

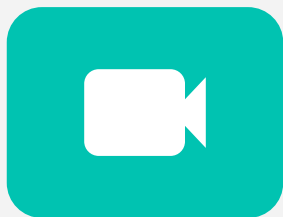
Qualified Influencer

How Creators Communicate Value in YouTube Reviews





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No Judgement

Value Optimization and the Reinvention of Reviewing on YouTube



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Moist Meter

290 videos • 8,775,338 views • Last updated on Oct 22, 2021



penguinz0

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Moist Meter | Halloween Kills

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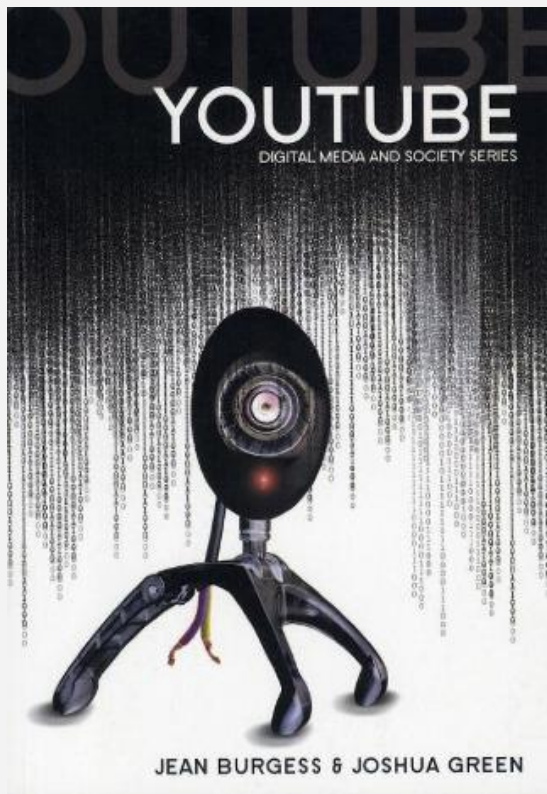


Moist Meter | Squid Game

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Moist Meter | Venom: Let There Be Carnage





Digital video is the new instruction manual

Whether pre-purchase or post-purchase, video comes in handy when people want to see how a product is actually used. They want to see others' real life experiences to understand what to do after they open that box.



50,000+

50,000 years of product review videos
watched on mobile in the past two years.⁶



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Digital video is th

Whether pre-purchase or post-purchase, you want to see how a product is used in real-life experiences to understand what



WIRED

SIGN IN

FEATURED BEST MEMORIAL DAY SALES WORK ANYWHERE WITH AN AR LAPTOP THESE WATER BLASTERS ARE FOR 'KIDULTS'

Meet the 20-Year-Old Who Built a YouTube Product Review Empire

Marques Brownlee is a YouTube sensation. The tech-review prodigy has 1.8 million subscribers—more followers than Kanye West, Marvel, or Disney Animation.





- **Platformized cultural production** (Jaakkola, 2022; Nieborg & Poell, 2018)
- **Ranking cultures** (Rieder, Matamoros-Fernández, & Coromina, 2018)
- **Cultural optimization** (Morris, Prey, & Nieborg, 2021; Bishop, 2018)



- Reviewers as **cultural intermediaries** (Maguire and Matthews, 2012)
- Reviews include **specific opinions** and **general logics of justification** (Blank, 2006)
- Justifications combine to form **cultural repertoires of evaluation** (Lamont and Thévenot, 2000)



RQ1

How do YouTube creators qualify their **objects of review**?

RQ2

How do YouTube creators qualify themselves as **reviewers**?

RQ3

How do these practices **vary** across different types of reviews?



Popular YouTube Reviews

- 24% consumer products (makeup)
- 23% videogames
- 18% toys
- 17% tech
- 16% cultural products (movies, music)
- 3% parody
- 2% other



(Jaakkola, 2018)



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YouTube channels



Statistic	Mean	SD	Minimum	Median	Maximum
Subscribers	2,718,210	4,295,318.47	263,000	1,085,000	24,700,000
Total Views	858,528,615.29	1,977,852,833	16,723,173	246,080,574	12,915,377,935
Years on platform	11.27	3.73	3	11	16



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YouTube videos

Statistic	Mean	SD	Minimum	Median	Maximum
Views	409,791	718,772.90	706	177,723	4,683,700
Likes	19,584	37,297.55	45	6,791	277,739
Dislikes	722	2,149.83	0	156	13,862
Comments	1,680	2,484.51	2	753	15,781





Codebook



Criteria	Definition
Aesthetics	Good is that which is beautiful or artistic.
Distinctiveness	Good is that which stands out.
Economy	Good is that which uses resources carefully.
Functionality	Good is that which fulfills its intended purpose.
Morality	Good is that which follows standards of right behavior or character.
Pleasure	Good is that which feels pleasant or satisfying.
Popularity	Good is that which is liked or supported by many people.
Resonance	Good is that which is emotionally moving.
Tradition	Good is that which is classic or connected to the past.
Truthfulness	Good is that which is real or authentic.



