace, 2018f). However, eWOM is not about any positive statement, but as well as any negative statement on a product or service (Hennig Thureau and al., 2004). eWOM is a very powerful tool to influence the audience as YouTubers are as well giving negative feedbacks on products or services (BibisBeautyPalace, 2017h). This is leading the audience to trust them even more as to them it is looking like they are giving positive feedbacks only to products or services they stand completely behind. However, this is a vicious circle. Most of the time, if a YouTuber is giving an honest feedback on a product, then because he is not receiving any money from the brand. Mainly, brands are targeting YouTubers with a wide reach and audience and ask them, in exchange of money, to try the products they are sending to them and to give a positive feedback and to recommend it.

Giulia Bencich, an Italian YouTuber missed her chance to cooperate with some brands as they did not reply to her anymore after she asked for the right of being honest about the products. She stated: *“What happened is that a brand contacted me, not a cosmetics brand, and I told them 'look, I won't guarantee a positive review, I mean, I'll try your product but if I don't like it I won't recommend it as positive.' Obviously, I got no reply.”* (Marin, 2017)

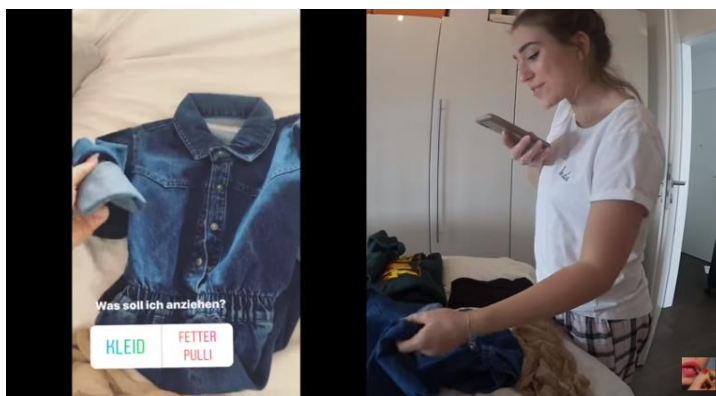
4.2 Para-social Relationship and para-social interaction

As seen in section 2.1, para-social relationships, differently as social relationships which are reciprocal, are only unilateral relationships (Arnot, 2001). These unilateral relationships are usually established between a user, being social media user or TV user, and a celebrity or social media star (Baek and al., 2013). Para-social relationships come along with para-social interactions which are interactions that are unilateral (Klimmt and al., 2006). As in the case of YouTube for example, the users are commenting and liking videos and sending direct messages to them without, in the most cases, even getting a response.

YouTubers are making use of different techniques to let their audience have the feeling that they share a relationship. For example, taking Dagi Bee, when she was nominated for the Nickelodeon Award she made a request via Twitter to vote for her through the link she has posted. Of course, the people, in her case her “Bienchen”, who established a para-social relationship with her, made her request real and voted for her like it is a real friend asking for help (Sarah, 2015). It is a common practice between YouTubers to strengthen these para-social relationships by asking feedbacks from the audience, by asking questions or by asking for new video ideas. When taking BibisBeautyPalace latest videos from the 24th of May 2018, she is asking her followers if they would like a Baby Haul in which she is showing the clothes she and her boyfriend have already bought for their baby (BibisBeautyPalace, 2018c).

However, these requests for interactions and feedbacks are not only done via YouTube, in fact, these requests are done as well via other social media as for example Instagram and Twitter. As of figure 18, BibisBeautyPalace is asking her followers if she should wear

Figure 18 – BibisBeautyPalace; request for interaction on Instagram



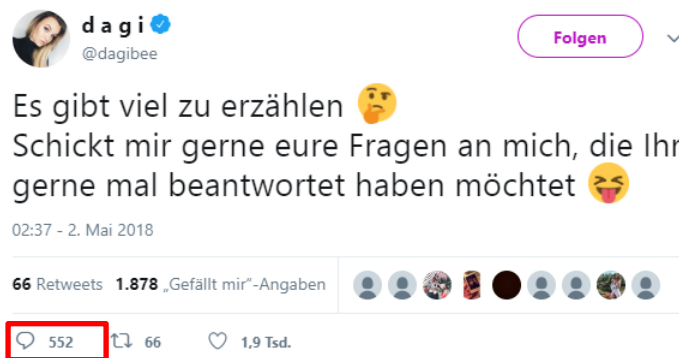
In Unterwäsche einkaufen gehen! 🌟 (Instagram bestimmt meinen Tag)

Source: YouTube/BibisBeautyPalace, 2018

a dress or a pullover. The clothing with most votes is then going to be worn by her. In this video, she is asking her followers on Instagram during the whole day questions in which they can choose between A and B (BibisBeautyPalace, 2018i). This is giving her followers a perception of a real friendship/relationship, she is asking for advice and then accepting their advice. Furthermore, as she is recording a YouTube video as well for this “Instagram decides my day” format, she is giving proof to her audience that she is really

doing what they want her to do. This is strengthening even more the perceived relationship towards her. Another example, as shown in figure 19, Dagi Bee is asking for

Figure 19 - Dagi Bee; request for interaction via Twitter



Source: Twitter/Dagi Bee, 2018

interaction via Twitter. As it is possible to see, she has posted a Tweet¹ in which she is saying that there is lots of things to tell, for which she would like her followers to send her their questions. On this tweet she reached 552 questions that, once she

is doing a “Questions & Answer” video, she will answer. As figure 20 shows, she has done a video in which she is answering the questions she was asked on Twitter by putting a screenshot of what she has been asked and who asked her this question.

Figure 20 - Dagi Bee; Q&A with Twitter questions



Source: YouTube/Dagi Bee, 2018

These types of asking for interactions are kind of tricky. As these YouTubers are asking their followers to decide for the day or to ask questions, afterwards they want to know if the YouTubers have for real included their questions or advice. To know this, they must watch the videos of these YouTubers and, consequently, a circle is created in which there will be one interaction after

the other, as they can see with their own eyes the proofs provided by these YouTubers in their videos. These actions taken by the YouTubers, may leave a feeling of trust and friendship perceived by the followers, as they see that the YouTuber “needs” them. A para-social relationship is established in which the follower will always support the YouTuber by liking videos, commenting videos and interacting on other social media platforms.

However, there have been cases of fan love that went way too far. Two years ago, in 2016, a person on Instagram stole pictures of a little girl which lost her battle against cancer in England (Hamburger Abendblatt, 2016). This person, then created a fake

¹ Tweet: Definition for posts posted on Twitter

account in which she was faking to be a girl that suffers from cancer. Afterwards, a post was created by this person, in which it was stated that her last wish before dying was to meet her idol Dagi Bee. Other fans of Dagi Bee and fan pages dedicated to her, immediately started to share this post such that it would reach Dagi Bee's attention. However, the fraud was revealed only a couple of hours after the account was created, as it went viral so fast and doubts emerged, leading a girl to find the real Instagram account of which the pictures were stolen from. As of figure 21, it is possible to see that this whole story reached Dagi Bee's attention. In fact, she published a Tweet stating the following "Do you find it funny to fake a deadly girl just to get in touch with me? Shame on you." (Hamburger Abendblatt, 2016).

Figure 21 - Dagi Bee; Tweet regarding fake profile on Instagram



Source: Hamburger Abendblatt, 2016

This shows that there are different types of showing fan love. There are those who create fan pages for their idols, where they can share pictures or information about them and exchange some words with other fans of the same community. On the other side, however, there is fan love that simply goes way too far. The action of this person to fake to be a little girl suffering from cancer is unacceptable.

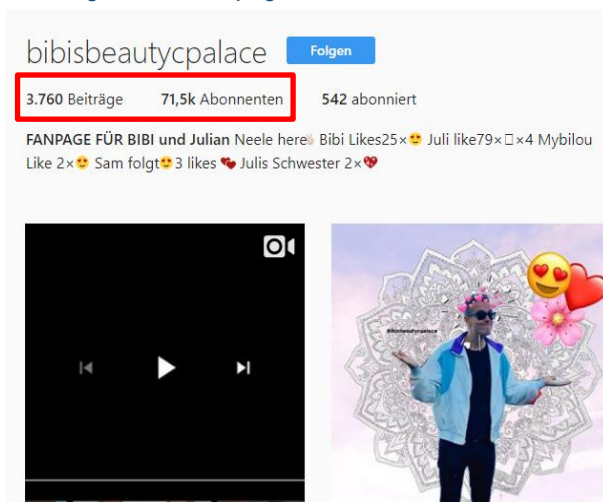
In addition to this, there are as well fans that hurt themselves to get the attention of their idols. As seen in section 3.2.2, Dagi Bee discovered a picture that was showing a teenager's arm that had "Dagi Bee" carved on it (Dagi Bee, 2015d). It is fundamental, especially for the parents of these teenagers, to further investigate on the relationship their children are sharing with YouTube stars or with any other idols. There is a thin line between "healthy" fan love and fan love which is a complete no-go.

In any case, to be able to establish such a para-social relationship it is necessary that the YouTuber is uploading frequently and regularly videos. In addition to this, the YouTuber needs to be authentic, if the audience gets the feeling that he is just faking everything it will not be possible to have this relationship. Last but not least, it is fundamental that the focus is put on the audience, there is a need for the followers to feel important and fundamental for the success of the YouTuber (tobesocial, 2017).

4.3 Communities

A community, or online community, is a group of people that comes together on one social media attracted by a hobby or thematic that connects all of them (Crazy1880, 2018). Communities communicate together through the internet mainly, but some communities get so strong that the members decide to share their time with them as well outside of their virtual life to discuss about what brought them together. Communities are keeping the influence of the person or the interest they are going after high in the community itself. Mainly, because there is someone with whom experiences and thoughts/concerns can be shared with. Many communities create even fan pages for

Figure 22 - Fan page Bibi and Julian

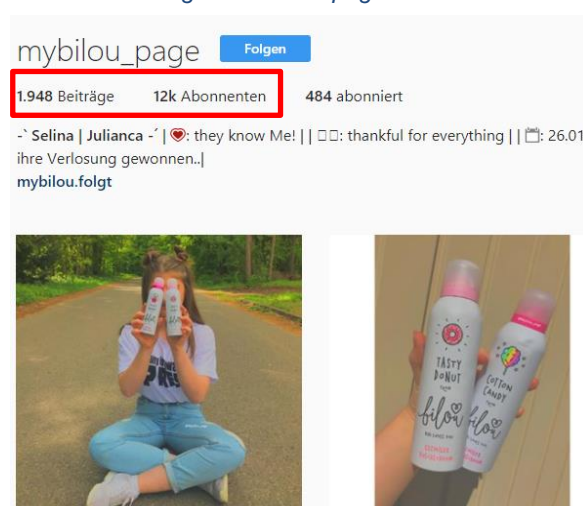


Source: Instagram

their idols and promote them and even their merchandise. As figure 22 shows, a fan page for Bibi (BibiBeautyPalace) and her boyfriend Julian (Julienco) was created. This page has more than 71,5 thousand followers and published, as of the 11th of May, 3760 posts. From this it can be easily deducted that lots of work is behind this page as many pictures are self-edited.

On the other side, as of figure 23, a fan page was created for BibisBeautyPalace merchandise. This fan page has, as of the 11th of May 2018, more than 12'000 followers and uploaded 1948 posts. Considering that there are only 11 different bilou products (excluding the limited editions) (Nuvena GmbH, 2018), the effort put in this fan page is considerably high. These fan pages allow the bibinators to come all together and to discuss about Bibi and Julian and her merchandise. Fan pages enable fans to show their creativity and support for their idol.

Figure 23 - Fan page bilou



Source: Instagram

4.4 Clickbait and Thumbnails

Clickbait is a common practice used in which the title of a video or a newspaper is written in a way that a curiosity gap is created. The title reveals something very exaggerating and without reading through the whole article or watching the whole video it is not possible to discover what it is about. However, this is not only done necessarily with a text, it can be graphics or a picture as well (Schotterebene, 2018).

Clickbait is used very often on YouTube too. Lots of videos contain titles which stimulate curiosity and invite the audience to click on the video to discover more about the topic. YouTubers use this technique to reach more views, which then creates more money for them (Kielblock, 2015). Clickbait is very influential and often comes along with very curious thumbnails. Thumbnails are little pictures which are the preview of a Video for example (Helium4, 2018). They are used to give a preview and contain often a text which completes them.

Figure 24 – BibisBeautyPalace; Thumbnail 1



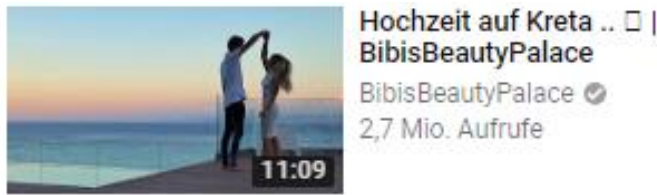
Ich muss als Zeugin aussagen !! (wegen Julians)

Source: YouTube/BibisBeautyPalace, 2017

As figure 24 shows, BibisBeautyPalace has uploaded a video called “I must testify as a witness !! (because of Julian’s crime) 😬” which is the clickbait to this video, as it is stimulating immediately curiosity. Furthermore, the thumbnail shows BibisBeautyPalace and her boyfriend Julienco while they are sitting at a desk, which could be at the police station, with a sign saying “Witness”. The title and the Thumbnail are very clear in means that a crime has been done, but no one knows which crime and what exactly happened. However, once the video is clicked, around minute 6:50, they are clearing up what happened and reveal to the audience that he was actually flashed, because he was driving 35km/h faster than what the law prescribed. Furthermore, in the title she is saying that she **must** testify as a witness, while in the video she reveals that in the letter sent by the police she can check whether the box in which is written “I am going to testify” or the box indicating “I am not going to testify” (BibisBeautyPalace, 2017g). This video was in the end not as grave as it was looking like in the beginning, but it is still corresponding to the truth.

However, there are also videos with titles that are extreme clickbait as they are very misleading. YouTube is prescribing that the titles or thumbnails should be corresponding to the truth or at least be in correlation with it (YouTube, 2018b). Many YouTubers are using this in their favor by putting a title that is misleading in terms of what their audience is expecting, but corresponding to another fact which actually is true.

Figure 25 – BibisBeautyPalace; Thumbnail 2

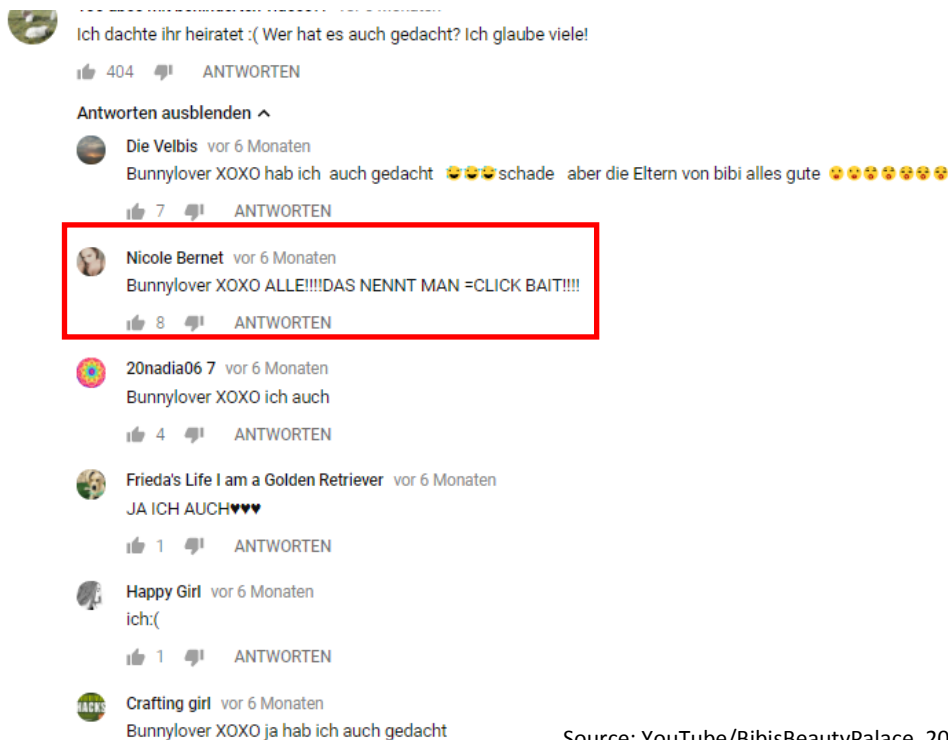


Source: YouTube/BibisBeautyPalace, 2017

As of figure 25, the title of the video is “Wedding in Crete” and her thumbnail is showing Bianca Heinicke in a white dress that could be a summer wedding dress. It is easy to believe that

she and her boyfriend got married in Crete. However, once the video is clicked, she communicates that she and her boyfriend are flying to Crete together with the parents of her to celebrate their 25th anniversary of marriage (BibisBeautyPalace, 2017f). Many of her followers believed that it was Bianca and Julian who got married and the comments on this were a lot.

Figure 26 - BibisBeautyPalace; Comments "Hochzeit auf Kreta"



Source: YouTube/BibisBeautyPalace, 2017

As of figure 26, the first comment on top said “I thought you were getting married :(Who else thought it? I think many!” The likes this comment got as of the 6th of May 2018 are 404, which means that at least 404 people agree with him. In addition to this, some people answered to his comment saying that they were thinking the same too. One particular comment of Nicole Bernet, confirmed that everyone was thinking it and that this is called clickbait.

Clickbait is not very welcome and often criticized as people are almost “obliged” by the author to click on the link/video, as the title leads them to want to discover what happened or what is going on. In addition to this, clickbait is criticized since it is kind of promising

something which then is not happening (David, 2016), as in BibisBeautyPalace video about the wedding for example. Clickbait is a very strong tool when it is coming to influence and to oblige the audience to click specific content. Even though people know that clickbait is used by certain YouTubers/Vloggers and that many titles are probably misleading or simply lies, they are still continuing to click the content because it is stronger than them to click on an appealing title (David, 2016). Clickbait is criticized exactly because of this, as it is misleading, ambiguous and just trying to grab attention through promising titles (Chen, Rubin, 2017).

Although being criticized a lot, it is still used by YouTubers, if not almost all of them. Dagi Bee is using as well often and willingly clickbait in lots of her videos for which she has got lots of bad comments and reactions. As said in her section before, she announced her wedding with her fiancé revealing only that it is going to be in 2018. Two months ago, on the 7th of March 2018 she has uploaded a new video carrying the title: “We did it...💍❤️”. Many of her fans commented disappointed that they thought that they already got married as the wedding was announced for this year. Others, thought that maybe she was expecting a baby. In reality, in the video Dagi Bee revealed that she simply moved into another apartment with her fiancé and that a new store with her merchandise comes out in Cologne (Dagi Bee, 2018). What emerges from the videos present on her YouTube channel is that videos with more appealing titles have around 1million views, while less interesting video titles reach about 800'000 views.

4.5 Promotion code

YouTubers use different methods to influence their young audience. One of these methods is the use of promotion codes. In cooperation with a company or a brand,

Figure 27 – BibisBeautyPalace; Promotion Code SunshineSmile



Source: Instagram/BibisBeautyPalace, 2018

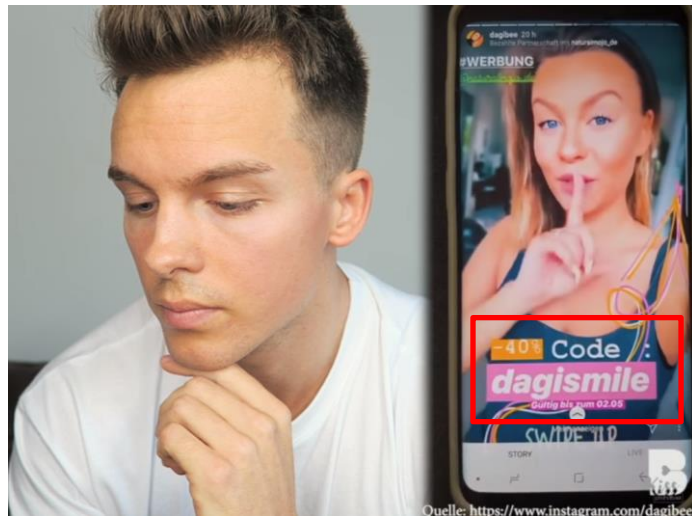
YouTubers promote their products/services in return of money. In addition to this, the YouTuber “allows” its fans to beneficiate of a promotion code with which the user can get 20% off for example. As of figure 27, BibisBeautyPalace is doing an advertising for SunshineSmile in which she is giving a very positive feedback claiming that she started to use it as well now (BibisBeautyPalace, 2018b).

Furthermore, if at the moment of purchase the Code "BIBI" is entered, the customers will receive 20% discount on the dental print set and 100€ off on the whole treatment. YouTubers and Influencers like Dagi Bee are using these promotion codes as well for their followers. However, there is lots of critics depending on the product for which the advertising is done for. For instance, Dagi Bee is promoting pills that are called Carb Blocker from Natural Mojo (Philhilftviel, 2018).

These pills apparently are able to block the carbs from the eaten food and help to keep or reach a slim body. She is claiming to be using them herself, and that it is working so good. As of figure 28, with the code "dagismile" everyone can purchase these pills for 40% less.

Figure 28 - Dagi Bee; Promotion Code Natural Mojo

Considering that her primary audience is from 10-16 year old, she has received lots of critics and "hate" as she is pushing young teenagers to slide into eating disorders (JANAklar, 2018). However, this method to influence the audience is very effective. Economic psychology defines that finance decisions are based on emotions



Source: YouTube/Philhilftviel, 2018,

(Gazzella, 2014), and a very important one is the feeling that rewards the buyer when purchasing something that is on sales. There are two different types of reward felt by the consumer, the anticipated excitement in which he is happy that he will have this product or service and the after sale reward in which he knows he will benefit from this product/service (Schüller, 2017). The human brain needs some stimuli that influences it with images or a specific person that awakens some emotions in it. An advertising or simply seeing that there are some sales evoke the same effect as cocaine, because the knowledge that something can be purchased at less is releasing emotions of well-being (Gottschling, 2011). In addition to this, people get more influenced if the advertising is done by a person they like and that seem friendly to them. The fact is that, as already said, mainly the decisions are not taken through rational thinking, but through emotions. Consequently, it is important for the consumer to buy solutions or means to get to happiness and not simply a product. It is very important that the seller of the product or service is spreading very positive energies and feelings, as the positive vibes are contagious (Schüller, 2017).

When analyzing the advertisement Dagi Bee has done, these factors are found. She is a person that is looking nice and friendly to her audience. She is giving a good feedback about the product and promising that it is working, as she is using it herself and, consequently, spreading positive feelings and energy about it. She is providing a solution; she states that with these carb blocker pills there is no need to renounce to food such as burgers, as these pills will block the carbs and it is possible to eat without concerns. Finally, there is the promotion code that reduces the original price by 40%. Knowing that there can be achieved such a result while even saving money is a huge trigger to people which will, almost for sure, buy the product or service.

4.6 Hype

Hype is the abbreviation of hyperbole which means exaggeration. There are different types of hype which can be listed as the following (Dschungelfan, 2018):

- Media hype;
- Internet phenomenon;
- Fad hype.

A media hype, as the name itself reveals, is a hype that is taking place on medias. Furthermore, it is characterized by being for example completely exaggerated news or a spectacular advertising (Jbergner, 2017).

On the other hand, an internet phenomenon is for example a picture, text or video that is going viral and expands very quickly through the internet (Aka, 2018b). For example, an internet phenomenon that conquered the internet since 2012 is the music video of Psy called Gangnam Style. In only 5 months after its release on YouTube it has reached approximately 1 billion views, which became 2 billion in 17 months (Tages Anzeiger, 2017). As of the 25th of May 2018, this music video has reached more than 3 billion views on YouTube (officialpsy, 2012).

Finally, fad hypes, called as well only fads, are similar to trends. However, different than trends, fads are the temporary enthusiasm of a social group or generation. Fads appear very fast, but disappear just as fast as they appeared (Flyer22 Reborn, 2018). A recent fad which appeared and disappeared just as quick is the fidget spinner. Beginning of 2017 these fidget spinners came out of nowhere and everyone just wanted to have them. However, only 6 months later in June the demand for these fidget spinners started to decrease and soon the hype was over (Lauwitz, 2017).

A hype is a concept, a product, a video and others more which expands and goes viral in a fast way over the internet. Consequently, it gains very high numbers of interest in a short time (Agathenon, 2018). Hypes are created by YouTubers in order to raise very

quick awareness on a specific thing. For example, one year ago, BibisBeautyPalace created a huge hype when she announced that, next to her own bilou brand, she was going to release her own music single (BibisBeautyPalace, 2017i). She hyped this song so much on YouTube and other social media, by explaining that this song was done in cooperation with Warner Music and that a whole team was involved in realizing this project. Her announcement included several times that this project is huge and that the result is just amazing as it has been done in a very professional way with Warner Music. Before the song even came out, she distributed on the internet the links where her followers could preorder it to have the CD. This hype went so fast viral, that when she released on YouTube her song on the 5th of May 2017 she managed to receive, as of the 11th of May 2018, 51'968'081 views (BibisBeautyPalace, 2017b). Which is a huge number compared to the video which was the most clicked on her YouTube channel called "10 types of couples + Outtakes" with 15'822'574 views (BibisBeautyPalace, 2013). The clicks she got for her song in only one year are more than three times higher than the clicks she got for the other video in four years. Based on this example it is possible to see how effective hypes are.

The last hype she has launched, that went viral in just one day, concerned the video she uploaded on the 6th of May 2018. In her video, which is only 16 seconds long, only a screen with a noise is seen and the number 12 floating over the screen very fast for just one second (BibisBeautyPalace, 2018a). This video went immediately viral, many newsmagazines produced videos (Starzip.de, 2018a), articles came out (Andrea K, 2018b) and her fans were freaking out. Her followers, in fact, got very concerned about the video and started to spam under her last posted Instagram picture (BibisBeautyPalace, 2018b), under her boyfriend last posted picture (Julienco, 2018), under the last posted videos of her cousin Rafael (RayFox, 2018) and even asked her ex best friend Dagi Bee if she knows what is going on (Starzip.de, 2018b). This video reached in only 4 days, as of the 11th of May 2018 more than 2,4 million views and more than 60'000 comments. Her fans started to post so many speculations and other YouTubers started to post videos about BibisBeautyPalace video and about what her secret could be (MaxaMillion, 2018) (rewinside, 2018). The advantage for these YouTubers, or in general for the newsmagazines, to report about this topic is that, by leaning on this hype, they will reach more people and attract more possible followers as the interest in knowing what is happening to BibisBeautyPalace is very high. In addition to this, on the 10th of May 2018, she uploaded another video, in which the audience was hoping to finally know the secret. In fact, in only one day she reached more than 1,4 million views in her new uploaded video. However, she uploaded another 16 second

video in which the noised screen appeared again to then reveal a part where she and her boyfriend are sitting on the grass (BibisBeautyPalace, 2018d). This time, however, she confirmed that on the 12th of May 2018 the secret will be revealed. With this hype she ensured that her fans and possible followers got very interested in her video and that they are for sure clicking on the videos that are yet to come if they want to know what is the big secret behind these videos. On the 12th of May 2018 exactly at 12 o'clock, as it was announced in the previous video, she finally uploaded the revealing video (BibisBeautyPalace, 2018e). In less than one minute more than 400'000 people had clicked on this video.

4.7 Forced interaction

YouTubers do not only “wait” for their followers to click their videos, but they also try to force them to do it. As anticipated before, forced interaction takes place through clickbait and thumbnails, but there is a more active way they use to enhance this.

Taking Dagi Bee's video for example, last December 2017 she did a “Beecember”, in which she is uploading every two days a new video during the Christmas time (Dagi Bee, 2017c). In each video she is doing a raffle in which her followers can win a Mac Book Air, new phones and more. These Beecember videos can be seen as a Christmas calendar. At the end of this Beecember she announced that there will be a huge raffle which consists in three big prizes. The third and second prizes are technological gadgets, while prize number one is a vacation in Mallorca of one week, out of which two days with her. However, to participate at these raffles the viewers must do different things. First of all, they need to subscribe to her channel, like the video and leave a comment under the video. By doing this, she ensures more movement in the videos as her follower can win something. However, as of the “normal” raffle videos the audience does not even need to watch her entire video as it is just about to do these 3 actions. On the other hand, regarding the big prize at the end of her Beecember videos, she is obliging the audience to watch every single video very carefully and for the full length. In fact, to participate it is necessary to send an email to a specific created email address with a 12 figures/letters code. In each video she is hiding somewhere a figure or letter and ensures like this that the views of her videos are increasing.

BibisBeautyPalace is using this kind of strategies as well. In one of her videos she announced a raffle in scavenger hunt format. She and her boyfriend hid a toy in a wood and gave some hints only via Instagram (BibisBeautyPalace, 2018k). In the video itself they asked if their follower would like more of these videos which are taking place only on Instagram. Hence, she is ensuring to increase her follower number also on Instagram.

Youtubers that use these strategies are getting positive results even if they oblige their audience to participate and to follow them on more platforms. In addition to this, these games and raffles strengthen their fanbase as people are sensible when it is about winning products for free.

4.8 Giving insights in their private life

YouTubers do not only show themselves in their videos, but they have started to integrate many members of their family or their best friends. This leads to their followers thinking that they know a lot about them. They know how their mother looks like, how their siblings look like and so on. This strengthens the feeling of having a friend in real life that is sharing details about his private life.

BibisBeautyPalace, for example, has shown her boyfriend Julian (Julienco on YouTube), her mother and her father (BibisBeautyPalace, 2017f), her sister Nadine (BibisBeautyPalace, 2015c), her cousin Rafael (Rayfox on YouTube) (BibisBeautyPalace, 2016c) and her grandparents (BibisBeautyPalace, 2014a) (BibisBeautyPalace, 2016d). She has done some videos with them and literally introduced them into the world of YouTube and to her followers. She is sharing private insights of her life and showing how her daily life is. Thanks to this, her followers get the impression to know her very well as they even know her family members. Furthermore, on the 12th of May 2018 she announced her pregnancy in a video she uploaded to YouTube (BibisBeautyPalace, 2018e), and only one day later she cracked her record by having reached more than 5 million subscribers to her channel (Melanie A., 2018). Now that she has officially announced her pregnancy, she posted four more videos in which she is speaking about her pregnancy. As of her latest video she has uploaded on the 25th of May 2018, in which she revealed the gender of the baby, in only 12 hours she reached more than 1,6 million views (BibisBeautyPalace, 2018c).

Dagi Bee is following the same principle, in the beginning she was saying that she did not want her family to be involved with YouTube and to be in the public, but she changed her mind. In the first video where she introduced her sister Lena, she reconfirmed that in the beginning she did not want to place her on YouTube, but as her followers were asking so much for it, and she got the permission of her parents, she decided to do videos with her (Dagi Bee, 2014d). Furthermore, in 2015 she introduced her cousin Tina (Dagi Bee, 2015a) and finally, in 2017, she showed her mother for the first time in a video (Dagi Bee, 2017e). However, it is not only about the family members they are showing, but also about the private details in general that they are sharing. If taking Dagi Bee for

example, she is talking openly with her followers about the reasons for which she stopped taking birth control pills, how her body was reacting to it and more (Dagi Bee, 2017g). In addition to this, now that she is engaged to her fiancé Eugen she is sharing details about the wedding with her followers which are very curious about all these facts. Giving insights of their private life and about what is going on in their life, is as they would be sharing information with their friends, they put “trust” in their audience. At least, this is what is perceived by their followers, even if it is clear that YouTubers are only sharing what they want to share and what they can share. YouTubers will still have secrets or things that they will not share with their followers, but keep for themselves.

In addition to this sharing of private information or giving insights to their private life, another very effective tool which is used, mainly by Dagi Bee, is to organize competitions in which the participants can win a short holiday together with the YouTuber. For instance, one of her last ones, one of her follower could win a one-week vacation in Mallorca with a person of their choice. Moreover, Dagi Bee would spend two days with them doing what they want to do, and spend time together. It is useless to say that this kind of competition has risen her views and that for the followers it is a huge opportunity to meet their idol (Dagi Bee, 2017c). This is a big input for her followers to participate actively and to spend their time watching her videos. In addition to this, she is also giving the opportunity to her fans to meet her when they purchase something from her online shop. She is doing this by choosing randomly some of the orders and delivering herself the merchandise to the teenagers (Dagi Bee, 2016b) (Dagi Bee, 2017f). In the videos it is possible to see the reactions of the teenagers as soon as they realize that Dagi Bee in person is bringing them the parcel they ordered. What can be easily noticed is that the girls she is bringing the merchandise personally are very little, probably between 10 and 15 years old. Some of them start to cry and simply cannot believe to meet her in person. Basically, all the girls she visited were kind of shocked just as they would stand in front of a very famous person such as a singer or an actress. They told her how much they love her and one even told her that her coming to her house is the best present ever in the world. Telling a person, that is known only from YouTube videos, “I love you very much” is a huge thing. Especially, as there is no shared relationship, but, as seen in a section before, only a para-social relationship, hence, a relationship coming only from one side. These teenagers are highly influenced by her and buy so many things from her store. One girl she visited had already more than 5 boxes in her room of things she had ordered and was following her everywhere, she even went to the Pop-up Tour. What can be noticed too from these videos, is that the parents completely do not mind her coming to their house or knowing that her daughters purchase her merchandise. All the parents

asked her to come in, if they could take pictures and one couple even gave her some chocolate. YouTubers that are giving personal insights of their lives and that are participating, even if just minimally, in the private life of their followers have a big impact on these teenagers and manage to influence them more, and to kind of direct them through what the YouTuber wants them to buy.

