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**EE 489: Seminar in Industrial Economics**

**Determinants of YouTube views for beauty vlogger**

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# **Determinants of YouTube views for beauty vlogger**

## **ABSTRACT**

YouTube is an enormous platform available for video creators and/or vloggers to post their contents and generate income according to the number of views they get per video. It is crucial for the video creators to understand the factors that can affect the number of viewers in order to improve on all factors and get more views and subscribers, thus, gain more income. Not only videos on YouTube contains entertainment and educational content, but also beauty-related videos which have gained a significant number of views and subscribers over this past decade. This seminar paper objective is to find factors that make beauty blogger clips become more interesting to get more viewers. Thus, generate more income by increasing the tendency of subscribers and sponsors who want beauty vlogger to promote their products. Two methods are used to analyze data; Ordinary Least Square and Chow test. OLS is used to test significant factors while Chow test is used to test whether this data set should separate into two regression lines. The important note is that Thai people have a different style of clip preference from western people which indicates that some factors are not important for Thai beauty blogger but essential for westerners. This report results will explain the factors those are important for both western and Asian beauty blogger.

## **1. Introduction**

“Wow this lipstick color is so nice where did you buy it?” or “Tonight I will go to a wedding party, what makeup style should I wear?” These are normal questions among women. In the past, the easiest way to get the information was to go to cosmetic counters to ask about what you are interested in which requires a high transaction cost. However, through the connectivity of technology and globalization, YouTube has become an active platform that makes information exchanging easier for the beauty industry.

Beauty vlogger is the person who teaches and makes reviews about cosmetic and personal care on YouTube. They are one of the biggest communities on YouTube which has become an interesting sector as the number of views has been increasing incredibly. Therefore, companies in the cosmetic sector should pay more attention towards the trend as they can gain a massive exposure among this community via beauty vloggers' YouTube channels especially the ones with a huge number of subscribers and views. As the number of views is important for them, this paper will provide information to improve and expand this industry's content on YouTube platform by finding “Determinants of YouTube views for beauty vlogger”.

Acknowledging the factors that affect the number of views is essential to beauty vlogger. They should realize the fact that they should provide different content to target dissimilar watchers which might include using different languages. This paper will include a background of beauty vlogger, methods used to get data and result from analysis about determinants of YouTube views for beauty vlogger. This could be beneficial for beauty vlogger to get a suitable idea and incentive to create better content for their subscribers.

## **2. Literature review**

### **2.1. Introduction of YouTube, The newest trend of marketing.**

“YouTube is a network platform channel which people around the world use it for posting, sharing, watching and commenting the videos uploaded by YouTuber” (Mir & Rehman 2013). YouTube has been another world that connects people who are different in nationalities, languages, and beliefs by being a platform where people can share their social based stories in a variety of creative ways. Furthermore, “it can be like a social network tool by people can subscribe their interesting YouTube channel and get a notification if there are updated newer clips” (Roger & Zack, 2012). There are many new definitions for example YouTuber, subscriber, and influencer. “These words not only create a new idea for people to get out of their comfort zone to do incredible things but also generate spilled-over effect for marketing strategy caused by the fast growth of social media, a giving birth of marketing tools always occur for promoting strategy” (Edwards 2011, 1). By using this newest method, hiring YouTube influencers promote their products, the cosmetic brands will be able to present their product to their target group easily.

According to the newest trend in marketing, this is the way that might help cosmetic company decrease advertising cost. Beauty videos on YouTube will be used to launch new cosmetics rather than other ways such as magazine or television advertising. So, beauty vloggers will become more important in the near future by playing a critical role in as one of the cosmetic marketing strategy. Therefore, YouTube may offer opportunities for business. The number of views will affect beauty bloggers credibility as a cosmetic companies promoting tools which are the main reason for this report to find important factors for beauty vloggers.

## **2.2. Beauty related content on YouTube**

People tend to follow beauty gurus who are similar to them for example skin color and face shaped on YouTube as it is easier for people to imitate and apply makeup style on their faces. “The most common beauty related videos on YouTube are reviews about products; these videos feature recently purchased items, which are called hauls and tutorials on makeup looks, hairstyles and outfit inspiration, among many others” (Elisabeth, 2017). Many viewers expect to learn and update new makeup trend from beauty gurus.

“Youtubers are those who have a higher status, education and social standing and thus the ability to influence followers” (Li and Du, 2011). These factors are used to define beauty vlogger as they are from higher social status. By having higher knowledge and experience, beauty vlogger can influence their viewers. According to (Turcotte et al., 2015), “the beauty gurus on the platform are perceived, to be honest and trustworthy.” Through reviewing and teaching, beauty guru should use it in their everyday life and give honest comment. “Interconnection between beauty vloggers and viewers also as important for beauty gurus to gain their popularities from their fans and for their business” (Fischer et al., 2014). Beauty vloggers present themselves in positive ways which also good for cosmetic product image.

There are interesting factors such as the number of subscribers which is beauty vloggers credibility according to my literature review. And teaching factor, People also have their individual main purposes watching beauty vloggers; to learn makeup techniques or to update cosmetic and personal care products. These are my main factors which are affecting the number of views. Therefore, in this report, these factors will be proved whether it is important towards

beauty vlogger viewers or not. These will be used along with other factors that I also found on YouTube by myself.

### **3. Background of beauty vlogger**

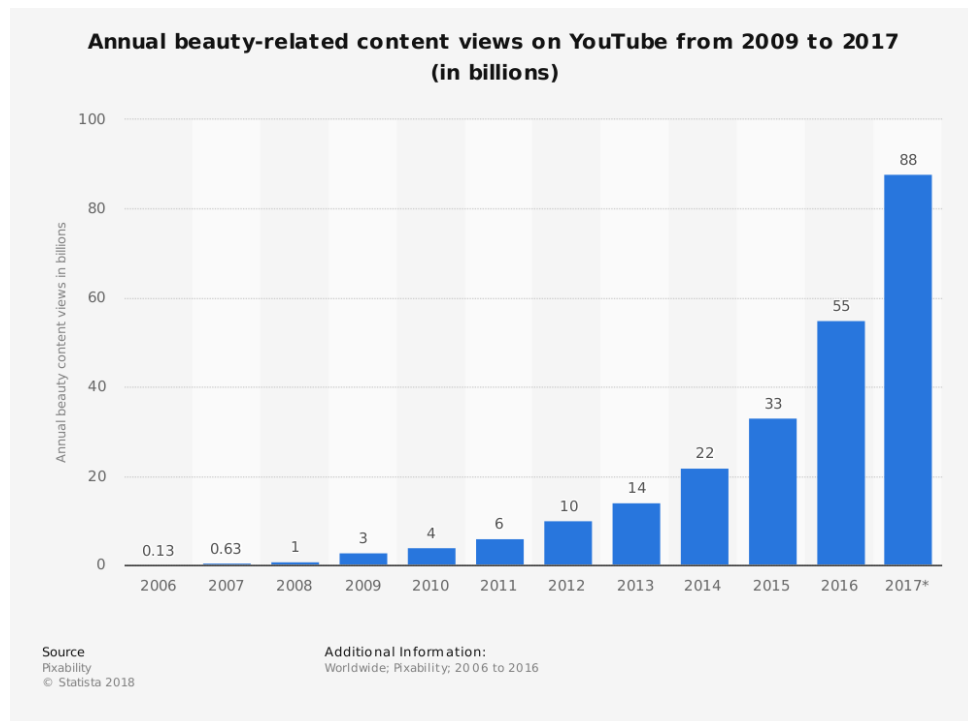
#### **3.1. History of beauty vlogger**

Cyber world has been growing dramatically in a recent year. YouTube has become an important channel for the new generation to communicate, show creativity, and do business commercial, especially for the girls who are interested in beauty world. They want to improve their makeup skills as they feel a need to catch up with trends that always changing through time. Additionally, a variety of cosmetic products available in the market have no details of usage, thus, makes it harder for the consumers to find the most suitable one for them. Therefore, beauty vloggers appeared in blog and web board for the first time. As technologies have improved, video is the best tool for content like teaching and reviewing as it clearly shows the makeup color with application techniques. Through uncomplicated communication method, YouTube is the best channel to create a community for people with similar interests. Therefore, beauty community on YouTube has started.

“Beauty YouTuber also called Beauty vlogger, beauty gurus or beauty influencer who create and post videos on YouTube about cosmetic, fashion, hair styling and related topic. There is a statistic in 2016 showed that more than 5.3 million beauty video on YouTube and 86 percent of the 200 beauty videos were made by beauty vloggers rather than beauty brand” (Wikipedia, 2018). Beauty vloggers become more influential for many girls buying behavior. As shown in graph 1, the amount of viewer in beauty sector has increased significantly between 2016 and 2017 due to improvements in high-speed access to internet from smartphone and tablet. People

will use this platform more and more because of responding to the lower cost to gain beauty information.