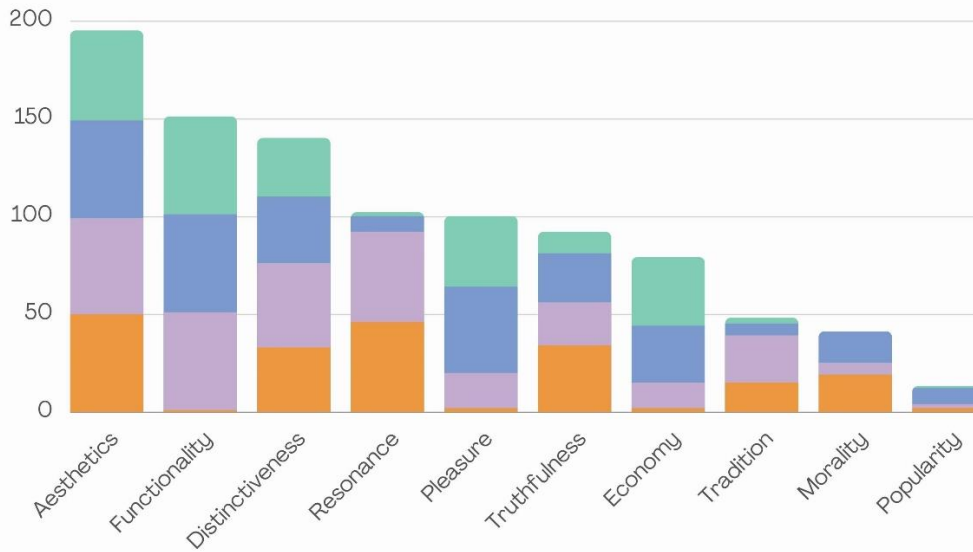


What's worthwhile?



Review Video VALUES

- Movies
- Video Games
- Makeup
- Tech





Ratings: 11%
Rankings: 13%
Recommendations: 40%



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Recommendations: 40%

“I don't really give games a rating out of 10 because I think it's meaningless. Instead, I just show you the gameplay and let you make up your own mind whether you think this game is for you or not.”

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Who's worthwhile?



Direct Address
Nicknames
Cultural Distinction
Qualifications



Direct Address

Nicknames

Cultural Distinction

Qualifications

“I would love to hear from you guys if you've tried this how you feel about it because mascaras are very personal, so leave a comment down below if you've tried this mascara and what you think.”

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All Engagement: 86.5%

Comment: 55%

Subscribe: 46.5%

Like: 31%

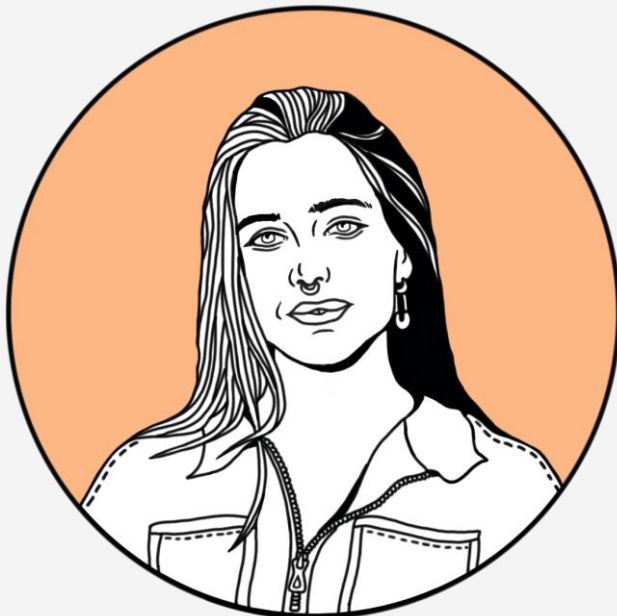
Click Video: 18%



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Value Optimization



Thanks

@blakeplease

blake.hallinan@mail.huji.ac.il

www.blakehallinan.com

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