4.9 Collaborations with other famous people

Many YouTubers are now trying to collaborate with other famous people, being other big YouTubers, or very famous people such as actors and singers.

One simple reason behind this is for both involved people kind of publicity. The YouTuber will reach thanks to the famous person in his video more people clicking his video, and the famous person will have some publicity for free in the YouTuber's video.

BibisBeautyPalace has started over the last four years and, especially, over the last two years to do lots of videos in collaboration with very famous people. She called this format "Promi challenge" and has done the first with Tom Beck which is a German actor (BibisBeautyPalace, 2014b). Afterwards she started to do videos with people that were internationally known, such as Jasmine Thompson (BibisBeautyPalace, 2015f), Ellie Goulding (BibisBeautyPalace, 2015b), One Direction (BibisBeautyPalace, 2015e), Bebe Rexha (BibisBeautyPalace, 2016a) (BibisBeautyPalace, 2016a), Zara Larsson (BibisBeautyPalace, 2017d), Ed Sheeran (BibisBeautyPalace, 2017c), Miley Cyrus (BibisBeautyPalace, 2017e) and Jason Derulo (BibisBeautyPalace, 2018h).

The fact of collaborating with such big stars is giving her a huge rise in her status as she is always shifting more to the category of distant celebrity. Most of the time what happens is that, if someone sees a video of his favorite singer, for example Ed Sheeran, and he is making a video with BibisBeautyPalace the interest towards her will increase automatically.

Dagi Bee did not do it to the same extent as BibisBeautyPalace. Just by looking at her YouTube channel, it is possible to see that her videos are done alone, with family members or other YouTubers. Only two videos of her contain famous people. For instance, when she was invited by Tiësto to celebrate his birthday with him (BE a BEE, 2017a) and when she met Camila Cabello in Barcelona at an event (BE a BEE, 2017b). These collaborations are very effective in terms of how many people they reach with their videos. When looking at the "normal" videos they have done and the videos in which there was a famous celebrity too, the views were way higher than usually. This leads not only to more money per video, but as well to a further reach and more potential followers.

5. Interest from sponsors

5.1 Why YouTubers are attractive to sponsors and companies

As nowadays there has been an immense shift towards new technology and digitalization, it is important for companies to follow the trends as well and not to stick only to the old business models. YouTube, which is the second most famous website in the world (Alexa Internet, Inc, 2018), has become a strong mean to advertise the own company's products as it is growing very fast. However, many companies do not want to open their own YouTube channel, or those who have it prefer to cooperate with YouTubers (Kirchmeier, 2017). Here is where YouTubers play a fundamental role. YouTubers, as seen before, are very close to their audience, at least it is what their followers are perceiving. Moreover, many famous YouTubers have more than million subscribers on their channel, which leads to a wide reach. Companies can benefit from this reach the YouTubers have by "hiring" them. YouTubers are interesting to companies as they have a special relationship with their fans. They have trust in what the YouTuber says and, like seen before, perceive them as their friend and a sincere person. In addition to this, the need of moving from traditional marketing to influencer marketing derives from the rising numbers of people using ad blockers (Zimmerman, 2017). Ad blockers are plug-ins for computers and any other device such as smartphones and tablets which block the advertising present on websites (DeprecatedFixerBot, 2018). However, companies should cooperate with YouTubers that have the same interest as the company. A cooperation with a YouTuber who cannot relate at all to the company's product would not be profitable (Peter, 2016). As Mr Coltrane Curtis, founder of "Team Epiphany"; a full-service marketing agency, said:

"If the influencer is considered an expert in a particular area and their subscribers follow them because of that, those subscribers will also listen to them."

(Zimmerman, 2017)

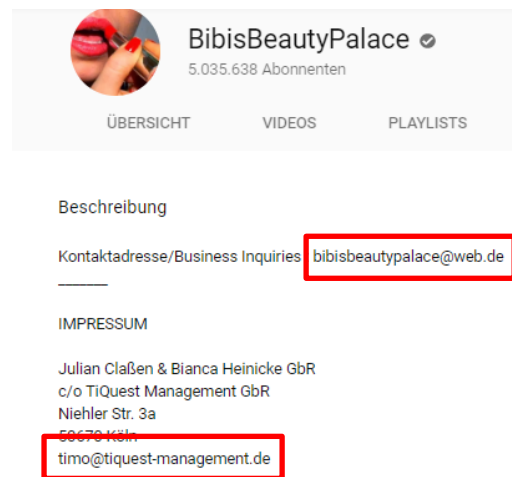
Let's assume a company that produces and sells beauty products such as make-up. So, being a beauty company a YouTuber such as BibisBeautyPalace that has, as of the 14th of May more than 5 million subscribers on her channel (Melanie A., 2018), can be the right choice, as she is uploading content in the beauty direction as well. The aim of the company is to raise awareness on some products of their line and, in best case, to increase the sales. Once the deal is established between the two parties it is up to the YouTuber to create the video. BibisBeautyPalace could decide to make a tutorial for an evening make-up, for example, and use some of the products from this company to get her make-up done. In the meantime, probably, she will describe why these products are

so good and why she is using them. For the subscriber it is a 2 in 1 video. He sees with his own eyes how the make-up is working, if the colors are well pigmented, if it is easy to apply them and so on and, in addition to this, he has a feedback by the YouTuber he is following influencing his perception of the products. Another advantage for the company is the feedback from the YouTuber's subscribers. As in the example stated, she is trying the make-up products on herself, this means, that her followers can see how the make-up is looking on her. In the comments the company may find valuable feedback concerning its products (Kirchmeier, 2017). Followers may comment saying what they do not like about certain products, if the colors are too strong, too weak, if they do not like the design the product comes with and other possible remarks. This feedback, as it is on an open platform which is accessible to everyone, is provided for free and the company can adjust their products in relation to what was commented below the video. On the other hand, the company can decide to not let the YouTuber include the product in an active way, but only to have it somewhere around the room, or the filming location, where it can be easily seen by the audience (Peter, 2016).

5.2 How companies “hire” YouTubers

There are different ways in which companies can hire YouTubers. One way implies the company contacting directly the YouTuber through the email address provided for business inquiries, or by contacting the YouTuber's management. As it is possible to see in figure 29, the email addresses for business inquiries are reported and described to be specifically for this scope (BibisBeautyPalace). Most of the YouTubers put in the description of their channel how to reach them in case of business inquiries.

Figure 29 - BibisBeautyPalace; Business Inquiries



Source: YouTube/BibisBeautyPalace

However, as there is an increase in the interest of influencer marketing the market has adapted accordingly, providing services that help to match companies with YouTubers and the other way around based on the needs of both parties.

One of these services is called FameBit (<https://famebit.com>), which is a private business founded in 2013 by Agnes Kozera and David Kierzkowski, that offers an online marketing platform (WereSpielChequers, 2018). FameBit has been designed for smaller businesses and, consequently, smaller to midsized YouTubers. The only requirement for the

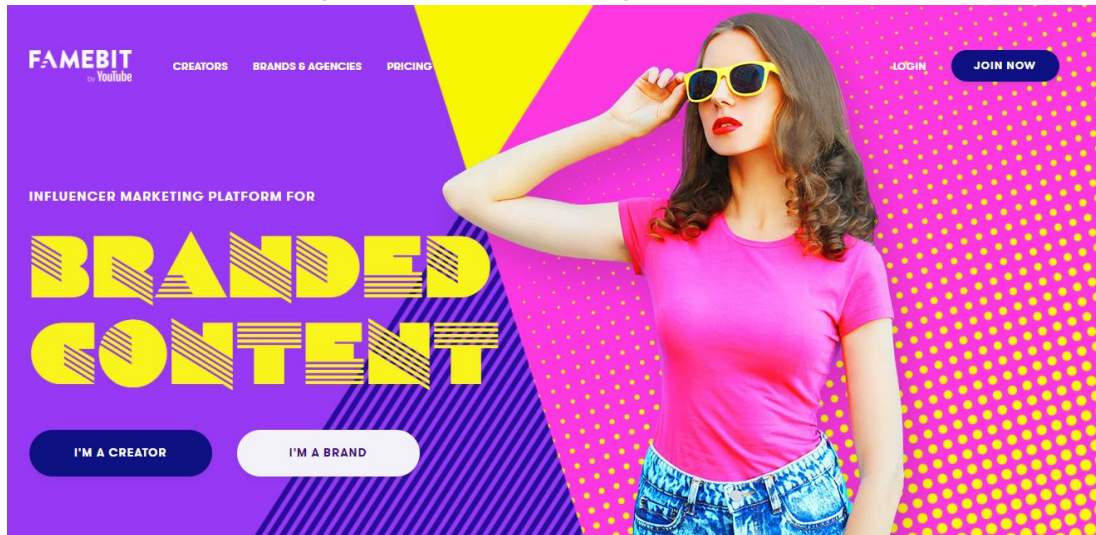
YouTubers, also called content creators, is to have at least 5'000 subscribers on YouTube or other social media platforms (Zimmerman, 2017). On FameBit the companies can upload an announcement in which they state the product that should be advertised by a YouTuber. Once the announcement is posted on this website, YouTubers can respond to it telling the company why he should advertise this product in his video and how much he wants to be paid for it.

Once a company receives a response, it is possible to get more information about the YouTuber as every content creator disposes of a profile on FameBit with the most relevant information about his channel. These information include a demographic breakdown of its audience to see what is the typical age range of the YouTuber's audience for example, the level of engagement of this audience and, naturally, some of the uploaded work of this YouTuber (Zimmerman, 2017). This information is important for the businesses searching for YouTubers because, as seen in a section before, it is fundamental that the YouTubers have the same interest as the company, such that they can endorse in an authentic way the brand or the product.

FameBit grew rapidly and became more popular among YouTubers and small companies over time. After only two years of its creation in 2015, more than 9'000 YouTubers had subscribed to this online service executing more than 1600 campaigns. Finally, in 2016 FameBit was acquired by Google such that the platform could be merged with Google's YouTube division (WereSpielChequers, 2018). In fact, in the logo itself is written "FameBit by YouTube". YouTubers that are very popular with lots of subscribers usually are not present on FameBit, but on multichannel networks (Zimmerman, 2017). One of these multichannel networks is called HitchOn (<https://hitchon.de>). HitchOn was founded in February 2015 and is, just as FameBit, an agency for branded content which helps companies and brands to find the perfect YouTuber to promote their products or brands (LinkedIn). On HitchOn companies can upload their announcements and YouTubers will react to these. Furthermore, on HitchOn some statistics to all the subscribed YouTubers are available. These statistics show how many subscribers they have, how many views their videos have and, just as in FameBit, demographic information about the people subscribed to that YouTuber's channel (Firsching, 2015). HitchOn is dealing with YouTubers that are high-priced with millions of subscribers, but as well with YouTubers that are "cheaper" with less subscribers, as smaller cooperation between influencer and company are possible from 250€ (Firsching, 2015).

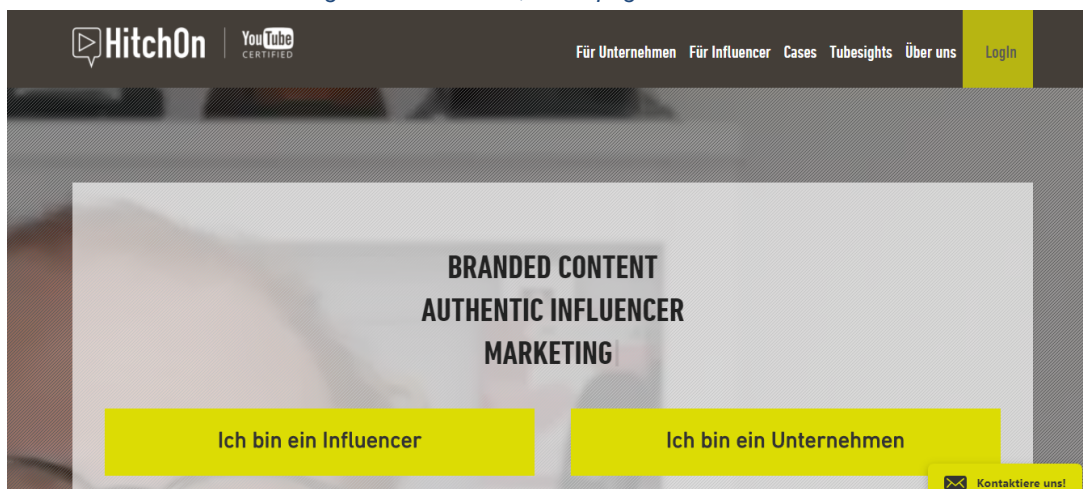
Both platforms, FameBit and HitchOn, dispose of two different subscribe options on the website, one for the influencers and one for the companies/brands as shown respectively in figure 30 and figure 31.

Figure 30 – FameBit; Homepage



Source: FameBit

Figure 31 – HitchOn; Homepage



Source: HitchOn

6. Research approach

6.1 Methodology

To do this research, already existing data concerning these Youtubers and Vloggers will be used to have more information about them and to define the reach they have. The reach of a YouTuber/Vlogger, is to how many people his videos go. A reach can be defined by the views of each video and the followers that are subscribed to their channel and other social media platforms. It is important to see the way these YouTubers have come until they became what they are now. To have a better understanding, in the sections before, the main YouTubers/Vloggers used for this research, BibisBeautyPalace and Dagi Bee, have been analyzed from the beginning of their presence on YouTube until now. In addition to this, all factors relevant to them, as their own merchandise or their communities have been integrated as well.

However, to do the principal research and to reach the objectives, an online survey will be done in schools in the German part of Switzerland, as well as a collection of data in some cities like Zurich and Bern through personal interviews. With the online surveys mostly quantitative data will be gathered to understand how teenagers are reacting confronted with these YouTubers, while the personal interviews provide qualitative data. The advantage of interviewing directly the targeted group for this research is that more precise questions based on the interviewed person can be asked, and it is even possible to talk to their parents if they are with them. The parents will probably be able to give more deep information, for example if they have observed that their children are feeling connected to the YouTubers and Vloggers and, maybe, even tell more about their buying behavior.

Online survey

To define the questions for the online survey different articles have been consulted. It was important to understand how to create an effective survey that does not contain any leading questions (Hawksworth, 2017) (Tharp, 2016), in order to not influence the answers of the participants. Furthermore, it was important as well to not include too loaded questions, as otherwise the participants may get confused (Tharp, 2016).

Some generic research on how to do surveys in general has been done as well, in order to create a survey that is effective in getting the responses (Fink, 2002) (Fink, 2012). The online survey has been structured with easy questions that give multiple choices. This has been done to help the participants to better understand the questions by seeing the possible answers and to facilitate a future analysis. Moreover, as anticipated before, it was important to formulate the questions without transforming them into leading

questions. So, it was fundamental to appear neutral such that the person taking the survey does not feel obliged to give a specific answer. In addition to this, to make it easier for the participants to take the survey, the survey has been structured specifically in a flowing way, by introducing a topic in general and then always going more into detail.

Interviews

For the interviews have been consulted the same articles as well, in order to not get leading or loaded questions. Other than in the online survey, in the personal interviews are more criteria which need to be taken into consideration. For instance, there is a need of flexibility as the questions may vary depending on the interviewed person. In addition to this, questions may arise based on the answers this person is giving, in order to be able to further investigate the reasons or motivations.

Moreover, as parents are going to be interviewed as well, it is important to pay particular attention, as they might misinterpret the questions that are asked. What is important to let them understand is that it is not meant to say that they are bad parents just because their children have access to internet in their free time. Here again, it is fundamental to have a neutral voice and to show the parents that they are not judged. An important point is to investigate further doubts and concerns they might have and try to understand how they are facing this topic of YouTube and having children that may be influenced by these YouTubers.

6.2 Data collection

6.2.1 Online survey

The online survey that has been prepared for this research consists of 50 questions that aim to understand how teenagers between 12 and 18 years, male and female, are acquainted with the world of YouTube, how they are reacting when confronted with YouTubers/Vloggers and how they are perceiving them. For the scope of this research, the focus is put mainly on the two most famous German YouTubers/Vloggers BibisBeautyPalace and Dagi Bee.

The survey, which was done with Google Forms, has been translated in German, as the audience needed is living in the German part of Switzerland. To forward this survey to teenagers in the needed age range, an email has been sent to 60 schools in the German part of Switzerland with the request to please forward the email to their mailing lists containing all the students of the school. The schools have been found on <http://www.gymnasium.ch>, where most of the schools in Switzerland are reported. From

this Website, containing the Websites of the schools, those having an email address open to the public (no contact formula) have been chosen. In Appendix 3 it is possible to see all the email addresses an email was written to.

However, as not all the students are necessarily between 12 and 18 years old, an age restriction was put on the survey, for which it was not possible to insert an age that is below 12 or above 18 years. The email to the schools containing the link to the survey has been sent out on the 22nd March 2018 and, one month later, on the 23rd of April 2018 the survey has been closed not accepting any answers anymore. The answers, totaling 510, have been transferred on an excel sheet to make an analysis easier than on Google Forms. However, when considering the age range, it is not easy to receive only serious answers for which it was necessary to do a data cleaning, eliminating answers which were only vulgar or nonsense. After the data cleaning, there were still 507 valid answers. In addition to this, as the obtained answers, as well as the questions asked to these teenagers, were on German, it was necessary to translate all the questions back on English and to translate all the answers obtained as well. Once the data has been cleaned and translated on the Excel worksheet, the analysis started. To analyze the data, the software Tableau 10.5 was used. With Tableau 10.5 it is possible to export entire Excel worksheets and to work with the questions and answers by uniting them in a graph. For example, to show on one graph how many teenagers, divided in male and female, between 12 and 18 years old, have access or have not access to the internet in their free time. In Appendix 4 the full questionnaire is available and in Appendix 5 the Google Form used, as well as all the graphs obtained through the answers in Appendix 6.

6.2.2 Personal interviews

The personal interviews prepared for this research consist of two question sheets designated once for teenagers between 12 and 18 years old (Appendix 7) and one for their parents (Appendix 8). The questions for the teenagers, as they are more fundamental to this research, consist of 42 questions which, of course, may vary being more or being less depending on their answers. The questions prepared for the parents total 16 and may vary as well in its number depending on the answers and availability of the parents.

Just as in the online survey, the questions have been translated into German as the interviews will be held in Zurich and in Bern in German language.

The first interview session took place in Zurich on Saturday the 7th of April 2018. From 10:00 until 18:00 teenagers with or without their parents were stopped in the Bahnhofstrasse to ask them if they are available for a short interview concerning the

World of YouTube and the effect on teenagers. In total, between 10:00 and 18:00, 22 interviews took place, from which 21 were teenagers and, unfortunately, only one a parent. Mainly, teenagers were not willing to stop and answer to some questions and the parents were stricter concerning these interviews. To facilitate the analysis of the personal interviews permission to record was asked and obtained in all 22 interviews.

On Monday the 23rd of April 2018, the second attempt for the personal interviews took place in Bern in the square in front of the train station. The presence on the field was from 14:00 to 18:00. Just as in Zurich, in Bern teenagers and parents were stopped as well to ask them if they would be available to participate in an interview concerning the World of YouTube and the effect on teenagers. However, after 4 hours of field presence no one accepted to be interviewed.

Once the second attempt was concluded, the interviews recorded in Zurich were transcribed and put into a structured and clear form. However, as the interviews were done in German language, it was necessary to translate the records into English.

In Appendix 9 all the transcribed records of the personal interviews can be found.

7. Data analysis

7.1 Survey analysis

The online survey, which has been sent to 60 schools in the German part of Switzerland, has reached a total of 510 answers. However, the data has been cleaned from vulgar and inappropriate answers which were not useful in any way to the research. Therefore, the available answers are 507. The excel sheet with the answers has been exported to the software Tableau 10.5, in order to create the graphs that are going to be shown in this section.

Figure 32 - Information on participants

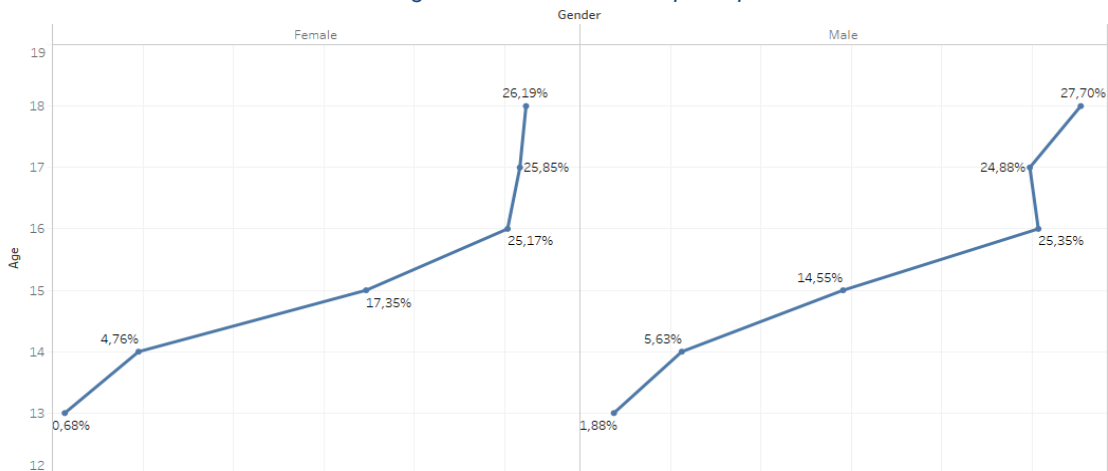
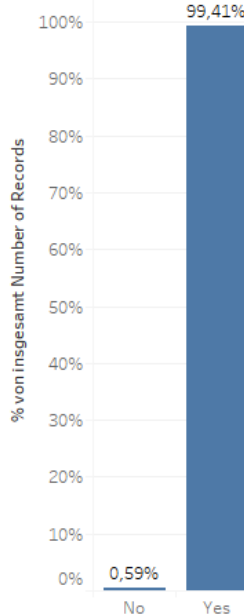


Figure 33 - Do you have access to internet in your free time?



As of figure 32, it is possible to see the information of the participants divided per gender on the x axis and age on the y axis. The results are not a linear function, but to each point corresponds a certain percentage of teenagers belonging to that age. For example, in the female box, 26,19% of the participants are 18 years old. It results that the majority of the participants are 15 years old and older, while there is no records at all for teenagers aged 12 years. Coming back to the literature review, the exploration has shown that the progress in technology has changed considerably in the last years, and that teenagers spend approximately 9 hours on social media platforms every day (Asano, 2017). The results of the survey are confirming this trend. As figure 33 shows, out of 507 teenagers 504 have access to internet in their freetime and, when comparing these numbers in correlation to the age in figure 34, it is obvious that also younger teenagers have access to it. As the scope of this research

is to define how YouTubers influence teenagers aged between 12 and 18 years through product placement on YouTube, and to which extent this is the case, questions regarding their social media and purchasing activities have been asked.

Figure 34 - Access to internet during free time in correlation with the age

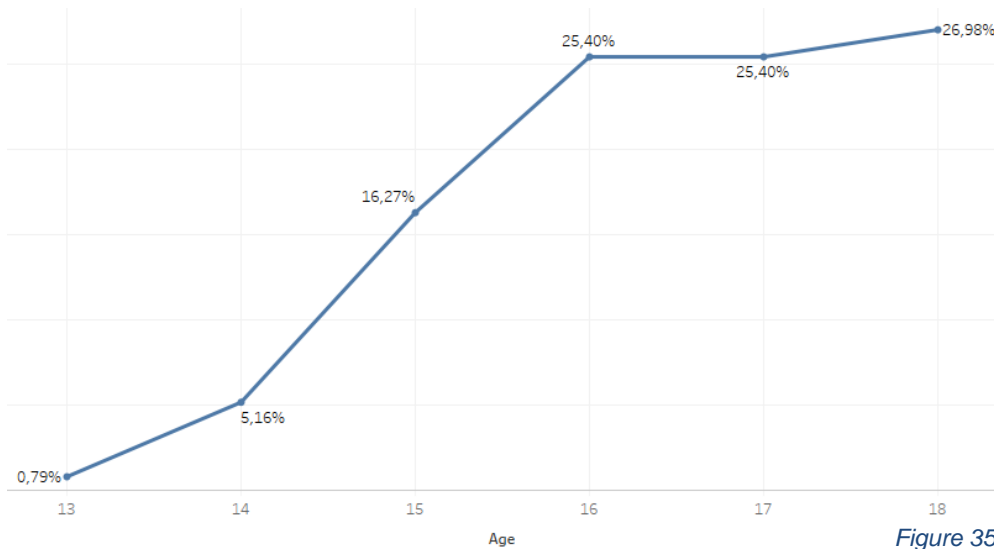
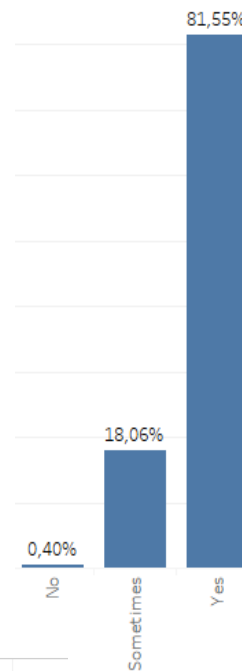


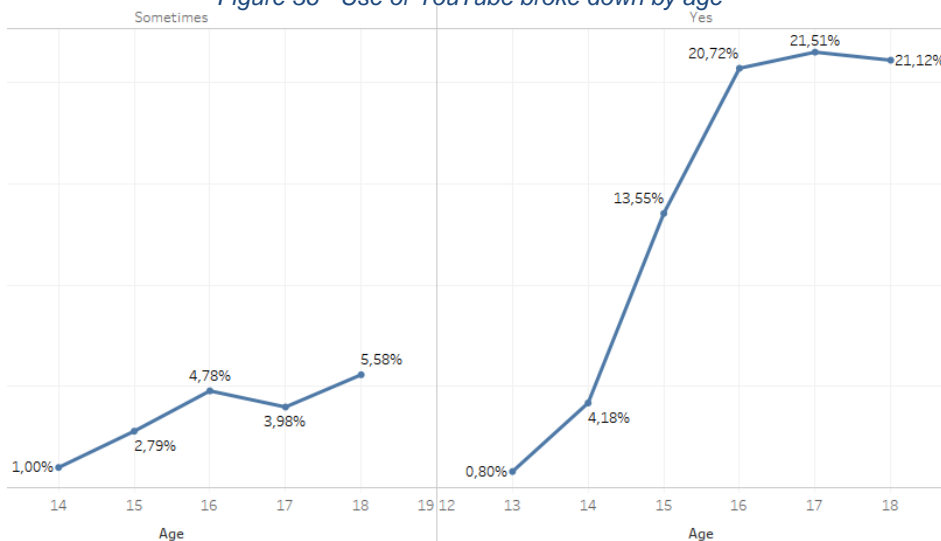
Figure 35 - Do you use YouTube?



First of all, it was important to understand if the teenagers that took the survey may potentially be influenced by YouTubers. To define this, it was fundamental to ask if they are using YouTube, because if they are not they are not potentially at risk in the scope of this research. However, as seen in the sections before concerning the growing importance of YouTube and other social media, it was not a surprise that only 0,40 % do not use YouTube.

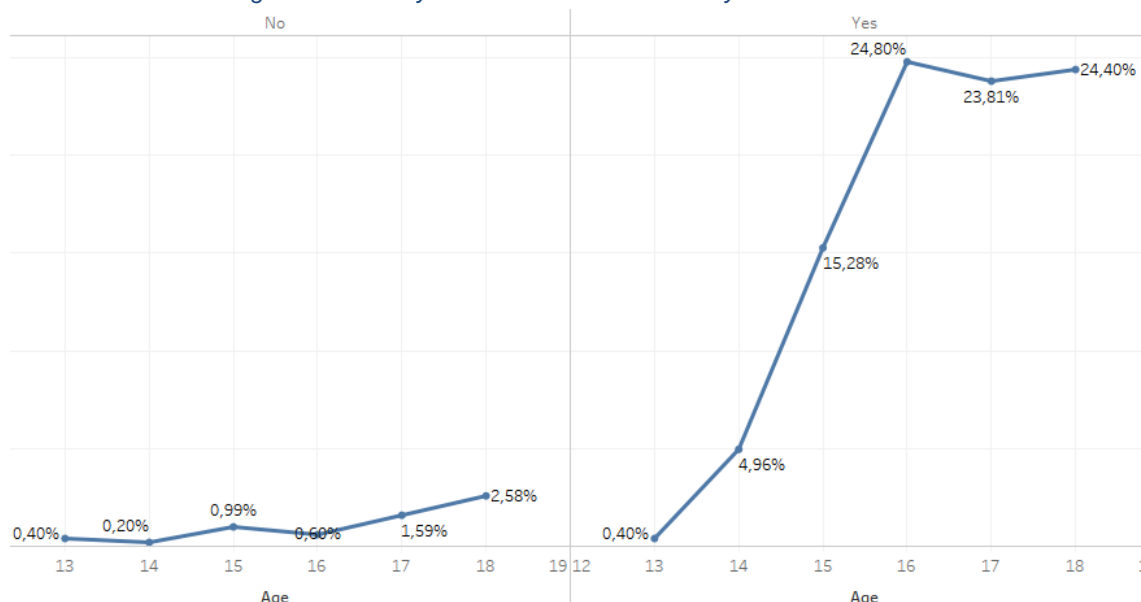
As shown in figure 35 nearly 100% use YouTube, while out of these 100% it is used only sometimes by 18,06%. These figures are considerably high, especially when broken down by age. In fact, what comes out of figure 36, is that almost 6% of teenagers aged below 15 years are using YouTube.

Figure 36 - Use of YouTube broke down by age



From the age of 15 and older the use of YouTube is increasing very straight, leading to figures over 20% between the age of 16 and 18 years old. When considering the whole graph, on 100%, the use of YouTube in young teenagers is very little. However, it is important to keep in mind that it is the younger audiences which are more likely to be influenced. As anticipated already during this research, the focus is on the two most famous German YouTubers, which have been used as well in the online survey. To facilitate the reading of the graphs in this section, the focus is mainly on the answers obtained in relation with BibisBeautyPalace. However, in Appendix 6 it is possible to find all the graphs that have been created with the answers of the online survey. As the survey has been sent to schools in the German part of Switzerland, it was more likely that they would know the most famous YouTubers in Germany as the same language is shared, than any other famous YouTubers in the United States for example. This assumption was correct, as of figure 37 it is showing without any doubt that the majority of teenagers, with more than 93%, know this influencer (BibisBeautyPalace). When having a further look into the ages in which this YouTuber is known, it is possible to tell that young teenagers know her less than teenagers from 15 years and older. However, it is important to consider the fact that BibisBeautyPalace and Dagi Bee are present on YouTube since 2012. Therefore, it is possible that many of the older teenagers already know them for up to 6 years, hence, the 18 years old could already know these YouTubers since they are 12.

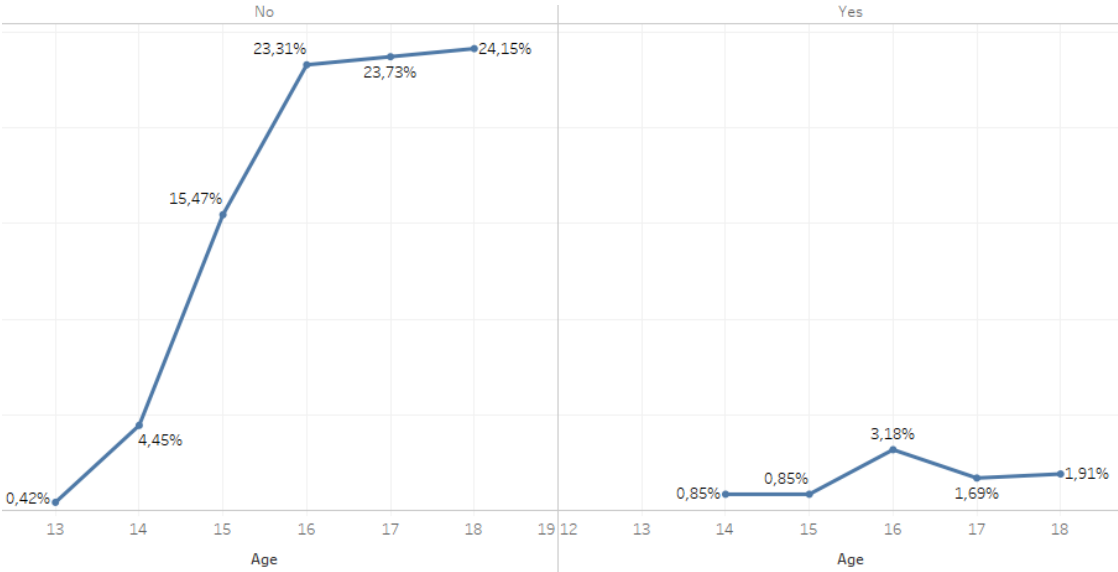
Figure 37 - Have you ever heard of BibisBeautyPalace?



As there is a difference between knowing someone because his name was mentioned in the media and watching his videos, it was interesting to see how many people are watching BibisBeautyPalace's videos and, consequently, put under pressure of product

placement. The results, however, as of figure 38 are not very positive for her, as only approximately 8,5% watch her videos. What results furthermore from this graph is that the peak is at the age of 16 years and from there on the numbers are falling. However, as for the last graph, it is not possible to know if those who are older now have already watched her videos when they were younger, or if those who are not watching her videos now have watched them in the past. In any case, considering that the results of this survey derive from students in Swiss schools and not in Germany, these figures are revealing that the influence of these YouTubers does not stop in the own country, but is able to wander to other countries too.

