

Youtuber : Your Aim & Your Take

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篇名:

**YouTuber
Your Aim & Your Take**

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I. Introduction

I.1. Research Motivation & Background

In the era of developed network platforms, many people love to share their videos by uploading them to social media. Among these websites, “YouTube” is the most typical one which has the highest click-through rate. Through posting videos on the Internet, film-uploaders attempt to increase their own reputation and gain more profits. By doing so, they become conspicuous and possess fame and wealth. The young generation hopes that the platform of YouTube can help them make more money. We wonder whether filming on video media can become a source of future livelihoods for adolescents or not. Our research is conducted through questionnaires and interviews to figure out what type of films can draw the public’s attention and explore possible strategies for a sustainable development in this industry. Although this job is unacceptable in many people’s mind, we hope our findings and suggestions can benefit young people who are eager to be YouTubers as their future career.

I.2. Research Purpose

- (1) To understand the most popular type of YouTube video
- (2) To analyze SWOT about YouTuber
- (3) To explore whether YouTuber is regarded as a stable job or not

I.3 Research Methods



II. Literature Review

II.1. Definition of YouTubers

People who upload their videos to this platform and run their homepages successfully will usually be called “YouTuber”. In order to create commercial profits and obtain more feedbacks, publishing their works on YouTube is the way to become popular directly.

II.2. The Most Desirable Video Types :

(1) Product Reviews

YouTubers offer feedback on a product or service.

(2) Education

These videos often target specific demographics, such as children or college students.

(3) VLOGS

VLOGS is also known as “Video blogs”, which capturing the everyday life of YouTubers.

(4) Gaming

This video type is defined as focusing on gaming or reviews of new games and gaming products.

(5) Comedy

Creative comedic videos and content featuring entertaining skits are often the most likely to be shared by followers and achieve “viral” status.

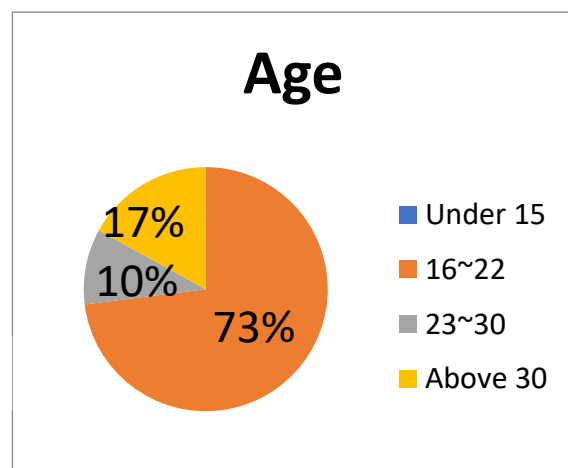
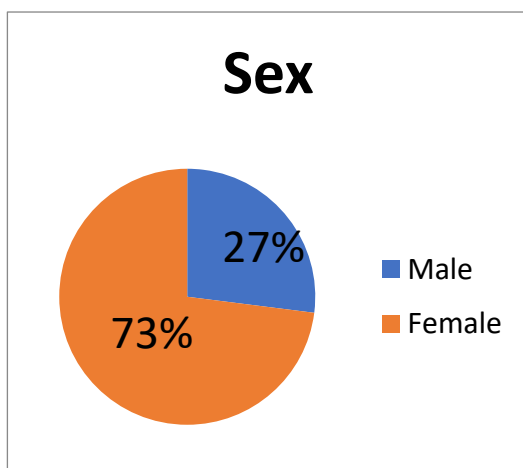
(6) Event

Event videos feature a YouTuber showing off products-typically makeup, clothing or home goods-after the shopping spree.

