

KADIR HAS UNIVERSITY  
GRADUATE SCHOOL OF SOCIAL SCIENCES



THE FACTORS THAT INFLUENCE THE TRANSFORMATION OF A  
REGULAR USER TO A YOUTUBE CELEBRITY

GRADUATE THESIS

NİNSU KAHRAMAN

June, 2016

[Ninsu Kahraman]

[ M.A.]

[2016]

THE FACTORS THAT INFLUENCE THE TRANSFORMATION OF A  
REGULAR USER TO A YOUTUBE CELEBRITY

NİNSU KAHRAMAN

Submitted to the Graduate School of Social Sciences  
in partial fulfillment of the requirements for the degree of  
Master of Arts  
in  
NEW MEDIA

KADIR HAS UNIVERSITY

June, 2016

THE FACTORS THAT INFLUENCE THE TRANSFORMATION OF A  
REGULAR USER TO A YOUTUBE CELEBRITY

NİNSU KAHRAMAN

APPROVED BY:

Assit. Prof. Dr. Çiğdem BOZDAĞ, Kadir Has Universitesi

Prof. Dr. Idil SAYIMER, Kocaeli Universitesi

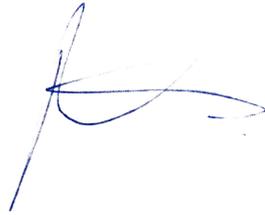
Assist. Doc Dr. Irem İNCEOĞLU, Kadir Has Universitesi

APPROVAL DATE: 06.09.2016

“I, Ninsu Kahraman, confirm that the work presented in this thesis is my own. Where information has been derived from other sources, I confirm that this has been indicated in the thesis.”

---

NİNSU KAHRAMAN



# Table of Contents

<b>Abstract</b>	
<b>Özet</b>	
<b>Acknowledgements</b>	
<b>1 Introduction</b>	<b>1</b>
<b>2 Literature Review</b>	<b>3</b>
2.1 YouTube's Short History .....	3
2.2 YouTube Today .....	5
2.3 Classic and Online Celebrities .....	7
<b>3 Research Design</b>	<b>14</b>
3.1 Research Question .....	14
3.2 Research Method .....	14
3.2.1 Qualitative Research .....	14
3.2.2 Sampling Methods .....	15
3.3 Analysis of the Material .....	17
<b>4 Research Findings</b>	<b>18</b>
4.1 YouTube Networks .....	18
4.2 Participants and Their Channels .....	19
4.2.1 FG - Mervan .....	19
4.2.2 chyrozen .....	21
4.2.3 Ruhi Çenet Videoları .....	22
4.2.4 Easter GamersTV .....	24
4.2.5 iPhonedo.....	25
<b>5 Analysis and Discussion</b>	<b>28</b>
5.1 Equipment .....	28

5.2	Shooting and Editing Quality .....	29
5.3	Communication with Viewers .....	30
5.4	Presentation Format .....	31
5.5	Number of Uploaded Videos .....	32
5.6	Cross-promotion .....	33
5.7	Choosing Content Subject.....	34
5.8	From a Regular User to a YouTube Celebrity.....	35
<b>6</b>	<b>Conclusions</b>	<b>37</b>
	<b>References</b>	<b>41</b>

## **ABSTRACT**

### **THE FACTORS THAT INFLUENCE THE TRANSFORMATION OF A REGULAR USER TO A YOUTUBE CELEBRITY**

Ninsu Kahraman

Master of Arts in New Media

Advisor: Assist. Prof. Dr. ıgdem BOZDAĐ

June, 2016

The purpose of this research is to explain the factors that are efficient for being a YouTube celebrity rather than a regular user of YouTube. The goal is to show that YouTube users have something in common while creating their content. Since YouTube recently became a business opportunity in Turkey, it has users attention. To identify patterns among YouTube content creators, I made interviews with them. Then analyze the findings and created the path of being YouTube celebrity.

Keywords: YouTube, new media, online celebrity, YouTube celebrity

## ÖZET

### YOUTUBE KULLANICILARININ YOUTUBE ÜNLÜLERİNE DÖNÜŞMESİNDEKİ ETKENLER

Ninsu Kahraman

Yeni Medya, Yüksek Lisans

Danışman: Yrd. Prof. Dr. Çiğdem BOZDAĞ

Haziran,2016

Bu tezin amacı, standart YouTube kullanıcılarının YouTube ünlülerine dönüşmesinde etkili olan faktörleri açıklamak ve YouTube ünlülerinin içerik üretirken belirli ortak etkenlerden yararlandığını göstermek.

YouTube Türkiye’de yeni yeni büyüyen bir iş sektörü olduğu için standart kullanıcıların oldukça dikkatini çekmiş durumda. Ortak noktaları bulabilmek için YouTube kullanıcılarıyla röportajlar yapıp belli kategoriler altında bir taslak oluşturdum. Daha sonra standart YouTube kullanıcılarından YouTube ünlüsü olmaya giden yolda bu taslakları analiz ederek sonuçları elde ettim.

Anahtar Kelimeler: YouTube, YouTube ünlüleri, yeni medya

## **Acknowledgements**

I would like to thank my advisor, Assist. Prof. Dr. iğdem BOZDAĞ, and my friend Duygu Karahan for helping me throughout this compelling process. And I thank to my family for always believe in me and support me no matter what.

## **1. Introduction**

Audio and video consumptions changed throughout time. Producers used media to create public personalities known as celebrities, and make an influence on the audiences via these personalities all the time. Television and radio was the main source of media consumption. Nowadays consumption in music industry changed with technological developments. Since people use services like Spotify or Apple Music, they can create their own music list without advertisement or radio programs. On the other hand, television still has major effects on media consumption. However, with the rising of video sharing websites, television's reputation was shaken. At first it was just videos that people share online like their memories, funny videos and such. However, these video sites offer people to share more. They can even share content that aired on television, and one thing that television cannot offer is sharing yourself to the masses.

Basically, people can create their own channels. Maybe it is not on the television, but it still can reach enough people to raise their voice. This gave audiences a power to create public personalities like television producers do. What is more, they do not even need expensive or complicated equipment. Since technology is offering all of them in affordable ways, these public figures became internet celebrities in time. This research interested in YouTube especially because YouTube's viewing statics are the highest among the all video websites, and so many YouTube celebrities exist in global already. These YouTube celebrities actually internet users who post content

regularly on YouTube. They are called the YouTubers. This research interested in the factors that influence the transformation of a regular YouTube user to a YouTube celebrity in Turkey. YouTube is considered a newly business platform in Turkey, and especially youngsters are really interested in this business. However, being a YouTuber is a paid job after all and it is not easy to be a celebrity on YouTube. To explain how these YouTubers are becoming celebrities, qualitative research is made and interviewed different YouTubers to understand if there is a common method to be one.

After a brief literature review, the research design will be explained and how these interviews are made. In the Research Findings part, participants will be introduced and what they do to become YouTuber will be explained. Moreover, I will give brief information about how the YouTube partner networks work to explain why YouTubers work with them. Analysis and Discussion part will be focus on YouTubers' answers and my observations. Last but not least, I will discuss what it takes to become a YouTuber and how a person can be a YouTube celebrity.