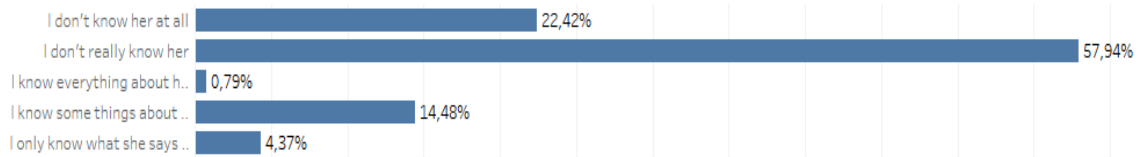
Figure 38 - Do you watch BibisBeautyPalace's videos?



In addition to this, as the age of the audience is not very young in these graphs, it can also be that the contacted schools did not have students that are aged 12 or that were willing to participate.

Now that has been defined that there are teenagers that know this YouTuber and that watch her videos, the focus is directed towards the relationship they share with this YouTuber. For instance, it is important to understand how these teenagers estimate their knowledge on these YouTubers and how they perceive them, if they consider them as their friends or if they consider them as distant celebrities for example. In fact, 2 questions exploring directly this have been asked. First of all, as of figure 39 it was asked how much they think they know of BibisBeautyPalace. The view is filtered on the possible answers which include: I don't know her at all, I don't really know her, I only know what she says in her videos, I know some things about her and I know everything about her.

Figure 39 - How would you rate on the following scale your knowledge of BibisBeautyPalace?

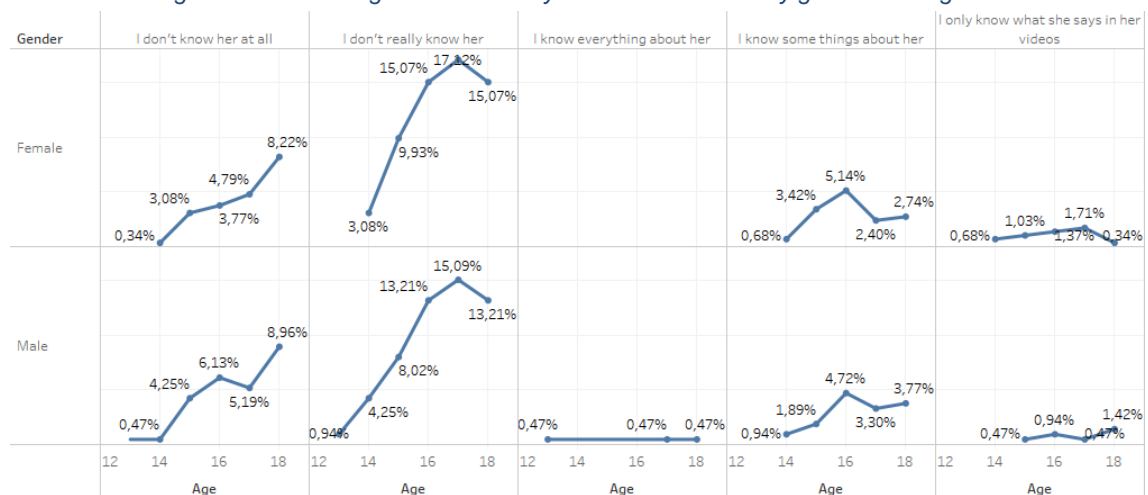


As it is possible to see in the graph, most of the teenagers stated to not really know her with almost 58%. This implies that they consider to have a basic knowledge of this YouTuber, as otherwise they would have answered like the approximately 22,5% to not know her at all. In addition to this, almost 19% confirm to know more things about her. 0,79% even confirm to know **everything** about her, which is a very big statement as on YouTube it is only possible to see what these YouTubers want their audience to see and know. 14,5% affirm to know some things about her and, 4,3% understood that they only know what these YouTubers release in their videos. This question is very important as it is reflecting what is going on in the minds of these young teenagers. As already said, affirming to know everything about her is demonstrating a tight bond converging probably into a para-social relationship. As the survey is anonymous it is not possible to get in contact with these teenagers who stated to know everything about her. It would have been interesting to see how they interact with these YouTubers.

When having a further look into this graph, by breaking down the results per gender and age, it is possible to see, as shown in figure 40, that the answers are kind of balanced between male and female. However, when considering the column of who knows everything about this YouTuber, it is possible to see that male teenagers state to know everything about her. This demonstrates, that her reach and influence does not only stop at a female audience as she is doing beauty videos too, but she is able to reach the male audience as well, as her content is diversified including many comedy videos.

Thus, thanks to her diversified content she is able to reach and, therefore, influence people independently from their gender. This fact is reflected as well when looking at the

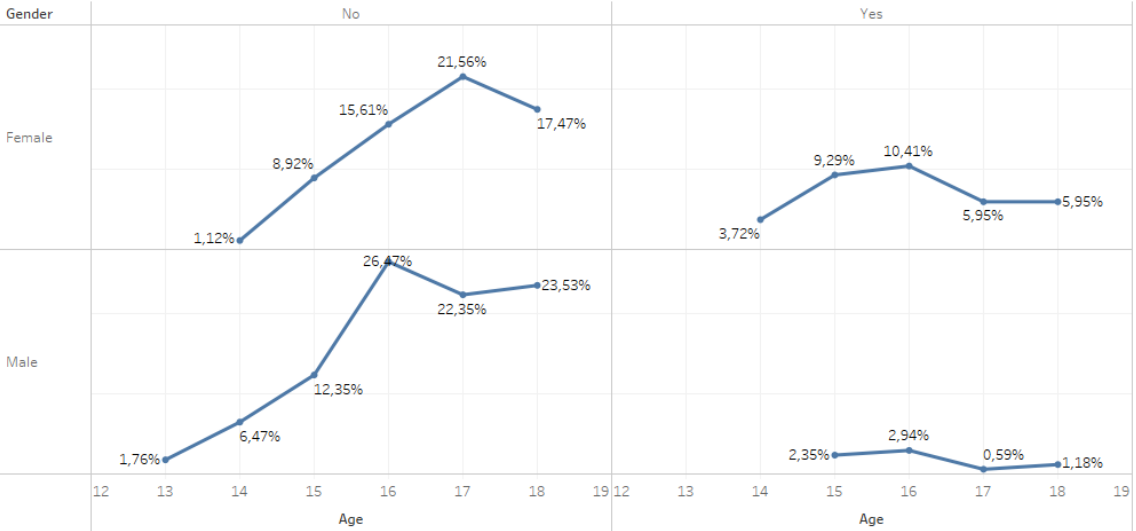
Figure 40 - Knowledge of BibisBeautyPalace broke down by gender and age



purchases that have been done. In the next figures is investigated how many teenagers have already bought one of her products (bilou) and how they have paid for it.

As of figure 41, the results are very clear, the majority has never purchased a product from her merchandise, but in total 24,37% have already purchased one of her products one or more times. When breaking these results down per gender, as figure 41 shows, it comes out that 35,32% of the females and 7,06% of the males teenagers have effectuated these purchases. When taking into consideration the age as well, it is shown that the peak for male and female is both at the age of 16 years. Here again, it is not known if the older teenagers have purchased these products when they were younger as well. In addition to this, it is not possible to know if there are other younger teenagers that would like to purchase her products but simply do not have the mean to purchase it or the money, as maybe they do not get any allowances.

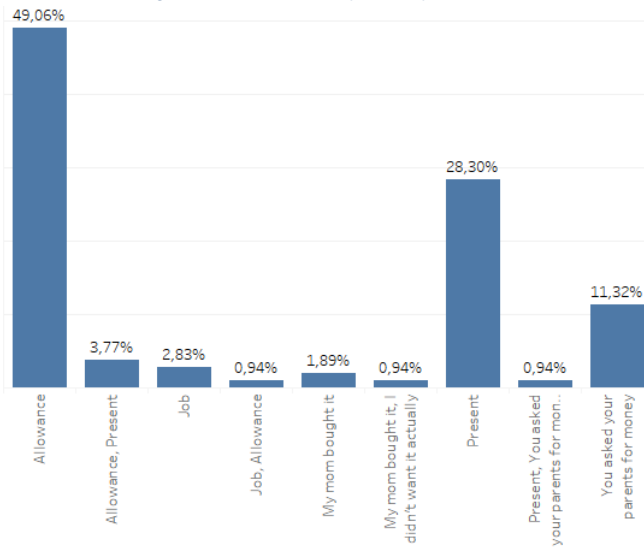
Figure 41 - Have you ever purchased a product from her merchandise bilou?



What is clear from this graph is that, even if being a German YouTuber, BibisBeautyPalace succeeded in letting Swiss teenagers buy her products and that many are willing to use their allowance to purchase them, as it is shown in figure 42. In fact, this graph aims to clear how teenagers purchase her products. Nearly 50% have used their allowance to be able to purchase bilou, while 11,32% of the teenagers asked their parents for money. From this, it is possible to deduct that these teenagers really wanted to have her products. Usually, if it is up to the teenager to pay with his allowance what he wants to purchase, they are thinking twice about it before purchasing it. On the other hand, asking the parents for money is as well a sign that they really wanted to have this product. When it comes to ask the parents to buy a certain thing or product, teenagers

think more about it, as they know that their parents have to approve this purchase or at least see the utility of the product.

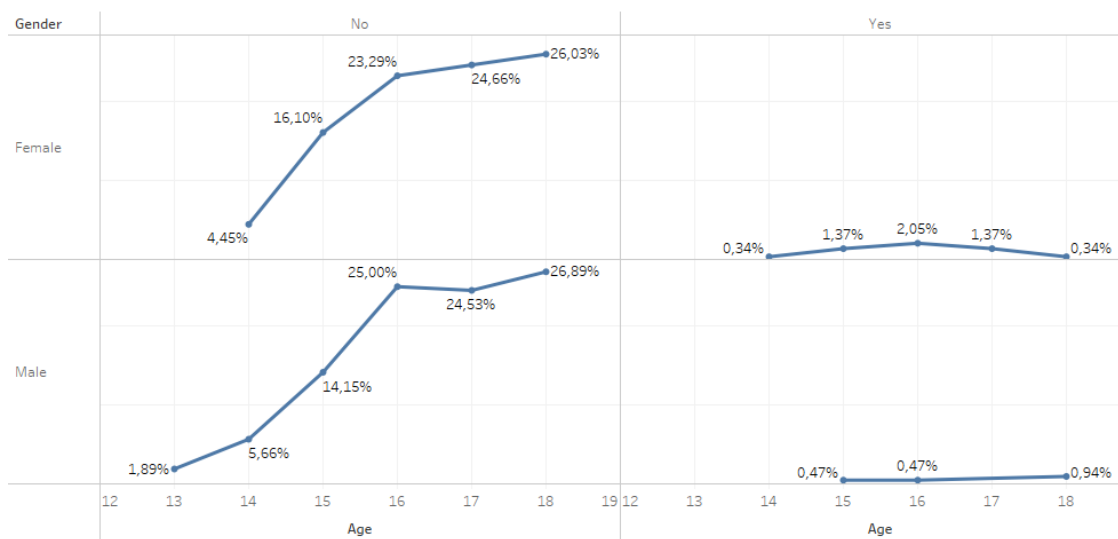
Figure 42 - How did you pay for it? (bilou)



Furthermore, a big portion with 28,30%, is composed of presents. However, it is not possible to know if the teenagers have told their parents or friends that they would like it as a present. Besides the fact that teenagers purchase her merchandise, it was more important to understand if they give voice to

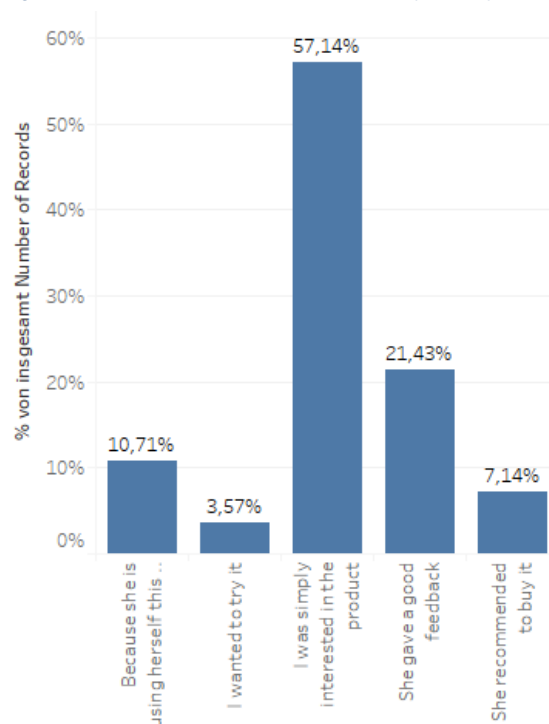
these YouTubers. For instance, if they are purchasing products just because they have been shown in a YouTube video and/or received a good feedback by the YouTuber. This question was asked as well on the online survey, and it resulted that approximately 5,5% of female teenagers and 1,9% of male teenagers have purchased products she has shown in her videos, as shown in figure 43. In addition to this, when looking at the ages, here again is visible the peak at 16 years, which means that the trend is rising approximately until the age of 16 years and then going down again. Furthermore, as shown in figure 43, 14 years old teenagers with 0,34% have purchased a product that she has shown in her videos.

Figure 43 - Have you ever purchased a product (not bilou) she has shown in her video?



These numbers are not very high when considering that more than 75% have never purchased a product she has shown in her videos, but still concerning as the reason behind this purchase is not known yet. To better understand this trend, it was asked based on which factors they have done this purchase. As figure 44 reveals, 57% of the purchases were done because the audience was simply interested in the product she has shown, while 21,4% of the teenagers purchased it because she gave a good feedback. On the other hand, there are 10,71% that purchased this product simply because the YouTuber herself is using it, and 7,14% only because she has recommended to buy it. From this graph it is possible to define that approximately 18% of the teenagers are highly influenced by

Figure 44 - Based on which factors did you buy it?

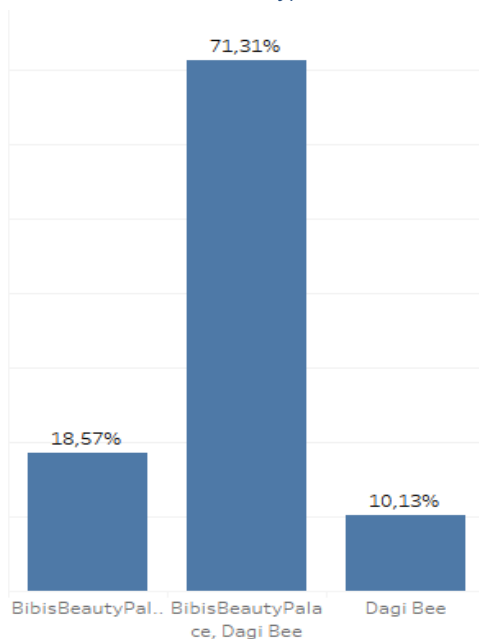


the YouTuber's opinion while still a good 21,4% listens to the YouTuber's feedback. However, even if more than 57% claim to have purchased the product simply out of interest, there is a chance that they still have purchased it out of influence. In fact, as Mr Eskill Burck is stating in his book "Das manipulierte Gehirn: Psychologie der unbewussten Beeinflussung" on page 36, advertising, may it be on Television or in this case through YouTube done by YouTubers, manages to make the advertised products very present in the audience's brains, even if they do not really remember the advertising or do not

think about the product. This constant presence of the advertising or the product that was advertised can be seen, on the neuronal level, as a preheat of the corresponding brain areas which implies this so called "priming" effect. Consequently, when this person is in a store to buy a new shampoo for example, there is a higher chance that this person will buy the advertised shampoo because it is stuck somewhere in her brain, instead of buying another shampoo next to it that was not advertised. This makes it possible that the subconscious acts accordingly to what it has seen, even if the person itself does not notice to be actually influenced, but thinks that the purchasing decision came from her own will (Burck, 2018). The question that needs to be asked at this point, should aim to understand how it is possible that these YouTubers have such an influence on the subconscious and conscious level. When thinking of a situation in which a person follows

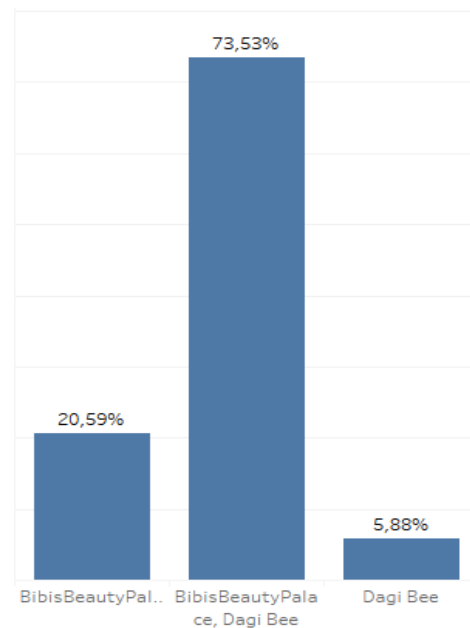
the advice or recommendations of someone else, easily comes to mind that this person has to be a friend or someone from the own family. However, when considering BibisBeautyPalace, it is known that she is not a real friend to her audience, but only giving them the illusion that she is, as seen in sections before about para-social relationships. At this point, it was interesting to discover how these teenagers are really perceiving these YouTubers. In the survey it has been asked how these teenagers are perceiving BibisBeautyPalace and Dagi Bee according to different categories which are: Distant celebrity, somebody you admire and look up to, a real friend you can trust and acquaintance from the internet. As of figure 45, it is possible to see the responses for

Figure 45 - How do you perceive BibisBeautyPalace and Dagi Bee? (Distant Celebrity)



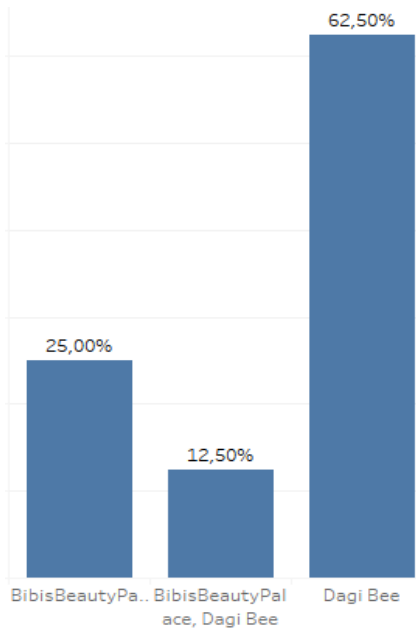
distant celebrity. In total 237 out of 507 see these YouTubers as distant celebrities. BibisBeautyPalace with nearly 18,60% is perceived more as a distant celebrity than Dagi Bee. This probably mainly to the fact that BibisBeautyPalace is shifting always more into the world of business, while Dagi Bee is still trying to get to that point. However, there are more than 71% of these 237 teenagers, that perceive both as distant celebrities. Remaining still in the more “distanced perceptions”, as of figure 46, 68 teenagers stated to see these YouTubers as

Figure 46 - How do you perceive BibisBeautyPalace and Dagi Bee? (Acquaintance from the internet)



acquaintances from the internet. More than 73% of these 68 teenagers perceive both as acquaintances, while when looking at these two YouTubers individually, it is possible to see that nearly 21% perceive BibisBeautyPalace as an acquaintance and nearly 6% Dagi Bee. However, when considering the status these two women have on the internet, it is quite normal that teenagers perceive them as acquaintances, as they see them all over YouTube and other social media constantly.

Figure 47 - How do you perceive BibisBeautyPalace and Dagi Bee? (Somebody you admire and look up to)

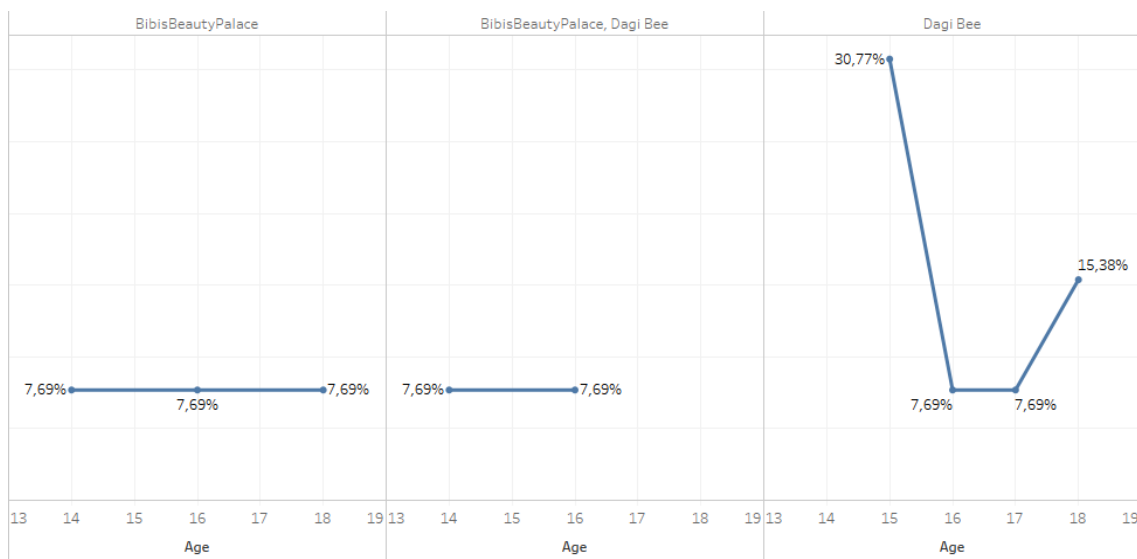


When moving more into a closer perception of these YouTubers, it was asked if they admire these two YouTubers and look up to them. As it is getting more to a personal level, the numbers are starting to decrease considerably. Only 8 teenagers out of 507 perceive that BibisBeautyPalace and Dagi Bee are people they are looking up to. As figure 47 shows, more than 62% of these teenagers look up to Dagi Bee, while only 25% look up to BibisBeautyPalace, and 12,50% look up to both of them. This result can be explained with the precedents graphs, as BibisBeautyPalace is more considered to be a distant celebrity than Dagi Bee it is less easy to really look up to her. When considering somebody as someone you admire and look up to, there is a need for a

special bond. The same happens when asked if they perceive these YouTubers as a real friend they can trust.

As of figure 48, it is possible to read from the graph that there are actually teenagers that perceive BibisBeautyPalace and Dagi Bee as real friends they can trust. In total, 13 teenagers out of 507 perceive these two YouTubers as real friends. Dagi Bee is perceived more as being a friend by more than 61% of these 13 teenagers, while for BibisBeautyPalace it accounts for more than 23%. However, more than 15% perceive both as real friends they can trust. From this, it is possible to tell even more that these

Figure 48 - How do you perceive BibisBeautyPalace and Dagi Bee? (A real friend you can trust)



YouTubers managed to influence their followers. Of course, getting to the point at which followers consider YouTubers as real friends takes time and effort.

However, thanks to the para-social relationships it is easier to achieve these results. When considering the fact that these teenagers think that these YouTubers are their friends, it is possible that these teenagers are among those who are more active on their social media platforms, by liking and commenting whatever they post. When considering this result in correlation with the age of these teenagers, it is clear to see that the younger they are, the more they perceive BibisBeautyPalace and Dagi Bee as their friends. In fact, as figure 48 shows, in Dagi Bee's section the peak is at the age of 15 followed by a considerably fall in the older ages. As of BibisBeautyPalace, it seems that she has a constant fanbase distributed through various ages in the same way.

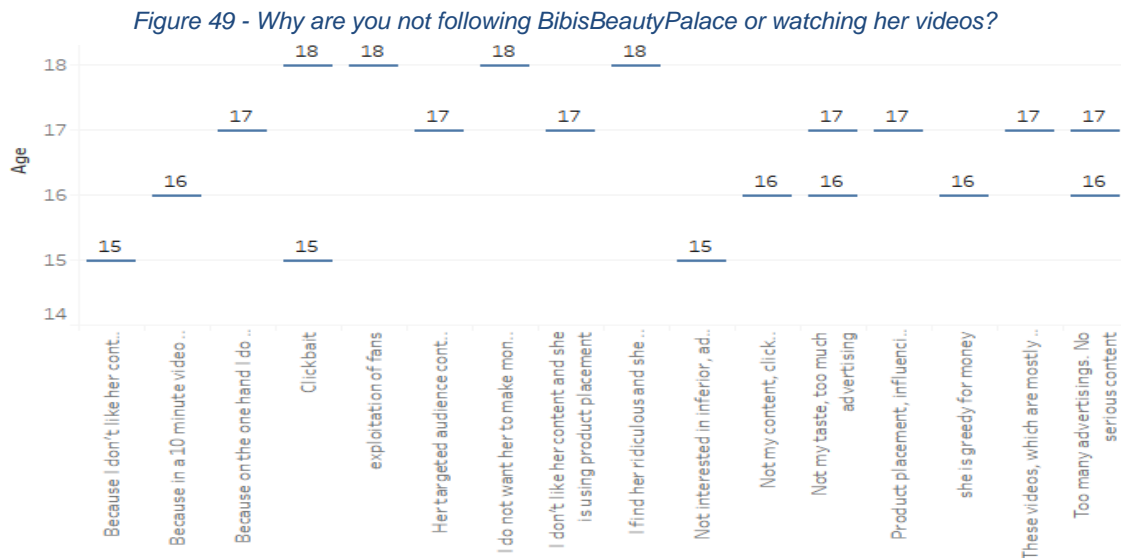
7.1.1 Conclusion

As it results from the analysis of the online survey, the majority of these 507 teenagers do not really get influenced by these two YouTubers. However, it is important to consider that it is about teenagers living in Switzerland and not in Germany, for which it may be the cause that these two YouTubers did not get immediately famous in Switzerland. Without databased proof, as these teenagers were not asked specific questions about the evolution of their participation in recent years, it is important to consider that these graphs show results **as of today**, which could imply that teenagers that do not interact with these YouTubers at the moment of the survey, or that do not purchase their merchandise or other products they show in their videos, could have interacted with these YouTubers in the past. The teenagers that answered with a no to the questions if they follow them or watch their videos, have been asked as well why they answered no. As of table 2, it is possible to find a selection of some of the answers concerning BibisBeautyPalace. As the table shows, a recurrent topic why these teenagers do not watch her videos and follow her, is because they are aware of the Clickbait, and because

Table 2 - Why are you not following BibisBeautyPalace or watching her videos?

1	Because I don't like her content, she fumbles her fans and you just see that she's a fake person
2	Because in a 10 minute video she is putting so much advertising that probably she can live for one month with one video, + I'm a man
3	Because on the one hand I do not like her kind of videos (beauty videos) and also not how she markets herself as profitably as possible.
4	Clickbait
5	exploitation of fans
	Her targeted audience contains mainly teenagers aged 10-15 years and this is something that can be noticed when watching her videos.
6	Furthermore, she is targeting female audiences.
7	I do not want her to make money from my clicks. Her content is of the lowest level.
8	I don't like her content and she is using product placement
	I find her ridiculous and she makes money doing nothing. With her products, she takes small children out, who do not know better and
9	buy this stuff
10	Not interested in inferior, advertising-pumped make-up tips and Clickbaitvideos
11	Not my content, clickbaiting, unmarked advertising, exploiting children
12	Not my taste, too much advertising
13	Product placement, influencing and exploitation of her young audience for financial gains
14	she is greedy for money
15	These videos, which are mostly just about mentioning a product, getting clicks and likes and getting it into the trends, are not for me.
16	Too many advertisings. No serious content

they have the impression that she is exploiting young teenagers. In fact, when looking at the age of these teenagers, there is a determinate trend showing that it is the older ones who are thinking like this of BibisBeautyPalace. As figure 49 shows, the teenagers that are aware of her clickbait and product placement are not below the age of 15 years. Mainly, it is the elder teenagers from 16 years to 18 years, that stated Clickbait and



exploitation of her younger audience as a reason for why they do not to watch her videos. From this, it is possible to define that, as all the graphs in this section show, the peak of the influence reaches mostly the age of 16 years and is then undergoing a fall in the records. Teenagers from 16-18 year, thanks to their understanding of product placement and how YouTubers try to influence them, are going more on the defense and, consequently, get less influenced. It could be possible that some of the older teenagers from 17-18 years stopped to follow these YouTubers, or to purchase their merchandise, because they started to understand what is actually happening on these YouTubers' channels. However, at this point it is important to say that only because these teenagers have stated that they are not watching their videos because of product placement, there is a need to consider that these YouTubers are probably not the favorite ones in the German part of Switzerland. When taking YouTubers that correspond to each teenagers interest, there could be a higher probability of reaching completely different numbers. In fact, as seen in the section about product placement, this practice is not always done in an evident way to be recognized as such. Therefore, there is a higher probability that these teenagers get influenced without even really recognizing it. As explained before, from the book of Mr Burck, the fact of being influenced can happen in a subconscious way. Not always people are aware that their purchasing decisions are lead from an external factor. This has to be included as well in figure 44, which shows the graph on why these teenagers have bought a product that BibisBeautyPalace has shown in her

video. More than 57% stated to have bought these products out of personal interest. So, more than the half states to not have purchased it out of influence or recommendation. However, when considering what was discovered through Mr Burck's book, these teenagers may have purchased these products only because they have seen them in BibisBeautyPalace's videos without even noticing it. As her product placement happens in different ways, just like the one of Dagi Bee, there is a chance that someone of the audience has seen a product used in BibisBeautyPalace make-up routine for example, hence, when this person went to a store to get a new Mascara there could be the chance that the subconscious of this person has registered the Mascara used by BibisBeautyPalace. This leads to giving this product out of no apparent reason importance, and be more inclined in purchasing it. Therefore, out of these 57% of teenagers, there could be different ones who actually are influenced without even noticing it. In addition to this, not everyone is yet aware of the influence they are exposed to. Seeing a product in a video and then having the desire to buy it, may result to the teenager in wanting to buy it out of curiosity or interest. However, maybe he does not simply realize that for him it is important to have this product only because it was presented by a particular person, or because this particular person is using it.

What can be said for sure out of this analysis, is that there are enough potential teenagers that are at risk of being influenced by YouTubers. As it was seen in the graphs, there is almost no teenager that does not have access to the internet in his freetime. Furthermore, when considering the evolution of the internet and technology, there is no real freetime anymore. It is not anymore like in the past, when the freetime started after the school day or after having finished work in the evening. "Fake freetime" is created throughout the whole day. With smartphones, which almost every teenager has now, there is just the need for one click and he finds himself on the internet, scrolling down on Instagram, chatting on WhatsApp and watching videos on YouTube. Teenagers are constantly online nowadays, and it is difficult for parents to control all of their children activities on the internet if they have access to it no matter where they are. As of 2017 more than 1/3 of children aged between 6 and 7 years are using smartphones (Tropf, Weber, 2017), when considering the young age, it is unbelievable to think how present smartphones are in teenagers, and how much more they have to be in the ages of 12-18 years.

As of these results, it is confirmed that German YouTubers influence, through product placement, the buying behavior of beauty products of teenagers, aged 12-18 years, in the German part of Switzerland. Even if the numbers are not considerably high, the influence is still there. Furthermore, as already anticipated, it is not possible to know

through these graphs if in the past more teenagers were purchasing products or if some teenagers did not want to give a sincere answer. As the online survey has been done in an anonymous way, it is not possible to guarantee that all the answers correspond to the truth, or if some of the teenagers gave on purpose certain answers.

7.2 Interview analysis

7.2.1 Teenagers

The personal interviews which have been executed on the 7th of April in Zurich, involved 21 teenagers aged between 12 and 18 years old. The demographics of these interviewed teenagers are shown in table 3. As shown from this table, all the interviewed teenagers

Table 3 - Demographics of interviewed teenagers

Gender	Age	With Parents?
Female	11	Yes
Female	12	No
Female	12	No
Female	13	Yes
Female	13	No
Female	13	No
Female	13	No
Female	13	No
Female	13	No
Female	13	No
Female	13	No
Female	14	No
Female	14	No
Female	15	No
Female	15	No
Female	16	No
Female	17	No
Female	17	No
Female	18	No
Female	18	No
Female	18	No
Female	18	No

are female and the age range is from 12 to 18 years. However, there is one teenager that is only 11 years old. This exception was kept, as this girl is the sister of another interviewee. These two girls were accompanied by their mother and the results were surprising. All the interviews are transcribed in Appendix 9.

When looking at the interviews, there is not even one of these teenage girls who does not have access to the internet in her free time. All of them are using YouTube and all of them, except one girl (interview 3) that does not really use YouTube and only follows Asian YouTubers, know BibisBeautyPalace and Dagi Bee. When asked if they were purchasing the merchandise of BibisBeautyPalace, 9 teenagers out of 21 confirmed that they have already bought her merchandise bilou. It is not that important to

know if they have already bought it, but to know why they have done it. As revealed in the different interviews, there are different reasons behind it. In this section only the most relevant interviews are going to be mentioned, while in appendix 9 all interviews are available.

Interview 18

As of interview 18, it was very important for this 12-year-old girl to purchase everything BibisBeautyPalace is bringing to the market. As soon as a new bilou came out she was immediately going to buy it. Even if there is a cheaper version, she stated that she would not buy it if it is not from BibisBeautyPalace. As she is only 12, she was asked how she is paying for it, and she said that she is paying it on her own using the allowance she receives from her parents. Furthermore, she was explained the following situation: If BibisBeautyPalace is uploading a video that is marked with product placement, and is presenting a new product or simply giving a good feedback, would you buy it?