Graph1: Annual beauty related content views on YouTube



At the present time, Beauty vloggers not only teach technique for everyday makeup and review cosmetic and personal skincare but also vlog about their everyday life. Vlog is the new kind of beauty video on YouTube, showing about beauty vlogger lifestyle which creates credibility to beauty blogger by showing the real to do list and everyday skin care for their subscribers who enjoy watching their videos

### 3.2. Beauty vlogger market

As of May 2018 and the chosen samples, there are more than 45,000 YouTube channels specializing in fashions and beauty-related contents, including makeup tutorials, cosmetic and skincare reviewing, recommendations etc. The plenty number of beauty vloggers have occurred

for supporting social media society. Women become more attractive toward other people by making up their faces and post their lifestyle pictures in social media. By Faced-frame contouring, eye shimmering and nose highlighting, the question arises who is the master of this art? The number of beauty blogger raise as a rocket in both western and Asian people. It is impossible to find the exact number of beauty vlogger because many have only started their channels. Therefore, this section will show the top five beauty vlogger both foreigner and Thai beauty vlogger.

For the western, top five follower beauty vloggers are Yuya, Zoella, Bethany Mota, Michelle Phan and Rosanna Pansino. The number of their followers in April 2018 are 21.18, 12.09, 10.52, 8.9 and 9.8 million consecutively. As well as Thai top five beauty vloggers are Mayy r, Achita station, Nutties 11311, Mintchyy and Fah Sarika. The number of their followers are 907K, 906K, 800K, 500K, and 300K respectively.

By the number of subscribers and viewers, this will make a small business for these beauty vloggers through marketing for cosmetic companies. This can be an alternative image for the product by choosing from beauty vlogger characteristic. A cosmetic company will choose beauty vlogger who proper to their product. Then, the cosmetic company will contact to beauty vlogger in order to review their product and pay a wage at an agreement rate. After that, the cosmetic company will send their product for beauty vlogger to review on her clip. For example, the data in May 2018 showed that Icepadie channel income rate that she received from reviewing product started from 80,000 Baht per clip. The rate will be increased that it depends on places. By taking inside studio was cheaper than outside studio. This can change consumer behaviors and affect willingness to pay for women who decided to buy cosmetic dramatically.

Nevertheless, this can make a negative impact on beauty vloggers. If they received cosmetic from sponsors and over praise it rather than their everyday cosmetic and honest review.

## 4. Methodology

According to research topic “Determinants of YouTube views for beauty vloggers” therefore, YouTube observations play a crucial role in this research also a perception of each people about beauty of sample beauty vloggers. There are some variables from YouTube observation as table1.

Table1: Variables affect YouTube’s view

Factors	Variable	Definition	
Quality of production	Technical	Dummy	Graphic+ Sound=1 ,not have=0
	English	Dummy	English=1, otherwise=0
	Clip Duration	Continuous	Time of clip available on YouTube (Day)
vlogger Characteristic	Skin	Dummy	White=1, otherwise=0
	Age	Discrete	Beauty vloggers age
	Beauty	Discrete	Level of beauty of each beauty vlogger 6=normal through 10=very beautiful
Consumer preference	Style	Dummy	Asian=1, Western=0
	Clip time	Continuous	Clip duration time (Minute)
	Subscriber	Discrete	Amount of each beauty vlogger subscribers
Information	reviewing	Dummy	Reviewing=1 , otherwise=0
	Product detail	Dummy	Give=1, not give=0
	Teaching	Dummy	teaching=1 ,not teaching=0

### 4.1. Variables

There are 12 variables from observing that generate the number of views in four main categories. Which are quality of production, vlogger characteristic, consumer preference and information. These variables qualify to be factors for this topic because these variables might

be noticed majority in the high number of views from beauty video and these are factors that most people expect to see from a beauty vlogger. The more of these factors found in the clips, the more views beauty vloggers will receive. It is this thesis first assumption.

Quality of production is about how beauty vloggers want to represent their clips to subscribers with their style of video cutting and quality of clips which including technical, English and clip duration. Technical is a variable that describes video editing before they are going to post on YouTube. For example showing background sound, pretty icon motion and editing timeline of raw videos. English is a beauty vlogger communication language. In this case, there are only 2 languages that are Thai and English. Also, English subtitle is qualified to be English. Duration is the number of days for the clip since it appeared on YouTube to the day that data had collected.

Vlogger characteristic is how beauty vloggers represent themselves in their clips to make subscribers understand beauty vlogger characteristic and lifestyle. Skin is skin tones of each beauty vloggers. It could separate into white and other skin tones such as dark and honey skin. Age is about the maturity of each beauty vloggers. And beauty is the variable that using a survey to categorize them as very beautiful women to normal women.

Consumer preference is using to predict consumer style and preference of clip. Style is beauty style of each beauty vloggers as they make up themselves which are Asian and western style. Asian style is using warm toned color and natural style of makeup. Conversely, western style is using vivid color with thickness foundation and contouring. Also highlight as shimmery and sharp liner. Clip time is a duration of each clip. Subscribers is the amount of follower of beauty vloggers. The more subscriber, the more credit to that beauty vlogger that more trustworthy.

The last category is information. Most of people watch beauty vloggers because they want to gain information about cosmetic products and learning about techniques makeup style that they are interested in. This can influence consumer behavior and preference of the product. Reviewing is how beauty vloggers are showing quality and texture of the product. Also they might describe using detail and their opinion about beauty products to their subscribers. Beauty vlogger could swatch color of a beauty product to their skin tone. Product detail is showing product name, price on their YouTube whether in a video or a clip detail box which placed under their clips. Teaching is how beauty vloggers teach technique and make up style to the people that interesting in this look. Also, for beginner makeup learners will understand and imitate from the samples to their style.

#### **4.2. Clips selection**

For the clips selection, this report wants to know determinants of YouTube views for beauty vlogger. Nowadays, most of beauty vloggers do two kinds of clip types both teaching and reviewing. Teaching is about a technique of makeup as professional or beginning makeup for example shading, contouring, foundation equipment and coloring on your face. Yet, there is another trend of video which is reviewing, it's showing and testing product. Beauty vlogger will describe details of texture and color for their subscriber. Also, commenting on the product that they reviewed base on their knowledge and opinion.

Table2: beauty vlogger name and subscriber.

Thai beauty vlogger	Subscriber
1. Achita station	896,007
2. Mayy r	887,436
3. Mintchy	560,450
4. Icepardie	359,804
5. Licktga	398,753
6. Nutties11311	821,277
Foreign beauty vlogger	
1. Pony syndrome	3,761,096
2. NikkieTutorials	9,623,923
3. Zoella	12,098,557
4. Carli Bybel	5,939,569
5. Ingrid Nilsen	3,880,732
6. Kathaleen lighth	3,696,881

Therefore, I selected the clip base on two kinds of clips as I mentioned before and 15 clips from each beauty vlogger in table 2. There are two nationalities that are Thai and foreigner in 180 clips. Both of them I had been chosen based on a number of subscribers, the clip that I had selected should be more than 300,000 subscribers for both Thai and foreign beauty vloggers because those beauty vloggers receive high creditability from viewers. Also the clip should be no longer than 3 years because of changing technology and trend would not be the same.

### 4.3. Survey

In this topic consists 2 observations which are a survey from YouTube and beauty variable. For YouTube observation in appendix1, this report requires 180 clips to regress the data form both Thai and foreign beauty vloggers, I used 90 from Thai beauty vlogger clips another 90 clips were from foreign beauty vloggers. For beauty factor in appendix 2, this is the factor about perceptions of beauty from people toward beauty vloggers. Therefore, this should be an opinion from each people through the survey. This managed by Google Form and releasing the survey

through social media to reach 200 people within a week in April, 2018. Most samplings are girls and some are boys. So, people in my sampling should use social network proficiently because this report used to survey base on social network only. This can be the reason to range age of samplings that it could be teenagers to young adults. Questionnaire in appendix 4 is consist of beauty vlogger pictures both Thai and foreign. It consists of five boxes for choosing the level of their beauty. I defined 6 as normal people to 10 is an outstanding beautiful person. As a result of beauty factor, I use its mean of 200 people to find a beauty level for each beauty vloggers.