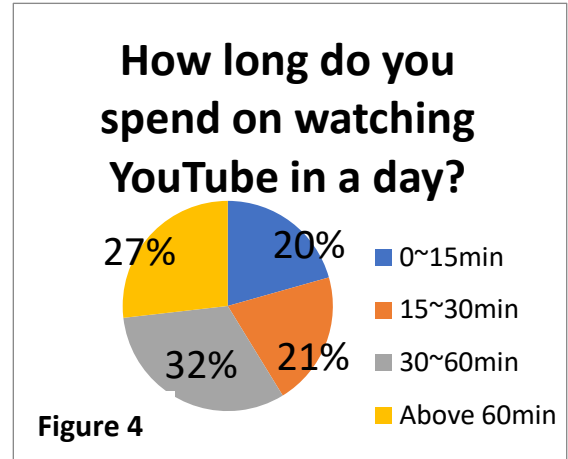
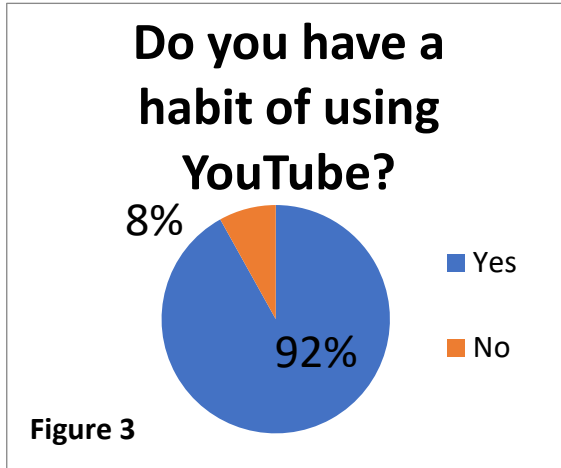
(7) Unboxing

Unboxing videos capture a YouTuber’s reaction and initial impressions as they open a product’s box for the first time

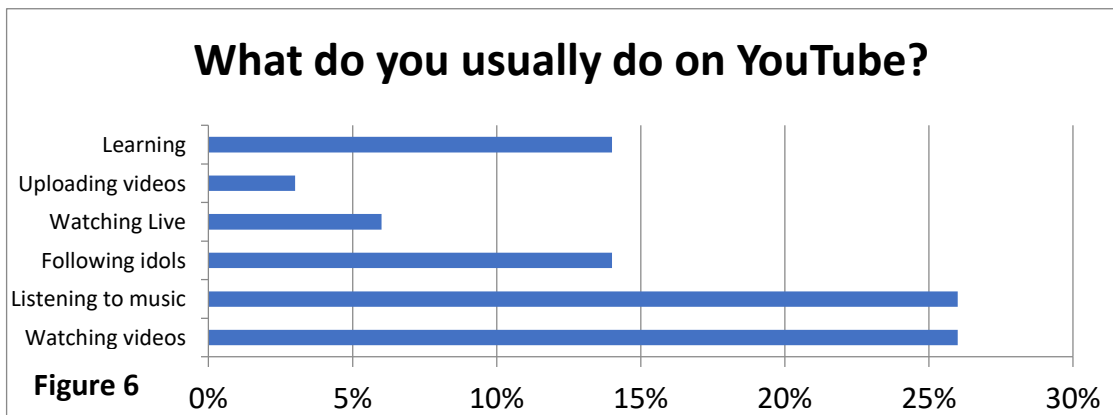
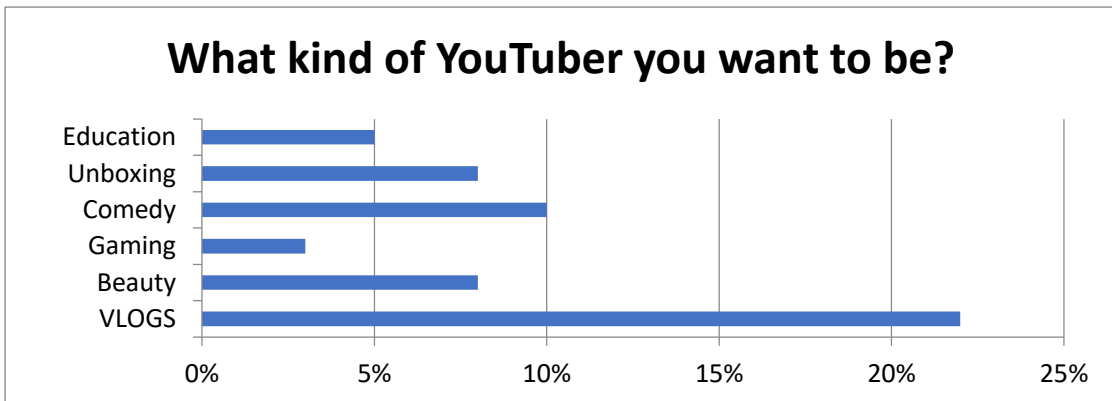
II.3 Questionnaire