## **2. Literature review**

### **2.1 YouTube's Short History**

With the use of digital technologies, people's media consumption practices changed drastically. These technologies, created many fields for media sector via internet based platforms. Media has new ways to reach people except via television, newspapers and radios. One of these new communication channels is YouTube. It is been 11 years since YouTube became a part of our life. Since then it grows day by day and today it became one of the main entertainment network. When we look the history of YouTube, we can see differences between the past and today. In February 2005 YouTube started as a simple video sharing website. PayPal co-worker Chad Hurley, Steve Chen and Jawed Karim created YouTube as Flickr-style website. However, Flickr was for sharing images mostly, on the other hand YouTube's only concern is videos. YouTube's first video clip was shot by Karim at the San Diego Zoo. It was a 19 second video and it was the trigger of the new communication channel. The logic behind it was very simple. YouTube provides people to share video with minimum technological knowledge and effort (Burgess et al., 2009). One of the best part of is YouTube did not set any rules about the number of videos that can be shared via the website. People can upload as many as they want. It is a network that people can add each other as friends. Moreover, to share videos in other websites YouTube provide links and HTML codes (Burgess et al., 2009). This feature was especially important since blogging was the big thing at that time on the

internet. Users created videos for their blogs and realize that videos are easier to consume. Therefore, as the classical blogging fade out, and users started to v-logging (video-logging). These easy methods to share and create let YouTube grew fast and strong. Even though YouTube was an independent enterprise at first, Google saw the success and potential of this new media tool. In October 2006, Google paid 1.65 billion dollars for today's biggest video sharing network (Fitzpatrick, 2010). After a year, in November 2007, according to British users most popular entertainment website on the internet was YouTube (Burgess et al., 2009). Which is very important since the second place belong to well-known TV company BBC's website. This is very interesting and important point because at that time it was visible that YouTube actually managed to open itself a place in entertainment industry. YouTube kept growing even bigger every single year. This can be explained in many ways. When looking at YouTube's benefits its growth speed became much more meaningful.

Besides its agreement with Google, YouTube is actually very easy to use. Today even some smart phones like Sony Xperia Z5 has YouTube integration on its camera application. Users can easily share their content with or via YouTube. It is one of the key points of the website. Moreover, users can watch videos in different qualities which provide its content also to users with low internet speed. YouTube's algorithm suggests users other channels' content too by suggestion system. It enables discoverability. Also its secure content system makes it usable by every age range. Moreover, another benefit is the subtitle option. Not for only hearing disabled people, but also for the users who have some difficulty to understand that language may benefit from the subtitles. Beside of that there are channels that can embed subtitles in others languages. One of the biggest example for that is PewDiePie. Famous YouTube star has embeded Turkish subtitles in his videos for the Turkish

viewers. This strategy also makes users gain more viewers. This very brief history leads us today's one of the most successful video sharing network.

## **2.2 YouTube Today**

Newspapers, television programs even radio shows are the classical media tool that is a way to reach masses. However, as the digital revolution create new media tools which came with the internet and mobile or smart devices in our lives, the way to reach the mass amount of audience changed. When we look into YouTube's current statistics it can be seen that this shared video content grew systematically and YouTube became another mass media, a new way to reach masses. YouTube's growth statistics in time shows how systematic the growth is. YouTube's video view numbers per day increased almost four billion in 2012, and 800 million users actively visited the website every month (Marlanda & English, 2016). In March 2013, this unique visitor number reached one billion users and after December 2014 YouTube officially had over a billion visitors who are watching more than six billion hours of videos every month (Marlanda & English, 2016). According to "We are Social's" 2016 research there are 3,419 billion internet users worldwide. Since last year the growth in active internet users is 10% in the world. This data is significant. As the technological developments keep on, internet can be more affordable and more reachable. Today, YouTube has over a billion users which means that almost one third of all people in the internet has a YouTube account (Youtube.com, 2016). Considering that YouTube automatically works with a Google account, this is very likely and normal. However, the viewing numbers and audiences show that it is a new way of consumption. YouTube states that the video network reaches more 18-34 and 18-49 year olds than any other cable network in the US (Youtube.com, 2016). This is pointing that YouTube's impact on media consumption actually has no

difference than online video drama services like Netflix, HBO Now or any other online TV services. Even though it started as a video sharing network it became as important as the television for the new generation. Monthly video watching hours of YouTube users is really impressive. 6 billion hours are spent on YouTube video every single month (Youtube.com, 2016). Since YouTube has a subscription base and a social network-like system, these numbers are very important. Because YouTuber's monthly pay depends on both video viewing numbers and Google AdSense (Elele, 2015). Subscription system sends notifications to users when a new video is up and makes it easier to reach the followed page. This subscription system has some other importance than to benefit the YouTubers.

As it is mentioned before, YouTube channels start to resemble TV channels. It is not only because it has music and TV industries channels involved with it but also it has some developments that makes YouTube can be seen as television. One of them is the newly paid system which is called YouTube Red. Company makes some agreements with big channels like PewDiePie or PrankvsPrank and started Netflix like paid content. These YouTube Red contents can be viewable to some amount of user that pays for this content. These special contents are produced professionally. Actually what YouTube offers can be described as post-television (Tolson, 2010). Paid and big productions are a thing but another update is more convincing.

YouTube Red formation triggers this digital TV concept, and Academy of Television Arts & Science decided that YouTube Red contents can be nominees in a special section in the Emmy Awards (Television Academy, 2016). Television's definition contains liveness, flow and aggregated publics (Snickars and Vonderau, 2009).

YouTube is also capable of doing these elements too. Live broadcasting is a part of YouTube since 2011 (YouTube Creator Blog, 2016). Even though YouTubers cannot

fulfill their content flow all the time, they have a broadcasting flow. Like television YouTube also has celebrities.

Basically these YouTubers are just regular YouTube users that create videos in any variety of subjects. However, they have massive number of subscribers who follow them on the platform and these subscribers create a fandom of these YouTubers. They protect the YouTuber from hate comments and even send them gifts. These YouTube celebrities start to become recognizable by masses and they attend fan meetings, special conventions like VidCon (Online Video Conference) and even they are asked for autographs and photographs on the streets. However, before discussing YouTube celebrities, the celebrity definition should be made. In this research before making celebrity and online celebrity definitions, these terms will be discussed academically.

### **2.3 Classic and Online Celebrities**

The root of the term celebrity may lead us the definition of it. “Celebrem” is the Latin root of the term celebrity which can be associated with both the words fame and being in crowd (Rojek, 2001). Therefore, a celebrity needs to be known by “strangers”. Also a French word celebre is a word that can describe “well known in public” (Rojek, 2001). However, to discuss celebrity first we need to understand what fame is. Fred Inglis discuss “fame” as something to achieve quickly because it is not bounded by one patrol but several (Inglis, 2010). To speak metaphorically Inglis described fame as a commodity and celebrity as its consort, like marketing to production but it is fame to celebrity (Inglis, 2010). Today it is not different. To become celebrity, first a person should gain fame. One of the first steps of being celebrity is acquire fame.

TV and the movie sectors have an impressive effect on the audiences via celebrities. Before all these social networks like Twitter or Instagram, celebrities were not easy to reach for the fans. Special kind of lifestyle is shown to the audience via television and magazines. Dramas or artificial agenda was the key point of being popular.

According to Graeme Turner, celebrity is the person who is also concern to public with his/her personal life besides professional life. Sport or entertainment industries make some people public, and these people become a daily subject to the media. Moreover, their personal life, habits and choices excite public attention than their professional life (Turner, 2004). Actually he takes this definition a step further and says that these contemporary celebrities' only feature is draw attention. Turner's definition can describe the modern celebrity. After Rojeck's, Inglis' and Turner's definition for celebrity I will create my own definition. My definition for celebrity is a person who has gained fame, recognizable by masses and a person who is a concern to strangers not only by his/her professional life but also his/her personal life. In this article, I will treat "celebrity" as a person who is known by public and have audiences that are following her/him. Also celebrity is the person who creates a public opinion about himself/herself. To be successful this public image or idiosyncrasy should be unique. For example, Angelina Jolie is known as how she helps people who are in need or Emma Watson is an actress who works for women rights. This public image does not even have to be connected with character of the celebrity. It can be how he/she constructs his/her image.