#### **4.4. Regression Analysis**

By The research topic about “Determinants of YouTube views for beauty vlogger”. By Proving our topic, I use multiple linear regression (MLS) because I want to analyze the relationship between dependent variables which are the number of views and independent variables that are factors that generate views that are more than one factor moreover, the relationship of dependent and independent are believed to be a linear relationship.

$$\text{My regression model is: The number of views} = \beta_0 + \beta_1 \text{age} + \beta_2 \text{durationavailable} + \beta_3 \text{subscribes} + \beta_4 \text{technical} + \beta_5 \text{english} + \beta_6 \text{skin} + \beta_7 \text{beauty} + \beta_8 \text{style} + \beta_9 \text{cliptime} + \beta_{10} \text{reviewtesting} + \beta_{11} \text{productdetail} + \beta_{12} \text{teaching} + \varepsilon_i$$

The left-hand side of the equation is a dependent variable which is the number of views in each observation clips. Independent variables determined by both dummies, discrete and continuous data. There are seven dummy variables which are technical, English, skin, style, reviewtesting, productdetail and teaching. 1. Technical (technique=1, no technique=0) 2. English (English=1, other language=0) 3. Skin (white=0, if otherwise=0) 4. Style (Asian=1, western=0)

5. Reviewtesting (review=1, non-review=0) 6. Productdetail (showing product detail=1, non-product detail=0) 7. Teaching (teaching=1, non-teaching=0)

There are three discrete variables which are age, beauty and subscribes. The last one continuous variables which are durationavailable and cliptime. All of these variables collect through my survey.

Table3: Summary statistic table

Variable	Observations	Mean	Std. Dev.	Min	Max
Age	180	26.08	2.54	20	29
Durationavailable	180	89.51	89.94	1	446
Subscribes	180	3577040	3734982	359804	12100000
Technical	180	0.92	0.27	0	1
Skin	180	0.66	0.47	0	1
Beauty	180	7.92	0.64	7	9
Style	180	0.53	0.5	0	1
Cliptime	180	12.93	6.27	2.01	59.31
reviewtesting	180	0.66	0.48	0	1
Productdetail	180	0.96	0.21	0	1
Teaching	180	0.51	0.5	0	1
English	180	0.5	0.5	0	1

Thus, I use Ordinary Least Square method to find significant factors. Through 99,95 and 90 percent significant respectively. This method conducted on STATA15 program.

After OLS testing, there is an interesting test for my data. The data which I had been collected, can separate into two types of groups. That are a group use English as the main language for communication (English=1) and a group that communicating only Thai language (English=0). I decided to use chow test to test whether one regression model or two distinct regression models are appropriated to this data set. Through testing the F-value in STATA program. The method is to set new predicted model and this model should equivalent to pooling model so, test both coefficients against 0.

## 5. Result

### 5.1. Multiple Linear Regression Analysis

After running multiple linear regression by using Ordinary least square method in Stata15, I estimated three equations which are combination between foreign and Thai beauty vlogger model, only Thai beauty vloggers model and only foreign beauty vloggers model. As table 4, the result show that combined model, duration available, subscribes, technical, skin and style become significant at 99 percent. For age, it is significant at 95 percent as well as beauty is significant at 90 percent. Beside with 0.57 R-square meaning, that amount of views can be used to explain through these variables 57 percent.

I also did an experiment to separate two types of beauty blogger such that Thai beauty blogger (English=0) and Foreign beauty blogger (English=1). So, the result shows that not only the different type of beauty blogger, the dissimilar factors that generate the views that they should concentrate on but also the better independent variables can use to explain the number of views through increasing value of R-squared. Therefore, I will explain the factors detail that important for each type of beauty blogger. As well as, I considered to test more about separate models in Chow test part since the number of R-square increases for separate regression models.

Table 4: Regression result

VARIABLES	(1) View	(2) View if english=0	(3) View if english=1
Age	-52,536** (21,814)	-2,913 (6,451)	-292,295** (135,042)
Durationavailable	1,360*** (514.6)	983.1*** (310.5)	2,726** (1,303)
Subscribes	0.236*** (0.0408)	0.302*** (0.112)	0.101 (0.0738)
Technical	1,184,000*** (332,790)	926,711*** (177,284)	314,728 (644,995)
Skin	435,467*** (134,548)	70,006 (54,602)	759,770 (471,171)
Beauty	-291,486* (174,140)	-88,666 (89,545)	-742,814*** (227,934)
Style	1,169,000*** (424,452)	140,975* (72,937)	1,750,000*** (420,116)
Cliptime	6,925 (10,445)	20,036*** (3,801)	14,556 (24,395)
reviewtesting	-264,967 (188,795)	-16,054 (47,869)	-893,943*** (307,734)
Productdetail	-323,537 (572,419)	133,794 (87,824)	-631,889 (521,850)
teaching	65,162 (119,036)	24,598 (46,060)	133,726 (297,923)
english	823,802 (530,332)		
Constant	1,413,000 (2,170,000)	-725,430 (814,387)	13,970,000*** (4,960,000)
Observations	180	90	90
R-squared	0.567	0.576	0.613

Robust standard errors in parentheses

\*\*\* p<0.01, \*\* p<0.05, \* p<0.1

Table 4 shows that for Thai beauty blogger (if english=0), Value of R square is 0.58 which means that views can be explained by independent factors by 58 percent. The important factors for Thai beauty consumers that needed from watching beauty vlogger clips are duration available, subscribes, technical and clip time with 99 percent significant and style with 90 percent significant. Moreover, all of these factors are positive relationship means that the more this consumer found these factor (duration available, subscribes, technical, clip time and style) in the clips, the more views Thai beauty vlogger will receive. While foreign beauty vlogger (if english=1), it's R-squared value equal to 0.61 which means that these independent variables can be used to explain the amount of views 61 percent. Beauty, style and reviewtesting is an

important factor for foreign beauty vlogger watcher with 99 percent significant as well as age and duration available significant at 90 percent. There are a positive relationship between duration available and style which mean the more duration available and style found in their clips, the more foreign beauty vloggers will receive the number of views. In contrast, for age, reviewtesting, and beauty that the more of these factors, the less views that foreign beauty vlogger might be received.

## **5.2. Chow Test Analysis**

Apart from testing variables, Chow test can be used to test that whether our data both Thai and foreign should separate its models for English and Thai clips. I used Stata15 to run Chow test. By separating regression models and setting the null hypothesis that their coefficients should be equal between foreign and Thai beauty vlogger. Through running, one predicted regression and using Chow test to test certain coefficients equal to zero. The test statistic shows that  $F(12,156) = 5.45$  while  $\text{prob} > F = 0.0000$  as in appendix 3. The result shows that we should separate regression models between Thai and foreign beauty vloggers model. The P-value is equal to 0.0000. Two sub-samples can use the same econometrics model, since p-value is less than 0.05 then we reject the null hypothesis have to use two different model. Therefore, we should separate model of two kinds of beauty vlogger. This also confirmed that I should separate types of beauty vlogger with different factors so, they should contribute to the different style of clips to catch up with different target groups.

## **6. Conclusion and further improvement**

The factors that important for Thai beauty vlogger's viewers are duration available, subscribes, technical, clip time and style which the more they provide these factors in this clip,

the more amount of views increasing. In contrast, foreign beauty vlogger should provide style and duration available in their clip to generate the views to attract their target group. On the other hand, the less of age, beauty and reviewtesting, the more amount of views they will be received from their viewer for foreign beauty vloggers. The further statistic test which is chow test, this used to assure whether we can use the same regression for different types of beauty vloggers. The result shows that I should separate data sets between Thai and English language. By running two different regression models with different factors. Therefore, Thai and foreign beauty vloggers should provide different types of factors for their audiences.

For further research, in the future technology will be more advanced in order to deal with human needs in which has no ending point. Beauty vlogger will improve their clips to make it becomes more interesting to subscribers and the newest trend of marketing will improve by technology expansion. So, factors can be changed to catch up with further needs then, they should have more factors when the trends and time passed by. Also, the world will become more globalization and perhaps target group will be changed. As well as increasing number of observations whether on amount of beauty vloggers or survey about the beauty factor will make the result more accurate for further research.

## **7. Limitations**

In this research, there are some limitations. The first limitation is a time limit. It is the main problem for this observation because there are some factors that are unobservable in clips such as beauty vlogger behavior. It is not only time consuming to observe their behavior in their clips with different aspects of people about their behavioral but also the deeper knowledge of psychology should be acquired. The second limitation is an observation limit. To find more

accurate factors ,the more clips should be used in regression analysis as well as a beauty factor, that it should have more than Thai people observation about beauty perceptions because of cultural differences. For example, Asian people like those who have white skins with skinny bodies and V-shape faces. However, Western people like people with all skin types with firm bodies and dimensional faces. These differences will make a result for beauty factor become bias toward Thai perception.