Without any doubt she stated that she would buy this product. In addition to this, she was asked if she trusts more a commercial on TV done by a brand or BibisBeautyPalace that is presenting the same product of this brand. Here again, it was clear for her that she would trust more BibisBeautyPalace, saying that she thinks that she is more trustworthy and that she is expressing better opinions.

Finally, she was asked if her parents know about her purchasing activities, and if they know that this merchandise is from a YouTuber. She answered that her parents do not have any concerns about her purchasing this YouTuber's products, and that they think it is cool that such a young woman has her own brand that many people are buying.

Conclusion interview 18

The fact that a little girl of only 12 years is purchasing every single product of a YouTuber is showing that there is a strong influence. Considering that she has 15 bilou bottles and that each bottle costs CHF 5,95, means that with only 12 years she has spent more than CHF 89 for this merchandise. Furthermore, she does not want to purchase a cheaper version, which means that the product itself does not really matter to her. What matters is that it is coming from BibisBeautyPalace. The influence this YouTuber has on this girl is so strong, that if she is presenting a product, which is clear she is paid for doing advertising as it is marked with being supported by product placement, this girl would immediately go to a store and purchase it as well.

When considering what this girl said about her parents, there is no chance to be sure that this is true. It could be, that she did not want to say that her parents have something against this, but it could also be that she just said the truth and that her parents are completely fine with her spending so much money on this merchandise.

Interview 22

In this interview, a 13-year-old girl has been asked different questions. She as well knows BibisBeautyPalace and Dagi Bee. However, she stated to watch only the videos of Dagi Bee, because she thinks they are entertaining. As she is watching only the videos of Dagi Bee, she has been asked if she knew that she is selling her own merchandise, and if she had ever purchased something from her merchandise. Surprisingly, she answered no. The surprise, however, does not lie in the fact that she has never purchased something from the Dagi-Shop, but that she is purchasing the merchandise bilou from BibisBeautyPalace. Here it was important to understand why she is purchasing merchandise from YouTubers she is not even watching. The answer was quite concerning, as she stated that it is because this merchandise belongs to a YouTuber. Based on this answer it was investigated more on the perception she has on YouTubers. She confirmed that she trusts YouTubers more than TV commercials, as YouTubers are probably testing the products themselves and then release a feedback in a video. Therefore, she believes that YouTubers can be trusted more. In addition to this, she is stating that generally she is buying products that YouTubers recommend.

Conclusion interview 22

This interview has been quite interesting, when considering that this 13 years old girl is purchasing products from a YouTuber she is not even watching the videos. This is reflecting in "going with the mass". This whole matter of YouTubers has been hyped so much, that it is allowing YouTubers to influence their audience without them even watching their videos. It is concerning, that a 13-year-old girl is purchasing something just because it is from a YouTuber. Differently, when teenagers are purchasing merchandise because they do like that YouTuber and watch his videos, it is more of being a fan and, therefore, wanting to have the merchandise that is related to this YouTuber.

Interview 7

As of interview 7, this 14-year-old teenage girl knows the used YouTubers for this research as well. For her it was very important to purchase bilou, because it was produced by BibisBeautyPalace. However, differently than interview 18, her parents were not approving this. In fact, she stated that she was asking her parents for money when she wanted to purchase her merchandise. However, she told them only after she already purchased it for what the money was meant to be. Her parents did not approve this purchase and told her that she was throwing money out of the window for a product which she could have bought much cheaper, as there are cheaper versions that are the

same thing in the end. Now she has realized as well that she can buy it cheaper when purchasing it from another brand. Therefore, she stopped purchasing bilou. However, she was asked too whom she would trust more between a TV commercial and BibisBeautyPalace presenting the same product. Her answer was split in two scenarios; if she sees that BibisBeautyPalace is supported by product placement, then she would think twice about it before purchasing the presented product. In general, she will not trust the TV commercials as everything is prescribed in detail on what the people in the commercial must say. Therefore, she trusts much more YouTubers, especially when they are not supported by product placement, as then it is their true opinion and feedback on that specific product.

Conclusion interview 7

As of this interview, it is possible to see what the impact on the teenagers is, when their parents are intervening in their social media life. As of this girl, her parents told her that she is paying money for something she does not need, and if she wants it either way there is a cheaper version she can buy. Thanks to her parents, she decided to purchase the not bilou branded version from that time on.

From this it is possible to understand that it is fundamental that parents do not leave their children go for the internet, and purchase everything they see in a YouTube video or that relates to the YouTubers. Parents should intervene to explain the dangers of the internet, and to show that there are different alternatives in case it is a real interest in the product itself. Furthermore, as seen in this interview, this girl trusts more the YouTubers instead of the TV commercial as well. It is essential that parents, but as well other institutions such as schools, explain to these teenagers that not everything YouTubers say is corresponding to the truth, as mainly they present products or rate them when supported by product placement, which means that they are paid for it.

Interview 8

The interviewed person was a 14-year-old teenage girl. Just as basically all the other girls that were interviewed, she knew BibisBeautyPalace and Dagi Bee as well. However, she stated that she was watching BibisBeautyPalace videos only when she was younger. As time passed and she got older, she stopped watching her videos. In addition to this, concerning the merchandise, she said that back in time, when she was still watching the videos of this YouTuber, she was going immediately to the stores when a new bilou product came to the market. The bilou's of which she did not like the smell she stopped purchasing, but bought again and again those she liked. When she wanted to buy a new bilou, she was asking her parents for money which where accompanying her to buy this merchandise. Just as the other girls so far, she has confirmed that she trusts more

BibisBeautyPalace than any other commercial. This is due to the fact that she knows BibisBeautyPalace better, as she is following her on YouTube and other social media platforms. Moreover, she said that she is more honest in her opinion.

Conclusion interview 8

Just as the other interviews so far, this little girl is perceiving YouTubers as more trustworthy as she has the impression to know them. However, it should be taken into consideration that she knows only what these YouTubers are sharing in their videos or their social media platforms. She does not know how BibisBeautyPalace is like when she is not in front of the camera. However, what has been interesting in this interview is that she stopped watching her videos, because she got older and was watching them only when she was younger. From this, we can deduct that the younger the girls are the easier it is that they are getting trapped into this hype of YouTubers and, therefore, get influenced by these virtual idols.

Interviews 5, 9, 10, 19

The interviews 5, 9, 10 and 19 had something special and interesting in common. The interviewed girls being, respectively of the age of 18, 16, 13 and 13 years old, all knew BibisBeautyPalace and Dagi Bee. Some of these girls are watching their videos and some not. However, they have all made some experience with the merchandise of BibisBeautyPalace. For example, the 18-year-old girl purchased bilou only because people were telling her that it is smelling good. This behavior can be found again in the 13-year-old girl from interview 19. She has started to purchase bilou only because all of her friends were buying it and saying that it is very good. She herself understood that she was simply following the hype. As of the 16-year-old girl, she went to the store to purchase as well bilou, but since she did not like the smell she did not buy it anymore. The other 13-year-old girl from interview 10 went as well to the store to smell bilou but did not purchase it in the end.

Conclusion interviews 5, 9, 10, 19

From these interviews another two important factors emerged through which YouTubers are exercising their influence on teenagers; hype and curiosity. As seen in these 4 interviews, one of the main reason was out of the hype, because their friends or other people have recommended them to buy products from this brand, as they smell good and are good. On the other hand, even if these two girls have not purchased bilou, there is the curiosity. They took their time to go to the store and smelled this product. Hypes are powerful when it comes to YouTubers, as these hypes are as well created by the

community of the YouTuber itself. The people and friends that recommended the two girls to purchase bilou are probably fans of BibisBeautyPalace.

Interview 14+15

The interviews 14 and 15 have been particularly interesting. These two sisters of 11 and 13 years old have been in the city center with their mother. The girl of 11 years is out of the scope of this research, as this research aims to analyze teenagers from 12 to 18 years old. However, the results were interesting for which it was decided to insert this interview in the analysis.

Just as all the other teenagers that were interviewed, these sisters stated that they know BibisBeautyPalace and Dagi Bee as well. However, their answers varied a lot when compared to the results of the other interviews. These two girls, in fact, are the only ones who said that they do not consider YouTubers as people that can be trusted, as they are just normal people who became famous. In addition to this, both girls answered that they would not trust the TV commercial or the YouTubers. YouTubers are not people they have trust in, just as they do not have trust in TV commercials. This has been surprising, as all the other interviewed teenagers have confirmed that between a TV commercial and YouTubers, they trust more the YouTubers as they are more honest and trustworthy.

Conclusion interviews 14+15

These interviews have been very interesting, as they have been basically the opposite of what has been seen in the other interviews in overall. For example, in the other interviews it was mainly the younger teenagers that were more interested in YouTubers and their opinion. In this case, however, these 11 and 13 years old teenagers do not care at all about YouTubers. They do not trust them and are not even following them. They are not really using YouTube and when they do, it is just to listen to music.

This result has been interesting as these two sisters were accompanied by their mother, which was interviewed as well. Once the interview from their mother has been analyzed, there were some factors for which it is understandable how it is possible that her children are “immune” against YouTubers. The interview of this mother can be found in section 7.2.2 which is dedicated to the parents.

7.2.1.1 Conclusion

The analysis of these interviews has been very interesting, as many different things emerged. For instance, the age is playing a fundamental role; the younger the teenagers are, the more possibilities there are that they are following actively YouTubers and purchasing their merchandise or other products they recommend. However, the older they get they start to understand that it is all about product placement, or have the

impression to be “old” for the content delivered by these YouTubers. Another important factor is their circle of friends. In fact, there are teenagers that are purchasing certain products only because their friends are telling them to do so, as the product is very good in their opinion. Hence, it can be stated that teenagers are influenced on two fronts, once by the YouTuber and once by the teenager’s friends which promote this YouTuber or his products.

7.2.2 Parents

As for the parents’ part, there is only one interview available, which is the mother of the sisters of interviews 14 and 15. This mother’s complete interview can be found in Appendix 9 in interview 16. This interview was very interesting as it is the only reference about what parents think made by a parent, and not by the teenagers during their interviews.

This mother has very clear ideas on how to react to the internet and how to protect her daughters. For instance, she was asked how she would react if her children would ask her for money to purchase merchandise from YouTubers. She had not a classic reaction in which she is going to say yes or no, but explained that first she would see herself what this product her children want is about and if it is really useful. Once she has defined the utility of this product, she would search together with her children for alternative products to those of the YouTubers. In any case, if she would see that her children are exaggerating and it is becoming excessive, she would seek for a conversation with them. In this conversation she would explain to her children the dangers they could run into on the internet and try to turn them away from these products. She stated that for her it is really important that her children do not get too much influenced by YouTubers. In fact, she would support this only until a certain extent as she does not want to reject it completely. In her opinion, it is important to find a healthy median. Furthermore, she is trying to keep track of what her daughters are doing on the internet, by always asking them what they are doing and verifying with her own eyes as well. She is limiting the time her children spend on the internet and is explaining all the dangers to them.

Conclusion interview 16

The interview with this mother has been very interesting, not only because it is the only one, but because it is possible to see the impact she has had on her daughters in the interviews 14 and 15. In fact, this mother tries to keep under control what her daughters are doing and is sensitizing them by explaining all the dangers that are out there. Thanks to her behavior, she has made it possible that her children have been the only ones who stated in the interview to not trust YouTubers. From this, it is possible to understand the

importance of not letting teenagers navigate freely and without any control on the internet. It is true that they have been born basically with already a smartphone in their crib, that they use technology better than adults, but they still need guidelines. It is important that they are informed about the dangers, because as they are so used to the internet and other social media platforms, they may underestimate the effects all this technology and YouTubers have on them.

7.2.2.1 Conclusion

From this interview, and from what the teenagers have said in their interviews about the parents, different aspects emerged. For instance, there are different types of parents, those who are sensitizing their children by explaining them the dangers of the internet, and those who support the purchase of YouTubers' merchandise.

As seen in the interviews with the teenagers, a couple of them stated that their parents are completely fine with them purchasing products of YouTubers, as their parents think it is nice what these YouTubers have built. On the other side, there were some teenagers who thanks to their parents understood that they were throwing money out of the window for things they did not really need.

What needs to be said at this point, is that there can be no guarantee on what these teenagers said about their parents. It could be that they wanted to act cool and fake that their parents are fine with their purchases, while in truth they are trying to stop them from spending too much time with YouTubers or purchasing their merchandise.

As of the interview with the mother, it clearly emerged that she is worried that her children could get too much influenced by YouTubers, but she is trying her best to limit the time her children spent on the internet, or at least to be present and ready to share time with her children observing what they are doing when surfing on the internet.

8. Recommendations

As said before, the online survey has been sent out to 60 schools asking if they could please send the link to their students lists. However, except a dozen of schools who replied that they cannot do it, only the Kantonsschule Schaffhausen has replied by forwarding directly the email with the link. However, when considering that 510 answers in total were obtained, it is difficult to say if they can be all from the school in Schaffhausen, or if other schools have sent the survey to their students without any notice. The fact is that, if most of the answers derive only from the school in Schaffhausen, there may be a bias in the answers, as the students may have a similar mindset about YouTube and YouTubers. Therefore, it is recommended to insert in the online survey the question "Where do you live?", such that there is a better overview of where the answers are coming from. Another factor to take into consideration is the age range that was needed for this research. It is not 100% guaranteed that all answers correspond to the truth, or if some of the teenagers have answered the survey in a sarcastic way. In addition to this, it is recommended to explore the evolution of the interest of these YouTubers by the teenagers. As said in section 7.1.1, there is no data concerning the past activities these teenagers could have shared with these YouTubers. Questions regarding this should be included, also to define in a more specific way the trend behind this interest. For instance, 18 years old today could have watched their videos and interacted with these YouTubers when they were 12 years old. So, it would be interesting to define why exactly they stopped to follow them actively and to see the evolution over the years.

Considering the personal interviews, it is recommended to try to collaborate with some schools in order to reach the parents of the teenagers as well. As of this research, only one parent agreed to stop and to answer some questions. Maybe being supported by one or several schools can solve this problem. Having only the interview of one parent is resulting a considerable bias, as the conclusion is based on one single perspective. However, some of the interviewed teenagers revealed what their parents are thinking of these YouTubers or this topic in general. Talking of the interviews with the teenagers is leading directly to the next bias. In fact, it is important to consider the age of these teenagers. As some of them were very young, it is not guaranteed that they have given honest answers. Furthermore, when some of them were talking about their parents, it may be the case that they wanted to put them in a better light and act like they have cool parents that are fine with them purchasing YouTubers' merchandise.

Moreover, not everyone is comfortable in talking to strangers that are trying to study people, and could be more likely trying to give answers they think the interviewer would like to hear. This is also why it is important to try to avoid leading questions at all during personal interviews. It is fundamental to keep a neutral tone of voice, and not to show happy or disappointed reactions based on the answers of the interviewee.

In addition to this, there may be a bias concerning group thinking. Most of the teenagers were interviewed in couples, as they were in the city center together. This means that the teenager that was interviewed after the first, may have been influenced by the answers he heard. Moreover, not everyone is comfortable in giving answers in front of their friends concerning specific topics, as they could easily feel embarrassed or do not want to lose their coolness in front of them.

Finally, as explained in section 6.2.2, the interviews took place in Zurich and in Bern. However, as only in the attempt in Zurich people agreed to be interviewed, there could be again a bias based on the geographical location. For further research it is recommended to try to do some interviews in different cities, and also to avoid stopping people where they are more usual to be in a rush or used to refuse people talking to them.

Concluding, the most fundamental recommendations are those aiming to reduce possible bias. Concerning the online survey, it is important to understand where the participants are coming from in order to see if there is a trend depending on the geographical level. Furthermore, attention should be paid on how the questions are asked and in which order. As the targeted teenagers are in a young age range, the questions should be easy to understand and the possible answers should be clear. Regarding the personal interviews, it is recommended to establish a collaboration with one or more schools. Like this, it is easier to find teenagers to interview, but also to find more parents that may be willing to participate if they know that the school is supporting this research too. Finally, it is important to reflect well on the locations where the personal interviews could be executed. As of this research, the locations were both times near the train stations, but in Zurich there is the Bahnhofstrasse just by the train station which is full of stores and, consequently, people. In Bern, on the other hand, in the square in front of the train station there is not really something, for which people met there were more likely to refuse any attempt of being interviewed. So, it is important to choose a location in which people go to spend some of their free time, and not a place where people are only passing through.

9. Conclusion

As of this research, it is possible to see and to understand with which means YouTubers are able to influence their young audience. Product placement has become a very strong tool, as it can be used with different techniques. However, what can be noticed, is that product placement alone is not enough to better advertise products or services on YouTube in the beginning of a YouTube carrier. In fact, there has been a considerable evolution on how to increase the effectiveness of this technique through other strategies. For instance, if in the beginning small sized YouTubers were trying to advertise products, it could be the case that it was perceived as disturbing and as a YouTube channel created for doing advertising. Hence, as seen in other sections before with TV commercials, it was more probable that people would stop the video and change to another one. Consequently, there has been a need for the YouTuber to first undertake some other steps before being able to effectively advertise products through product placement.

YouTubers had first to establish a bond with their audience by delivering content in which they could be interested in, and for which they would start to watch their videos from beginning to end. Furthermore, it is important that these YouTubers are showing that they are just, as the viewer himself, a normal person uploading videos on YouTube from their house, bedroom or any other room in their house. In addition to this, what is very important, is to give a sense of belongingness to the followers in this era in which most interactions are done through screens and not, as in the past, in real life. Through this bond, the aimed outcome is to create a fanbase which turns into a strong and loyal community which is ready to support the YouTuber. Once this community is created, it is fundamental to constantly show the fact that the YouTuber is a normal person that is a friend to all of his followers. To achieve this outcome, it is very important to actively and regularly interact with the audience, by asking for advice or by creating video formats that require their participation, such as in BibisBeautyPalace video "Instagram decides my day" for example.

YouTubers establish special relationships with their followers. As seen in section 4.2, these relationships are para-social, meaning they are coming only from one side; the side of the followers. Probably, many followers do not even really notice to which extent they are influenced. There are too many methods used by YouTubers to attract these teenagers. Clickbait is a strong one as it is stimulating considerably the curiosity of these teenagers forcing them to watch the uploaded videos. Furthermore, once a community gets very strong and oriented towards their idol, there is a second influence spread by

the community. As teenagers want to be part of something, let it be a circle of friends or a community, they want to be in the position to talk with the others at the same level of knowledge. Communities motivate and support each other. As seen for example in section 4.2 with the story of the girl that faked to have cancer and that her last wish was to meet Dagi Bee, just to get the attention of this YouTuber. Here, the community wanted to help this girl, as they believed her and spread her post all over social media platforms to support her and to make her wish come true. From this, it is possible to see the strong bond members of a community share with each other.

However, what emerged as well from this research is that all of these strategies, to make an influence of the audience possible, are only one step of many more. In fact, what is seen through the example of BibisBeautyPalace and Dagi Bee is that they both started being very small sized YouTubers. Both of them started to record videos in their private rooms, showing to just be normal teenage girls that could be living simply next door. They exposed themselves as friends to the audience and show constantly how much they “love” their followers by saying it in some videos or on social media platforms. In addition to this, as soon as product placement got very effective thanks to the bond they established with their followers, they went one step further. In fact, BibisBeautyPalace and Dagi Bee both launched their own brands, respectively bilou and Dagi-Shop. What can be seen through this, is the evolution that took place from being a simple teenage girl living next door, into being a business woman with an own brand. As soon as they launched their own brands, all of the steps they took in the past to create their community and to convince through product placement, assured both of them to have a huge success with their brands and to be able to sell and expand in a considerable way.

From the findings in the data analysis, it can be confirmed that there is an influence on teenagers aged 12-18 years in the German part of Switzerland by German YouTubers. However, there is a trend in the scale of this influence. As it resulted in the online survey, but especially in the personal interviews, the age range from 12-16 years gets more influenced than the age ranges from 16-18 years. The fact is, that teenagers do not understand immediately in very young ages that YouTubers are using different practices to influence them. As seen in section 4.2 and section 4.8, teenagers have the impression to be fundamental to YouTubers. YouTubers are asking for their advice, for their feedbacks, are asking them for new video ideas, and sooner or later the YouTuber will choose exactly something that was suggested by one follower. Furthermore, as they are giving so many insights in their private life, there is no reason for young teenagers why they should not trust them and believe their words. Especially, when considering that the teenagers have the impression to know everything about these YouTubers, and the

Youtubers do not know them. This is giving a certain feeling of power; the followers think that they are influencing the Youtubers when recommending them video ideas, or in the format of BibisBeautyPalace “Instagram decides my day”, without being aware that in truth it is them who are influenced, as they are watching every video and always participate actively on social media or in the comments below the uploaded videos.

So, the age range from 12-16 years is more sensible to the influence. On the other hand, teenagers from 16-18 years old are more aware of the influence of these Youtubers. Many of them understand as well that the content provided by BibisBeautyPalace and Dagi Bee is to target a very young audience. Something interesting that emerged from the personal interviews is that teenagers that at the age of 12/13 years were actively following these Youtubers and purchasing regularly merchandise, stopped to do so when they got older around 15/16 years. This confirms that there actually is a trend that makes very young teenagers easy targets for product placement, while when growing there are two possible outcomes; they understand that they are only victims of product placement and so stop to follow these Youtubers, or when they were young the relationship that was established was so strong and powerful, that they will keep following these Youtubers.

Concerning the parents, they are more aware of the danger on the internet nowadays and try to sensitize their children. They want to be more involved and try to oversee the online activities from their children. Furthermore, as seen in the interview, parents do not want to completely forbid purchases based on recommendations from Youtubers, but want to show their children that there are some alternatives to the expensive brands as well.

Finally, it is important to pay attention to bias in order to avoid results that are not very reliable. As of this research, the strongest recommendation is to establish a collaboration with one or several schools, such that it is easier to find teenagers in the desired age range, and to have more chances to get interviews with the parents of these teenagers. The schools would be a fundamental help, as it is helping the students to understand the importance of the research and, consequently, that the data they submit must be sincere and complete. Regarding the parents, it is more probable that they are willing to participate at interviews if they see that the school is supporting the research. It shows the parents that there is no risk at all in stopping by and talking openly about their children’s activities on the internet and the way they are handling these situations.

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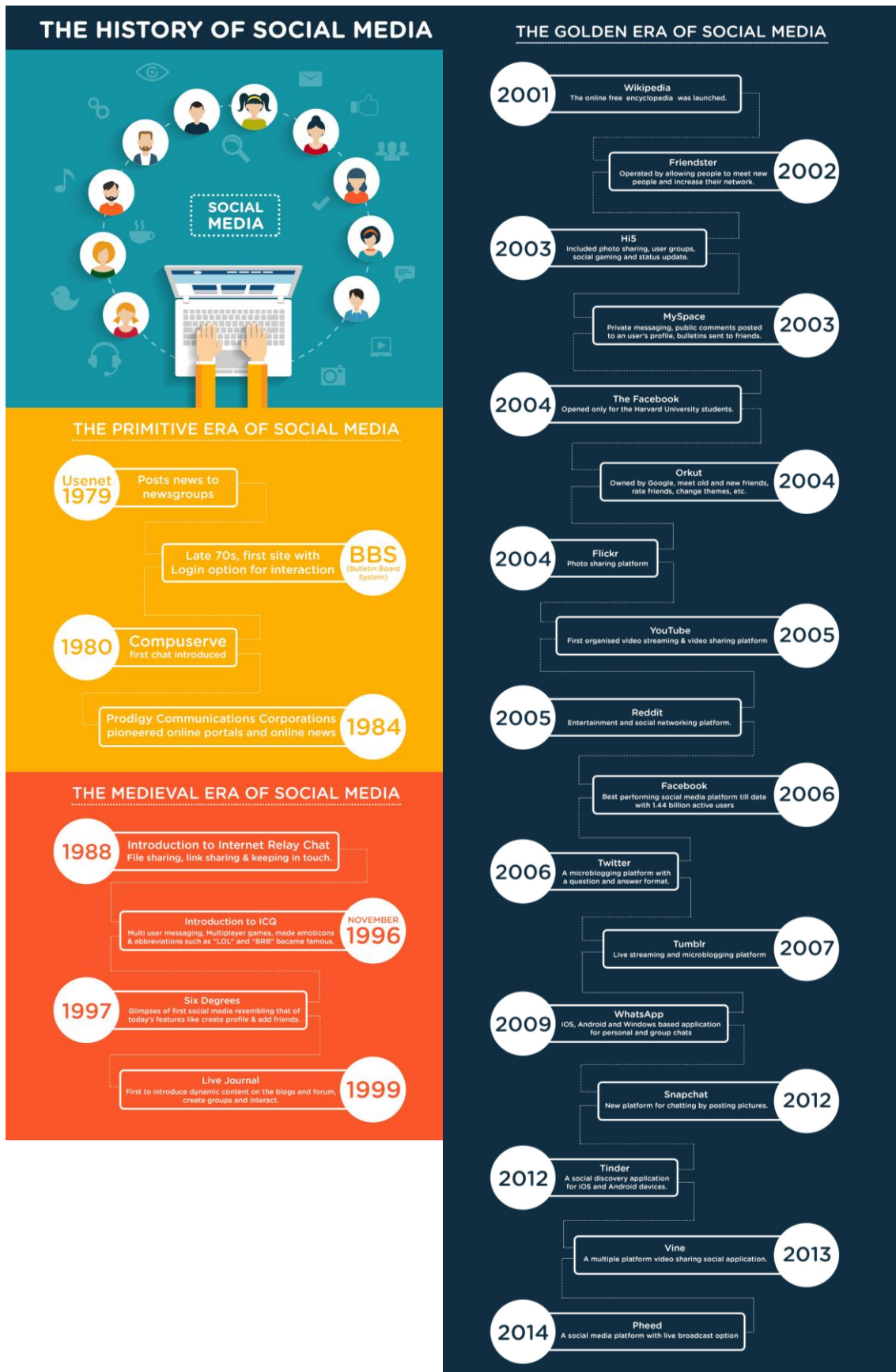
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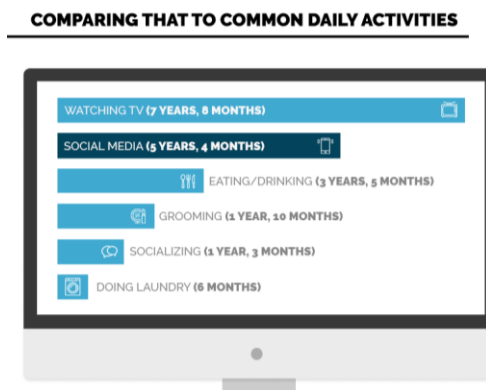
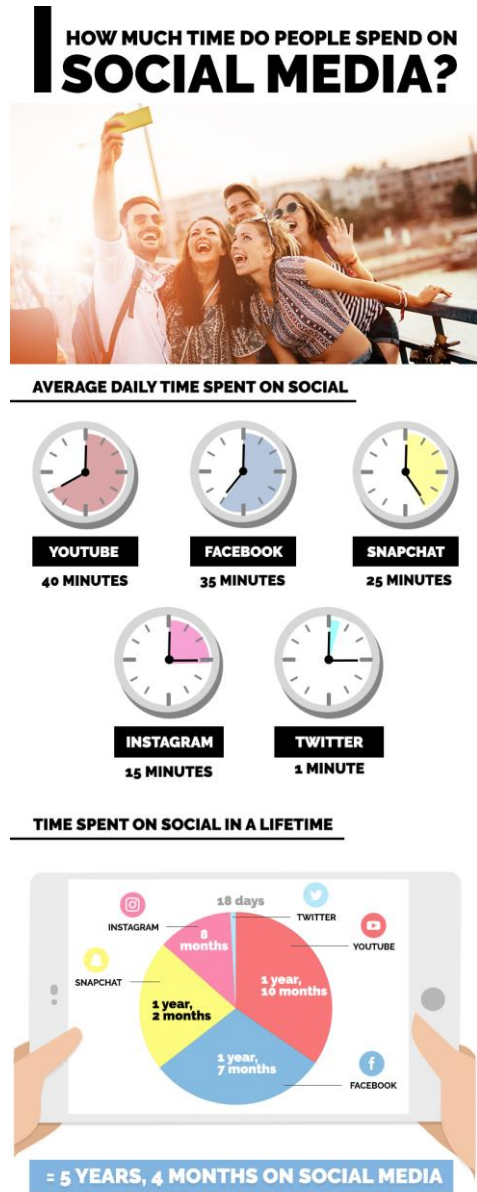
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Appendix 1: The history of Social Media



How do German YouTubers/Vloggers influence, through product placement, the buying behavior of beauty products of teenagers, aged 12-18 years, in the German part of Switzerland?
 Angela-Katharina KURTZ

Appendix 2: How much time do people spend on Social Media?



Appendix 3: E-Mail addresses of contacted schools

School	Email address	School	Email address
1 Kantonsschule Baden	kanti.baden@ag.ch	31 Kantonsschule Heerbrugg	info@ksh.edu
2 Kantonsschule Wettingen	sekretariat@kswe.ch	32 Kantonsschule Sargans	info@kantisargans.ch
3 Kantonsschule Wohlen	info@kanti-wohlen.ch	33 Kantonsschule Wattwil	info-ksw@sg.ch
4 Kantonsschule Zofingen	kszofingen@ag.ch	34 Kantonsschule Wil	info.kswil@sg.ch
5 Neue Kantonsschule Aarau	info@nksa.ch	35 Kantonsschule Schaffhausen	rektorat@kanti.sh.ch
6 Kantonsschule Trogen	sekretariat@kst.ch	36 Kantonsschule Olten	info@kantiolten.ch
7 Freies Gymnasium Bern	info@fgb.ch	37 Gymnasium Immensee	info@gymnasium-immensee.ch
8 Gymnasium Kirchenfeld	info@gymkirchenfeld.ch	38 Kantonsschule Auserschwyz	info@ksa.sz.ch
9 Gymnasium Neufeld	gym@gymneufeld.ch	39 Kantonsschule Kollegium Schwyz	sekretariat@kks.ch
10 Gymnasium Burgdorf	sekretariat@gymburgdorf.ch	40 Obersee Bilingual School	info@edi4-obs.ch
11 Campus Muristalden	info@muristalden.ch	41 Theresianum Ingenbohl	info@theresianum.ch
12 Gymnasium Hofwil	info@gymhofwil.ch	42 Kantonsschule Frauenfeld	kf@tg.ch
13 NMS Bern	info@nmsbern.ch	43 Kantonsschule Kreuzlingen	ksk@tg.ch
14 Gymnasium Oberaargau und Fachmittelschule Oberaargau	gymo@bzl.ch	44 Pädagogische Maturitätsschule Kreuzlingen	pms@tg.ch
15 Gymnasium Laufen	sekretariat.gym1a@sbl.ch	45 Kantonale Mittelschule Uri	kollegi@ur.ch
16 Gymnasium Basel	sekretariat.gym1i@sbl.ch	46 Kantonsschule Zug	info@ksz.ch
17 Gymnasium Muttenz	gymnasium.gymmu@sbl.ch	47 AKAD College	college@akad.ch
18 Fachmittelschule Muttenz	fms.muttenz@sbl.ch	48 Institut Unterstrass	info@unterstrass.edu
19 Freies Gymnasium Basel	info@fg-basel.ch	49 Kantonsschule Büelrain Winterthur	admin@kbw.ch
20 Gymnasium am Münsterplatz	gymnasium.muensterplatz@bs.ch	50 Gymnasium Freudenberg	sekretariat@kfr.ch
21 Gymnasium Bäumlhof	gymnasium.baeumlihof@bs.ch	51 Kantonsschule Hohe Promenade	rektorat@kshp.ch
22 Bildungs Zentrum Basel	info@bzb.ch	52 Kantonsschule im Lee	sekretariat@ksimlee.ch
23 Swiss International School	info@swissinternationalschool.ch	53 Kantonsschule Rychenberg	sekretariat@krw.ch
24 Schweizerische Alpine Mittelschule Davos	info@samd.ch	54 Kantonsschule Stadelhofen	valentina.gazzola@ksstadelhofen.ch
25 Stiftung Sport-Gymnasium Davos	info@sportgymnasium.ch	55 Bildungszentrum Uster	info@bzu.ch
26 Kantonsschule Obwalden	marlene.omlin@ow.ch	56 Kantonsschule Zürich Nord	sekretariat@kzn.ch
27 Gymnasium Friedberg	sekretariat@friedberg.ch	57 Kantonsschule Küsnacht	info@kkn.ch
28 Untere Waid	info@unterewaid.ch	58 Kantonsschule Küsnacht	info@kantonsschulekuesnacht.ch
29 Kantonsschule am Brühl	info@ksb-sg.ch	59 Das Gymnasium im Zürcher Unterland	info@kzu.ch
30 Kantonsschule am Burggraben	sekretariat@ksbg.ch	60 Kantonsschule Zürcher Oberland	info@kzo.ch

Appendix 4: Online survey questionnaire

Age	
Gender	Female
	Male
1 Do you have access to internet in your free time?	Yes
	No
2 Do you use YouTube?	Yes
	No
3 Do you follow some YouTubers on YouTube?	Yes
	No
4 If yes, which?