Celebrity is an important term because as the classic media changes, celebrity perceptions change with it. With the power of the internet technology, celebrities are not any more so far away from their fans. Clicking some buttons or running some

apps, they can easily reach celebrities. Commenting their posts, mentioning on Twitter or sending message on Instagram can lead fans to their beloved celebrities. Back then, before internet, reaching a celebrity, talking with him/her was like a dream, now it is a daily thing to do. Also this kind of interaction gives celebrities some responsibilities such as being active on social platforms or in communications with fans.

Moreover, with this alteration a new type of celebrity has born: the Internet celebrity. Campbell's understanding of a "modern celebrity" can help us to understand internet celebrities as well. According to Josephine Campbell "Celebrity is the state of being famous or widely known" (Campbell, 2015). Internet celebrities are actually very similar to classic celebrities however their way to achieve their fame is different. They use social media to achieve fame and get to known by masses. Campbell's modern celebrity definition is actually parallel with internet celebrities' way to get fame. Campbell describes modern celebrity as a person who is involved with usage of social media and get frequent media coverage (Campbell, 2015). At this point, Kardashians can be a good example for modern celebrity. Kardashian family is basically famous for being famous. They are a part of the entertainment sector. However, their personal life is much more appealing to public than their professional life. Their personal Twitter and Instagram accounts - even Snapchat - can be a magazine material. Their relationships are all over the classic media. Actually it will not be wrong if I say they are the definition of "famous".

Modern celebrity and internet celebrity are not very different concepts at the basics. However, internet celebrity has a better knowledge about internet usage than classical or modern celebrity since to the people who grow up with the knowledge of

internet and other technological gadgets like mobile phones or tablets internet is a new way of communication and entertainment. This knowledge of how to use internet for their benefits turns the internet celebrities as followers, subscribers or fans. Therefore, an internet celebrity is a person who is known by masses like classical media celebrity, but someone who has gained this fame by using internet. This fame can obtain by using social media tools by creating content, draw attention and finally getting known and follow by masses.

Basically, regular internet users become new generations' celebrities with all these followers and fans using the internet. Their personal lives become attention-grabbing then regular social media users for masses. Fandom leads us to Campbell's fan of celebrity expression. Campbell states that people may become grow a curiosity on celebrities' personal life (Campbell, 2015). Moreover, some fans take this interest to another level and have a personal connection to the celebrity that they admire (Campbell, 2015). This is another point that similar for an internet celebrity. Even though they do not receive coverage in the classical mass media, they share their personal life themselves via social media.

This personal coverage leads us the term Web 2.0. According to Salem Press Encyclopedia "Web 2.0 is a term that describes the movement away from fixed, unchanging content toward websites that encourage and grow in functionality as a result of user participation" (Marlanda & English, 2016), and social media networks can be given as example for Web 2.0. Moreover, Web 2.0 lets users to make two-way communications. (O'Reilly, 2005) These two-way communications help users get the feedback, let them respond, and create a strong bond with each other. Writing an article and getting feedback for it can create a bond between writer and follower

or singing a song and publish it as voice content can create a fan base. However, what if a user can both express how he/she feels, show his face and reveal his/her life to users via videos? That sounds more like a television. However, classical media celebrities do not have the chance for two-way communication most of the time. For the audience it is so hard to reach them even in this internet age because they are not used to use it. However, a YouTuber is a natural internet user. They know how to communicate, how to be online all the time. It is so natural for them because they were doing this even before they have a fan base. Because YouTube itself is a part of entertainment sector. Users can create visual content and make connection with other users. So actually creating YouTube content is also a part of two-way communications for YouTubers. If the watchers like the content they can subscribe, become a follower/fan, and comment on it. At the end if they have enough fans they become internet celebrities which can be seen as new media celebrity since they recognized by masses and not only their professional life but also their personal life is a matter to fans. One of the biggest examples for that is the YouTube user Felix Kjellberg as known as PewDiePie. He was a regular YouTube user and he was playing video games as video content. Now PewDiePie is the most subscribed YouTuber with over 43 million 700 thousand subscribers. His success story gave inspiration to so many YouTube users that they aspire to become an internet celebrity. However, at first PewDiePie met massive amount of hate from classical media. In 2013 Variety published an article which indicates that “If PewDiePie Is YouTube’s Top Talent, We’re All Doomed” (Wallenstein, 2013). At that time PewDiePie has only 12,6 million subscribers, but it was enough to make media panic. Even in that article it is mentioned that border between television and YouTube might not exist anymore. After couple years PewDiePie is not only know

by masses but also accepted by classical media. His Los Angeles trip was headline on famous gossip web site TMZ (TMZ, 2015). He also attends television shows like Conan or The Late Show with Stephen Colbert.

PewDiePie gained classical media's respect in a very hard way. In the eyes of the classic media, PewDiePie was a "regular" internet user; he was just a "clown" with his meaningless content (Wallenstein, 2013). However, in April 2016, PewDiePie is shown as one of the most influential people of 100 in TIME magazine's list (TIME.com, 2016). His personal life, his relationship with his girlfriend and even his trips are shared with the fans. That is why he is one of the strongest point of digital celebrities.

Explaining the classical mass media's acknowledgement of an internet celebrity is important because it also let us understand the YouTube situation in Turkey.

PewDiePie is a member of YouTube since 2010. However, in Turkey, YouTube career started in the early 2013 (Akkurt, 2015). By 2013 YouTube become business partner with the users and users started to gain money. Of course before that people were creating content, too, however, with the involvement of money involved this become a business model. Google AdSense is a part of YouTube. If a user watching video from Turkey, he sees Turkish advertisements and this will return to the YouTuber in Turkish currency. However, if an American user watches a video this will return in American currency. This was a game changer situation for Turkish users. By looking the current statistics of internet usage in Turkey it is not realistic to expect someone like PewDiePie. Turkey's total population is almost 79 million and has 55,9% active internet users (Tuik.gov.tr, 2016). A report shows that YouTube visitors in Turkey in the first quarter of 2015 is reached 91% (Statista, 2016). It is a

growing area. When looking at the daily time spent on television and internet in Turkey between 2011-2013, while the usage of television decreasing by 12% and internet usage increase by 50% (Statista, 2016). It is visible that people spend more time on internet than watching television in time. Therefore, Turkish entertainment sector started to expand its borders via YouTube. YouTube Turkey still needs some time to be as the YouTube America in terms of being an accepted media tool. However even now it has some celebrities in it. Therefore, one of the main questions is how a regular YouTuber can become a celebrity in Turkey. I will examine this research question and try to get an explanation.

### **3. Research Design**

#### **3.1 Research Question**

As a digital platform, YouTube has changed over time. These changes provide some opportunities for the internet users. However, YouTube's global changes do not apply to every country in the same speed. Even though internet is a global platform, countries react to these kinds of changes differently. YouTube started to offer a business opportunity for its users in Turkey in 2013. Moreover, YouTube does not only offer its users money but also fame by paying them via Google AdSense income and making them reach masses. This kind of change creates new celebrities in Turkey and also effects both television and advertisement sector at the same time. It is so appealing because it seems like an easy job. First of all, it is a home-office job. People upload their content as they like. They are the boss of their own business and this business can be easily built up with low budgets. However, it is not easy as it seems. This research examines and try to answer the following question:

- What are the factors that influence the transformation of a regular user to a YouTube celebrity?