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## Appendix

### Appendix1: YouTube clip observation

Name	view	Age	Clip date	Today date	Duration available	Subscribes	Technical	language	Skin	Beauty	Style	Clip time	review+testing	Product detail	teaching
Mayy r	430665	25	06-04-18	14-04-18	8	887436	1	1	1	8	1	18.32	0	1	1
Mayy r	477674	25	16-03-18	14-04-18	29	887436	1	1	1	8	1	16.47	1	1	0
Mayy r	599461	25	02-03-18	14-04-18	43	887436	1	1	1	8	1	27.17	0	1	1
Mayy r	417221	25	16-02-18	14-04-18	57	887436	1	1	1	8	1	19.32	1	1	0
Mayy r	780983	25	23-12-17	14-04-18	112	887436	1	1	1	8	1	13.05	0	1	1
Mayy r	809846	25	17-12-17	14-04-18	118	887436	1	1	1	8	1	19.27	0	1	0
Mayy r	321640	25	10-10-17	14-04-18	186	887436	0	1	1	8	1	59.31	1	1	0
Mayy r	466243	25	02-10-17	14-04-18	194	887436	1	1	1	8	1	10.03	0	1	0
Mayy r	547941	25	17-09-17	14-04-18	209	887436	1	1	1	8	1	15.04	0	1	1
Mayy r	654124	25	25-08-17	14-04-18	232	887436	1	1	1	8	1	19.4	0	1	0
Mayy r	242051	25	03-08-17	14-04-18	254	887436	1	1	1	8	1	8.55	1	1	0
Mayy r	888548	25	22-07-17	14-04-18	266	887436	1	1	1	8	1	16.5	0	1	1
Mayy r	837537	25	12-07-17	14-04-18	276	887436	1	1	1	8	1	22.41	0	1	1
Mayy r	365773	25	08-07-17	14-04-18	280	887436	1	1	1	8	1	19.14	0	0	0
Mayy r	233891	25	01-07-17	14-04-18	287	887436	0	1	1	8	1	36.17	1	1	0
Mintchy	175280	20	07-04-18	14-04-18	7	560450	1	1	1	8	1	10.27	0	1	1
Mintchy	72521	20	28-03-18	14-04-18	17	560450	1	1	1	8	1	5.53	1	1	0
Mintchy	445530	20	24-03-18	14-04-18	21	560450	1	1	1	8	1	15.11	0	1	1
Mintchy	29772	20	21-03-18	14-04-18	24	560450	1	1	1	8	1	4.45	1	1	0
Mintchy	45103	20	14-03-18	14-04-18	31	560450	1	1	1	8	1	5.18	1	1	1
Mintchy	132222	20	11-03-18	14-04-18	34	560450	1	1	1	8	1	7.12	0	1	1
Mintchy	66589	20	28-02-18	14-04-18	45	560450	1	1	0	8	0	9.28	0	1	1
Mintchy	43742	20	21-02-18	14-04-18	52	560450	1	1	1	8	1	5.11	1	1	1
Mintchy	564637	20	17-02-18	14-04-18	56	560450	1	1	1	8	1	8.49	1	1	1
Mintchy	88422	20	07-02-18	14-04-18	66	560450	1	1	1	8	1	12.34	1	1	1
Mintchy	305081	20	03-02-18	14-04-18	70	560450	1	1	1	8	1	12.51	0	1	1

Mintchy	83489	20	31-01-18	14-04-18	73	560450	1	1	1	8	1	5.43	1	1	0
Mintchy	124645	20	20-01-18	14-04-18	84	560450	1	1	1	8	0	20.39	1	1	0
Mintchy	113457	20	13-01-18	14-04-18	91	560450	1	1	1	8	1	10.59	0	1	1
Mintchy	105194	20	25-11-17	14-04-18	140	560450	1	1	1	8	1	11.49	0	1	1
Achita station	75136	24	31-03-18	14-04-18	14	896007	1	1	0	8	1	9.5	0	1	1
Achita station	72341	24	23-03-18	14-04-18	22	896007	1	1	0	8	1	9.07	0	1	1
Achita station	77705	24	16-03-18	14-04-18	29	896007	1	1	0	8	0	8.44	1	1	1
Achita station	43605	24	03-03-18	14-04-18	42	896007	1	1	0	8	0	8.25	1	1	1
Achita station	110659	24	23-02-18	14-04-18	50	896007	1	1	0	8	1	6.51	0	1	1
Achita station	264173	24	21-02-18	14-04-18	52	896007	1	1	0	8	1	9.21	1	1	0
Achita station	106323	24	17-02-18	14-04-18	56	896007	1	1	0	8	1	8.02	1	1	0
Achita station	192617	24	13-02-18	14-04-18	60	896007	1	1	0	8	1	10	0	1	1
Achita station	84580	24	09-02-18	14-04-18	64	896007	1	1	0	8	1	8	1	1	0
Achita station	163299	24	03-02-18	14-04-18	70	896007	1	1	0	8	1	10.12	0	1	1
Achita station	131178	24	01-02-18	14-04-18	72	896007	1	1	0	8	1	10.15	1	1	1
Achita station	150683	24	25-01-18	14-04-18	79	896007	1	1	0	8	1	8.56	1	1	1
Achita station	790273	24	13-01-18	14-04-18	91	896007	1	1	0	8	1	15.21	1	1	1
Achita station	478198	24	02-12-17	14-04-18	133	896007	1	1	0	8	1	7.08	1	1	0
Achita station	195829	24	01-12-17	14-04-18	134	896007	1	1	0	8	1	9.21	1	1	0
Icepardie	96164	27	05-04-18	14-04-18	9	359804	1	1	1	8	1	10.59	1	1	0
Icepardie	46499	27	29-03-18	14-04-18	16	359804	1	1	1	8	1	8.53	0	1	1
Icepardie	200184	27	04-04-18	14-04-18	10	359804	1	1	1	8	1	11.46	0	0	1
Icepardie	35532	27	02-04-18	14-04-18	12	359804	1	1	1	8	1	8.47	1	1	0
Icepardie	97384	27	01-04-18	14-04-18	13	359804	1	1	1	8	1	10.21	1	1	0
Icepardie	129973	27	21-03-18	14-04-18	24	359804	1	1	1	8	1	18.22	0	0	1
Icepardie	61668	27	13-03-18	14-04-18	32	359804	1	1	1	8	1	15.25	0	1	1
Icepardie	764824	27	12-03-18	14-04-18	33	359804	1	1	1	8	1	10.4	1	1	0
Icepardie	88268	27	07-03-18	14-04-18	38	359804	1	1	1	8	1	14.48	0	0	1
Icepardie	50668	27	05-03-18	14-04-18	40	359804	1	1	1	8	1	10.54	1	1	0
Icepardie	63931	27	19-02-18	14-04-18	54	359804	1	1	1	8	1	11.14	1	1	0
Icepardie	38401	27	15-02-18	14-04-18	58	359804	1	1	1	8	1	9.50	1	1	0
Icepardie	27205	27	12-02-18	14-04-18	61	359804	1	1	1	8	1	5.40	1	1	0

