

### **Previous seminar review : Determinants of youtube views for beauty vlogger.**

Firstly, the introduction part explains about the topic of the seminar and how important the number of viewers to beauty bloggers on youtube platform. There is information that showed us about the introduction of Youtube , the newest trend of marketing , beauty content on Youtube by referring from articles and journals in literature review. Moreover, this part also elaborate about the background and market of beauty bloggers too.

In terms of methodology of this paper, the paper conducts the variables of factors in 4 categories including quality of production(Technical,English, Clip duration), vlogger characteristic(Skin, Age, Beauty), consumer preference ( Style, Clip time, Subscribers) and information ( Reviewing, Product detail, Teaching ) that influence Youtube's view first including 12 variables to play an essential role on Youtube observation which is the main methodology on this paper. After that it search video on Youtube and select the 15 clips from each beauty blogger who are 6 people of thai and 6 people of foriegn (180 clips) based on the number of subscribers which have more than 300,000 subscribers due to credibility and no longer than 3 years because of changing of trend and technology.

Furthermore, questionnaires in google form also be used to survey the "beauty" variable with 200 people to figure out beauty level of each beauty bloggers. Lastly, method that use to analyse the observations is regression analysis. There is three models including multiple linear regression to analyze the relationship between dependent (the number of viewers) and independent variables ( factors), OLS (Ordinary Least Square) to find significant factors 99,95,90 percent significant respectively and Chow test to assure the hypothesis separating two models for Thai and Foreign.

Next, there are positive relationships between factors which are duration available, subscribers, technical, clip time and the number of Thai beauty blogger's viewers only. But foriegn beauty bloggers, there are duration available and styles that are positively related with the number of viewers. On the other hand, age, review testing and beauty are negatively related to both nationality of beauty bloggers. In addition, chow tests make sure that we should separate models between both Thai and Foreign of beauty bloggers.

In conclusion, there are summaries of the factors that are important to both beauty bloggers' view on the youtube platform. Last but not least, the paper recommends to test different regression with different factors. Therefore, Thai and foreign beauty bloggers should provide different types of factors for the audiences. Nevertheless, this paper has time and observation limitations to find more accurate results to account for different perception and culture.

In my opinion, the results which some factors and the number of views are negative relationship quietly do not make sense because age and review testing might be favor for some group of people with difference preference. Furthermore, the paper is very clear in terms of methodology but it can add more factors to survey for audiences such as engagement on other social media so there is no need to have only beauty factors on surveys that we can see more observation from audience perception. I think that it can be benefit to beauty bloggers to understand more insight of viewers.