5 Have you ever heard of BibisBeautyPalace?	Yes
	No
6 If yes, are you following her?	Yes
	No
7 If yes, why?
If no, why?
8 Do you watch her videos?	Yes
	No
9 If yes, how many days a week do you usually watch her videos?	Every day
	5-6 days
	3-4 days
	1-2 days
	I usually don't watch their videos
10 Have you ever heard of Dagi Bee?	Yes
	No
11 If yes, are you following her?	Yes
	No
12 If yes, why?
If no, why?
13 Do you watch her videos?	Yes
	No
14 If yes, how many days a week do you usually watch her videos?	Every day
	5-6 days
	3-4 days
	1-2 days
	I usually don't watch their videos
15 Do you use social media platforms? (Instagram, Twitter, Snapchat, Facebook,...)	Yes
	No
16 If yes, which social media do you use?	Instagram
	Twitter
	Facebook
	Snapchat
	Other: please specify
17 Which social media do you use the most?	Instagram
	Twitter
	Facebook
	Snapchat
	Other: please specify
18 Are you following some YouTubers on these social media?	Yes
	No
19 If yes, which YouTubers are you following and on which social media?

20 Are you following BibisBeautyPalace on social media?	Yes
	No
21 If yes, on which social medias are you following her?	Instagram
	Twitter
	Snapchat
	Facebook
	Other: please specify

22	How many days a week do you usually check her profile? (story, posts, tweets,...)	Every day
		5-6 days
		3-4 days
		1-2 days
		I usually don't check her profile
23	Is there any interaction between you and BibisBeautyPalace on YouTube or other social media?	Comment her videos
		Like her videos
		Dislike her videos
		Like her posts
		Comment her posts
		No interaction
		Other: please specify
24	If yes, why are you interacting with her?	She asks you do to it
		Because you want to show your participation
		Other: please specify
25	Has there ever been any interaction via private message?	Yes
		No
26	If yes, did she answer?	Yes
		No
27	If yes, how did you feel?
	If no, how did you feel?
28	How would you rate on the following scale your knowledge of BibisBeautyPalace?	1 - I know everything about her
		2 - I know some things about her
		3 - I only know what she says in her videos
		4 - I don't really know her
		5 - I don't know her at all
29	Are you following Dagi Bee on social media?	Yes
		No
30	If yes, on which social media are you following her?	Instagram
		Twitter
		Snapchat
		Facebook
		Other: please specify
31	How many days a week do you usually check her profile? (story, posts, tweets,...)	Every day
		5-6 days
		3-4 days
		1-2 days
		I usually don't check her profile
32	Is there any interaction between you and Dagi Bee on YouTube or other social media?	Comment her videos
		Like her videos
		Dislike her videos
		Like her posts
		Comment her posts
		No interaction
		Other: please specify
33	If yes, why are you interacting with her?	She asks you do to it
		Because you want to show your participation
		Other: please specify
34	Has there ever been any interaction via private message?	Yes
		No
35	If yes, did she answer?	Yes
		No
36	If yes, how did you feel?
	If no, how did you feel?
37	How would you rate on the following scale your knowledge of DagiBee?	1 - I know everything about her
		2 - I know some things about her
		3 - I only know what she says in her videos
		4 - I don't really know her
		5 - I don't know her at all
38	How are you perceiving BibisBeautyPalace and Dagi Bee?	Distant celebrity
		Somebody you admire and look up to
		A real friend you can trust
		Acquaintance from the internet
		Other: please specify

39	Do you know that some YouTubers are also selling their own merchandise?	Yes
		No
40	If yes, which YouTubers do you know that are selling their own merchandise?
	
	
	
41	Do you know that BibisBeautyPalace is selling her own Merchandise? (Bilou)	Yes
		No
42	If yes, have you ever purchased a product from her Merchandise? (Bilou at Manor and Müller)	Yes
		No
43	If yes, how did you pay for it?	Allowance
		Job
		Present
		You asked your parents for money
		Other: please specify
44	Have you ever purchased a product she has shown in her video?	Yes
		No
45	If yes, based on which factors did you buy it?	She gave a good feedback
		She recommended to buy it
		I was just interested in this product
		Because she is using this product
		Other: please specify
46	Do you know that Dagi Bee is selling her own Merchandise? (Dagi-Shop)	Yes
		No
47	If yes, have you ever purchased a product from her Merchandise? (Dagi-Shop online)	Yes
		No
48	If yes, how did you pay for it?	Allowance
		Job
		Present
		You asked your parents for money
		Other: please specify
49	Have you ever purchased a product she has shown in her video?	Yes
		No
50	If yes, based on which factors did you buy it?	She gave a good feedback
		She recommended to buy it
		I was just interested in this product
		Because she is using this product
		Other: please specify

Appendix 5: Distributed online survey on Google Forms YouTuber und Kaufverhalten von Jugendlichen

*Campo obbligatorio

1. Alter *

2. Geschlecht * *Contrassegna*

solo un ovale.

Weiblich

Männlich

3. Hast du Zugriff auf Internet in deiner Freizeit? *

Contrassegna solo un ovale.

Ja

Nein *Interrompi la compilazione del modulo.*

4. Benutzt du YouTube? *

Contrassegna solo un ovale.

Ja

Nein

Manchmal

5. Folgst du YouTubern auf YouTube? *

Contrassegna solo un ovale.

Ja

Nein

6. Wenn Ja, welchen YouTubern folgst du?

7. Kennst du BibisBeautyPalace? *

Contrassegna solo un ovale.

Ja

Nein *Passa alla domanda 13.*

8. Folgst du ihr auf YouTube? *

Contrassegna solo un ovale.

- Ja
 Nein

9. Wenn Ja, wieso?

10. Wenn Nein, wieso?

11. Schaust du ihre Videos an? *

Contrassegna solo un ovale.

- Ja
 Nein

12. Wenn Ja, wie viele Tage die Woche schaust du ihre Videos?

Contrassegna solo un ovale.

- Jeden Tag
 5-6 Tage die Woche
 4-5 Tage die Woche
 3-4 Tage die Woche
 2-3 Tage die Woche
 1-2 Tage die Woche
 Ich schaue üblicherweise ihre Videos nicht an

13. Kennst du Dagi Bee? *

Contrassegna solo un ovale.

- Ja
 Nein *Passa alla domanda 19.*

14. Folgst du ihr auf YouTube? *

Contrassegna solo un ovale.

Ja

Nein

15. Wenn Ja, wieso?

16. Wenn Nein, wieso?

17. Schaust du ihre Videos an? *

Contrassegna solo un ovale.

Ja

Nein

Manchmal

18. Wenn Ja, wie viele Tage die Woche schaust du ihre Videos an?

Contrassegna solo un ovale.

Jeden Tag

5-6 Tage die Woche

4-5 Tage die Woche

3-4 Tage die Woche

2-3 Tage die Woche

1-2 Tage die Woche

Ich schaue üblicherweise ihre Videos nicht an

19. Benutzt du Social Media? (Snapchat, Instagram, Facebook, usw.) *

Contrassegna solo un ovale.

Ja

Nein *Passa alla domanda 27.*

20. Welche Social Media Plattformen benutzt du? *

Seleziona tutte le voci applicabili.

- Instagram
- Facebook
- Snapchat
- Twitter
- Altro: _____

21. Welche Social Media Plattform benutzt du am meisten? *

Seleziona tutte le voci applicabili.

- Instagram
- Facebook
- Snapchat
- Twitter
- Altro: _____

22. Folgst du YouTubern auch auf Social Media Plattformen? *

Contrassegna solo un ovale.

- Ja
- Nein

23. Wenn Ja, welchen YouTubern folgst du auf welchen Plattformen?

z.B. Julienco - Instagram, LionTV - Facebook, usw.

24. Folgst du BibisBeautyPalace auf Social Media Plattformen? *

Contrassegna solo un ovale.

- Ja
- Nein

25. Wenn Ja, auf welchen Plattformen folgst du ihr?

Seleziona tutte le voci applicabili.

- Instagram
- Facebook
- Snapchat
- Twitter
- Altro: _____

26. Wie viele Tage die Woche kontrollierst du ihr Profil? (Storys, Tweets, usw.)

Contrassegna solo un ovale.

- Jeden Tag
- 5-6 Tage die Woche
- 4-5 Tage die Woche
- 3-4 Tage die Woche
- 2-3 Tage die Woche
- 1-2 Tage die Woche
- Ich kontrolliere üblicherweise nie ihr Profil

27. Gibt es Interaktionen zwischen dir und BibisBeautyPalace auf YouTube oder anderen Plattformen? *

Seleziona tutte le voci applicabili.

- Videos kommentieren
- Videos liken
- Videos dislikern
- Beiträge liken
- Keine Interaktionen
- Altro: _____

28. Wenn Ja, wieso interagierst du mit ihr?

Seleziona tutte le voci applicabili.

- Sie bittet dich darum (z.B. Wenn euch das Video gefallen hat, dann lasst doch bitte einen Daumen nach oben da)
- Weil du deine Teilnahme zeigen möchtest
- Altro: _____

29. Hast du ihr schon mal eine Private Nachricht geschickt? (Direct message) *

Contrassegna solo un ovale.

- Ja
- Nein

30. Wenn Ja, hat sie geantwortet?

Contrassegna solo un ovale.

- Ja
- Nein

31. Wenn Ja, wie hast du dich gefühlt?

32. Wenn Nein, wie hast du dich gefühlt?

33. Wie würdest du deine Kenntnisse über BibisBeautyPalace bewerten? *

Contrassegna solo un ovale.

- Ich weiss alles über sie
- Ich weiss ein paar Dinge über sie
- Ich weiss nur was sie in ihren Videos sagt
- Ich weiss nicht wirklich viel über sie
- Ich weiss gar nichts über sie

34. Folgst du Dagi Bee auf Social Media Plattformen? *

Contrassegna solo un ovale.

- Ja
- Nein

35. Wenn Ja, auf welchen Plattformen folgst du ihr?

Seleziona tutte le voci applicabili.

- Instagram
- Snapchat
- Facebook
- Twitter
- Altro: _____

36. Wie viele Tage die Woche kontrollierst du ihr Profil? (Storys, Tweets, usw.)

Contrassegna solo un ovale.

- Jeden Tag
- 5-6 Tage die Woche
- 4-5 Tage die Woche
- 3-4 Tage die Woche
- 2-3 Tage die Woche
- 1-2 Tage die Woche
- Ich kontrolliere üblicherweise nie ihr Profil

37. Gibt es Interaktionen zwischen dir und Dagi Bee auf YouTube oder anderen Plattformen? *

Seleziona tutte le voci applicabili.

- Videos kommentieren
- Videos liken
- Videos dislikern
- Beiträge liken
- Keine Interaktionen
- Altro: _____

38. Wenn Ja, wieso interagierst du mit ihr?

Seleziona tutte le voci applicabili.

Sie bittet dich darum (z.B. Wenn euch das Video gefallen hat, dann lasst doch bitte einen Daumen nach oben da)

Weil du deine Teilnahme zeigen möchtest

Altro: _____

39. Hast du ihr schon mal eine Private Nachricht geschickt? (Direct message) *

Contrassegna solo un ovale.

Ja

Nein

40. Wenn Ja, hat sie geantwortet?

Contrassegna solo un ovale.

Ja

Nein

41. Wenn Ja, wie hast du dich gefühlt?

42. Wenn Nein, wie hast du dich gefühlt?

43. Wie würdest du deine Kenntnisse über Dagi Bee bewerten? *

Contrassegna solo un ovale.

Ich weiss alles über sie

Ich weiss ein paar Dinge über sie

Ich weiss nur was sie in ihren Videos sagt

Ich weiss nicht wirklich viel über sie

Ich weiss gar nichts über sie

44. Wie nimmst du BibisBeautyPalace und Dagi Bee wahr?

Seleziona tutte le voci applicabili.

	BibisBeautyPalace	Dagi Bee
Distanzierte Berühmtheit	<input type="checkbox"/>	<input type="checkbox"/>
Jemanden den ich bewundere und als Vorbild sehe	<input type="checkbox"/>	<input type="checkbox"/>
Eine echte Freundin der ich vertrauen kann	<input type="checkbox"/>	<input type="checkbox"/>
Bekantschaft aus dem Internet	<input type="checkbox"/>	<input type="checkbox"/>
Anderes	<input type="checkbox"/>	<input type="checkbox"/>

45. Wusstest du, dass manche YouTuber ihre eigene Ware verkaufen? *

Contrassegna solo un ovale.

- Ja
 Nein

46. Wenn Ja, welche YouTuber kennst du, die ihre eigene Ware verkaufen?

47. Wusstest du, dass BibisBeautyPalace ihre eigene Ware verkauft? (Bilou) *

Contrassegna solo un ovale.

- Ja
 Nein *Passa alla domanda 50.*

48. Hast du schon mal eines ihrer Produkte gekauft? (Bilou bei Manor und Müller) *

Contrassegna solo un ovale.

- Ja
 Nein

49. Wenn ja, wie hast du dafür bezahlt?

Seleziona tutte le voci applicabili.

- Nebenjob
 Taschengeld
 Geschenk
 Eltern nach Geld gefragt
 Altro: _____

50. Hast du schon mal ein Produkt gekauft (nicht Bilou), das sie in ihrem Video gezeigt hat? *

Contrassegna solo un ovale.

- Ja
 Nein

51. Wenn Ja, basierend auf welchen Faktoren?

Seleziona tutte le voci applicabili.

- Sie hat das Produkt gut bewertet
 Sie hat empfohlen es zu kaufen
 Ich war einfach an dem Produkt interessiert
 Weil sie dieses Produkt selber benutzt
 Altro: _____

52. Wusstest du, dass Dagi Bee ihre eigene Ware verkauft? (Dagi-Shop) *

Contrassegna solo un ovale.

- Ja
 Nein *Passa alla domanda 55.*

53. Hast du schon mal etwas aus ihrer Kollektion gekauft? (Dagi-Shop online) *

Contrassegna solo un ovale.

- Ja
 Nein *Dopo l'ultima domanda in questa sezione, passa alla domanda 55.*

54. Wenn ja, wie hast du dafür bezahlt?

Seleziona tutte le voci applicabili.

- Nebenjob
 Taschengeld
 Geschenk
 Eltern nach Geld gefragt
 Altro: _____

55. Hast du schon mal ein Produkt gekauft (nicht aus ihrer Kollektion), das sie in ihrem Video gezeigt hat? *

Contrassegna solo un ovale.

- Ja
 Nein

56. Wenn Ja, basierend auf welchen Faktoren?

Seleziona tutte le voci applicabili.

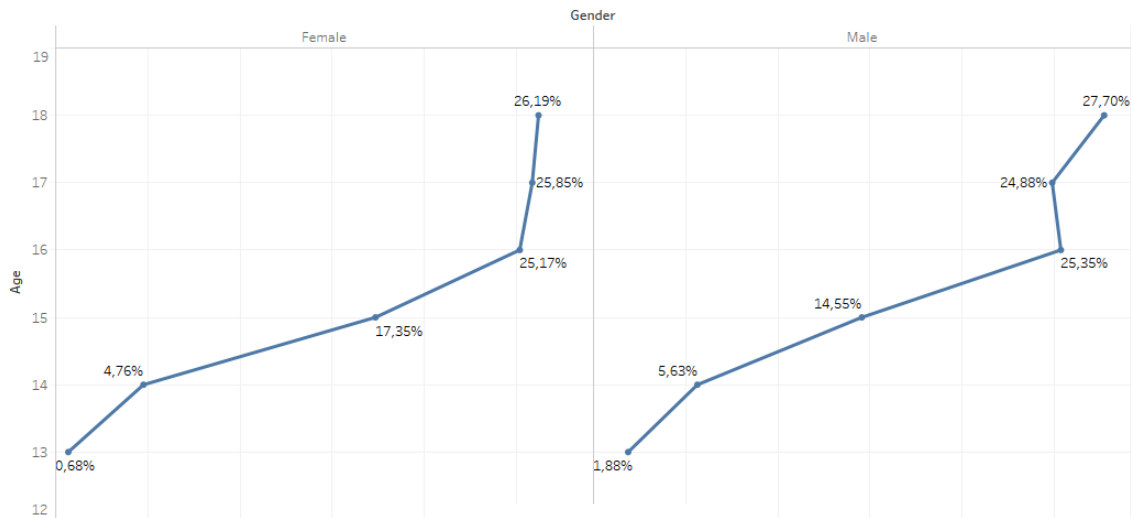
- Sie hat das Produkt gut bewertet
 Sie hat empfohlen es zu kaufen
 Ich war einfach an dem Produkt interessiert
 Weil sie dieses Produkt selber benutzt
 Altro: _____

Powered by

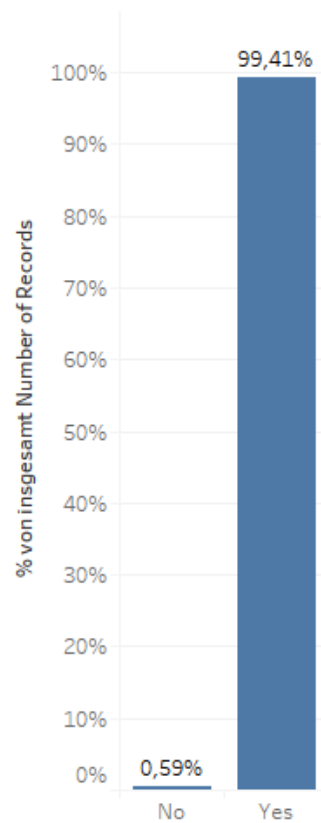


Appendix 6: Results of online survey

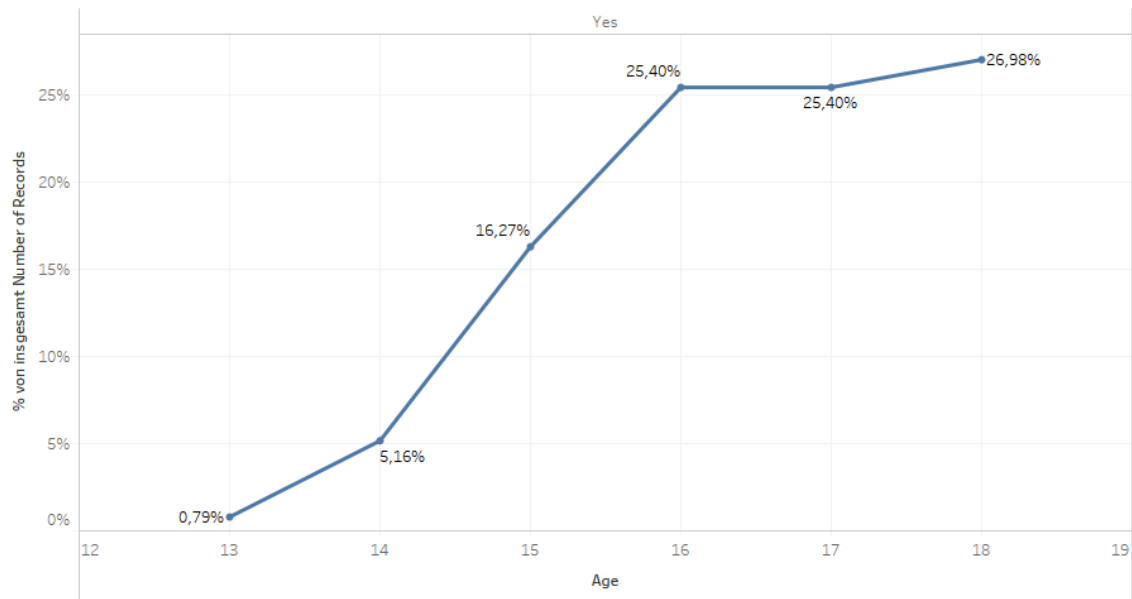
Information participants



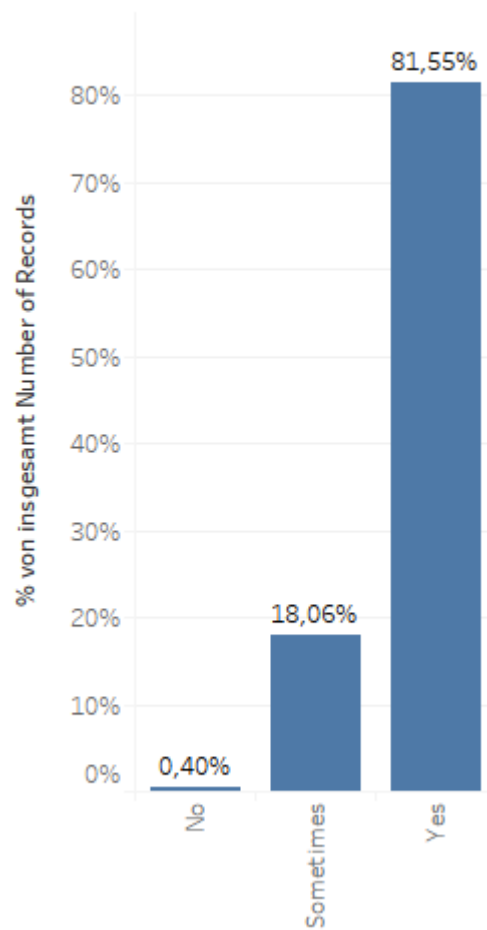
Q1: Do you have access to internet in your free time?



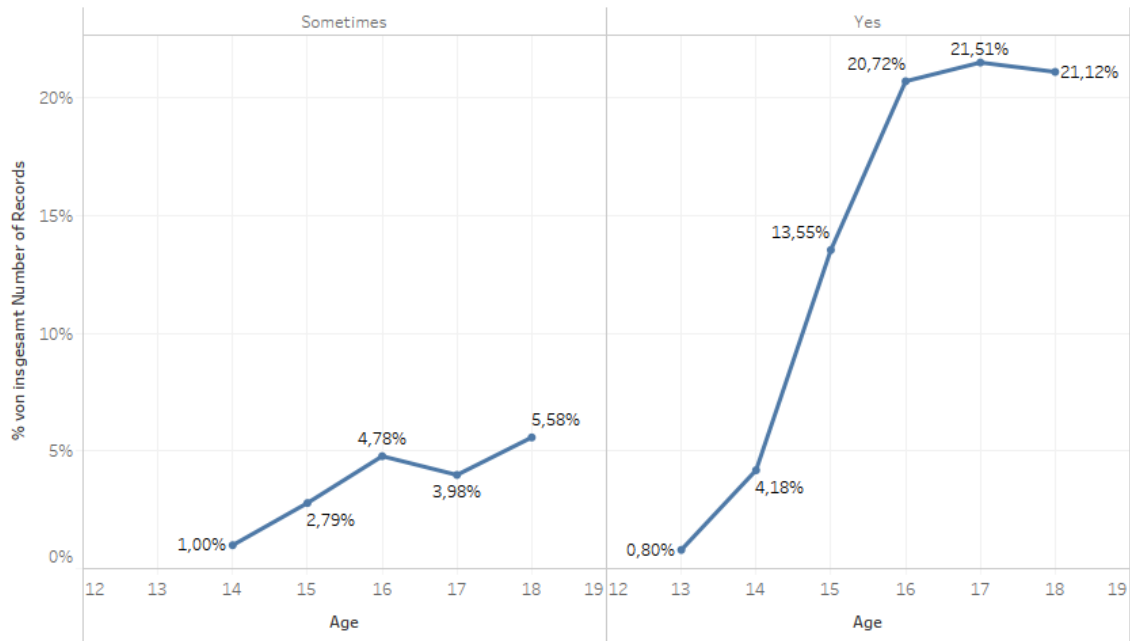
Q1: Do you have access to internet during your free time?



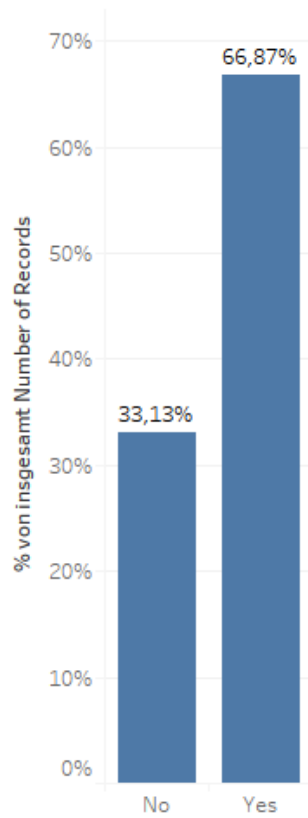
Q2: Do you use YouTube?



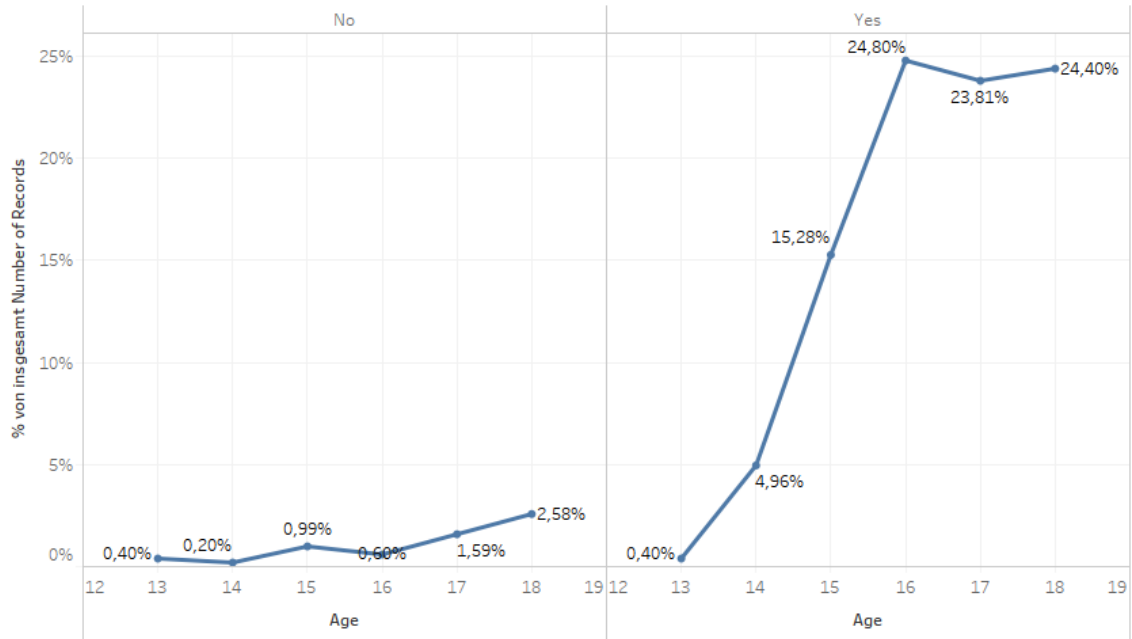
Q2: Do you use YouTube?



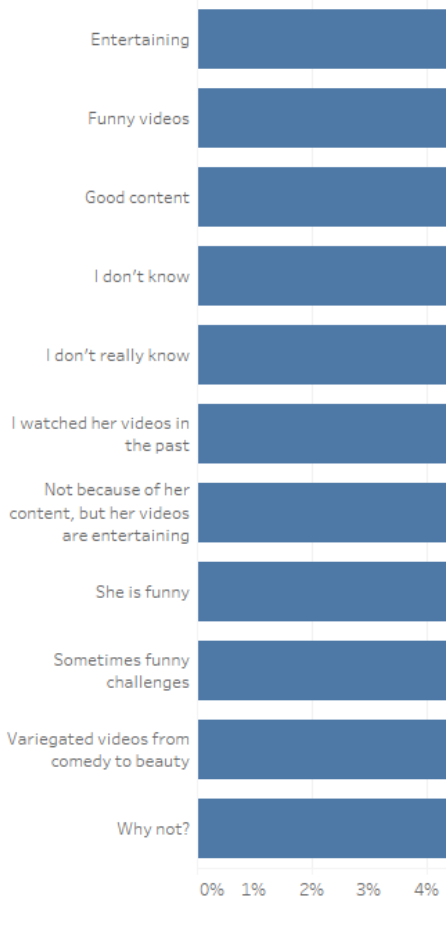
Q3: Do you follow some YouTubers on YouTube?



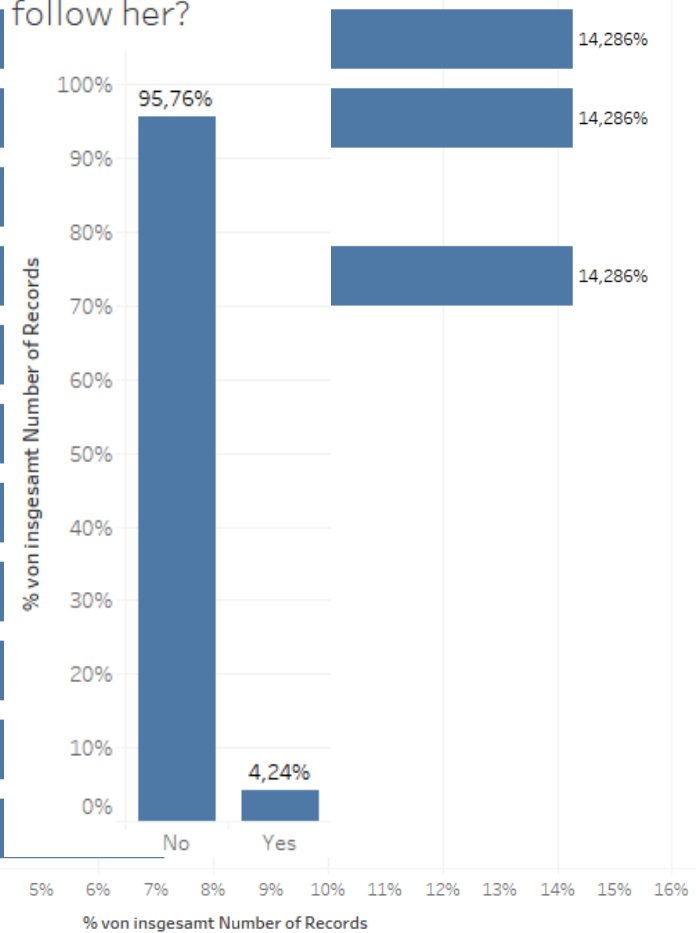
Q5: Have you ever heard of BibisBeautyPalace?



Q7: If yes, why?



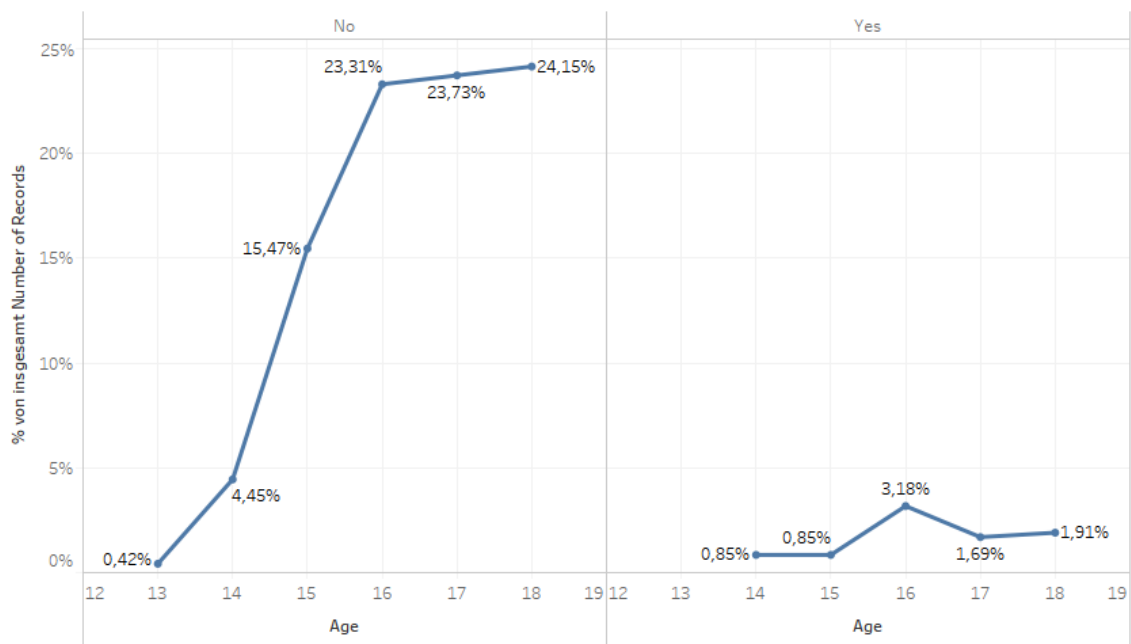
Q6: If yes, do you follow her?