Icepardie	57874	27	17-01-18	14-04-18	87	359804	1	1	1	8	1	12.00	1	1	1
Icepardie	53744	27	05-01-18	14-04-18	99	359804	1	1	1	8	1	13.42	1	1	1
Licktga	158560	29	06-04-18	14-04-18	8	398753	1	1	0	7	1	12.40	1	1	0
Licktga	91899	29	03-04-18	14-04-18	11	398753	1	1	0	7	1	9.52	1	1	0
Licktga	148112	29	31-03-18	14-04-18	14	398753	1	1	0	7	1	16.15	1	1	0
Licktga	55848	29	29-03-18	14-04-18	16	398753	1	1	0	7	1	9.54	1	1	0
Licktga	63049	29	28-03-18	14-04-18	17	398753	1	1	0	7	1	11.28	1	1	0
Licktga	95124	29	27-03-18	14-04-18	18	398753	1	1	0	7	1	8.37	1	1	0
Licktga	193036	29	23-03-18	14-04-18	22	398753	1	1	0	7	1	10.46	1	1	0
Licktga	60353	29	21-03-18	14-04-18	24	398753	1	1	0	7	1	7.43	1	1	0
Licktga	59123	29	20-03-18	14-04-18	25	398753	1	1	0	7	1	5.07	1	1	0
Licktga	73328	29	16-03-18	14-04-18	29	398753	1	1	0	7	1	9.46	1	1	0
Licktga	121452	29	10-03-18	14-04-18	35	398753	1	1	0	7	1	5.58	1	1	0
Licktga	84036	29	09-03-18	14-04-18	36	398753	1	1	0	7	1	8.37	1	1	0
Licktga	109264	29	02-03-18	14-04-18	43	398753	1	1	0	7	1	14.53	1	1	0
Licktga	72431	29	27-02-18	14-04-18	46	398753	1	1	0	7	1	10.12	1	1	0
Licktga	93417	29	13-02-18	14-04-18	60	398753	1	1	0	7	1	7.19	0	1	1
nutties11311	105129	29	19-04-18	20-04-18	1	821277	1	1	1	8	1	6.58	0	1	1
nutties11311	324477	29	11-04-18	20-04-18	9	821277	1	1	1	8	1	9.29	1	1	1
nutties11311	280375	29	09-04-18	20-04-18	11	821277	1	1	1	8	1	9.11	0	1	1
nutties11311	170269	29	07-04-18	20-04-18	13	821277	1	1	1	8	1	8.15	0	1	1
nutties11311	168556	29	31-03-18	20-04-18	20	821277	1	1	1	8	1	8.23	1	1	1
nutties11311	269200	29	27-03-18	20-04-18	24	821277	1	1	1	8	1	8.11	0	1	1
nutties11311	169437	29	26-03-18	20-04-18	25	821277	1	1	1	8	1	10.23	0	1	1
nutties11311	63369	29	19-03-18	20-04-18	32	821277	1	1	1	8	1	8.45	1	1	0
nutties11311	45468	29	15-03-18	20-04-18	36	821277	1	1	1	8	1	6.22	1	1	0
nutties11311	76359	29	12-03-18	20-04-18	39	821277	1	1	1	8	1	7.52	1	1	0
nutties11311	67961	29	06-03-18	20-04-18	45	821277	1	1	1	8	1	5.11	1	1	0
nutties11311	85537	29	27-02-18	20-04-18	52	821277	1	1	1	8	1	6.23	1	1	0
nutties11311	92731	29	26-02-18	20-04-18	53	821277	1	1	1	8	0	6.16	0	1	1
nutties11311	99450	29	25-02-18	20-04-18	54	821277	1	1	1	8	1	6.42	1	1	0
nutties11311	185616	29	24-02-18	20-04-18	55	821277	1	1	1	8	1	7.44	0	1	1

PONY Syndrome	640518	27	01-03-18	14-04-18	44	3761096	1	0	1	9	1	6.53	0	1	1
PONY Syndrome	324944	27	01-03-18	14-04-18	44	3761096	1	0	1	9	0	7.45	0	1	1
PONY Syndrome	683413	27	13-02-18	14-04-18	60	3761096	1	0	1	9	0	6.10	0	1	1
PONY Syndrome	1098558	27	03-02-18	14-04-18	70	3761096	1	0	1	9	1	16.04	0	1	1
PONY Syndrome	645811	27	27-01-18	14-04-18	77	3761096	1	0	1	9	0	5.03	0	1	1
PONY Syndrome	3123060	27	21-01-18	14-04-18	83	3761096	1	0	1	9	1	17.06	0	1	1
PONY Syndrome	1538697	27	06-01-18	14-04-18	98	3761096	1	0	1	9	1	12.21	1	1	1
PONY Syndrome	7448411	27	19-12-17	14-04-18	116	3761096	1	0	1	9	1	8.53	0	1	1
PONY Syndrome	1857598	27	03-10-17	14-04-18	193	3761096	1	0	1	9	1	8.51	1	1	1
PONY Syndrome	421657	27	01-10-17	14-04-18	195	3761096	1	0	1	9	1	2.01	1	1	0
PONY Syndrome	3580794	27	08-09-17	14-04-18	218	3761096	1	0	1	9	1	10.32	1	1	1
PONY Syndrome	1589499	27	22-08-17	14-04-18	235	3761096	1	0	1	9	1	22.10	0	1	1
PONY Syndrome	952855	27	20-08-17	14-04-18	237	3761096	1	0	1	9	1	6.45	1	1	1
PONY Syndrome	1989141	27	10-08-17	14-04-18	247	3761096	1	0	1	9	1	18.29	1	1	1
PONY Syndrome	1239001	27	10-07-17	14-04-18	278	3761096	1	0	1	9	0	9.12	0	1	1
NikkieTutorials	2695841	24	30-03-18	14-04-18	15	9623923	1	0	1	7	0	16.00	1	1	1
NikkieTutorials	2325595	24	28-03-18	14-04-18	17	9623923	1	0	1	7	0	12.21	1	1	0
NikkieTutorials	2338594	24	22-03-18	14-04-18	23	9623923	1	0	1	7	0	18.25	1	1	0
NikkieTutorials	1410350	24	15-03-18	14-04-18	30	9623923	1	0	1	7	0	13.20	1	1	0
NikkieTutorials	1581411	24	25-02-18	14-04-18	48	9623923	1	0	1	7	0	21.39	1	0	1
NikkieTutorials	2769184	24	29-01-18	14-04-18	75	9623923	1	0	1	7	0	11.19	1	1	0
NikkieTutorials	2315839	24	05-01-18	14-04-18	99	9623923	1	0	1	7	0	17.35	1	1	0
NikkieTutorials	2928297	24	30-12-17	14-04-18	105	9623923	1	0	1	7	0	11.43	1	0	0
NikkieTutorials	2598527	24	27-12-17	14-04-18	108	9623923	1	0	1	7	0	12.02	0	1	1
NikkieTutorials	3515637	24	26-12-17	14-04-18	109	9623923	1	0	1	7	0	15.59	1	1	0
NikkieTutorials	6781065	24	24-12-17	14-04-18	111	9623923	1	0	1	7	0	14.28	0	1	1
NikkieTutorials	7316542	24	16-12-17	14-04-18	119	9623923	1	0	1	7	0	12.54	0	0	1
NikkieTutorials	2864588	24	05-12-17	14-04-18	130	9623923	1	0	1	7	0	10.01	1	1	0
NikkieTutorials	2954144	24	01-12-17	14-04-18	134	9623923	1	0	1	7	0	17.41	1	1	0
NikkieTutorials	1568788	24	27-11-17	14-04-18	138	9623923	1	0	1	7	0	11.09	1	1	0
Zoella	1047458	27	12-03-18	14-04-18	33	12098557	0	0	1	8	0	19.18	1	1	0
Zoella	1215779	27	12-02-18	14-04-18	61	12098557	0	0	1	8	0	19.23	1	1	0

Zoella	1062841	27	29-01-18	14-04-18	75	12098557	0	0	1	8	0	15.11	1	1	1
Zoella	1186939	27	22-01-18	14-04-18	82	12098557	0	0	1	8	0	19.13	1	1	0
Zoella	1341386	27	09-12-17	14-04-18	126	12098557	1	0	1	8	0	20.04	1	1	1
Zoella	1914574	27	08-11-17	14-04-18	157	12098557	1	0	1	8	0	18.14	1	1	1
Zoella	1425081	27	15-10-17	14-04-18	181	12098557	0	0	1	8	0	17.20	1	1	0
Zoella	1485641	27	10-09-17	14-04-18	216	12098557	0	0	1	8	0	19.08	1	1	0
Zoella	1485355	27	09-08-17	14-04-18	248	12098557	0	0	1	8	0	18.27	1	1	0
Zoella	1959441	27	16-05-17	14-04-18	333	12098557	0	0	1	8	0	16.18	1	1	0
Zoella	2468449	27	01-05-17	14-04-18	348	12098557	1	0	1	8	0	16.37	1	1	1
Zoella	1500006	27	03-04-17	14-04-18	376	12098557	0	0	1	8	0	18.02	1	1	0
Zoella	1678695	27	06-03-17	14-04-18	404	12098557	0	0	1	8	0	15.06	1	1	0
Zoella	2001206	27	30-01-17	14-04-18	439	12098557	0	0	1	8	0	18.35	1	1	0
Zoella	2509454	27	23-01-17	14-04-18	446	12098557	0	0	1	8	0	26.12	1	1	1
Carli Bybel	314365	27	06-04-18	14-04-18	8	5939569	1	0	0	8	0	13.39	0	1	1
Carli Bybel	527098	27	04-04-18	14-04-18	10	5939569	1	0	0	8	0	9.32	0	1	1
Carli Bybel	471712	27	31-03-18	14-04-18	14	5939569	1	0	0	8	0	16.26	1	1	1
Carli Bybel	369801	27	28-03-18	14-04-18	17	5939569	1	0	0	8	0	9.41	0	1	1
Carli Bybel	612993	27	11-03-18	14-04-18	34	5939569	1	0	0	8	0	17.59	0	1	1
Carli Bybel	543813	27	07-03-18	14-04-18	38	5939569	1	0	0	8	0	8.05	0	1	1
Carli Bybel	424877	27	04-03-18	14-04-18	41	5939569	1	0	0	8	0	13.02	1	1	0
Carli Bybel	555658	27	28-02-18	14-04-18	45	5939569	1	0	0	8	0	10.24	0	1	1
Carli Bybel	867371	27	14-02-18	14-04-18	59	5939569	1	0	0	8	0	19.28	1	1	1
Carli Bybel	686075	27	17-01-18	14-04-18	87	5939569	1	0	0	8	0	9.47	0	1	1
Carli Bybel	524288	27	12-01-18	14-04-18	92	5939569	1	0	0	8	0	7.18	0	1	1
Carli Bybel	799406	27	07-12-17	14-04-18	128	5939569	1	0	0	8	0	19.00	0	1	1
Carli Bybel	1963362	27	06-12-17	14-04-18	129	5939569	1	0	0	8	0	21.09	0	1	1
Carli Bybel	484850	27	02-12-17	14-04-18	133	5939569	1	0	0	8	0	17.12	1	1	0
Carli Bybel	924956	27	09-11-17	14-04-18	156	5939569	1	0	0	8	0	10.47	0	1	1
Kathaleen ligh	490066	25	11-04-18	14-04-18	3	3696881	1	0	1	9	0	11.42	1	1	0
Kathaleen ligh	467675	25	06-04-18	14-04-18	8	3696881	1	0	1	9	0	15.40	0	1	1
Kathaleen ligh	546487	25	02-04-18	14-04-18	12	3696881	1	0	1	9	0	16.53	1	1	0
Kathaleen ligh	676093	25	26-03-18	14-04-18	19	3696881	1	0	1	9	0	21.25	1	1	1