#### **3.2 Research Methods**

##### **3.2.1 Qualitative Research**

To examine this situation, I prefer to use qualitative research methods. When looking for the success of a YouTuber, quantitative research is not enough to understand the processes through which regular YouTube users manage to become a celebrity.

Statistics can only provide some overall information which is also useful, but not enough to understand how a user actually manages to become successful on YouTube business. To understand and discover the success behind it, we need to understand the YouTuber's perspectives. Since all of them have some strategies there should be something in common in their success. This kind of information cannot be obtained by quantitative research methods. In human and social sciences, qualitative interviewing is seen as an adequate method for exploring these kind of common patterns and understanding users' perspectives (Brinkmann, 2013). In this thesis, statistics will provide background info for the main results of qualitative research results. Brinkmann states that interviewing in qualitative research will provide subjective result, thus objective knowledge cannot be obtain from it (Brinkmann, 2013). However, gathering common points in interviews can describe a pattern and that is what I am looking for at the first place.

### 3.2.2 Sampling Methods

I made face-to-face qualitative interviews one by one with different YouTubers and asked them questions about their YouTube journey. I interviewed YouTubers who have different statistics on viewing and subscriber numbers (Table 3.2.2.1).

**Statistics of participants**

<b>YouTuber</b>	<b>Age</b>	<b>Date joined</b>	<b>Subscriber number</b>	<b>Total view</b>	<b>Link of channel</b>
FG - Mervan	19	2 Agu 2013	404.658	83.608.354	<a href="http://bit.ly/1P6eNpp">http://bit.ly/1P6eNpp</a>
chyrozen	22	22 Apr 2013	13.531	550.203	<a href="http://bit.ly/1XEqVQb">http://bit.ly/1XEqVQb</a>
Ruhi Çenet Videoları	25	19 Sep 2012	1.279.940	151.410.965	<a href="http://bit.ly/1JrlWwT">http://bit.ly/1JrlWwT</a>
Easter GamersTV	26	17 Mar 2014	276.420	42.603.519	<a href="http://bit.ly/1qRAbDs">http://bit.ly/1qRAbDs</a>
iPhonedo	42	19 Jun 2009	148.740	16.455.912	<a href="http://bit.ly/1X38nL1">http://bit.ly/1X38nL1</a>

(Table 3.2.2.1)

These interviews are made with male YouTubers because when looking at Social Blades top 100 most subscribed YouTuber list for Turkey, it is visible that only 11 channels that leads by female YouTuber manage to be a part of this list. Besides the official drama or music channels there are 47 male users actually managed to be a part of it. Rests of them are official music channels, television channels and classic celebrity channels. These interviews are made during April and May 2016 face to face with participants. I asked same questions for every YouTuber and benefited from snowball sampling. Participants lead me to another YouTuber for the interview. After a couple of interviews, I realized that there is a pattern in their growing history in YouTube. Six different interviews are made and one of them involving an expert from one of the YouTube partner networks. These networks mostly helped YouTubers with legal situations like copyright of songs or other content that they use. Moreover, they pay YouTubers a salary each month. I specifically interviewed one representative of a network since it is one of the common methods that YouTubers choose to work with. He was a representative of the ILS Network. This person informed me about how the network system works. Besides the YouTube network itself, five different people and five different channel story provided me insightful information. I prefer to interview different kind of channels. I observed their channels to understand its concept and create a really diverse pool for the research. This YouTubers include, one old gamer, one gamer, one technology, one gamer but who has a vlog channel as well, and one informer. Their subscriber numbers also diverse. This provides me that how they feel about themselves and what common things that they do while their channel grows. After these interviews I realize more or less these YouTubers felt the same and did similar things to be successful. Age of these YouTubers differs from 20 to 42.

### **3.3 Analysis of the Material**

To analyze this information, I made a categorization based on the analysis of the transcribed interviews and my observations. Thanks to participants' answers, there is a pattern that can be categorized. Moreover, my observations on their channels, and other YouTubers' channels I developed inductive categories based on the interviews. I analyze these answers in eight different categories. These categories are:

- Networks
- Equipment
- Shooting and editing quality
- Communication with viewers
- Presentation format
- Number of uploaded videos
- Cross-promotion
- Choosing content subject

## **4. Research Findings**

In the light of interviews and my observations based on the categories, I will analyze the information I gathered. The functionality of YouTube networks, common strategies and general information about participants that I learned from interviews will be explained. But first I will sum up benefits of having a YouTube network partnership first.

### **4.1 YouTube Networks**

YouTube networks function like record companies. YouTubers are making deals with these networks and networks do basic legal arrangements for them. Also they require around 10% of the income of their contracted YouTubers. Besides paying the YouTubers regularly and dealing with legal problems, some networks also can provide YouTubers some equipment such as cameras and lights. Another thing that these networks provide is cross promotion. Cross promotion can be defined as “working together”. YouTubers attend each other’s videos and make promotions together (Akkurt, 2015). Another version of this is the YouTube recommended videos part. If a YouTuber is a part of a network, his/her videos can be shown among another YouTubers’ recommended videos. If network has one or two powerful names under their roof, new users can be promoted like this. This can be seen as digital version of cross promotion. Networks can be seen as an advantage for the channels. However, it is not enough. First of all, networks are not talent scouters.

They do not manage a channel from zero to top. To be a part of a successful network your channel should gain some followers as well. Therefore, to be successful in YouTube you should be successful all by yourself at first. This is not as easy as it seems to be.

## **4.2 Participants and Their Channels**

To analyze the answers of the interviewed YouTubers firstly, I would like to introduce them with some statistical information.

### **4.2.1 FG - Mervan**

The youngest interview partner is Mervan Tepelioğlu. He is one of the gamer YouTubers who has two different channels. He started with one of his friend but decided to proceed on his own. He also has another channel which is used for vlogs. However, the second channel is not as active as his main gaming channel. Main channel's name is FG - Mervan. FG stands for Forever Gamers. He has 404.658 subscribers and his channels total viewing number is 83.608.354 million. He uploads these gaming videos on a daily basis. When we look at his second channel, it has less number of subscribers than the main one. However, it passed 100 thousand subscribers. That channel's name is "Mervan T." And he uses this channel for vlogs but he is not that much active. However, a second channel provides more income. This channel has 121.199 subscribers and 5.436.055 million views. Even though his second channel has less subscribers, he said it has much more hits than his main channel. However, he wants to stick with gameplay videos since he loves to do it. Also he stated that he provides his main income via YouTube, and he is very satisfied about it. He makes some deals with companies for advertisement such as Asus or MSI. Mervan Tepelioğlu works with two different networks. His main

channel is in an agreement with Broadband TV and his vlog channel is contracted with BuzzMyVideos. He believes that the quality of the video is the main thing. The images or captured videos must be high quality and the voice over also should be professional. This is one of the key points to be successful. He cannot call himself a “professional”. According to his perspective a professional YouTuber creates much more quality content from rendering to jokes. However, when I asked about being celebrity, he said that he can call himself “celebrity”. He explains this situation by being known by masses. Mervan Tepelioğlu started YouTube as a hobby. However today he is making it as a job. He is a part of YouTube since 2013 and he works hard for his success.