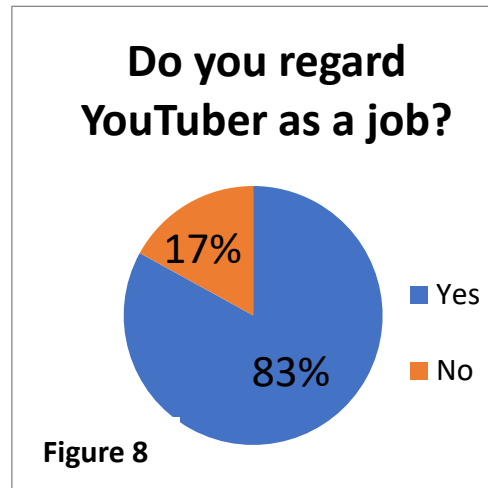
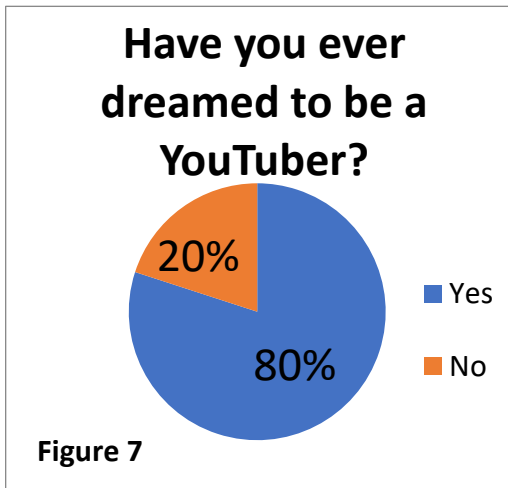


According to figure 1 and 2, most of YouTube users are females and youngsters. Thus, YouTubers can plan out the more attractive materials in connection with the result, and produce spectacular videos in order to obtain benefits.



These figures show that using YouTube has become a part of people daily life, and the users of YouTube are increasing, due to the growing number of users, the opportunities of gaining profits are getting more and more.





According to figure 7, most of people want to be a YouTuber who is capturing their daily lives as their filming materials. Second figure shows that users of YouTube spend their time on both listening to music and watching videos. Among all respondents of questionnaire, 80% of people have dreamed to be a YouTuber and 83% of people regard YouTuber as a stable job.

II.4.YouTuber SWOT

	<p>Opportunity</p> <p>1.Rapid information transmission</p> <p>2.High acceptance</p>	<p>Threat</p> <p>1.High competitiveness</p> <p>2.Easily involved in social issues</p>
<p>Strength</p> <p>No limit of time and space</p>	<p>Growing Strategy(SO)</p> <p>Modeling self-image so as to raise own prestige.</p>	<p>Twist Strategy(ST)</p> <p>Cooperating with other YouTubers , making brand-new trend by using each advantages.</p>
<p>Weakness</p> <p>1.Taking much time to edit</p> <p>2.Easily be imitated by competitors</p>	<p>Diversity Strategy(WO)</p> <p>Combining the elements of public preferred, create influential trend.</p>	<p>Defensive Strategy(WT)</p> <p>Producing self-indication</p>

III. Conclusion & Suggestion

As a well-known YouTuber, regardless of their behavior was good or bad, were easy to be magnified by the public. With the spread of click-through rate of videos, the competitive is getting more and more stronger. If theme of the video was not creative and was not reach a fairly high level, it may be failed directly. Being a YouTuber no one would "ensured" that how much salary you will get or labor law toprotect your rights, and assume the most direct "uncertainty" pressure. Therefore many people give up as a full-time YouTuber, find a "stable" job, and then use free time to work part-time on YouTube

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崩潰：難怪被吉

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