Kathaleen lighth	322162	25	23-03-18	14-04-18	22	3696881	1	0	1	9	0	17.32	1	1	0
Kathaleen lighth	706001	25	19-03-18	14-04-18	26	3696881	1	0	1	9	0	14.38	0	1	1
Kathaleen lighth	357765	25	09-03-18	14-04-18	36	3696881	1	0	1	9	0	12.40	0	1	1
Kathaleen lighth	541095	25	07-03-18	14-04-18	38	3696881	1	0	1	9	0	14.06	1	1	0
Kathaleen lighth	291036	25	05-03-18	14-04-18	40	3696881	1	0	1	9	0	11.42	1	0	0
Kathaleen lighth	564432	25	04-03-18	14-04-18	41	3696881	1	0	1	9	0	17.08	1	1	0
Kathaleen lighth	611866	25	02-03-18	14-04-18	43	3696881	1	0	1	9	0	19.04	1	1	0
Kathaleen lighth	523307	25	28-02-18	14-04-18	45	3696881	1	0	1	9	0	19.14	1	1	1
Kathaleen lighth	583578	25	26-02-18	14-04-18	47	3696881	1	0	1	9	0	14.42	1	1	0
Kathaleen lighth	298549	25	16-02-18	14-04-18	57	3696881	1	0	1	9	0	7.04	1	1	0
Kathaleen lighth	383525	25	14-02-18	14-04-18	59	3696881	1	0	1	9	0	6.07	1	1	1
Ingrid Nilsen	58781	29	14-04-18	20-04-18	6	3880732	1	0	0	7	0	20.58	1	1	0
Ingrid Nilsen	99204	29	04-04-18	20-04-18	16	3880732	1	0	0	7	0	12.50	1	1	0
Ingrid Nilsen	115820	29	24-03-18	20-04-18	27	3880732	1	0	0	7	0	12.21	1	1	0
Ingrid Nilsen	119729	29	10-02-18	20-04-18	69	3880732	1	0	0	7	0	21.20	1	1	1
Ingrid Nilsen	140503	29	27-01-18	20-04-18	83	3880732	1	0	0	7	0	13.58	1	1	0
Ingrid Nilsen	195025	29	16-01-18	20-04-18	94	3880732	1	0	0	7	0	13.34	1	1	0
Ingrid Nilsen	201070	29	26-12-17	20-04-18	115	3880732	1	0	0	7	0	17.50	1	1	0
Ingrid Nilsen	121625	29	16-12-17	20-04-18	125	3880732	1	0	0	7	0	16.23	0	1	1
Ingrid Nilsen	139279	29	02-12-17	20-04-18	139	3880732	1	0	0	7	0	13.24	1	1	0
Ingrid Nilsen	161455	29	31-10-17	20-04-18	171	3880732	1	0	0	7	0	19.37	1	1	0
Ingrid Nilsen	125604	29	29-10-17	20-04-18	173	3880732	1	0	0	7	0	23.04	1	1	0
Ingrid Nilsen	192869	29	30-09-17	20-04-18	202	3880732	1	0	0	7	0	14.14	1	1	0
Ingrid Nilsen	108028	29	26-09-17	20-04-18	206	3880732	1	0	0	7	0	13.27	1	1	0
Ingrid Nilsen	190317	29	19-09-17	20-04-18	213	3880732	1	0	0	7	0	13.03	1	1	1
Ingrid Nilsen	192687	29	16-09-17	20-04-18	216	3880732	1	0	0	7	0	11.35	1	1	1

## Appendix2: Beauty survey

ประเมินเวลา	Mayy R	Mintchyy	Achita station	Icepadie	Licktga	nutties11311	PONY Syndrome	NikkieTutorials	Zoella	Carli Bybel	Kathaleen lighth	Ingrid Nilsen
8/4/2018, 9:04:47	6	6	6	6	6	8	8	7	6	6	9	8
8/4/2018, 9:06:16	8	8	8	8	6	9	8	8	8	8	8	8
8/4/2018, 9:07:08	8	8	9	8	7	10	9	7	8	9	10	6
8/4/2018, 9:14:10	8	7	9	7	6	8	10	8	9	8	9	6
8/4/2018, 9:14:11	9	9	10	8	7	10	10	6	8	8	8	9
8/4/2018, 9:16:32	9	9	8	8	7	6	9	8	8	9	10	6
8/4/2018, 9:17:27	6	7	8	7	7	6	9	8	8	8	9	6
8/4/2018, 9:18:44	8	7	7	7	7	8	8	6	8	8	8	8
8/4/2018, 9:23:42	8	8	8	7	6	8	9	7	9	9	9	7
8/4/2018, 9:23:46	8	8	6	6	6	9	10	7	8	7	7	7
8/4/2018, 9:24:47	9	9	9	10	6	8	7	9	10	9	10	6
8/4/2018, 9:25:40	7	7	8	6	6	7	8	6	6	6	9	7
8/4/2018, 9:28:34	6	9	8	8	6	6	8	6	7	6	9	9
8/4/2018, 9:29:35	6	8	7	9	6	9	8	6	8	10	9	6
8/4/2018, 9:31:10	10	6	6	8	6	7	10	6	8	8	8	8
8/4/2018, 9:32:00	8	7	6	6	7	8	8	8	7	7	7	7
8/4/2018, 9:32:57	8	7	6	7	6	6	9	6	7	8	10	6
8/4/2018, 9:38:42	7	8	6	6	6	6	7	6	7	7	6	7
8/4/2018, 9:39:30	8	6	10	8	7	7	9	7	7	8	8	6
8/4/2018, 9:42:56	7	9	9	8	7	8	10	8	8	9	10	8
8/4/2018, 9:44:25	8	9	9	9	7	8	9	7	10	8	8	8
8/4/2018, 9:46:34	7	8	7	9	6	7	9	6	8	7	9	8
8/4/2018, 9:47:13	9	8	10	8	7	9	10	10	10	10	10	7
8/4/2018, 9:50:41	6	8	7	7	6	9	6	6	8	7	8	6
8/4/2018, 9:52:38	8	7	7	6	6	8	9	6	7	9	10	7
8/4/2018, 9:53:26	8	8	7	7	6	9	9	8	7	7	9	8
8/4/2018, 9:57:40	9	9	6	6	6	9	6	6	6	6	6	6
8/4/2018, 9:58:34	10	8	7	9	6	9	10	7	6	9	10	9