He believes that to be successful in YouTube, users must do something that is not done until then. When he posted PES 2014 gameplay videos he was one of the few people that actually created Turkish content. His channel gains some acceleration with it. Moreover, the second increase was with the GTA V release. Mervan also was one of the first Turkish YouTubers that provided GTA V videos. He also is not very optimistic about the new YouTube users. He believes that everything that has to be done is done by now. Creating new and different content is really hard. Besides that there are so many excited users who want to gain that fame and earn money via YouTube. This prevents people to reach new and quality content and makes it hard to gain more subscribers. Mervan also cares about his subscribers. One of the fun things to do after posting video is reading comments about him. He reads the comments like for two days. Newest ones, most liked ones and spams... He manages with hate comments by trying to avoid them. He believes that his subscribers following him because of his natural reactions. They find him very warm.

#### **4.2.2 chyrozen**

The second interviewed YouTuber is Buğra Kocabaş. He is 22 years old and still a university student. He studies interior architecture. He started as a gaming channel however now he turns the table and makes parody-like videos. His channel name is chyrozen. He joined YouTube in 2013 like Mervan. However, his subscriber number is way lower. He has 13.531 subscribers and 550.203 views, and one of the main reasons for that is Buğra's busy school life. He is trying to manage two things at the same time. He has only one channel however he also uses Twitch for streaming. Channel's gaming side has been transferred to Twitch. He can call himself neither professional nor celebrity but this has directly interested with his subscriber numbers. Even though he has some noticeable subscriber number it is not enough to make him well known YouTuber.

He cannot earn enough from YouTube to live. However, he has stated that this is possible with more subscribers and viewing numbers. Even though he is studying interior architecture, he does not want to do this job as a profession. He stated that if he can manage to enlarge his YouTube channel he wants to do this as a job. Because he believes that YouTube is the new generations' social media and viewing increasingly slip from TV to YouTube. He is recording himself with Canon 600d and making all the editing by himself. He uses lights and soft boxes. He believes that proper light usage is very important. After he started parody videos he also add green screen to his equipments. He tracks global YouTube channels and takes them as an example. He is really active social media user and makes his advertisement himself. However, his first enlargement begins with creating a video with another YouTuber (Orkun Işıtmak). Then he works with other YouTubers too. This is also a method for

self-advertisement. He stated that interaction with other YouTubers is really important for channels' success.

#### **4.2.3 Ruhi Çenet Videoları**

One of the most interesting YouTubers I have interviewed is Ruhi Çenet. He has a really fascinating background story. His channel is a real success. Ruhi Çenet who is 25 years old, has over 1 million 250 thousand subscribers and it is increasing by time. His channel's name is Ruhi Çenet Videoları which is rather simple yet very understandable. Also it includes his name so it makes him as a brand too. His video format is also a bit interesting. He gives information about creepy stories or creepy facts. He believes that his channel creates a sense of curiosity on the viewers. He has over 150 million view numbers. He left his job for the YouTube. He was a student in India and studied computer engineering. However, at the same time he also put some guitar lessons to YouTube and writing in his own blog about creepy stories and facts. After some time as he sees the potential of YouTube he started to create video content for his website. At first it was like slide shows, no voiceover, no comments, nothing. He just writes the information and combines with the images. After some time he started making voiceover in his videos which affects his channel in a positive way. After he reached 40 thousand subscribers, Ruhi quited his job in India and came back to Turkey.

He stated that he sees being a YouTuber as a profession. He has a working routine like 9 am to 6 pm. He wakes up early and starts to work immediately. Ruhi changes his home as an office however he made a partnership with another YouTuber, Orkun Işıtmak, and they opened their own office. They also hired editors and cameraman to help them. Ruhi mentions that he could increase the quality of his videos but he

would not. Because he believes that this kind of act would kill the sincerity. He is in this business like 4 or 5 years and he has a partnership with BuzzMyVideos as his network. When he reached 70 thousand subscribers, his partnership with network started. He said even though he has some editors working for him, he is preparing the content, and let the editors do the editing the video with images, voiceovers and such. Moreover, he is starting to create global content. His network started to translate his content to English. This is really important since YouTubers gain their income from Google AdSense mostly. If his content becomes global he will come to a point where his income increases as in that country's currency. He also makes some advertisement jobs. He stated that his last job was with Garanti Bankası. However, he does not want to make this kind of content frequently since the viewers could think negatively about it. He uploads one video in a month and one of four videos he makes is an advertisement. Actually this income is enough so he does not bother. When I asked him if he is famous or not, Ruhi said that he is. Since people recognize him on the streets. He even said that a co-pilot said he watch his videos on airport. He explains this experience that where ever he goes he feels like he has a friend in there. However, it can be also a bad thing. Ruhi said that after a point he started to run away since it took so much time to talk every single person that recognizes him. When I asked him about his channel growth he said that it did not grow in a sudden. However, when he added voiceover the channel gained some speed. Ruhi trusts the future of YouTube will be much better so he does not make any plans for his future. He believes that TV sector is shifting to YouTube.

#### **4.2.4 Easter GamersTV**

Another interesting YouTube adventure belongs to Mete Özbey. His channel, Easter GamersTV, has over 250 thousand subscribers and over 40 million video views. As the name points out his channel is all about gameplays. Mete is 26 years old and law-intern; also he is about to get married. Even though he is a lawyer, YouTube is his real passion. He describes himself as “Lawyer by day, gamer by night”. To keep up with his channel he only sleeps 3 or 4 hour in a day since he has another a job. As other gamer YouTubers Mete also uses Twitch. His YouTube journey started while he was attending university. However, he could not keep it actively and eventually he has to shut it down. He was passionate about playing video games and also he likes to talk while playing. He also can understand in English and explains video games while playing, so with his friends support he opened his channel. He is working on his current channel Easter GamersTV about 1.5 years. In a short time, he has gained really good support on YouTube.

He is working with Fullscreen as his network. He is complaining about how some networks are creating fake viewing numbers. It makes their work harder as YouTubers. He uploads 3 or 4 videos a day. When I compare him with others, it looks like he uploads more content then every YouTuber that I interviewed. This upload counts also turns into considerable viewing numbers. He said he did not need much editing for his videos and that is why he can upload this many. His only complain is the internet speed in Turkey. Since the final work is not done with the recording or editing. Also uploading is a big problem and time consuming process. Another thing that affects his channels’ growing speed is his interaction with the viewers. If he finds time, he answers YouTube comments and he answers his

Facebook messages once in a week. He is dealing with all the social media accounts by himself. He does not see himself as a celebrity because according to his point of view a celebrity is someone like Cem Yılmaz. He thinks that classical media celebrities are the real celebrities. However, he describes himself as a well-known person in gaming and technology community.

Even though he does not see being a YouTuber as a profession since it does not require a university diploma. However, he is still considering doing it as a full time job. After his wedding he is planning to quit his internship in law office, and to focus on his YouTube carrier. He stated that he can earn at least his intern salary in YouTube so with his wife they will try to work it out like this. For his equipment he is working with MSI and Logitech. They send him equipment for his videos, in return he promotes these two brands. He also does not plan to open a second channel with this subscriber numbers. He wants to upload all the content in one channel. When I asked him why users subscribe his channel he said they think he is so friendly in the videos. Moreover, his content draws people's interest.