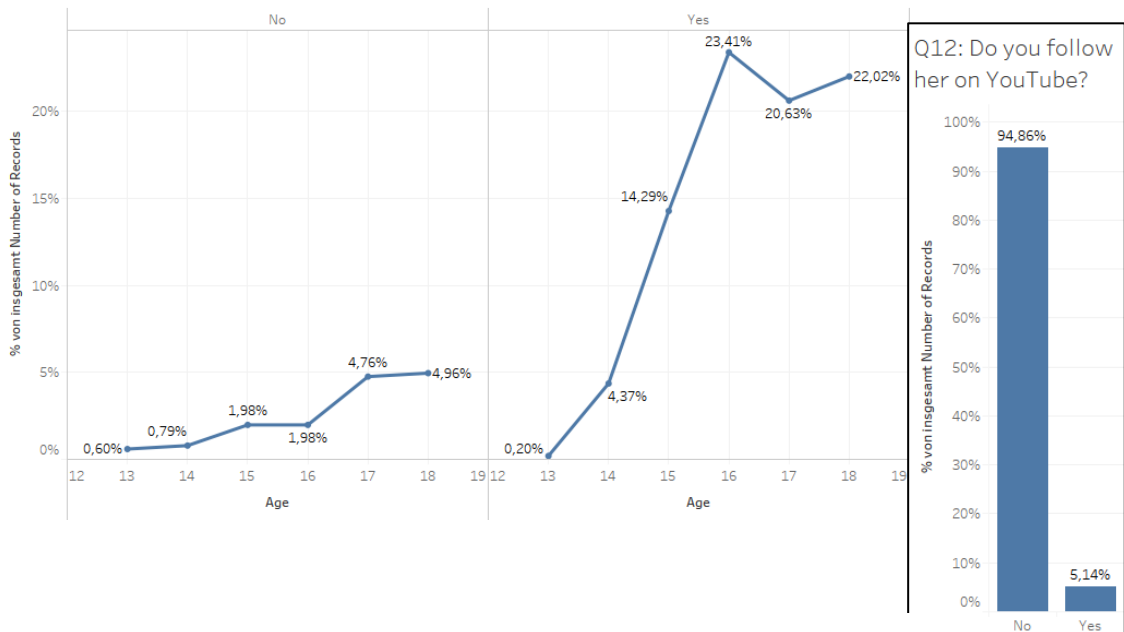
Q8: If no, why?

		Q8: If no, why?																		
Age	16	17	18	18	17	17	18	17	18	18	15	16	17	17	16	18	17	17	18	16
	Because in a 10 minute video she is putting so much of advertisi..	Because on the one hand I do not like her kind of videos (beauty videos) and also not how she markets herself as profitably as possible.	Clickbait exploitation of fans	Her targeted audience contains mainly teenagers aged 10-15 years and this is so..	Her videos are not interesting	I do not want her to make money from my clicks. Her content is of the lowest level.	I don't like her content and she is using product placement	I find her ridiculous and she makes money doing nothing. With her products, she takes small children out, who do not know better and buy this stuff	Not interested	Not interested in inferior, advertising..	Not my content, clickbaiting..	Not my taste, too much advertising..	Product placement..	she is greedy for money	She is stupid	These videos, which are mostly just about mentioni..	Too many advertisements..	Useless videos	Useless videos	

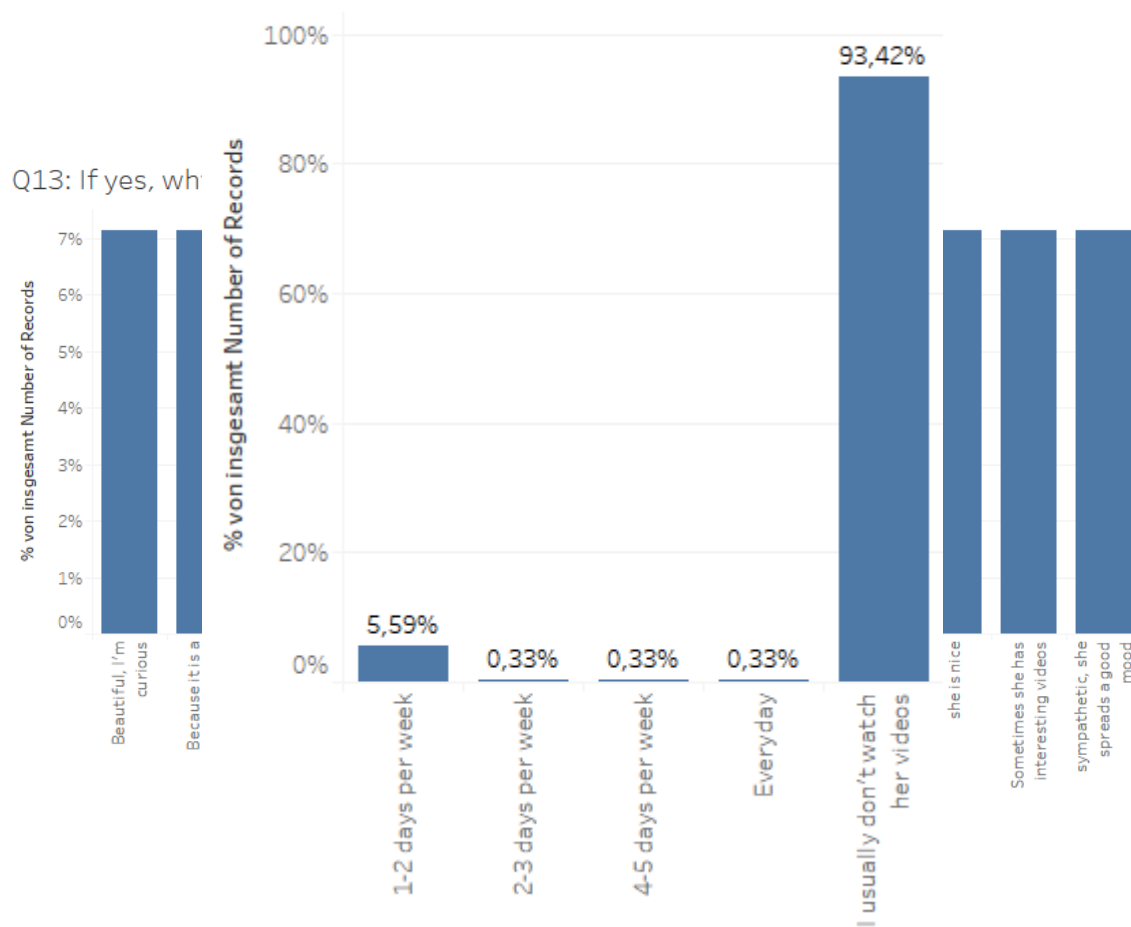
Q9: Do you watch her videos?



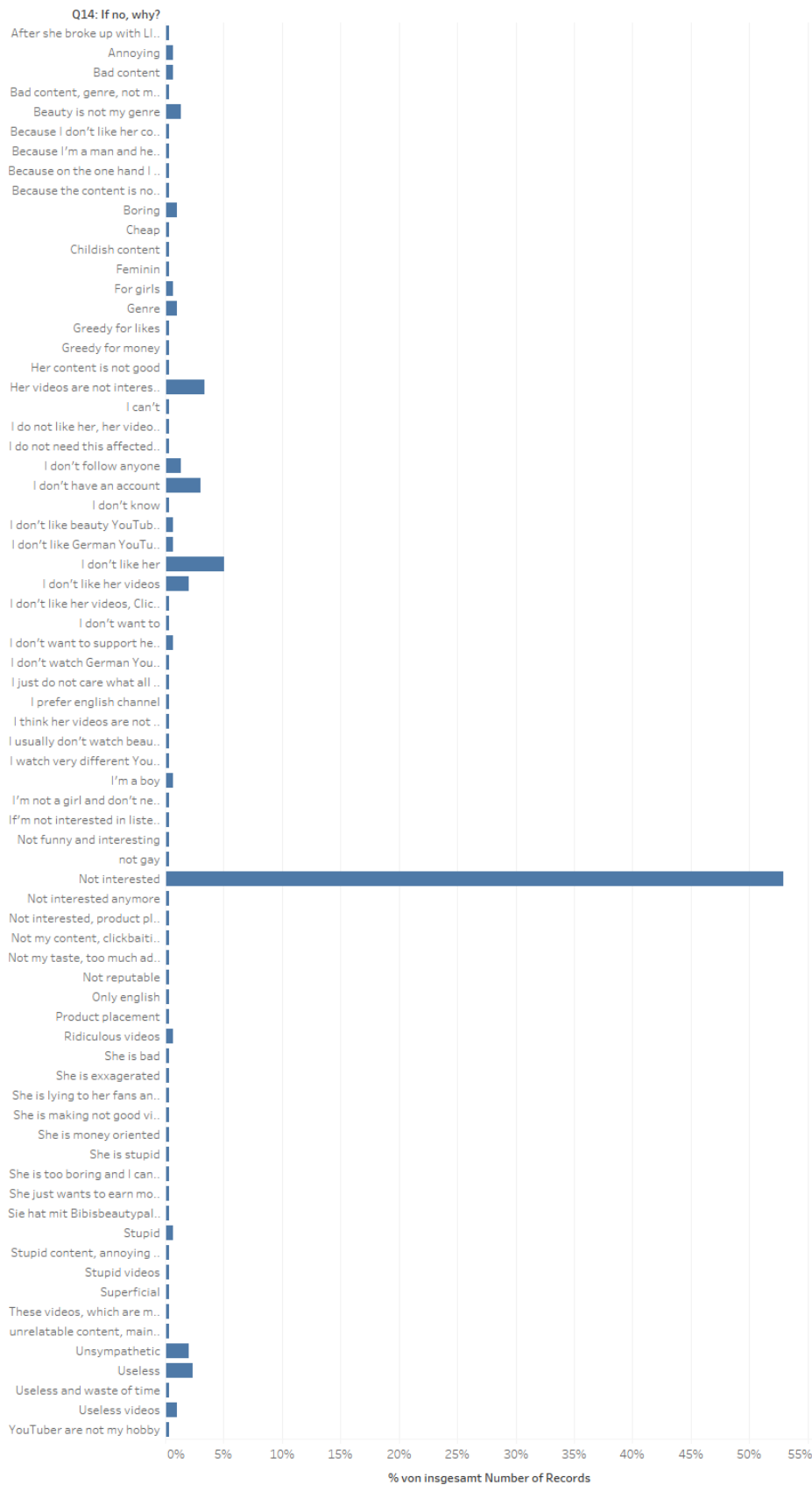
Q11: Have you ever heard of Dagi Bee?



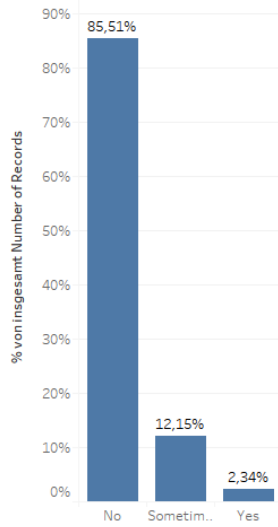
Q10: If yes, how many days a week do you usually watch her videos?



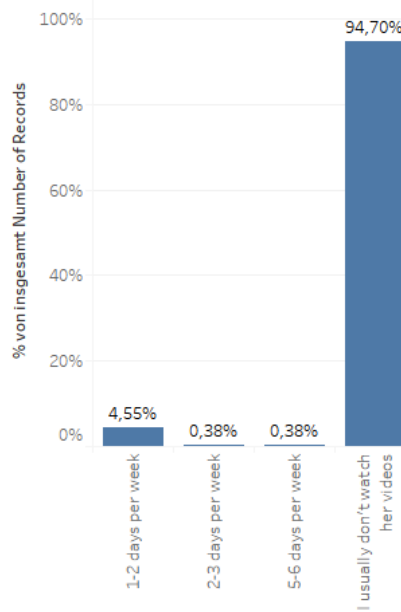
Q14: If no, why?



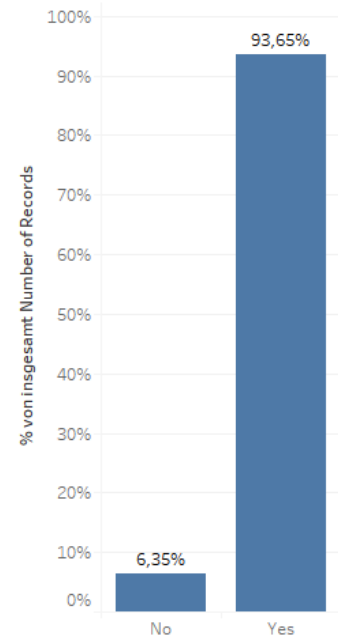
Q15: Do you watch her videos?



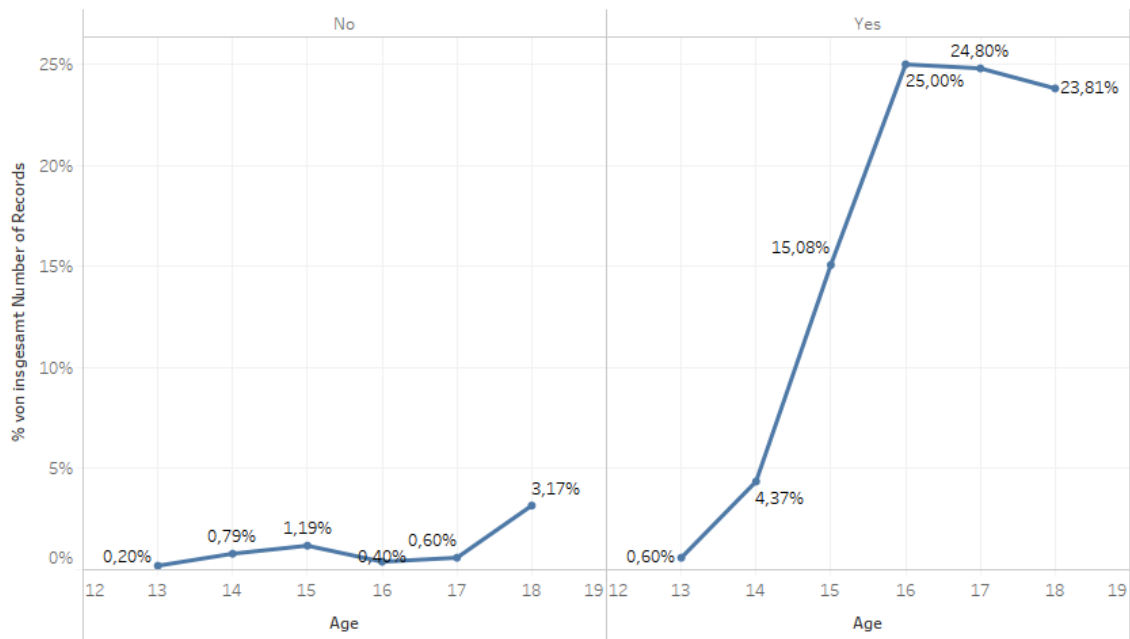
Q16: If yes, how many days a week do you watch her videos?



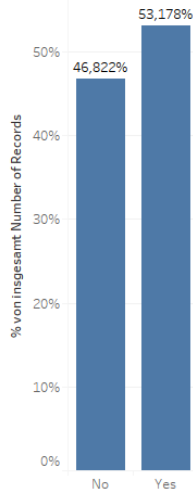
Q17: Do you use Social Media?



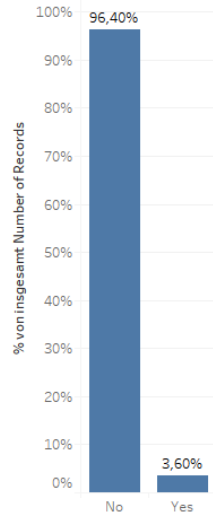
Q17: Do you use Social Media platforms?



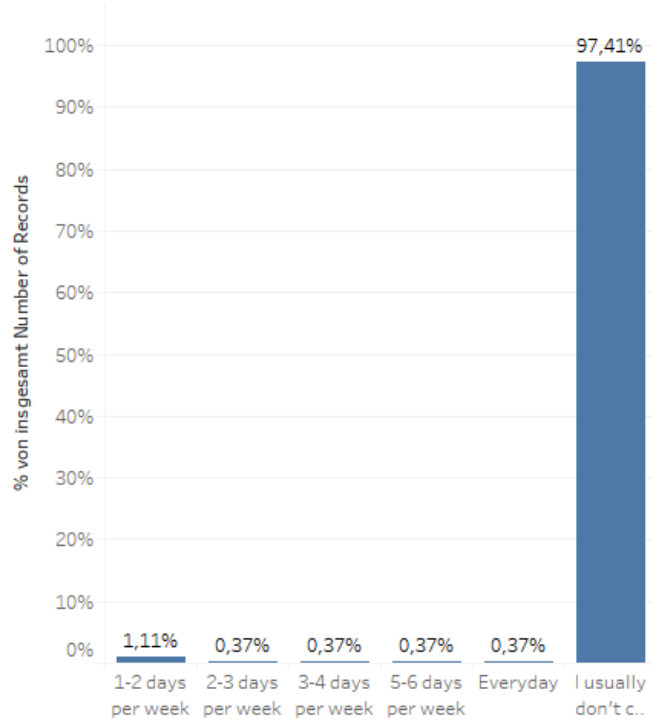
Q20: Are you following some YouTubers on these social media?



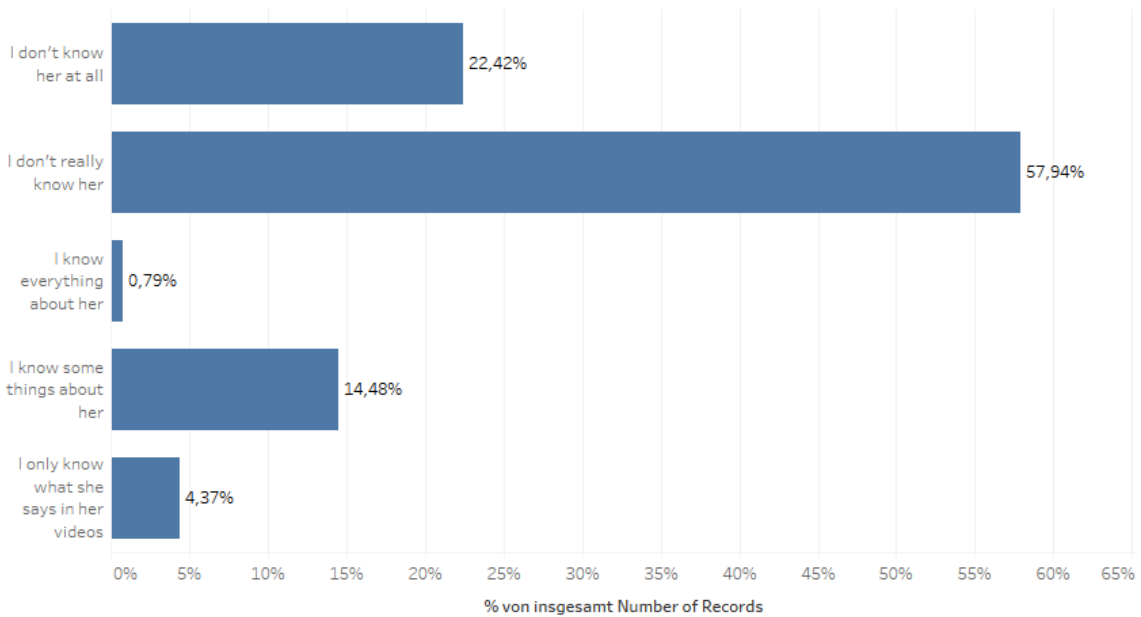
Q22: Are you following BibisBeautyPalace on social media?



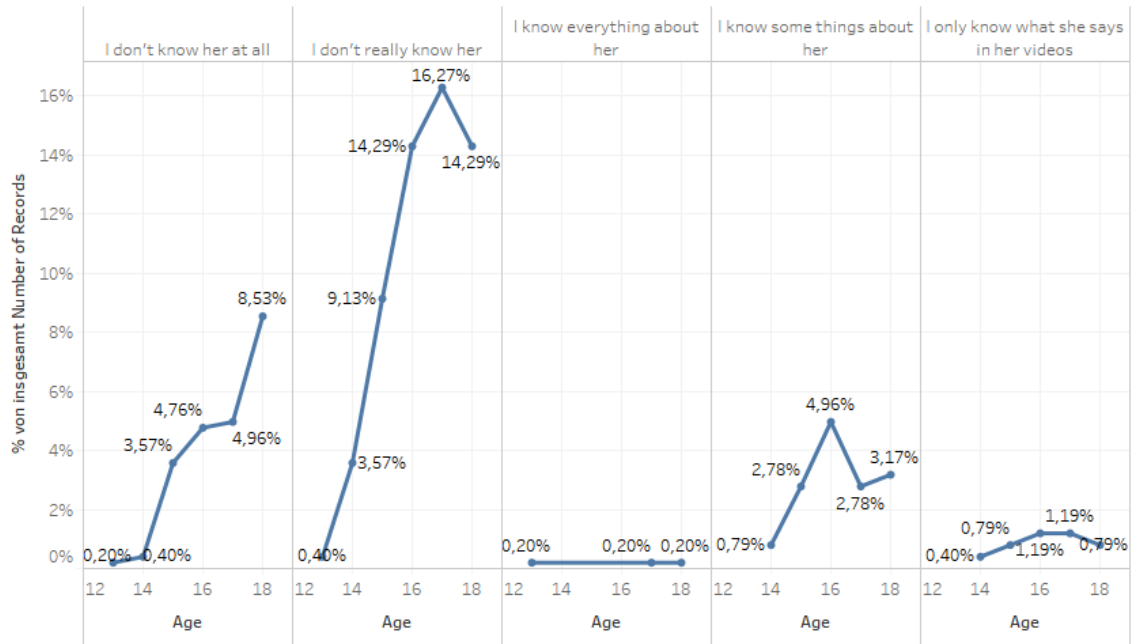
Q24: How many days a week do you usually check her profile?



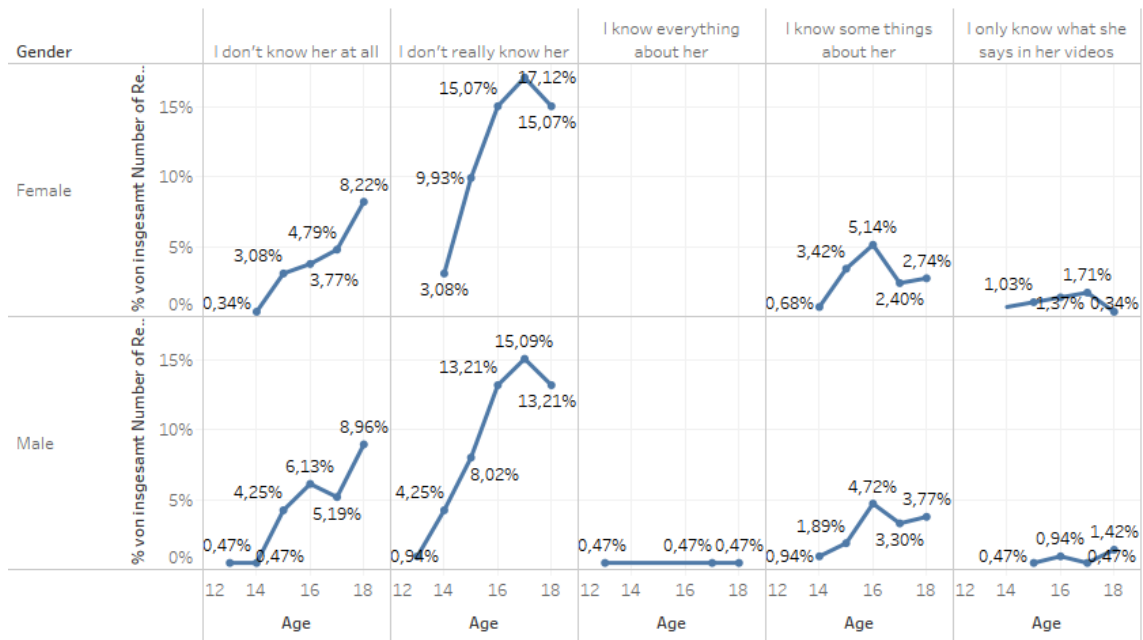
Q31: How would you rate on the following scale your knowledge of BibisBeautyPalace?



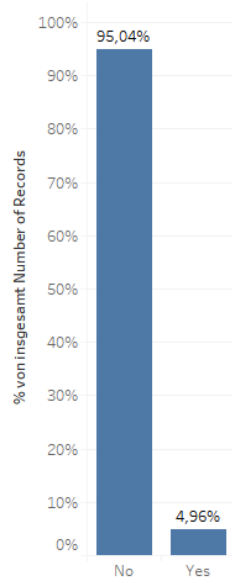
Q31: How would you rate on the following scale your knowledge of BibisBeautyPalace?



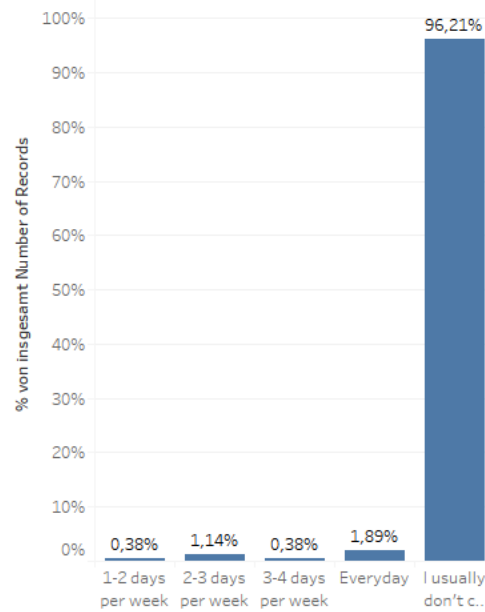
Q31: How would you rate on the following scale your knowledge of BibisBeautyPalace?



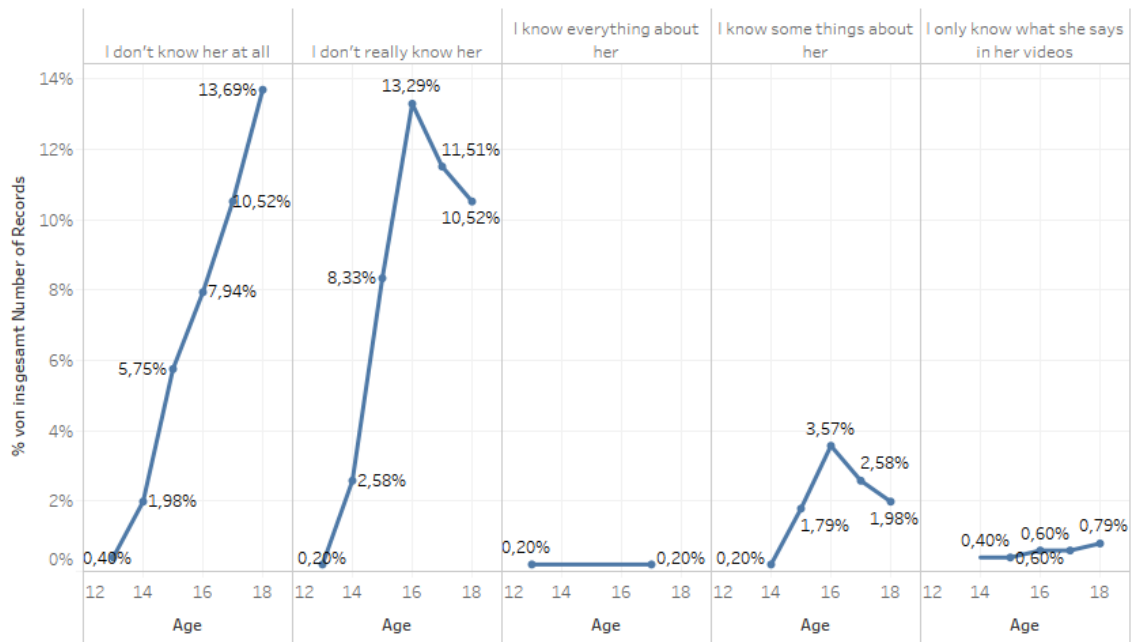
Q32: Are you following Dagi Bee on social media?



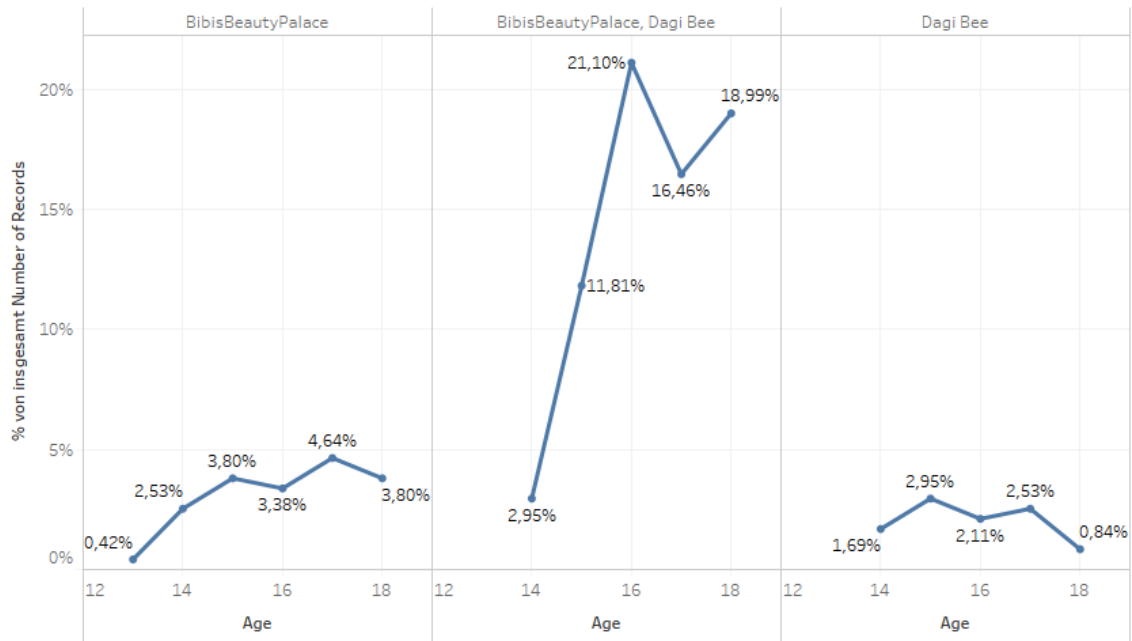
Q34: How many days a week do you usually check her profile?



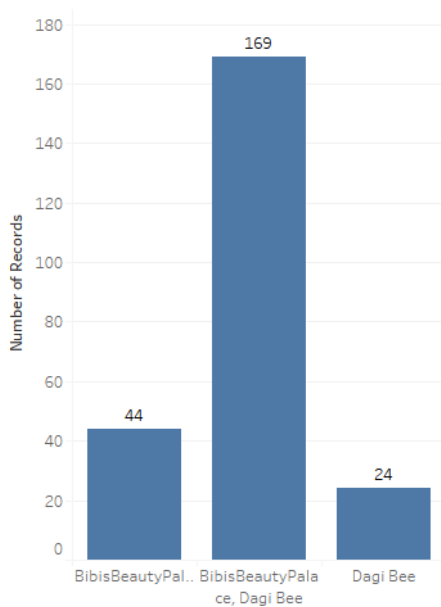
Q41: How would you rate on the following scale your knowledge of Dagi Bee?