8/4/2018, 9:59:03	10	7	8	7	7	6	8	8	8	8	7	6
8/4/2018, 10:00:56	8	6	7	7	6	6	9	8	6	7	7	8
8/4/2018, 10:04:39	9	9	9	7	6	8	6	7	9	8	8	6
8/4/2018, 10:08:07	6	7	6	6	6	8	7	6	6	9	9	7
8/4/2018, 10:12:38	9	9	8	8	6	7	10	6	6	7	8	7
8/4/2018, 10:13:16	9	10	6	6	10	8	6	7	7	10	9	8
8/4/2018, 10:13:18	9	10	8	7	6	9	6	6	8	9	10	7
8/4/2018, 10:13:32	10	10	7	9	7	9	10	8	8	7	9	7
8/4/2018, 10:13:33	10	7	7	9	6	8	10	8	7	8	10	6
8/4/2018, 10:14:09	9	8	8	8	8	7	9	8	9	8	9	6
8/4/2018, 10:18:20	9	9	8	8	8	10	8	8	8	8	9	8
8/4/2018, 10:19:11	8	7	7	8	6	8	10	7	7	7	9	7
8/4/2018, 10:20:26	8	9	8	7	6	10	7	6	7	8	7	10
8/4/2018, 10:20:28	9	9	9	8	7	6	9	7	10	9	9	8
8/4/2018, 10:20:56	10	8	7	9	6	9	9	6	8	8	9	9
8/4/2018, 10:21:00	10	10	10	10	9	8	10	9	8	9	9	7
8/4/2018, 10:23:10	6	7	7	6	6	6	8	6	8	6	8	7
8/4/2018, 10:28:34	7	10	6	6	6	8	9	6	7	6	8	8
8/4/2018, 10:28:54	9	9	6	6	6	9	10	10	10	9	10	7
8/4/2018, 10:30:18	8	7	6	6	6	6	7	6	8	7	8	6
8/4/2018, 10:31:15	10	8	9	8	9	9	10	9	8	9	7	6
8/4/2018, 10:31:42	10	10	9	8	7	8	9	7	10	9	9	8
8/4/2018, 10:33:18	7	7	7	7	6	6	8	7	7	7	8	8
8/4/2018, 10:33:40	8	9	8	7	6	8	9	6	7	7	8	7
8/4/2018, 10:36:01	10	8	9	9	8	9	10	9	9	8	8	7
8/4/2018, 10:38:10	6	6	6	8	10	6	9	9	9	8	9	6
8/4/2018, 10:38:54	8	10	6	7	8	9	9	6	6	7	7	9
8/4/2018, 10:39:33	10	9	7	10	7	8	10	9	9	9	10	6
8/4/2018, 10:39:49	7	7	6	7	6	9	10	7	8	7	8	7
8/4/2018, 10:40:00	8	8	8	8	6	9	10	6	8	9	9	8
8/4/2018, 10:41:27	8	8	8	8	7	7	10	7	7	8	9	7
8/4/2018, 10:41:57	7	9	9	10	6	7	10	6	7	9	9	7

8/4/2018, 10:42:13	10	10	10	9	8	8	10	8	8	9	10	6
8/4/2018, 10:42:58	6	7	8	7	6	6	8	8	8	10	10	10
8/4/2018, 10:43:18	9	8	7	8	6	7	9	7	8	7	8	6
8/4/2018, 10:43:22	8	7	7	9	6	9	8	8	8	6	9	8
8/4/2018, 10:43:33	8	8	8	6	7	7	9	9	9	8	10	8
8/4/2018, 10:43:34	10	9	10	8	9	7	8	9	8	9	9	6
8/4/2018, 10:44:07	8	7	8	7	7	7	10	8	8	8	9	6
8/4/2018, 10:44:28	6	7	6	6	6	10	8	7	6	6	9	10
8/4/2018, 10:45:17	8	7	9	8	7	10	9	7	7	8	9	9
8/4/2018, 10:45:31	9	7	8	8	7	6	10	7	7	8	9	9
8/4/2018, 10:45:43	9	9	8	9	7	6	9	8	9	8	10	6
8/4/2018, 10:46:07	8	7	6	6	6	8	9	6	6	6	7	8
8/4/2018, 10:46:17	9	8	8	8	8	6	9	8	8	9	10	6
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8/4/2018, 10:49:46	7	7	7	7	7	8	8	7	7	8	8	6
8/4/2018, 10:50:03	9	8	7	8	6	9	10	8	8	7	10	8
8/4/2018, 10:50:37	8	8	8	7	7	7	9	8	7	8	9	6
8/4/2018, 10:52:48	9	10	10	9	7	8	10	8	9	9	10	6
8/4/2018, 10:52:52	8	8	8	8	8	7	8	9	8	10	10	7
8/4/2018, 10:53:00	8	7	6	7	6	9	9	7	7	9	9	8
8/4/2018, 10:54:09	9	8	8	7	6	9	9	8	9	8	9	6
8/4/2018, 10:55:52	8	7	7	8	7	6	9	7	8	9	8	6
8/4/2018, 10:56:05	8	9	8	9	6	8	10	6	6	9	7	7
8/4/2018, 10:56:35	10	10	8	9	8	10	10	8	10	10	10	10
8/4/2018, 10:56:36	8	8	7	8	8	9	9	7	7	8	8	7
8/4/2018, 10:57:47	9	8	7	7	7	8	9	9	8	7	8	7
8/4/2018, 10:58:48	7	6	6	6	6	7	6	6	6	8	7	7
8/4/2018, 10:59:04	6	8	8	7	6	9	9	6	6	6	8	8
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8/4/2018, 10:59:36	6	6	6	6	6	9	6	6	6	6	6	7
8/4/2018, 11:00:55	10	10	9	8	7	6	9	7	8	7	10	7

8/4/2018, 11:01:13	9	8	8	8	6	8	10	8	7	8	7	6
8/4/2018, 11:01:49	10	10	9	9	8	7	8	9	9	9	9	9
8/4/2018, 11:02:20	9	8	9	8	7	10	7	7	8	7	8	6
8/4/2018, 11:02:57	9	8	8	8	8	6	7	10	8	8	9	6
8/4/2018, 11:03:01	8	9	6	9	6	7	10	7	7	9	9	6
8/4/2018, 11:03:25	7	8	7	7	6	9	7	8	7	7	8	6
8/4/2018, 11:03:33	8	6	6	7	6	7	10	8	7	9	8	6
8/4/2018, 11:04:01	8	9	8	7	7	9	10	7	9	9	9	8
12/4/2018, 21:29:14	10	6	6	7	6	8	10	8	6	7	8	8
12/4/2018, 21:29:38	9	9	8	9	7	10	8	8	8	8	8	8
12/4/2018, 21:30:57	8	9	6	7	6	8	10	6	6	9	8	8
12/4/2018, 21:33:12	6	6	6	6	6	9	8	7	6	7	7	10
12/4/2018, 21:33:21	6	7	7	7	6	8	7	8	9	9	9	7
12/4/2018, 21:35:52	8	8	7	6	6	9	9	6	6	6	9	6
12/4/2018, 21:35:54	8	6	6	9	6	9	10	9	7	9	9	8
12/4/2018, 21:36:58	6	7	6	6	6	6	9	7	7	9	9	6
12/4/2018, 21:37:50	9	8	8	8	8	9	8	8	8	8	8	8
12/4/2018, 21:38:29	10	10	8	10	8	9	10	9	10	9	10	7
12/4/2018, 21:39:54	7	7	7	7	6	9	9	8	8	8	9	8
12/4/2018, 21:41:07	9	8	10	7	6	7	10	7	8	8	10	7
12/4/2018, 21:41:08	8	8	8	7	7	8	8	7	7	7	8	7
12/4/2018, 21:44:23	6	7	10	7	9	8	10	7	10	10	10	7
12/4/2018, 21:59:19	9	8	9	8	6	9	9	9	9	9	10	8
12/4/2018, 21:59:27	8	8	8	8	8	9	8	8	8	8	10	8
12/4/2018, 21:59:42	7	6	6	10	7	7	9	6	9	7	10	7
12/4/2018, 22:03:20	9	8	9	9	9	9	10	10	9	9	10	8
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12/4/2018, 22:10:13	10	10	8	8	7	7	9	9	9	9	10	6
12/4/2018, 22:25:36	8	8	7	7	9	7	7	7	9	9	10	7
12/4/2018, 23:06:51	9	9	8	8	8	7	9	10	9	9	10	6
12/4/2018, 23:57:49	8	9	9	8	8	6	10	7	9	9	10	8
12/4/2018, 23:58:06	9	8	8	9	8	7	10	8	8	8	9	6