#### **4.2.5 iPhonedo**

Last but not least Faruk Korkmaz is another YouTuber, who actually does videos as a job. He is 42 years old and his channels are iPhonedo and iPhonedo Türkiye. He has two channels and he is creating both English and Turkish content. His content is about technological devices, but his way to present his content is rather humorous. iPhonedo has almost 150 thousand subscribers and over 16 million view counts. iPhonedo Türkiye has over 40 thousand subscribers and 932 thousand video views. Faruk lives in San Francisco. At first his channel iPhonedo was creating only Turkish content. However, in 2014 his channel reached its limits and he could not draw any

more viewers. That is why he decided that he should gain more viewers by making the channel more global. So he started making both English and Turkish videos and creating another channel which is iPhonedo Türkiye for Turkish contents. He stated that almost 500 views in Turkey equals one view in USA. That is why English content is really important for him. Because he needs some product to create content and it is not a gaming channel, his channel should provide some income to proceed. His revenue is not enough to live without any additional income, but with this second channel he believes that he is proceeding in that point any time soon. In 2015 he is much more focused on his YouTube channel. Before his YouTube adventure he was making web designs, music, and photography. He is also interested in technology and mobile phones. That is why his channel is all about technology. In 2009 he put YouTube a camera review. However, YouTube was not a serious business opportunity in Turkey back then because it does not provide a noticeable income for the users who create Turkish content. That is why Faruk does not care that much and because of that he missed the domain for iphonedo.com. That is why his website is iphonedo.net. He sees himself as a professional content creator, but like a “lite” version. He publishes his content on a regular basis. Moreover, he produces his own music for his videos. Faruk is not working with any networks because he believes that none of the networks can provide him anything that he cannot. He does not have some legal issues with music and such since he is making everything for his content, and he does not bother about advertisement of his channel. He is working hard for each video to be original. He cares about his subscribers’ comments and communicates with them. He reads the comments and writes answers to them. When he started his English content he benefits from YouTube’s own studios and attending YouTube’s official meetings. He has double Facebook accounts and double Twitter

accounts for each channel. He controls every social media accounts by himself. At first he was anonymous in his contents. He was not showing his face. However, after a time some users try to find his identity and threaten him to expose. That is why after some time he showed his face and his channel actually benefited from that. He cannot describe himself as a celebrity because he believes other internet phenomena get more recognition than he does. However, he said that his subscribers can recognize him when they see him on the street. About his equipment, he cares for microphone and camera but other stuff like lights and soft boxes are cheap and affordable products. When I asked him why people actually subscribe his channels he said that his channel provides information and opinions without the effect of sponsorship. His content is natural and humorous.

## **5. Analysis and Discussion**

After interviewing five different YouTubers, I realized that these YouTubers' success of gaining subscribers and making money actually follows a pattern. They gave similar answers to same questions, and I categorized these similarities. At these categories I will explain these common patterns that YouTubers follow.

### **5.1 Equipment**

To be successful in YouTube business, equipment is important, but it does not mean paying lots of money is a must. However, every business sector has its demands. For example, to have a gaming channel on YouTube, users should have a gaming computer and console to stream exclusive content. And the shooting material should be at least a Full HD camera. In fact, even the HD format is acceptable for beginners. Moreover, equipments like soft boxes and lights can be obtained easily in low prices via internet or big markets that provide products from China. They are as useful as the high priced products and they do the same thing. All these lights and other equipment, content quality increase and this will affect the subscriber numbers in a positive way. However, if YouTubers exaggerate the situation and their videos appear too professional, their sincerity will fade away in the eyes of their subscribers. Because viewers should believe that they can do the same thing easily, and content should be convincing. According to Ruhi Çenet, "YouTube has a sincerity rule." High quality equipment like cinema cameras or so much different angle on one shoot create a movie feeling and that is not welcome in

YouTube at all. This kind of equipment can be obtained from sponsors in time if channel reaches some success. Also some networks provide their YouTubers some equipment for their projects.

## **5.2 Shooting and Editing Quality**

Capturing a game or shooting a parody should have some quality. YouTubers do not have to be professionals and actually being a professional is not a good thing.

However, content should have some quality. Editing is the key point to get attention from viewers. Even if you have some necessary equipments, without editing it is not enough. Funny, interesting or emotional moments should drive forward with editing. Also YouTube gives an option to viewers to watch videos in many different qualities like 240p, 360p or 480p. Even you can upload 4K videos which are presenting crystal clear images however it is not very common. Therefore, if you are making cam recordings while playing games or making something like parodies or make up videos your shootings should have some quality captures. Mervan Tepelioğlu states that “The software used for capturing video has significant importance to the quality” (2016). Because if people are going to watch your videos they will prefer the ones at least 360p and even 360p is not a preferable option anymore. It is the minimum of the minimum. That is why users cannot upload low quality video recordings. Also unintentional focus shifting will decrease the quality of shooting. Shooting is directly related with equipment. Users should be aware the equipments’ capability and know how to manage it to obtain quality shootings. There are lots of different editing software however video editing process needs a powerful computer.

### **5.3 Communication with Viewers**

One of the key things that brings success on YouTube is communication. Classical celebrities are very hard to reach out. However, YouTubers are not. It is very easy to reach them, and television ego does not apply on YouTube. Content creators should be talkative with their fan base. Actually they should even give answers to haters. As the communication gets strong, fans become addicted to the creators' content. Also personality is another thing in these situations. As the fan base gets bigger, content creator becomes an idol in their eyes. So with subscriber numbers, responsibility will increase too. After a point, if the content creators' communication is going well with the subscribers, people start to advertise their favorite YouTuber by sharing their content. This is like being a fan of a movie star. Ruhi Çenet states that at some point he has to escape because every fan tries to talk to him and this is really time consuming.

People share not only their content but also their answers too. This provides positive advertisement for the YouTubers. Viewers are not only interested in YouTubers' content, but also their personalities and even their private life. Every YouTuber that I interviewed mentioned they all manage their social media accounts themselves. This is another good example to communicate with their fans. Because fans know that if they reach out their favorite YouTubers' social media accounts, they can actually get some reaction from their idols. Even some classical celebrities understand this method and apply it on their Instagram and Twitter accounts. However still most of the celebrities' accounts are in control of public relations companies who are only updating status, and not interacting with fans.

#### **5.4 Presentation Format**

The way to present content is the key point of success in YouTube business. In my conversation with Ruhi, he stated that his way of presenting his content gave his channel a personality. Like the classic celebrities, YouTubers also create a public image. Viewers establish a bond with content creators' personality, and this personality is reflected to the viewers via YouTube content. There is so many YouTubers with same kind of concept. However, some of them draw more attention from others. It is because how they present their content. Even though it is a cam recording gameplay or makeup tutorials, audience choose the content how it is presented to them. Being funny, interesting and different will draw attention. However, YouTubers should not fall into repetition. After a while same kind of content can create a blockage. The goal to gain more money is drawing as many viewers as possible. It is okay to shift content from one to another by conserving the identity of the channel. If the bond is really strong the viewers also adapt with the new concept. Moreover, even though the concept changed presentation format would be the same because the content creator's personality would not be changed. So if the topic does not appeal people after a point, users can try different things. Since the viewers attach the YouTubers, not the content itself. There are so many examples for that in Turkey and in global. One of the most successful YouTuber, Orkun Işıtmak, changed his content from gaming to daily concept videos. However, his way of presenting things did not change and this is another criterion to gain success for his channel. Also to give a global example, even PewDiePie changed his content a little. It is visible looking at his earlier works. His gaming videos are still the main thing. However, he increased his vlogs and he is making parody-like videos even more than the past. On the other hand, he is not horror game videos anymore. Choosing subject

is important but after a while viewers watch YouTubers not because their content choice but also their personalities. Another important thing is presentation's sincerity. Every YouTuber that I interviewed said that people subscribe their channel because the viewers find them warm, sincere, and real. Fake reactions, hyperbaton or over hype is not convincing at all. Even though global YouTubers are making these kind of videos, in Turkey these are considered to be copycat methods.