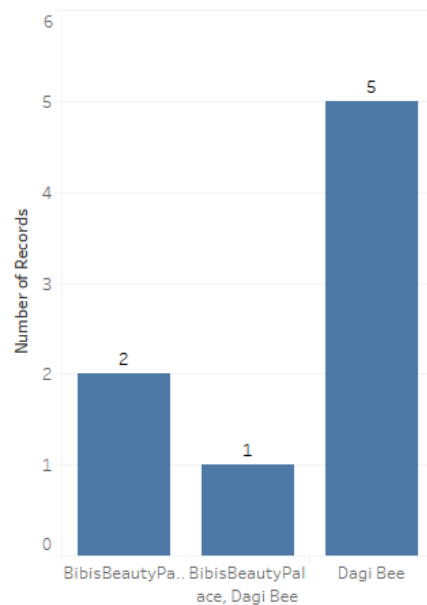
Q42: How are you perceiving BibisBeautyPalace and Dagi Bee? (Distant Celebrity)



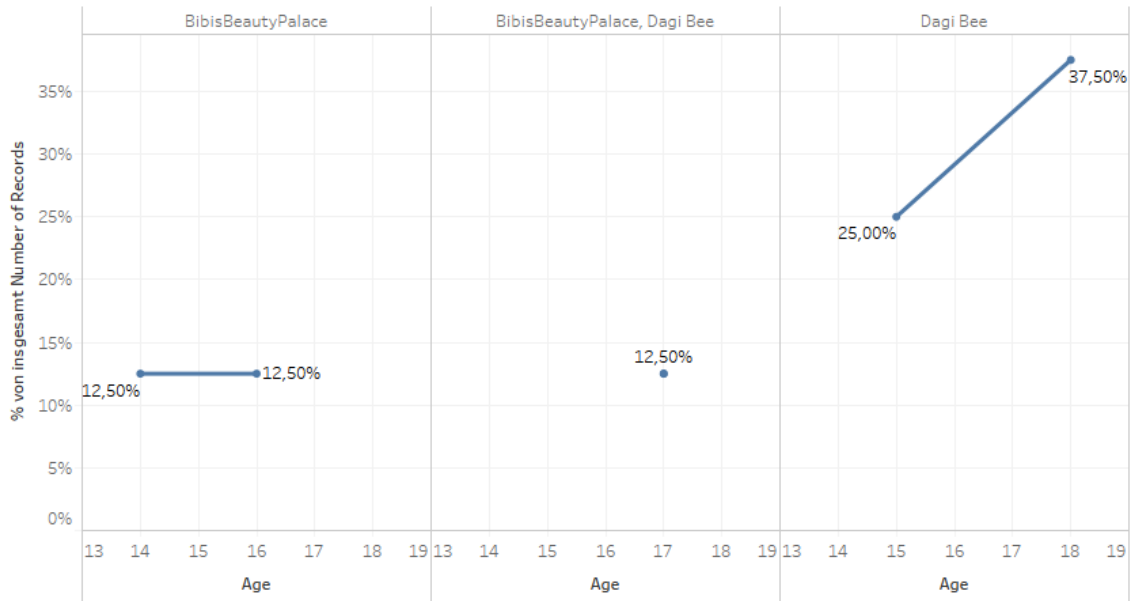
Q42: How are you perceiving BibisBeautyPalace and Dagi Bee? (Distant Celebrity)



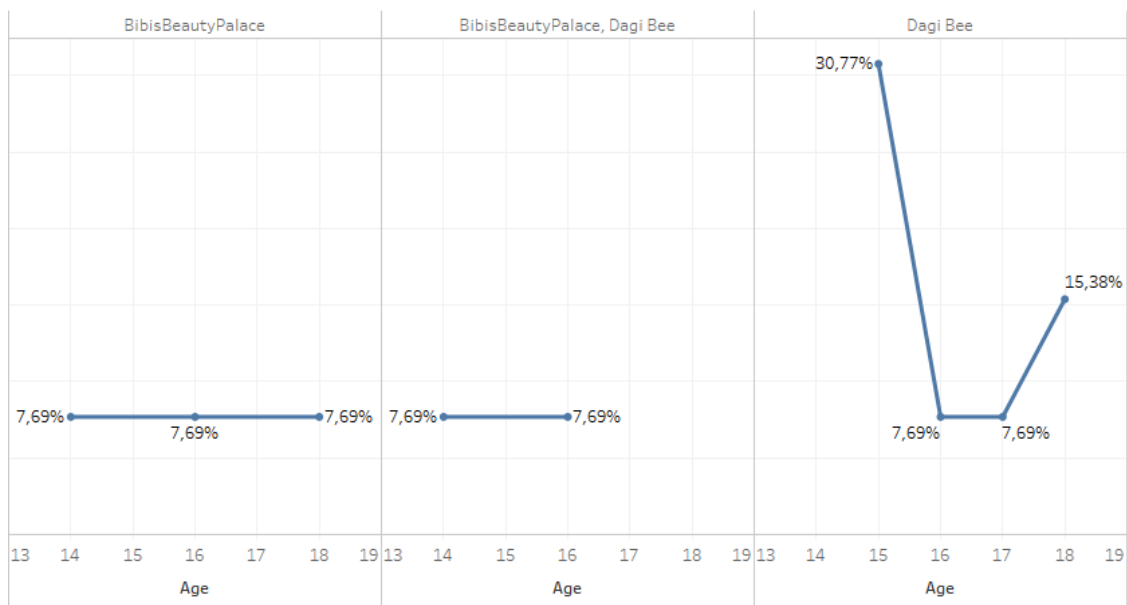
Q43: How are you perceiving BibisBeautyPalace and Dagi Bee? (Somebody you admire and look up to)



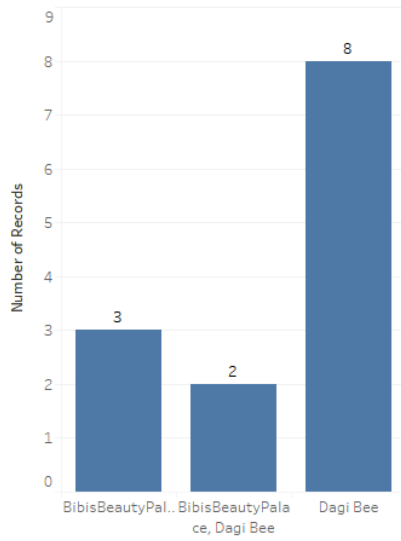
Q43: How are you perceiving BibisBeautyPalace and Dagi Bee? (Somebody you admire and look up to)



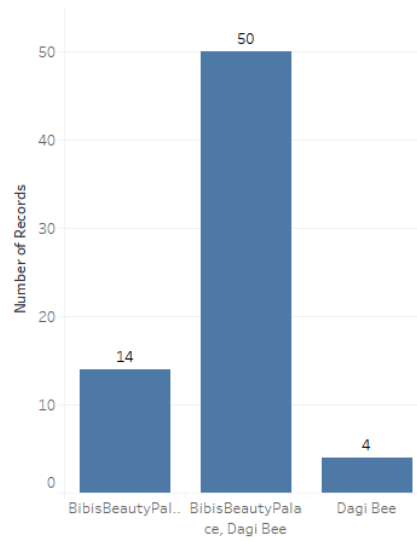
Q44: How are you perceiving BibisBeautyPalace and Dagi Bee? (A real friend you can trust)



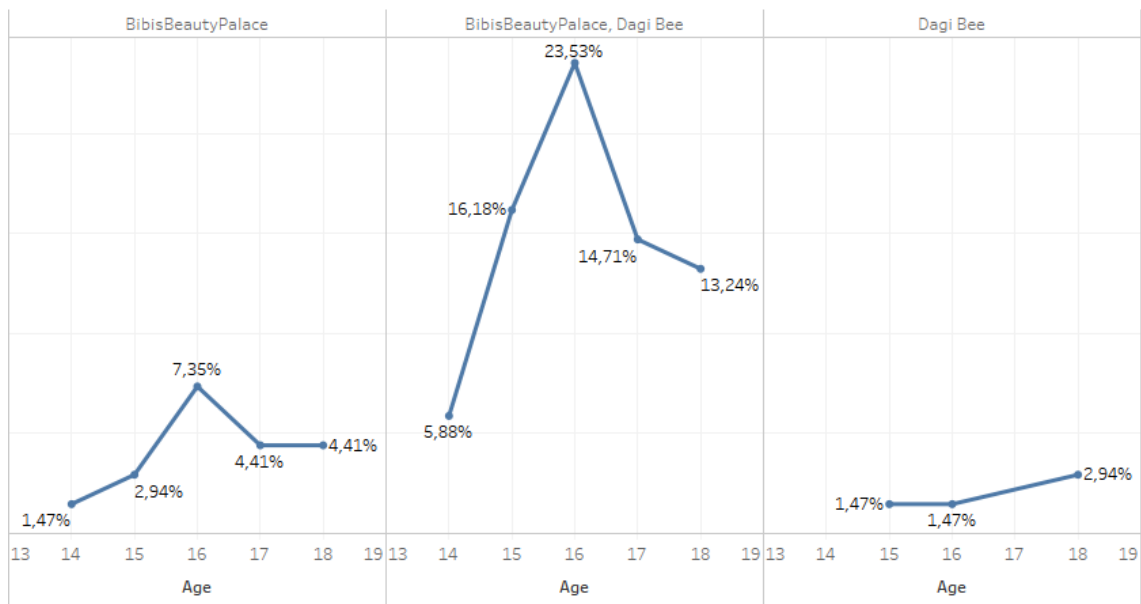
Q44: How are you perceiving BibisBeautyPalace and Dagi Bee? (A real friend you can trust)



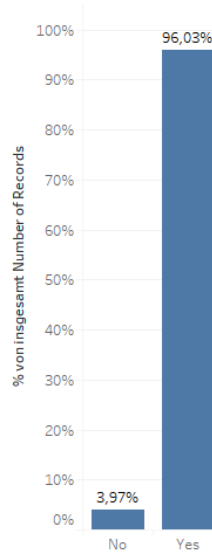
Q45: How are you perceiving BibisBeautyPalace and Dagi Bee? (Acquaintance from the internet)



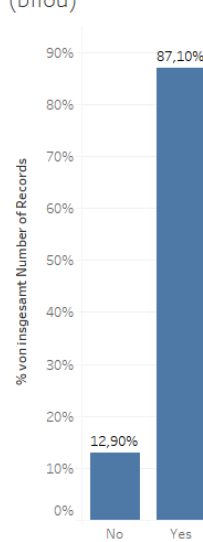
Q45: How are you perceiving BibisBeautyPalace and Dagi Bee? (Acquaintance from the internet)



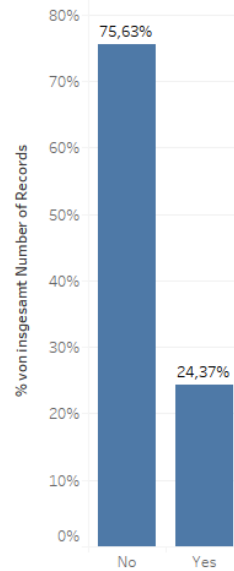
Q47: Did you know that some YouTubers are selling their own merchandise?



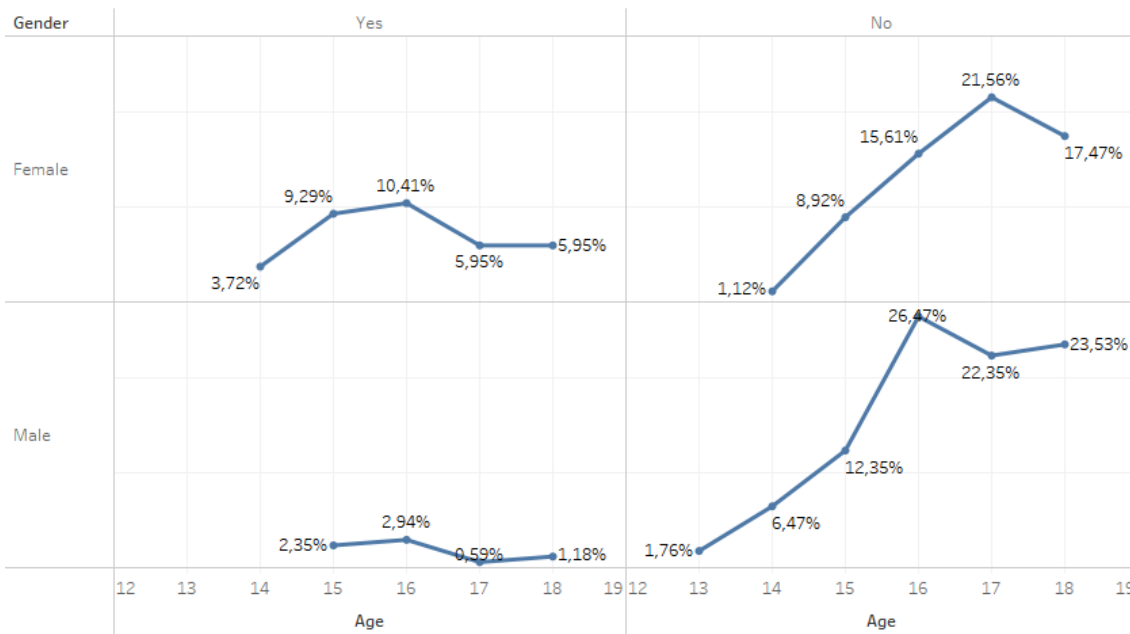
Q49: Did you know that BibisBeauty-Palace is selling her own merchandise? (bilou)



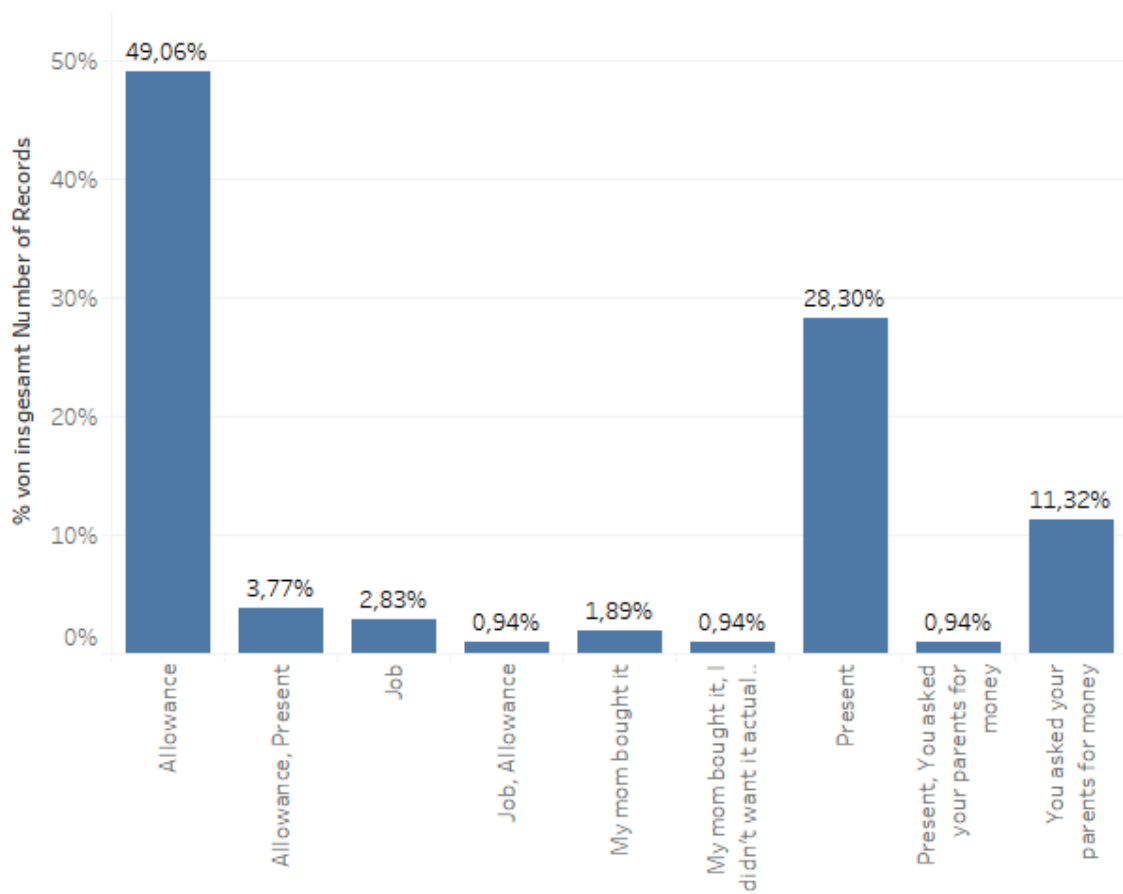
Q50: If yes, have you ever purchased a product from her merchandise bilou?



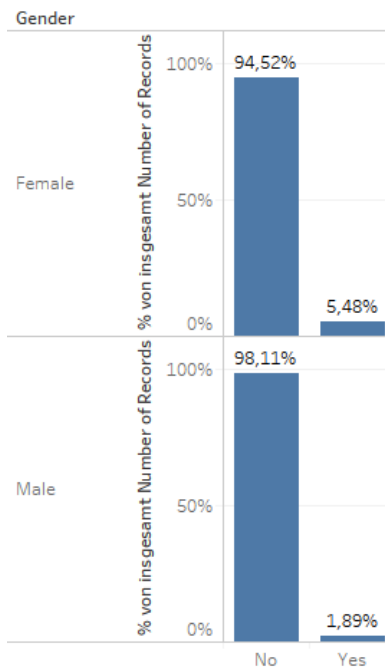
Q50: If yes, have you ever purchased a product from her merchandise bilou?



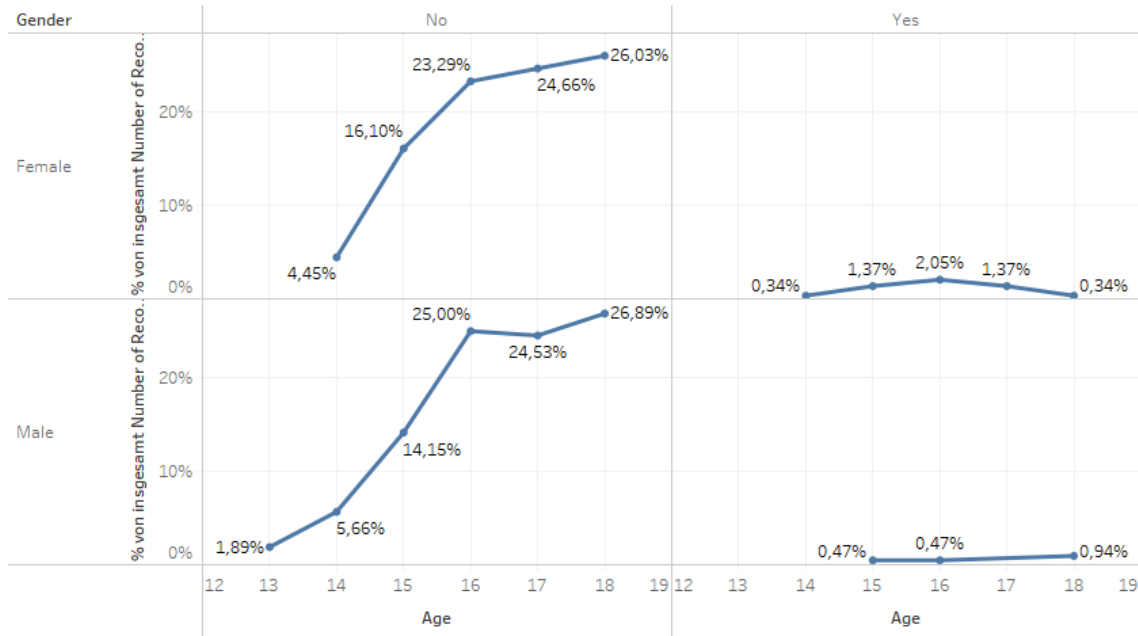
Q51: If yes, how did you pay for it?



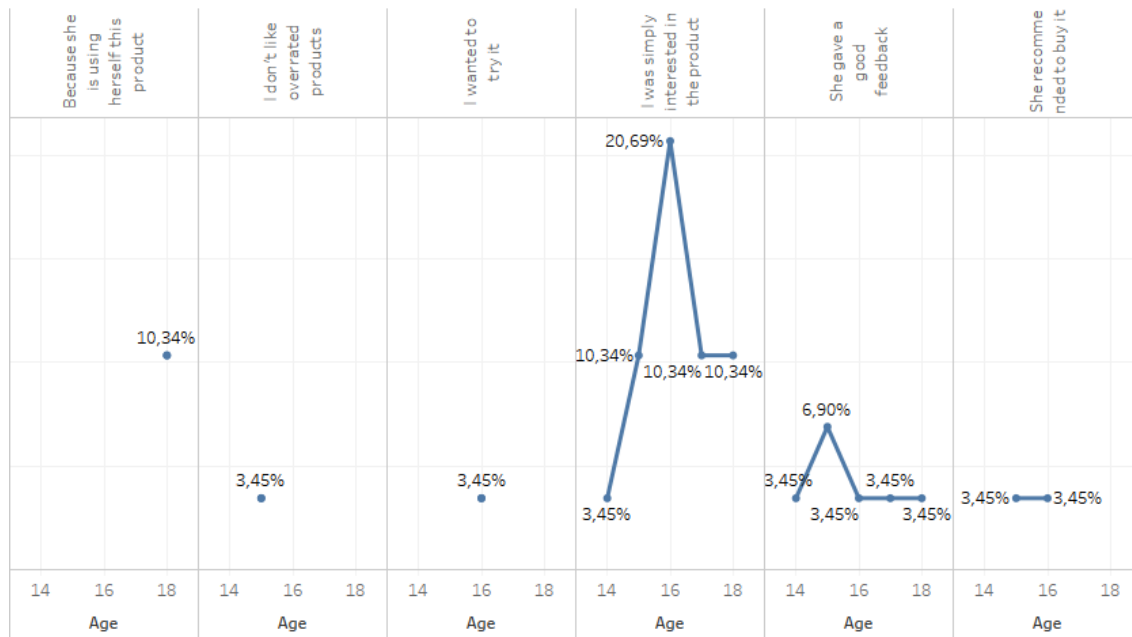
Q52: Have you ever purchased a product (not bilou) she has shown in her video?



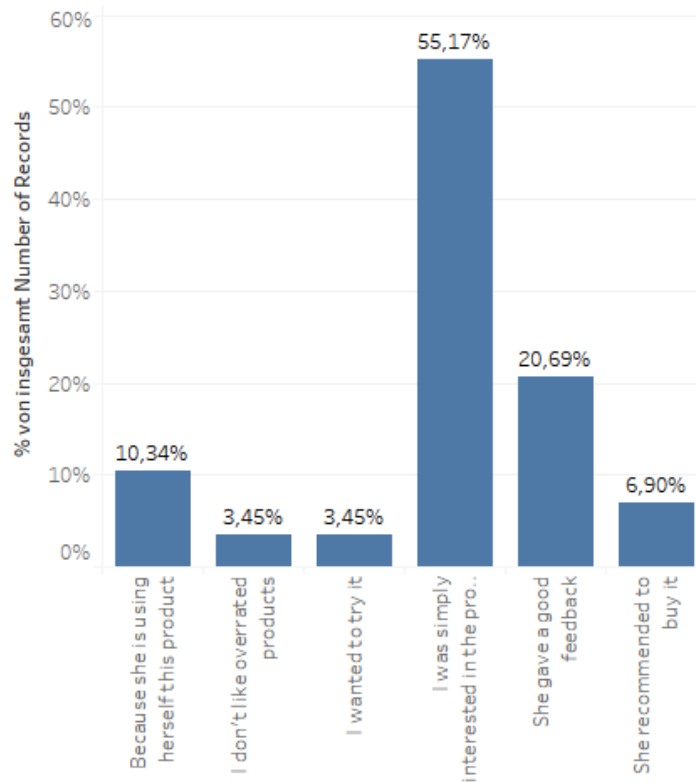
Q52: Have you ever purchased a product (not bilou) she has shown in her video?



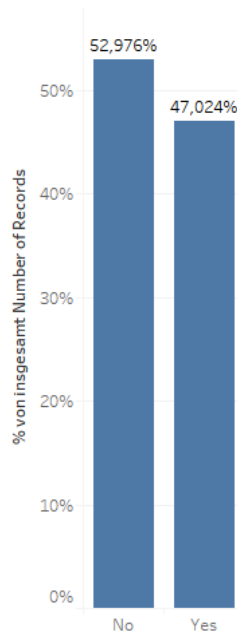
Q53: If yes, based on which factors did you buy it?



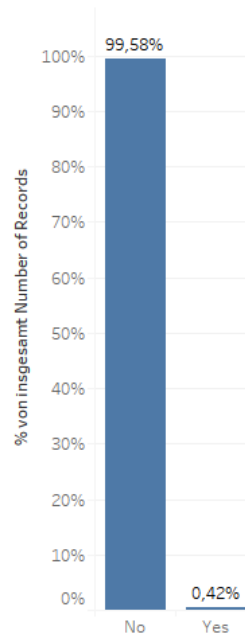
Q53: If yes, based on which factors did you buy it?



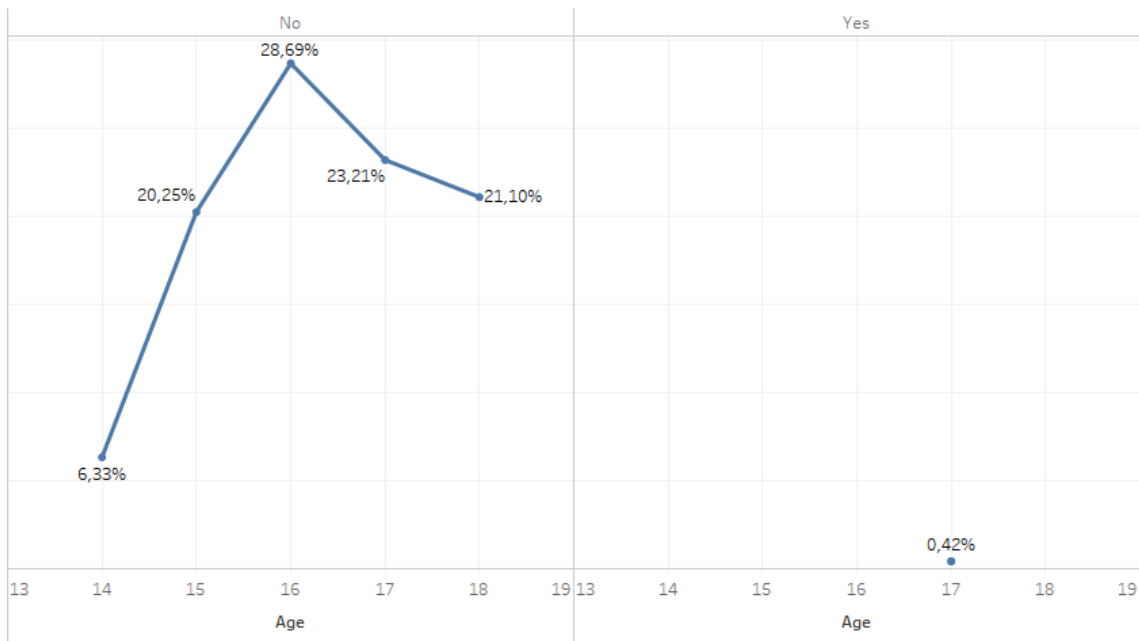
Q54: Did you know that Dagi Bee is selling her own merchandise? (Dagi-Shop)



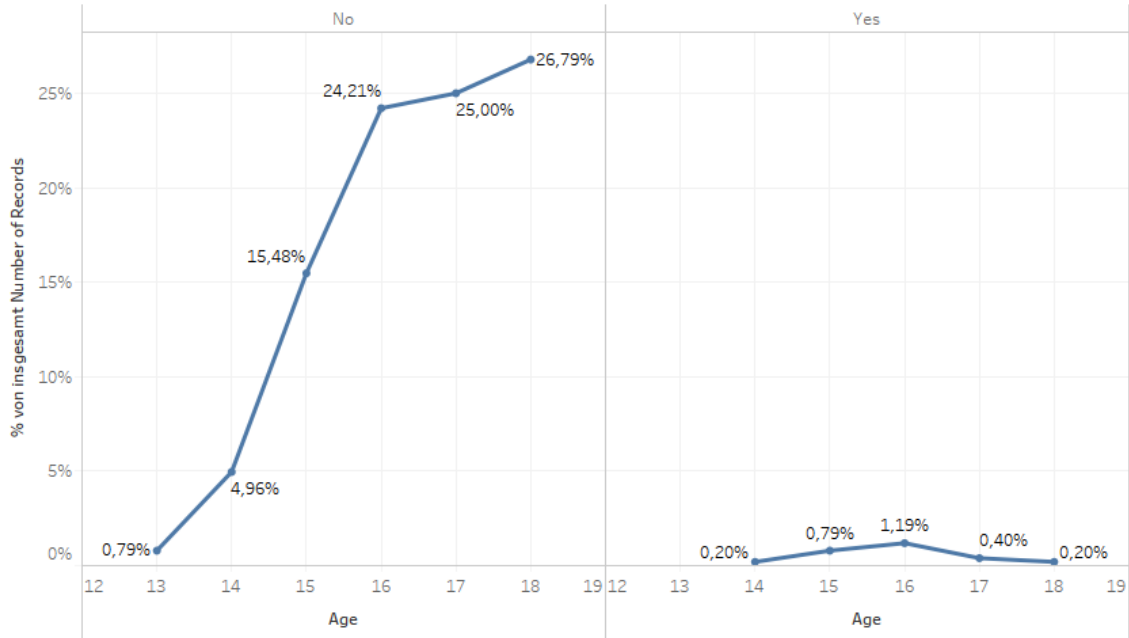
Q55: If yes, have you ever purchased a product from her merchandise (Dagi-Shop)?



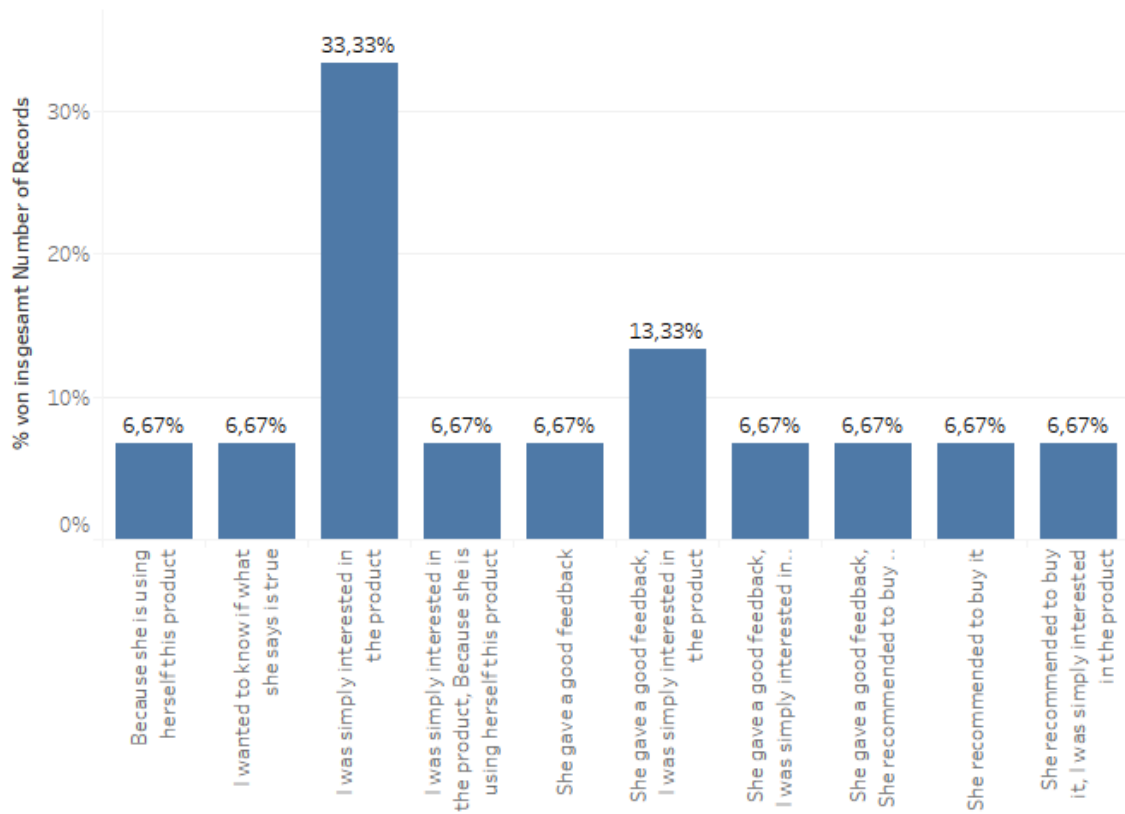
Q55: If yes, have you ever purchased a product from her merchandise (Dagi-Shop)?



Q57: Have you ever purchased a product (not Dagi-Shop) she has shown in her video?



Q58: If yes, based on which factors did you buy it?



Appendix 7: Personal interview questions – Teenagers

1	How old are you?
2	Have you access to Internet?
3	Do you use YouTube?
4	Do you follow some YouTubers on YouTube? If yes, which ones?
5	Do you know BibisBeautyPalace?
6	Do you follow her? If yes, why? If no, why?
7	Do you watch her videos?
8	How many days a week do you watch her videos?
9	Do you know Dagi Bee?
10	Do you follow her? If yes, why? If no, why?
11	Do you watch her videos?
12	How many days a week do you watch her videos?
13	Do you use other social media such as Instagram, Facebook and others?
14	Which social media do you use? Which the most?
15	Do you follow some YouTubers on other social media? If yes, which YouTubers and on which social media?
16	Do you follow BibisBeautyPalace on other social media? If yes, which? If no, why?
17	Do you check her social media profiles often? How many days a week?
18	Has there ever been any interaction? Liking videos/posts, commenting, participate at her surveys
19	Why do you do it?
20	Has there ever been any interaction via private message?
21	Did she answer?
22	If yes, how did you feel?
23	If no, how did you feel?
24	Is there anything in particular that you like about BibisBeautyPalace?
25	Do you follow Dagi Bee on other social media? If yes, which? If no, why?
26	Do you check her social media profiles often? How many days a week?
27	Has there ever been any interaction? Liking videos/posts, commenting, participate at her surveys
28	Why do you do it?
29	Has there ever been any interaction via private message?
30	Did she answer?
31	If yes, how did you feel?
32	If no, how did you feel?
33	Is there anything in particular that you like about Dagi Bee?
34	If you have to put these YouTubers into a category, which one would you choose? Acquaintance, distant celebrities, true friends, other
35	How would you rate on a scale your knowledge of BibisBeautyPalace? 1-5
36	How would you rate on a scale your knowledge of Dagi Bee? 1-5
37	Do you know that some YouTubers are selling their own merchandise?
38	Do you know "Bilou", the merchandise of BibisBeautyPalace?
39	Do you know the "Dagi-Shop" of Dagi Bee where she is selling her merchandise?
40	Have you ever purchased something from their merchandise?
41	Why?
42	Have you ever purchased products they have shown in their Videos/Vlogs?
43	Why, where there some important factors? (feedback from YouTuber for example?)
44	How did you pay for what you have purchased? (pocket money, parents, presents, allowance)

Appendix 8: Personal interview questions – Parents

1	Does your child have access to internet in his free time?
2	Do you know if your child is using YouTube?
3	How much time do you think, is your child spending approximately on the internet per day?
4	Of this time, how much do you think he is spending on YouTube?
5	Are you aware of any YouTuber your child may follow? If yes, could you tell me who?
6	Have you ever heard of two German YouTubers called BibisBeautyPalace and Dagi Bee?
7	Do you know if your child is following on of these YouTubers? If yes, which?
8	Are you aware of any interaction your child had or is having with these 2 YouTubers?
9	How do you think your child feels towards them? (friends, distant celebrity,...)
10	Do you know that some YouTubers are selling their own merchandise?
11	BibisBeautyPalace and Dagi Bee are selling as well their own merchandise. Are you aware if your child has ever bought something from their merchandise?
12	If yes, how did your child pay for the merchandise? Did he ask you for money or did he pay it from his own money?
13	Approximately, do you know how much money your child spent for the merchandise?
14	Of your childs free time, how much time do you think he is using for going outside with his friends and how much time is he spending on social media?
15	Do you think that your child might be influenced by BibisBeautyPalace and Dagi Bee or YouTubers in general?
16	Do you have any thoughts or concerns on the time your child is spending on the internet, or the possibility that your child might get influenced by YouTubers?