13/4/2018, 0:05:23	8	8	8	6	6	8	7	6	6	6	6	7
13/4/2018, 0:15:49	7	6	8	7	6	7	7	6	8	8	7	6
13/4/2018, 0:26:08	10	8	8	7	7	6	7	7	9	10	10	7
13/4/2018, 0:27:52	8	8	8	8	6	8	10	8	6	9	10	7
13/4/2018, 1:50:33	9	9	10	9	9	8	9	10	10	9	10	9
13/4/2018, 9:38:53	10	9	8	8	7	7	10	10	9	10	10	8
13/4/2018, 9:40:42	8	7	8	8	7	6	7	7	7	10	9	6
13/4/2018, 9:41:05	7	7	7	8	6	7	8	6	6	6	6	7
13/4/2018, 9:41:11	7	6	6	7	9	6	10	8	9	10	10	7
13/4/2018, 9:41:42	8	7	8	7	6	8	7	7	8	8	8	6
13/4/2018, 9:42:17	8	7	7	7	6	6	9	7	7	8	9	10
13/4/2018, 9:43:35	8	9	8	8	6	8	10	7	6	6	7	8
13/4/2018, 9:44:12	7	8	8	8	6	8	10	7	7	8	8	9
13/4/2018, 9:44:38	8	7	9	6	6	7	8	6	9	8	7	7
13/4/2018, 9:45:16	9	9	9	9	6	7	10	9	9	10	9	7
13/4/2018, 9:52:50	8	7	7	8	6	8	9	6	6	6	7	8
13/4/2018, 9:56:51	6	6	9	6	6	7	9	8	8	10	10	6
13/4/2018, 9:56:31	8	8	7	7	8	8	10	7	7	7	9	6
13/4/2018, 9:59:10	9	8	8	9	7	6	10	7	9	10	10	6
13/4/2018, 9:57:18	9	9	9	8	8	7	10	8	8	8	10	7
13/4/2018, 10:00:02	10	8	8	8	7	7	10	8	8	8	8	6
13/4/2018, 10:08:30	7	6	8	10	7	7	9	10	10	10	10	6
13/4/2018, 10:11:00	9	8	6	6	6	8	10	6	6	8	10	7
13/4/2018, 10:11:41	9	9	10	10	7	6	8	6	6	6	6	9
13/4/2018, 10:16:08	8	8	9	8	6	6	6	7	8	7	7	6
13/4/2018, 10:16:22	10	9	8	8	6	8	10	8	7	7	8	7
13/4/2018, 10:19:26	8	6	6	6	6	9	8	6	6	6	9	7
13/4/2018, 10:20:44	8	10	9	8	7	7	10	10	10	10	10	10
13/4/2018, 10:23:07	6	9	7	9	6	8	10	8	10	9	10	9
13/4/2018, 10:31:39	8	8	7	8	6	8	9	8	8	9	8	6
13/4/2018, 10:34:56	7	8	8	8	7	7	8	7	7	8	8	8
13/4/2018, 10:35:29	8	7	7	7	7	6	8	7	7	8	9	7

13/4/2018, 10:37:26	8	8	6	6	6	6	9	6	6	9	10	9
13/4/2018, 10:41:12	9	8	9	8	8	10	9	8	8	9	9	6
13/4/2018, 10:41:15	7	8	7	6	6	7	10	8	8	8	10	7
13/4/2018, 10:42:01	9	6	6	7	6	7	8	6	8	6	6	7
13/4/2018, 10:47:10	7	7	8	6	6	8	7	6	7	7	8	8
13/4/2018, 10:48:00	10	8	7	9	6	6	10	9	9	7	8	6
13/4/2018, 10:49:37	8	7	8	6	6	8	8	7	8	8	8	10
13/4/2018, 10:49:48	7	7	6	8	6	8	6	7	9	9	9	9
13/4/2018, 10:56:49	10	7	8	9	6	8	10	10	10	10	10	7
13/4/2018, 11:00:25	8	8	8	7	7	9	9	8	9	9	10	6
13/4/2018, 11:00:34	8	8	6	6	6	7	8	7	7	8	8	7
13/4/2018, 11:04:43	9	8	8	8	8	6	10	8	9	9	10	6
13/4/2018, 11:11:15	7	6	8	7	6	10	7	6	8	8	8	10
13/4/2018, 11:12:43	7	7	9	7	7	8	10	7	7	7	8	6
13/4/2018, 11:13:54	6	8	6	8	6	7	7	6	8	6	9	7
13/4/2018, 11:20:20	8	6	8	6	7	9	9	9	9	9	8	9
13/4/2018, 11:28:01	9	8	7	8	6	9	9	7	7	9	7	7
13/4/2018, 12:44:07	8	8	7	8	6	10	9	8	8	8	10	9
13/4/2018, 16:58:34	8	8	7	6	6	8	10	6	8	7	8	6
13/4/2018, 20:12:33	7	8	9	6	7	9	7	7	6	9	9	6
13/4/2018, 20:50:59	9	9	8	8	6	9	10	6	7	7	10	6
13/4/2018, 22:00:17	7	6	6	6	6	10	8	8	7	7	8	7
13/4/2018, 22:32:28	9	8	8	8	6	8	9	6	8	8	7	9
14/4/2018, 4:34:49	8	7	7	7	6	7	9	6	8	8	8	6
14/4/2018, 11:51:24	10	7	6	8	6	9	9	6	6	6	9	6
14/4/2018, 12:27:49	8	8	9	8	7	9	7	9	7	7	7	7
14/4/2018, 12:44:05	9	8	6	9	7	8	10	7	7	7	7	9
14/4/2018, 13:03:13	9	9	9	9	8	8	10	10	8	9	10	6
14/4/2018, 13:03:18	9	9	9	9	8	9	10	10	8	9	10	6
14/4/2018, 13:03:22	8	8	9	8	7	10	9	8	8	9	10	6
14/4/2018, 13:03:42	8	8	9	9	10	8	6	8	7	8	7	6
14/4/2018, 13:05:41	6	8	8	6	6	7	8	7	7	7	8	7

14/4/2018, 13:06:00	9	8	7	7	6	8	6	7	8	10	10	6
14/4/2018, 13:06:01	10	10	6	8	8	9	10	8	8	8	10	6
14/4/2018, 13:07:08	7	8	9	6	6	8	10	6	6	6	9	8
14/4/2018, 13:09:07	8	8	8	7	7	6	8	6	8	8	8	6
14/4/2018, 13:10:01	9	8	8	9	8	7	8	7	7	7	7	6
14/4/2018, 13:10:22	8	8	8	7	7	10	10	6	8	8	9	6
14/4/2018, 13:29:50	8	8	7	7	6	8	8	6	6	7	8	7
14/4/2018, 15:09:45	8	8	7	7	6	9	8	6	7	6	7	8
14/4/2018, 15:57:45	7	7	8	7	6	8	9	6	7	8	10	6
14/4/2018, 16:12:40	8	8	7	7	7	6	10	7	7	8	9	6
14/4/2018, 16:26:32	7	7	7	8	6	6	9	8	8	8	10	6
14/4/2018, 16:58:51	8	9	8	7	6	6	10	7	6	8	9	6
Average	8.21	8.03	7.59	7.58	6.7	7.805	8.69	7.28	7.71	7.95	8.62	7.14
	8	8	8	8	7	8	9	7	8	8	9	7

### Appendix3: Chow test

```
( 1) english = 0
( 2) e_Age = 0
( 3) e_Durationavailable = 0
( 4) e_Subscribes = 0
( 5) e_Technical = 0
( 6) e_Skin = 0
( 7) e_Beauty = 0
( 8) e_Style = 0
( 9) e_Cliptime = 0
(10) e_reviewtesting = 0
(11) e_Productdetail = 0
(12) e_teaching = 0
```

```
F( 12, 156) = 5.45
Prob > F = 0.0000
```

## Appendix4: survey

แบบสอบถามเกี่ยวกับ บิวตี้บล็อกเกอร์

แบบสอบถามนี้เกี่ยวกับความรู้สึกต่อความสวยของบิวตี้บล็อกเกอร์ บิวตี้บล็อก

เกอร์ต่อไปนี้ สวยเท่าไรสำหรับคุณ? ๑

6=ปกติ 7=ค่อนข้างสวย 8=สวย 9=สวยมาก 10=สวยกว่าปกติ สิบข้อชี้ๆ

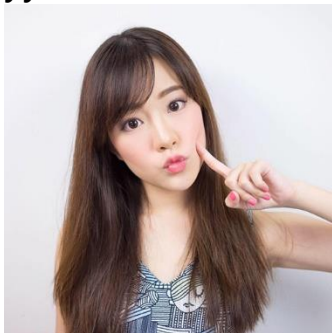
ขอบคุณค่า

## Mayy R



- 0 6
- 0 7
- 0 8
- 0 9
- 0 10

## Mintchyy



- 0 6
- 0 7
- 0 8
- 0 9

0 10

## Achita station



- 0 6
- 0 7
- 0 8
- 0 9
- 0 10

## Icepadie



- 0 6
- 0 7
- 0 8
- 0 9
- 0 10

Licktga



06  
07  
08  
09  
010

PONY Syndrome



06  
07  
08  
09  
010

nutties11311



06  
07  
08  
09  
010

NikkieTutorials



06  
07  
08  
09  
010

Zoella



06  
07  
08

0 9  
0 10

Carli Bybel



0 6  
0 7  
0 8  
0 9

0 10

Kathaleen lighth



0 6  
0 7  
0 8  
0 9  
0 10

Ingrid Nilsen



0 6  
0 7  
0 8  
0 9  
0 10