### **5.5 Number of Uploaded Videos**

YouTubers' uploaded video numbers has significant importance to draw attention. Internet is an ungrateful platform. Users forget even one exists in the blink of an eye. Helping channels to grow fast YouTube users can choose to upload daily videos. Of course content choice is really important in this section. If channel is all about vlogs, daily upload is a necessity. Also daily uploads help viewers to visit the YouTuber's channel every day. As an example of fast growing channel, Mete Özbey uploads 3 to 4 videos a day. Since viewing numbers equal money in YouTube, this will help people to gain more money. That is why some users choose to upload more than one video or managing two different channels at once. Another key thing is regularity in the uploading times. Viewers should know when the next video will come. It is easy for the viewers guess next videos uploading time, especially if it is in a part of series. However, for other kind of channels, YouTubers should upload their content in a routine. Some YouTubers can prefer monthly uploads however optimum way for this kind of routine is the weekly one. Also having a specific time for uploads is even better. It is almost like a television show that airs in a specific time table. These kinds of habits are settled with people thanks to television programs. That is why it is easier to adjust viewers with this kind of air timing. It is also not a really big problem

if YouTuber misses the time that should be dated. Since YouTube is a more amateur platform, it can be considered as sincerity by the viewers.

## **5.6 Cross-promotion**

As I mentioned earlier cross-promotion is really important for a YouTuber. It makes easier to enlarge audience, and being in a good relationship with other YouTubers creates a positive impact on viewers. YouTube is a really easy-to-use platform, and every day tons of new channels upload new videos. It is like opening a cafe in a popular area, but without promotion it is hard to draw attention. Since there are lots of other channels, and even lots of big channels, it is getting harder and harder to be successful in YouTube business. Cross-promotion can make the move that channel actually needs. That is why a YouTuber should build good relationships with the others. After some time, attending each other's videos will help the channel and smaller channels find a chance to become popular. However, it is not easy to reach popular channels at all. If a beginner is not a friend of a popular channels' owner, he/she should present some worthy content. Because for popular channels it is important who are they promoting at the first place. Even though it is a friendly environment, users should not forget that rivalry is the real thing in YouTube. Since the people become idols in the eyes of viewers, it is important how they represent themselves and who they are friends with. Moreover, big channels can make this cross-promotion too. Orkun Işıtmak is one of the biggest examples for cross promotion. His videos contain so many other YouTubers and creating entertaining videos each time. When bigger channels come together it is like a big TV show for the viewers because most of their idols come together for one single video. Cross promotion is definitely a smart move if a YouTuber can use it in a smart way.

## **5.7 Choosing Content Subject**

Another thing that has the key of success is content subject. To get attention either one should do something completely different than the others or should be the first one who does it. Since YouTube belongs to Google, its searching algorithm method is more or less the same. It is promoting most relevant content when a user searches something. If YouTuber is the first one who makes videos about that content, his/her content is shown in the first place. Also YouTube is promoting content in its main page. Another feature of YouTube is Trend Videos. It is personalized for each country and shows which videos are watched recently. If a YouTuber provides an attractive content, and reaches a high point of viewing counts, YouTube shows that video in Trend Videos bar. For example, Mervan Tepelioğlu's success comes from being first uploader on a certain game content. Even though the user's presentation method has some personality and originality at first, it is better to choose a unique content to get attention. However, while doing that it is important not to choose such niche subjects. To be successful in YouTube, chosen content should be resumable and appeal to wide number of audience. If YouTubers choose a specific subject their subscriber numbers will eventually remain same. Of course this kind of subjects also can bring success however either channel will stop its growth at a point or be outdistanced by other users. Another factor while choosing subject is personal knowledge. YouTube business depends on having fun. If it is entertaining for the YouTuber, it is also entertaining for the viewers. It is important to choose a subject which suits you the most. Moreover, channel owners should have some knowledge about their content subject, because it is easy to become an object of derision on Internet. Making a mistake on YouTube can end YouTubers' carrier for good and all depending on how big the mistake is. Also it would create a sense on

the viewers that YouTuber's videos are not worth to watch. This is why the quality of the content is extremely important.

### **5.8 From a Regular User to a YouTube Celebrity**

According to my analysis on participants' answers, they are fitting to the definition of celebrity that I made in the beginning. They have audience, they are known by masses, and they created a public opinion about them. Some of the participants are still trying to reach more people, but channels like Ruhi's or Mervan's have core audience. For last two years YouTube is not just an online video website, but it is starting to become a business platform in Turkey. Like Ruhi mentioned in his interview, if users can see this as a business, success will follow eventually. Even though at the beginning it seems like people are gaining money from their hobbies, when a person started to make money on something it is not a hobby anymore, it is their job. And this job is no different than classical celebrities. The only difference is YouTuber celebrities are on the internet, not television. This actually fits the modern celebrity definition that it made in the beginning. Viewers are waiting their YouTube idols to upload videos, and want to consume new content all day every day.

Dedication is one thing to become a YouTube celebrity however it is not enough.

Like all other professions, YouTube business also requires knowledge on some sort of subjects like technology usage or analyzing user behaviors. Communication skills are important too. YouTubers should be in touch with their fans as much as possible.

Also as a public figure they should act more carefully on the internet. They become an example to others, and this requires steely-nerved personality.

Being free from the pressure of producers, YouTubers can create more original, brave and risky contents. They could build their own personality and reflect this to

their content. A regular internet user can easily start from nothing and become a YouTube celebrity.

However, it is not really easy to draw attention on YouTube nowadays. Even old channels that were creating content way before this legal partnership of YouTube, could not keep it up this new era. So many channels and so many dedicated people are trying really hard to be a YouTube celebrity. University students are the luckiest ones. Because they have enough time to spend on YouTube, yet they can continue their personal life too. However, other users that actually have a job at a time but still wanted to create content online has a real debate about it. First of all, even though it seems like a fun and easy job to do, it is time consuming process. As it is mentioned earlier, viewers like amateur and sincere content more, but YouTubers still should present some quality content. Being amateur or sincere does not mean users can upload everything as they shoot. That is why users should focus all their physical and mental energy to their content. Because every video should present something to audience, and bright ideas will not come up from out of nowhere. As the example of Ruhi, there are other users that actually leaving their jobs and shifting their focus on YouTube. Some of them are considering leaving their jobs to be a YouTuber. However, as the age gets higher it is harder to take risks. Even though some youngsters like Buğra, define priorities as “first university then YouTube”. It is not an easy decision. However as Buğra mentions, he does not want to do the job he studied but instead he wants to be a content producer.

## **6. Conclusion**

The line between classic celebrity and online celebrity is really thin. Even when they are not born from the internet, if a classic celebrity is using the platform effectively he/she gains wider audience. Also an online celebrity can show himself/herself on classic mass media like television, his/her audience will get wider. At this point two concepts are really close to each other. As it is mentioned earlier, this article treated celebrity as a person who is known by public, have audiences that are following her/him and can able to create public opinion about herself/himself. Moreover, with the definition of modern celebrity by Campbell, this definition got wider. Campbell define a modern celebrity as a person who is involved with usage of social media and get frequent media coverage (Campbell, 2015). This definition also helps to cover the term of internet celebrity.

First of all, to understand how exactly these YouTube users become celebrities, it should be examined if they fit the definition of the celebrity. Comparing the definition this research made at the very beginning with the participants of this research, these participants have their own audience. They are known by masses, their audience are following them and they actually managed to create a public opinion about themselves. To give examples, Ruhi is known for his way of presenting contents and how he vocalizes his videos. iPhonedo's followers can understand his sense of humor which he mentioned in the interview. One way or another, these YouTubers manage to create a public opinion about how they are as a

person and how they present their content. Besides they fit all these criteria, they also suit with Campbell's modern celebrity definition which this article treats it as internet celebrity definition. They are using social media tools to reach masses. According to these definitions, successful YouTubers can be seen as modern celebrities of our age.