Appendix 9: Personal Interviews – 07.04.2018 Zurich

Interview 1

1. How old are you?
 - a. I'm 13.
2. Do you have access to internet in your free time?
 - a. Yes.
3. Do you use YouTube?
 - a. Yes.
4. Are there any specific YouTubers you are following on YouTube?
 - a. No.
5. Do you know BibisBeautyPalace?
 - a. Yes.
6. Do you know Dagi Bee?
 - a. Yes.
7. Do you watch their videos?
 - a. Sometimes.
8. Did you try to send them private messages?
 - a. No.
9. Have you ever purchased bilou (merchandise from BibisBeautyPalace)?
 - a. Yes.
10. Why did you do it?
 - a. Because I was interested in the product itself, it was not important that the product is from her collection.
11. How did you pay for it?
 - a. I paid for it with my allowance.
12. Do you have other Social Medias?
 - a. No.
13. When YouTubers are presenting products in their videos and give them a good feedback, are you more willing to buy it?
 - a. No, I'm not.

Interview 2

1. How old are you?
 - a. 17.
2. Do you have access to internet in your free time?
 - a. Yes.
3. Do you use YouTube?
 - a. Yes.
4. Are there any specific YouTubers you are following on YouTube?
 - a. Pewdiepie,
5. Do you know BibisBeautyPalace?
 - a. Yes.
6. Do you know Dagi Bee?
 - a. Yes.
7. Do you watch their videos?
 - a. No.
8. Did you try to send the YouTubers you are following private messages?
 - a. No, because when they are famous they are not answering back. YouTubers which are not that famous I would write maybe in the comments below the videos as I see that they are answering.
9. Have you ever purchased bilou (merchandise from BibisBeautyPalace)?
 - a. No.
10. Have you ever purchased something from the Dagi-shop?
 - a. No.
11. Do you have other Social Medias?
 - a. Yes, and I follow YouTubers as well.
12. When YouTubers are presenting products in their videos and give them a good feedback, are you more willing to buy it?
 - a. Not for beauty products. When new games are presented by YouTubers then I'm usually buying or using them if they give a good feedback.
13. Would you believe more a commercial on television or would you believe more YouTubers presenting the same product?
 - a. I would believe more the YouTubers as they are more choosing which products to talk about in their videos. I think that they are more honest about it and are presenting those they are staying behind.

Interview 3

1. How old are you?
 - a. I'm 17.
2. Do you have access to internet in your free time?
 - a. Yes.
3. Do you use YouTube?
 - a. Not really.
4. Do you watch some videos on Youtube?
 - a. Yes, sometimes.
5. Are there any specific YouTubers you are following on YouTube?
 - a. Mainly Asian YouTubers that are producing comedy videos.
6. Do you know BibisBeautyPalace?
 - a. No.
7. Do you know Dagi Bee?
 - a. No.
8. Do you have other Social Medias?
 - a. Yes.
9. Which one do you use the most?
 - a. Instagram.
10. Do you follow there YouTubers as well?
 - a. Yes.
11. Do you interact with those YouTubers?
 - a. Yes, I like their posts.
12. Have you ever purchased a product that a YouTuber presented?
 - a. No.
13. Would you trust more a TV commercial or YouTubers presenting a product?
 - a. I would trust more the TV commercial.

Interview 4

1. How old are you?
 - a. I'm 18.
2. Do you have access to internet in your free time?
 - a. Yes.
3. Do you use YouTube?
 - a. Yes, but only to watch videos, I don't have an own channel.
4. Are there any specific YouTubers you are following on YouTube?
 - a. No.
5. Do you know BibisBeautyPalace?
 - a. Yes.
6. Do you know Dagi Bee?
 - a. Yes.
7. Do you watch their videos?
 - a. I watched their videos when I was younger.
8. Do you have other Social Medias?
 - a. Yes.
9. Which do you use the most?
 - a. Facebook
10. Do you follow YouTubers there too?
 - a. Yes, I do and check what they upload.
11. Do you interact with them too? By liking pictures or commenting?
 - a. No, I don't. I only look what they upload.
12. What do you like about YouTubers?
 - a. That they are open and talk openly about different topics and that they are honest.
13. If you have to put YouTubers into a category, which category would you choose?
 - a. I would define them as idols.
14. Did you know that some YouTubers are selling their own merchandise?
 - a. Yes, I did.
15. Did you know that BibisBeautyPalace and Dagi Bee sell their own merchandise?
 - a. No, I didn't know.
16. When YouTubers are presenting products in their videos and give them a good feedback, are you more willing to buy it?
17. When you see a TV commercial presenting a new product and then see that the YouTuber is presenting the same product too, which one would you believe more?
 - a. YouTubers, because they are more honest and give real feedbacks about the products.
18. Let's assume there is a product which you are not sure if you should buy it or not, if the YouTuber is giving a good feedback exactly to this product, would you buy it then?
 - a. No, I don't think so. If I'm not sure about the product from the beginning usually I'm not buying them.

Interview 5

1. How old are you?
 - a. I'm 18.
2. Do you have access to internet in your free time?
 - a. Yes.
3. Do you use YouTube?
 - a. Yes, but only to watch videos, I don't have an own channel.
4. Are there any specific YouTubers you are following on YouTube?
 - a. Shirin David
5. Do you know BibisBeautyPalace?
 - a. Yes.
6. Do you know Dagi Bee?
 - a. Yes.
7. Do you watch their videos?
 - a. No, I usually don't watch them.
8. Do you have other Social Medias?
 - a. Yes.
9. Which do you use the most?
 - a. Instagram.
10. Do you follow YouTubers there too?
 - a. No.
11. Do you interact with them too? By liking pictures or commenting?
12. I like videos on YouTube.
13. Did you know that BibisBeautyPalace is selling her own merchandise?
 - a. Yes, I did.
14. Have you ever purchased her product bilou?
 - a. Yes, I did because people said that her products are smelling good so I wanted to try them too.
15. How did you pay for it?
 - a. I paid for it with my allowance.
16. Shirin David is selling too her own merchandise, would you be more willing to buy it?
 - a. I would like to buy something from her merchandise, but not because her name is on it but because I like the colors she is using for pullovers.
17. When you see a TV commercial presenting a new product and then see that the YouTuber is presenting the same product too, which one would you believe more?
 - a. YouTubers, because I have the impression I can trust them more.
 - b. No, I don't think so. If I'm not sure about the product from the beginning usually I'm not buying them.

Interview 6

1. How old are you?
 - a. I'm 18.
2. Do you have access to internet in your free time?
 - a. Yes.
3. Do you use YouTube?
 - a. Yes, but only to watch videos, I don't have an own channel.
4. Are there any specific YouTubers you are following on YouTube?
 - a. Dagi Bee, Julien Bam, many of them but I don't watch their videos as much as before. 2-3 years ago their videos where a huge hype but now it's kind of passed.
5. Do you have other Social Medias?
 - a. Yes.
6. Which do you use the most?
 - a. Snapchat, Instagram.
7. Do you follow YouTubers there too?
 - a. Yes, I follow English YouTubers.
8. Do you interact with them too? By liking pictures or commenting?
 - a. I don't write them direct messages but I like some of their posts/pictures.
9. Did you know that some YouTubers are selling their own merchandise?
 - a. Yes, I did.
10. Did you know that some YouTubers are selling their own merchandise?
 - a. Yes, I did.
11. Have you ever bought something from YouTubers' merchandise?
 - a. No, I didn't.
12. When you see a TV commercial presenting a new product and then see that the YouTuber is presenting the same product too, which one would you believe more?
 - a. Basically, none of them. I have to see myself a product before I buy it. However, concerning the feedback or the presentation of the product, I would trust more the YouTubers because they are more honest. They are testing it in their videos too.

Interview 7

1. How old are you?
 - a. I'm 14.
2. Do you have access to internet in your free time?
 - a. Yes.
3. Do you use YouTube?
 - a. Yes, but only to watch videos, I don't have an own channel.
4. Are there any specific YouTubers you are following on YouTube?
 - a. Portugese YouTubers.
5. Do you know BibisBeautyPalace?
 - a. Yes.
6. Do you know Dagi Bee?
 - a. Yes.
7. Do you watch their videos?
 - a. Dagi Bee's videos not. If the thumbnail of BibisBeautyPalace's videos are interesting to me then I'm watching them.
8. Do you have other Social Medias?
 - a. Yes.
9. Which do you use the most?
 - a. Snapchat.
10. Do you follow YouTubers there too?
 - a. Yes. Concrafter, BibisBeautyPalace and the Portuguese ones.
11. Do you interact with them too? By liking pictures or commenting?
 - a. No, I don't. I only look at what they upload.
12. What do you like about her?
 - a. I like that she has weird video ideas and that she is going for them.
13. Did you know that some YouTubers are selling their own merchandise?
 - a. Yes, I did.
14. Did you know that BibisBeautyPalace and Dagi Bee sell their own merchandise?
 - a. Yes, I did. I have already purchased bilou because it was interesting to me. I wanted to test it mainly because it was her product. However, I realized that there is a cheaper version too and so I stopped buying bilou. I think, that if I didn't know that it is from BibisBeautyPalace I probably had purchased it anyway because of the design.
 - b. From the Dagi-Shop I haven't purchased anything but I browsed through it to see what ideas she put in her clothing but I realized it's more clothing for children from 10-12 years old.
15. How did you pay for bilou?
 - a. I asked my parents for money.
16. Do they know that you are following YouTubers?
 - a. Yes.
17. Do they know that bilou is from her?
 - a. Yes, they do.
18. What did they say about it when you purchased it?
 - a. They said that I'm throwing money out of the window for a YouTuber that is making lots of money when I could buy the cheaper version that is the same thing in the end.
19. Did they know that the money was for bilou?
 - a. No, they didn't know I told them only afterwards.
20. Would they have given you either way the money?
 - a. Yes, I think so.

21. When you see a TV commercial presenting a new product from Nivea for example and then see that BibisBeautyPalace is presenting the same product too, which one would you believe more?
 - a. I would believe more BibisBeautyPalace. The TV spot is everything prescribed what the people must say, and Bibi, when she's not sponsored by Nivea is giving honest feedbacks and saying the truth. However, if she is sponsored I would think twice about it.
22. If BibisBeautyPalace is not sponsored and is presenting a product and giving it a good feedback, would you be more inclined to buy it too?
 - a. It depends on the product itself. If it's a product that is inspiring me then yes. Otherwise not.
23. In which category would you put YouTubers?
 - a. The Portuguese YouTuber, which I already met, I would put him to idols. He was very open and is entertaining.
 - b. BibisBeautyPalace I would put her as a distant celebrity.

Interview 8

1. How old are you?
 - a. I'm 14.
2. Do you have access to internet in your free time?
 - a. Yes.
3. Do you use YouTube?
 - a. Yes, I use it to watch videos and also had my own channel to because I wanted to upload videos but then I didn't in the end.
4. How come you didn't upload any videos?
 - a. Basically, my younger cousin has his own channel too and uploads videos. However, he is not famous, he's just making it for fun. So, I wanted to do it as well. I filmed some videos but then I never uploaded them.
5. Are there any specific YouTubers you are following on YouTube?
 - a. A Turkish YouTuber which I follow a lot and like much. But I follow too some German YouTubers.
6. Do you know BibisBeautyPalace?
 - a. Yes.
7. Do you watch her videos?
 - a. When I was younger I was watching regularly her videos but now not anymore. I grew up and like more the Turkish YouTuber.
8. Do you know Dagi Bee?
 - a. Yes.
9. Do you watch her videos?
 - a. Not at all.
10. Do you have other Social Medias?
 - a. Yes.
11. Which do you use the most?
 - a. Snapchat and Instagram.
12. Do you follow YouTubers there too?
 - a. Yes, I do. I follow the Turkish YouTuber and BibisBeautyPalace.
13. Do you interact with them too? By liking pictures or commenting?
 - a. When I scroll down and see pictures from them yes.
14. What do you like the most about these YouTubers?
 - a. The Turkish YouTuber is very open, and is in front of the camera just as he is normally.
 - b. BibisBeautyPalace is very funny together with her boyfriend and I like this.
15. How well do you think you know these YouTubers?
 - a. You can never really know someone if you know them only through social media. From what I see from social media, they are very good people.
16. In what category would you put these YouTubers?
 - a. BibisBeautyPalace I would say she is a star. The Turkish one I would put him as well in the category of a star but also a person that I can trust.
17. Did you know that some YouTubers are selling their own merchandise?
 - a. Yes, I did.
18. Did you know that BibisBeautyPalace is selling her own merchandise bilou?
 - a. Yes, when I was watching her videos I bought a lot of her merchandise. Every time a new bilou came out I was immediately buying. Sometimes there were some that were not smelling good so these I stopped buying but the others I kept buying them back in time.
19. How did you pay for it?
 - a. I asked my parents for money.
20. Did they know that bilou is from a YouTuber?
 - a. Yes, they came with me to buy it.

21. What did they say about this? Were they fine with you buying it?
 - a. They didn't really say anything about it.
22. When you see a TV commercial presenting a new product and then see that BibisBeautyPalace is presenting the same product too, which one would you believe more?
 - a. BibisBeautyPalace because I know her longer from social media and because Youtubers I know them better as I am following them. The people from the commercial you don't really know them. I think the feedbacks from YouTubers are more honest.

Interview 9

1. How old are you?
 - a. I'm 16.
2. Do you have access to internet in your free time?
 - a. Yes.
3. Do you use YouTube?
 - a. Yes, but only to watch videos, I don't have an own channel.
4. Are there any specific YouTubers you are following on YouTube?
 - a. Vegan cooks or healthy and lifestyle channels. Vegan ist ungesund, AskSwitzerland, testblogs. Very different ones.
5. Do you know BibisBeautyPalace?
 - a. Yes.
6. Do you know Dagi Bee?
 - a. Yes.
7. Do you watch their videos?
 - a. I watched their videos when I was younger sometimes.
8. Do you have other Social Medias?
 - a. Yes, but yesterday I deleted Instagram, Snapchat and YouTube. I only use WhatsApp now.
9. Were you following YouTubers there too?
 - a. No, I was just following my friends.
10. What do you like about YouTubers?
 - a. That they are open and talk openly about different topics and that they are honest.
11. Did you know that some YouTubers are selling their own merchandise?
 - a. Yes, I did.
12. Did you know that BibisBeautyPalace and Dagi Bee sell their own merchandise?
 - a. Yes, I do. I once smelled at bilou and for me it was smelling disgustingly so I didn't purchase it.
13. Why did you go to the store to check bilou?
 - a. Because it was hyped a lot and so I wanted to see how it is.
14. When you see a TV commercial presenting a new product and then see that BibisBeautyPalace or another YouTuber is presenting the same product too, which one would you believe more?
 - a. When in the video of YouTubers, they state that it is product placement then I would believe more the TV commercial. But if it's without product placement then I would believe more the YouTuber as then they are giving their real and honest opinion as they are not sponsored. I think it's easy to tell when they are lying and when not.
15. If a YouTuber, without product placement, is giving a very good feedback on a product, would you purchase it?
 - a. Yes, mainly for expensive food I would trust them and buy it myself.
16. In which category would you put YouTubers?
 - a. I would say stars.

Interview 10

1. How old are you?
 - a. I'm 13.
2. Do you have access to internet in your free time?
 - a. Yes.
3. Do you use YouTube?
 - a. Yes, but only to watch videos, I don't have an own channel.
4. Are there any specific YouTubers you are following on YouTube?
 - a. Comedy YouTubers. Joey's Jungle, CrispyRob.
5. Why are you following them?
 - a. Because they are funny and entertaining.
6. Do you know BibisBeautyPalace?
 - a. Yes.
7. Do you know Dagi Bee?
 - a. Yes.
8. Do you watch their videos?
 - a. No, I don't.
9. Do you have other Social Medias?
 - a. Yes.
10. Which do you use the most?
 - a. Instagram and Snapchat.
11. Do you follow YouTubers there too?
 - a. Yes, I do.
12. Do you interact with them too? By liking pictures or commenting?
 - a. I only like posts, I never comment.
13. What do you like about YouTubers?
 - a. That they are entertaining.
14. Did you know that some YouTubers are selling their own merchandise?
 - a. Yes, I did.
15. Did you know that BibisBeautyPalace and Dagi Bee sell their own merchandise?
 - a. Yes, I did. I never bought their merchandise but I went to a store to smell bilou.
16. Why did you do it?
 - a. Because I was curious.
17. When you see a TV commercial presenting a new product and then see that the YouTuber is presenting the same product too, which one would you believe more?
 - a. If it is with product placement I would trust more the TV commercial. If it's without product placement, I would trust more the YouTuber because it's their honest feedbacks.
18. Let's assume that one of these comedy YouTubers are creating their own merch, would you buy it?
 - a. If it is something that is interesting me yes, but I would not buy it just because it's them.

Interview 11

1. How old are you?
 - a. I'm 18.
2. Do you have access to internet in your free time?
 - a. Yes.
3. Do you use YouTube?
 - a. Yes, but only to watch videos, I don't have an own channel.
4. Are there any specific YouTubers you are following on YouTube?
 - a. Jolita.
5. Do you know BibisBeautyPalace?
 - a. Yes.
6. Do you know Dagi Bee?
 - a. No.
7. Do you watch their videos?
 - a. Randomly
8. Do you have other Social Medias?
 - a. Yes.
9. Which do you use the most?
 - a. Instagram and Snapchat.
10. Do you follow YouTubers there too?
 - a. I follow Jolita on Instagram.
11. Do you interact with them too? By liking pictures or commenting?
 - a. Yes, sometimes I like some pictures.
12. What do you like about Jolita?
 - a. That she is showing her real life and not only showing the best and most beautiful things in her life.
13. If you have to put her into a category, which category would you choose?
 - a. She is showing so much from her real life that for me I can see her as a friend.
14. On a scale from 1-5 how much do you think you know about her?
 - a. I would say 3.
15. If Jolita is producing her own merchandise, would you be more incline to buy it?
 - a. I don't think so, I am not so easy to influence.
16. When you see a TV commercial presenting a new product and then see that the YouTuber is presenting the same product too, which one would you believe more?
 - a. YouTubers, because they are more honest and give real feedbacks about the product and showing too the negative parts.
17. If YouTubers are giving positive feedback, would you be more willing to buy the product too?
 - a. Maybe yes. If it's a product I already have I will continue to buy it if they have a positive feedback online.

Interview 12

1. How old are you?
 - a. I'm 15.
2. Do you have access to internet in your free time?
 - a. Yes.
3. Do you use YouTube?
 - a. Yes, but only to watch videos, I don't have an own channel.
4. Are there any specific YouTubers you are following on YouTube?
 - a. Zoella, beauty and lifestyle YouTubers.
5. Do you know BibisBeautyPalace?
 - a. Yes.
6. Do you know Dagi Bee?
 - a. Yes.
7. Do you watch their videos?
 - a. No, I don't.
8. Why do you watch Zoellas videos?
 - a. Because she is very honest and is showing how she is really living her life.
9. If you have to put her into a category, which category would you choose?
 - a. I would put her in between being a star and being my friend.
10. Do you have other Social Medias?
 - a. Yes.
11. Which do you use the most?
 - a. Instagram and Snapchat.
12. Do you follow YouTubers there too?
 - a. Yes, I follow Zoella on both.
13. Do you interact with them too? By liking pictures or commenting?
 - a. Yes, I like her pictures.
14. What do you like about Zoella?
 - a. I like her humor.
15. Did you know that some YouTubers are selling their own merchandise?
 - a. Yes, I did.
16. Did you know that BibisBeautyPalace and Dagi Bee sell their own merchandise?
 - a. Yes, I know. I never bought bilou myself but once I received it as a present.
17. When you see a TV commercial presenting a new product and then see that the YouTuber is presenting the same product too, which one would you believe more?
 - a. It depends on the YouTuber, because there are some that say their true opinion on the product and some that only say good things about products.

Interview 13

1. How old are you?
 - a. I'm 15.
2. Do you have access to internet in your free time?
 - a. Yes.
3. Do you use YouTube?
 - a. Yes, but only to watch videos, I don't have an own channel.
4. Are there any specific YouTubers you are following on YouTube?
 - a. American or British YouTubers.
5. Do you know BibisBeautyPalace?
 - a. Yes.
6. Do you know Dagi Bee?
 - a. Yes.
7. Do you watch their videos?
 - a. No.
8. Do you have other Social Medias?
 - a. Yes.
9. Which do you use the most?
 - a. Instagram.
10. Do you follow YouTubers there too?
 - a. Yes.
11. Do you interact with them too? By liking pictures or commenting?
 - a. Not at all.
12. What do you like the most about the YouTubers you are following?
 - a. That they are very creative, do their stuff and don't get influenced by others.
13. Did you know that some YouTubers are selling their own merchandise?
 - a. Yes.
14. Would you be willing to buy products from YouTubers that you know?
 - a. No
15. When you see a TV commercial presenting a new product and then see that the YouTuber is presenting the same product too, which one would you believe more?
 - a. I think I wouldn't trust anyone. Because both are doing it for money. However, if it is done without product placement I would trust more the YouTuber. But I would not buy it just because of this if I don't like the product.

Interview 14

1. How old are you?
 - a. I'm 13.
2. Do you have access to internet in your free time?
 - a. Yes.
3. Do you use YouTube?
 - a. Yes, but not very much.
4. Are there any specific YouTubers you are following on YouTube?
 - a. No.
5. Do you know BibisBeautyPalace?
 - a. Yes.
6. Do you know Dagi Bee?
 - a. Yes.
7. Do you have other Social Medias?
 - a. Yes.
8. Which do you use the most?
 - a. Instagram and Snapchat.
9. Do you follow YouTubers there too?
 - a. No, I just follow like very famous people.
10. If you have to put YouTubers into a category, which category would you choose?
 - a. I would not define them as someone I can trust, they are just people that became famous.
11. Have you ever purchased merchandise from a YouTuber?
 - a. No.
12. When you see a TV commercial presenting a new product and then see that the YouTuber is presenting the same product too, which one would you believe more?
 - a. Neither of them. I don't trust YouTubers.

Interview 15

1. How old are you?
 - a. I'm 11.
2. Do you have access to internet in your free time?
 - a. Yes.
3. Do you use YouTube?
 - a. Yes, to listen to music.
4. Are there any specific YouTubers you are following on YouTube?
 - a. Just a few, not many.
5. Do you know BibisBeautyPalace?
 - a. Yes.
6. Do you know Dagi Bee?
 - a. Yes.
7. Do you have other Social Medias?
 - a. No.
8. If you have to put YouTubers into a category, which category would you choose?
 - a. I would say famous people.
9. Have you ever purchased merchandise from a YouTuber?
 - a. No.
10. When you see a TV commercial presenting a new product and then see that the YouTuber is presenting the same product too, which one would you believe more?
 - a. I don't trust YouTubers.

Interview 16 – Mother from interviews 14+15

1. If your children would come to you and ask you for money such that they can buy a product from these YouTubers, what would your reaction be?
 - a. First, I would see myself what this product is about and if it is really useful I would see together with my children if there are alternative products to those of the YouTubers. However, if I see that it is becoming excessive, I would seek for a conversation with them. In this conversation I would explain to them the dangers they can encounter and see if I can turn away them from these products as there are other possibilities too. It is very important for me that they don't get too much influenced by these YouTubers.
2. Would you support them because these YouTubers are famous and hyped by others?
 - a. No, I wouldn't support it, but I wouldn't even reject it completely. It's important to find a healthy median. I think it's ok to grant one of these products if they are useful, but it shouldn't get to be a habit.
3. Do you have any thoughts or concerns on the time your child is spending on the internet, or the possibility that your child might get influenced by YouTubers?
 - a. I am not afraid of these YouTubers but I have a huge respect for what they do. I am always asking my children what they are doing and am looking with my own eyes what they are doing to see what they are watching. I am preventing them from spending too much time with these YouTubers and am in general explaining them all the dangers of the internet.

Interview 17

1. How old are you?
 - a. I'm 13.
2. Do you have access to internet in your free time?
 - a. Yes.
3. Do you use YouTube?
 - a. Yes sometimes, but only to watch videos, I don't have an own channel.
4. Are there any specific YouTubers you are following on YouTube?
 - a. Not specific ones.
5. Do you know BibisBeautyPalace?
 - a. Yes.
6. Do you know Dagi Bee?
 - a. Yes.
7. Do you watch their videos?
 - a. No.
8. Do you have other Social Medias?
 - a. Yes.
9. Which do you use the most?
 - a. Snapchat and Instagram.
10. Do you follow YouTubers there too?
 - a. No
11. Do you interact with them too? By liking pictures or commenting?
 - a. No, I don't. I only look at what they upload.
12. What do you like about her?
 - a. I like that she has weird video ideas and that she is going for them.
13. Did you know that some YouTubers are selling their own merchandise?
 - a. Yes, I did. I never purchased something from YouTubers.
14. When you see a TV commercial presenting a new product from Nivea for example and then see a YouTuber presenting the same product too, which one would you believe more?
 - a. I would believe more the YouTuber because I think he is more trustworthy.
15. In which category would you put YouTubers?
 - a. I would say stars as they are very distanced.

Interview 18

1. How old are you?
 - a. I'm 12.
2. Do you have access to internet in your free time?
 - a. Yes.
3. Do you use YouTube?
 - a. Yes, but only to watch videos, I don't have an own channel.
4. Are there any specific YouTubers you are following on YouTube?
 - a. Only BibisBeautyPalace.
5. Do you watch her videos?
 - a. Yes, whenever I want to.
6. What do you like the most about BibisBeautyPalace?
 - a. She is called BibisBeautyPalace, however she is not only doing beauty videos but lots of funny videos too. She is filming with other people too and doing lots of different things.
7. As you know her, did you know that she is selling her own merchandise bilou?
 - a. Yes, I do.
8. Have you ever purchased something from her merchandise?
 - a. Yes, I have 15 products from her.
9. Why do you buy them?
 - a. Because they are cool and smell good.
10. Is it important for you that it is her merchandise or would you buy the cheaper version which is not bilou?
 - a. I am buying bilou because it is from BibisBeautyPalace, I would not buy the cheaper version.
11. How did you pay for it?
 - a. I am paying for it with my allowance.
12. Do your parents know that you're buying bilou from your allowance?
 - a. Yes, they do.
13. Do they know that bilou is from a YouTuber?
 - a. Yes.
14. What do they think about this?
 - a. They think it's cool that she is having her own brand. They think it's good and lots of people are buying it.
15. Do your parents have any concerns about this?
 - a. Not at all.
16. Do you have other Social Medias?
 - a. Yes.
17. Which do you use the most?
 - a. Snapchat and Instagram.
18. Do you follow YouTubers there too?
 - a. Yes, Dagi Bee and BibisBeautyPalace.
19. Do you interact with them too? By liking pictures or commenting?
 - a. No, not really.
20. In which category would you put BibisBeautyPalace?
 - a. I would say she is an idol.
21. When you see a TV commercial presenting a new product from Nivea for example and then see that BibisBeautyPalace is presenting the same product too, which one would you believe more?
 - a. BibisBeautyPalace or YouTubers in general. I think their opinion is better and they are more trustworthy.

22. When BibisBeautyPalace is uploading a video stated with product placement and she is presenting a new product or just giving a positive feedback about it, would you buy it?
 - a. Yes, I would.
23. On a scale from 1-5 how much would you say you know about her?
 - a. Between 3 and 4.
24. When she is presenting products, is for you the brand more important or the feedback?
 - a. The brand is important but through her feedbacks I'm buying products.

Interview 19

1. How old are you?
 - a. I'm 13.
2. Do you have access to internet in your free time?
 - a. Yes.
3. Do you use YouTube?
 - a. Yes, but only to watch videos, I don't have an own channel.
4. Are there any specific YouTubers you are following on YouTube?
 - a. No.
5. Do you know BibisBeautyPalace?
 - a. Yes I know her and also Dagi Bee.
6. Do you watch their videos?
 - a. Yes, sometimes.
7. Did you know that BibisBeautyPalace is selling her own merchandise?
 - a. Yes, bilou.
8. Have you ever purchased something from her merchandise?
 - a. Yes, once but it was not so good.
9. Why do you buy it?
 - a. Because all my friends were buying it and everyone was saying it is good. It was mainly because of the hype.
10. Do you have other Social Medias?
 - a. Yes.
11. Which do you use the most?
 - a. Instagram.
12. Do you follow YouTubers there too?
 - a. YouTubers not, mainly stars.
13. Do you interact with them too? By liking pictures or commenting?
 - a. Yes.
14. In which category would you put YouTubers?
 - a. Stars.
15. When YouTubers are talking about a product in their video giving very good feedback, would you buy it?
 - a. No, not really.
16. When you see a TV commercial presenting a new product from Nivea for example and then see that a YouTuber is presenting the same product too, which one would you believe more?
 - a. I would believe more the YouTubers because in TV you know that they get paid a lot for doing. YouTubers are getting paid too, that's true, but they are more real in my opinion.

Interview 20

1. How old are you?
 - a. I'm 13.
2. Do you have access to internet in your free time?
 - a. Yes.
3. Do you use YouTube?
 - a. Yes, but not very often, I don't have an own channel.
4. Are there any specific YouTubers you are following on YouTube?
 - a. I don't remember the names by heart.
5. Do you know BibisBeautyPalace?
 - a. Yes.
6. Have you ever purchased something from her merchandise?
 - a. Yes.
7. Why do you buy it?
 - a. Because of the hype. I was also curious of how it's smelling.
8. Do you have other Social Medias?
 - a. Yes.
9. Which do you use the most?
 - a. Instagram and Snapchat.
10. Do you follow YouTubers there too?
 - a. No.
11. In which category would you put YouTubers?
 - a. I don't know them personally, so stars.
12. When you see a TV commercial presenting a new product from Nivea for example and then see that a YouTuber is presenting the same product too, which one would you believe more?
 - a. I would believe more the YouTubers because they are more real to me. In TV I think they are lying a lot.
13. If there is a product you are interested in but not sure if you should buy it and a YouTuber is giving a good feedback, would you buy the product?
 - a. Yes, I would.

Interview 21

1. How old are you?
 - a. I'm 12.
2. Do you have access to internet in your free time?
 - a. Yes.
3. Do you use YouTube?
 - a. Yes, but only to watch videos, I don't have an own channel.
4. Are there any specific YouTubers you are following on YouTube?
 - a. Lisa&Lena, Simon Desue, BibisBeautyPalace, Dagi Bee
5. Why are you following them?
 - a. Because their videos are cool.
6. Do you watch their videos ?
 - a. Yes, sometimes.
7. Do you have other Social Medias?
 - a. Yes.
8. Which do you use the most?
 - a. Instagram.
9. Do you follow YouTubers there too?
 - a. Yes. Dagi Bee, BibisBeautyPalace, Lisa&Lena, Simon Desue.
10. Do you interact with them too? By liking pictures or commenting?
 - a. Yes.
11. Have you ever send them private messages?
 - a. Yes, I have.
12. Did they answer?
 - a. No.
13. How did you feel about this?
 - a. Normal. They can't answer to everyone.
14. What do you like the most about them?
 - a. The videos they are doing.
15. Did you know that BibisBeautyPalace is selling her own merchandise?
 - a. Yes, bilou.
16. Have you ever purchased something from her merchandise?
 - a. Yes, I have.
17. Why did you buy it?
 - a. Because it's smelling good.
18. Is it important for you that it is from her or would you have purchased the cheaper one not from bilou too.
19. How did you pay for it?
 - a. I asked my parents for money.
20. What did they say about it?
 - a. Not much, they think it's cool.
21. In which category would you put YouTubers?
 - a. Stars.
22. When you see a TV commercial presenting a new product from Nivea for example and then see that a YouTuber is presenting the same product too, which one would you believe more?
 - a. I would believe more the YouTubers because they are more honest than television.

Interview 22

1. How old are you?
 - a. I'm 13.
2. Do you have access to internet in your free time?
 - a. Yes.
3. Do you use YouTube?
 - a. Yes, but only to watch videos, I don't have an own channel.
4. Are there any specific YouTubers you are following on YouTube?
 - a. Dagi Bee, Concrafter and others.
5. Do you know BibisBeautyPalace?
 - a. Yes.
6. Do you watch her videos?
 - a. No.
7. Why do you follow Dagi Bee?
 - a. Because her videos are entertaining.
8. Do you use social media?
 - a. Yes, I use Instagram the most.
9. Do you follow Dagi Bee on Instagram?
 - a. Yes, I do.
10. Do you interact with her too? By liking pictures or commenting?
 - a. Yes.
11. Have you ever send her a private message?
 - a. Yes.
12. Did she answer?
 - a. No.
13. How did you feel about this?
 - a. Normal, because I can understand that she cannot answer to everyone.
14. What do you like the most about her?
 - a. That she is entertaining me and making me laugh.
15. Did you know that Dagi Bee is selling her own merchandise in the Dagi-shop?
 - a. Yes.
16. Have you ever purchased something from her?
 - a. No, but I have purchased bilou from BibisBeautyPalace.
17. Why did you buy it?
 - a. Because it's smelling good and because it's from a YouTuber.
18. How did you pay for it?
 - a. I asked my parents for money.
19. What do they think about it?
 - a. They think it's good that YouTubers are creating their own products.
20. When you see a TV commercial presenting a new product from Nivea for example and then see that a YouTuber is presenting the same product too, which one would you believe more?
 - a. I would believe more the YouTubers because probably they have tested the product and so you can trust them more.
21. Generally, are you buying usually more products that YouTubers are recommending to you?
 - a. Yes.