Achieving the celebrity status, a bit different though. Showing talent and getting audiences on internet has its own ways. According to the research findings, YouTubers have common points to achieve their success. Even though they started from nothing, one can easily create a channel that is promising. The key points for regular users is dedication. Regular number of uploaded content and schedule for uploadings make the channel live and easy to follow. Also users might discover the channel easier with these regular uploads. YouTubers also using tags to increase the videos' availability while uploading their content. Another finding is shooting and editing quality. People tend to follow YouTubers if his/her videos are appealing. One of the common point which was mentioned by participants was presentation format. Unique and original presentation format can help a YouTuber to gain more audience. Also content subject should be interesting and if it is possible creator should be the first one who is presenting that subject. Being the first person who creates a content about a certain subject would draw more attention to the video and this will help to gain more followers. Editing quality is really important and basic computer knowledge is necessary for that. Videos should be interesting, entertaining or present what its title claims. On the other hand, equipments are not necessarily to be expensive. Though it depends on the channel's aspect. Gaming YouTubers need

powerful gaming computer. However, vloggers, reviewers or parody channels can provide their equipments for reasonable prices.

YouTubers are also obligated to communicate with viewers to be successful. Since YouTube community does not approve egoist behaviors, viewers want YouTubers remember that they were one of the regular users before they became YouTubers celebrities. One thing that YouTubers benefit successfully is cross-promotion. Small channels can get more followers by working with big channels or big channels can get even bigger thanks to cross-promotion. This helps YouTubers to make their channel bigger in short time. However, other YouTuber should be willing to create content with the one who needs more audience. Moreover, networks help YouTubers with their copyrighted content and sometimes they provide equipment for them. Networks are not necessary to join in, but they are helpful for sure.

YouTube is a fast growing platform and it can be reachable anywhere, anytime via smart phones. It also presents an easy way to broadcast content on the internet. That is why it is more appealing to young generation. YouTube is gaining more power with its special show YouTube Red. After a while television have to accept the new generations power and try to adopt its habits (Lavaveshkul, 2012). By this time YouTubers are seeking to be popular on the website, and they follow these steps to be successful on YouTube. It will get only harder to be a part of YouTube's content creators. It is not fair to say YouTube is trying to destroy television, but it changes the way of consumption (Helft, 2013). However, in near future, these YouTube celebrities will probably gain much more attention than they do in today's YouTube. By this time the ones can see the future of YouTube, try to attempt being one of the biggest creators. This kind of growth influence regular YouTube users to become one

of the YouTube celebrities. This research states that there are common steps among YouTube celebrities. They are started as a regular user. However, with these steps that mentioned on this research, they achieved success in time. To be a YouTube celebrity is not an easy job as it seems to be. But a regular user can be a part of this community by following these steps and become a YouTube celebrity.

## References

- Akkurt, T. (2015). YouTuber'lar moda değil, yeni nesil yayıncılar. *Digital Age*, (91), pp.60,61.
- Brinkmann, S 2013, *Qualitative Interviewing*, Oxford: Oxford University Press
- Burgess, J., Green, J., Jenkins, H. and Hartley, J. (2009). *YouTube*. Cambridge, England: Polity.
- Campbell, J 2015, 'Celebrity', *Salem Press Encyclopedia*, Research Starters
- Elele, O. (2015). YouTube'dan elde edilen kazançlarda vergileme. *Digital Age*, (91), p.64.
- Fitzpatrick, L. (2010). *Brief History YouTube*. [online] TIME.com. Available at: <http://content.time.com/time/magazine/article/0,9171,1990787,00.html> [Accessed 28 May 2016].
- Helft, M 2013, 'How YouTube changes everything', *Fortune*, 3, p. 52
- Inglis, F. (2010). *A short history of celebrity*. Princeton: Princeton University Press.
- Lavaveshkul, L 2012, 'How to Achieve 15 Minutes (or More) of Fame through YouTube', *Journal Of International Commercial Law & Technology*, 7, 4, pp. 370-385
- Marlanda, C, & English, B 2016, 'YouTube (Web site)', *Salem Press Encyclopedia*, Research Starters
- O'Reilly, T. (2005). *What Is Web 2.0*. [online] Oreilly.com. Available at: <http://www.oreilly.com/pub/a/web2/archive/what-is-web-20.html> [Accessed 28 May 2016].
- TIME.com. (2016). *Felix Kjellberg (a.k.a. PewDiePie): The World's 100 Most Influential People*. [online] Available at: <http://time.com/4302406/felix-kjellberg-pewdiepie-2016-time-100/> [Accessed 28 May 2016].
- TMZ. (2015). *PewDiePie -- Hey Bros ... I'M IN HOLLYWOOD!*. [online] Available at: <http://www.tnz.com/2015/09/10/pewdiepie-cutie-marzia-youtube-gamer-arrives-lax/> [Accessed 28 May 2016].
- Rojek, C. (2001). *Celebrity*. London: Reaktion Books.

Snickars, P. and Vonderau, P. (2009). *The YouTube reader*. Stockholm: National Library of Sweden.

Statista. (2016). *Time spent with media in Turkey 2011-2013 | Statistic*. [online] Available at: <http://www.statista.com/statistics/272975/time-spent-with-media-in-turkey/> [Accessed 16 May 2016].

Statista. (2016). *YouTube: global site reach 2015 | Statistic*. [online] Available at: <http://www.statista.com/statistics/280683/global-youtube-reach-amongst-internet-users-by-country/> [Accessed 16 May 2016].

Television Academy. (2016). *Television Academy Expands Short Form Categories and Increases Directing and Writing Nominees*. [online] Available at: <http://www.emmys.com/news/press-releases/television-academy-expands-short-form-categories-and-increases-directing-and> [Accessed 28 May 2016].

Tolson, A. (2010). A new authenticity? Communicative practices on YouTube. *Critical Discourse Studies*, 7(4), pp.277-289.

Tuik.gov.tr. (2016). *Türkiye İstatistik Kurumu, Adrese Dayalı Nüfus Kayıt Sistemi Sonuçları, 2015*. [online] Available at: <http://www.tuik.gov.tr/PreHaberBultenleri.do?id=21507> [Accessed 28 May 2016].

Tuik.gov.tr. (2015). *Türkiye İstatistik Kurumu, Hanehalkı Bilişim Teknolojileri Kullanım Araştırması, 2015*. [online] Available at: <http://www.tuik.gov.tr/PreHaberBultenleri.do?id=18660> [Accessed 28 May 2016].

Turner, G. (2004). *Understanding celebrity*. London: SAGE.

YouTube Creator Blog. (2016). *We'll do it live—a new chapter in YouTube's live stream*. [online] Available at: <https://youtube-creators.googleblog.com/2016/06/well-do-it-live-a-new-chapter-in.html> [Accessed 28 May 2016].

Youtube.com. (2016). *Statistics - YouTube*. [online] Available at: <https://www.youtube.com/yt/press/statistics.html> [Accessed 28 May 2016].

Wallenstein, A. (2013). *If PewDiePie Is YouTube's Top Talent, We're All Doomed*. [online] Variety. Available at: <http://variety.com/2013/biz/news/if-pewdiepie-is-youtubes-top-talent-were-all-doomed-1200607196/> [Accessed 28 May 2016].