Digital Objects and Research Practices

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Work Group 2

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Research Project 1 - working with data

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Introduction

For this research report the two YouTube channels that will be compared are Vevo and COLORS. Vevo ("Vevo - YouTube" 2019) is a channel that posts music clips by well-known artists since the 14th of April 2006. The channel consists out of 18805064 subscribers with 551869591 total views. In the time that Vevo is brought into existence, the channel has uploaded 1576 videos to the channel. The other channel that will be researched is COLORS ("COLORS - YouTube" 2019). COLORS is such as Vevo a YouTube music channel. However, the channel is mainly focused on live performances done by distinct new artists. Instead of showing a clip produced by an artist, the channel shows a colored room with only a mic and the artist on screen while displaying a live performance. The start date of the channel COLORS was on the 2nd of February 2016. Since that date the channel generated 3618991 subscribers and 1027357558 total views. The channel posted 328 in the time since the channel has started.

By comparing the data of these two channels, it is obvious that COLORS is a channel with less subscribers and content compared to Vevo, although the channel COLORS has been publishing music for a longer time than Vevo. This research will try to assess and to explain the difference in popularity between these two music channels. Therefore, it will answer the question: Why has Vevo generated more subscribers in comparison to COLORS and how does COLORS generate more views with their content. Moreover, what does this mean for the artists that are represented by the specific channel. Is it for an artist more interesting to be published on Vevo or COLORS?

Methodology

The research utilized commentpicker.com to retrieve the ids of COLORS and Vevo. The ids were put into YouTube Data Tools video list, which downloaded all the data of the individually posted YouTube content. The data from YouTube Data Tools was converted to an excel file. However, importing the data file of the channel of Colors did not go as planned, since the publishedAtSQL line did not convert the data properly.

Therefore, the research kept using the Google Sheets as it uses UTF-8 automatically (Rieder 2019). The files "Data Vevo" and "Data COLORS" were saved on Google Drive in the map "Digital Objects and Research Practices." The two files are presented in figure 1 and figure 2. Both the figures show the video, number of subscribers, the views and the data of when the video is posted. In this state, the file will not be resourceful, as it is difficult to read so much data in once.

Moreover, to explain the specific reasons for the success of Vevo over a smaller channel such as COLORS, the research will analyze in three sections: sorting and filtering, numerical analysis and textual analysis. Each section will be represented with figures as to clarify the data.

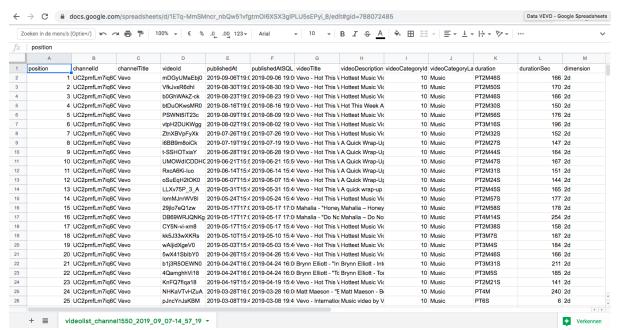


Figure 1: Data of Vevo converted to Google Sheets

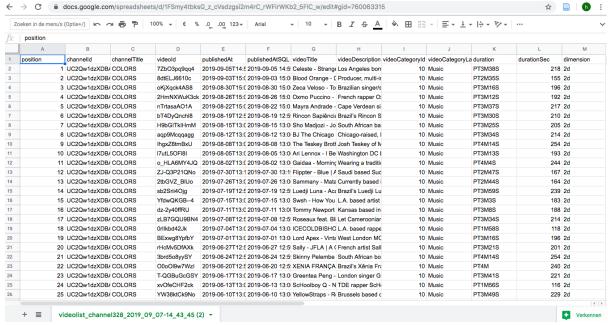


Figure 2: Data of COLORS converted to Google Sheets

Analysis

Firstly, the method filtering and sorting will be assessed for the research. Through filtering and sorting the specificity of certain data will show findings that are not observed initially. Sorting is the alteration of rows and orders (Rieder 2019). Furthermore, filtering is the removal of data to emphasize certain data (Rieder 2019).

In this case, the research specifies the "viewCount." As the "viewCount" shows if the content of COLORS is viewed more than Vevo's, since the "subscriberCount" does not mention whether the videoclips are watched or not. The "viewCount" allows for an artist to observe whether a certain channel is still performing properly and is not declining in size. As COLORS has 328 videos and Vevo has 1576, all these videos have been merged together in a file called "Filter Data COLORS and Vevo."

The data in figure 3 shows that COLORS has significantly more views in their top viewed content than Vevo. This seems to show that the number of subscribers or the number of posted videos does not take into consideration a certain popularity of certain content. In this case, the channel COLORS proves to be more popular than Vevo, although Vevo has more content and subscribers. Therefore, the individual quality of a video is preferred to be watched on the channel of COLORS than Vevo.

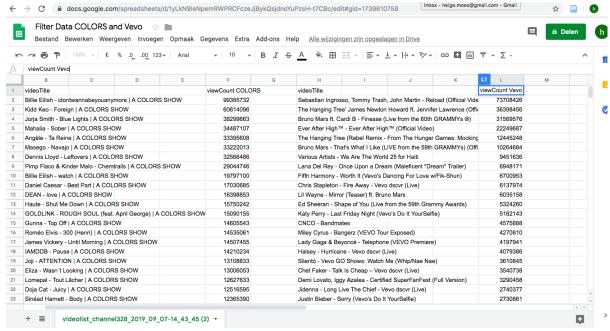


Figure 3: Filter Data COLORS and VEVO

A numerical analysis consists out of a complex finding that has been gone through a formula for instance (Rieder 2019). Since Vevo started to upload 10 years before COLORS, it is seen as an advantage for Vevo as a well renowned music channel. It displays the mass-production of a huge company such as Vevo compared to a smaller channel as COLORS.

Figure 4 and Figure 5 display the fact that Vevo has been uploading since 2009. However, it is stated in commentpicker.com that Vevo was established as a music channel in 2006. Therefore, there is a gap in the data, which I was not able to trace the missing first three years of posts by Vevo. Nevertheless, the data proves that Vevo has been publishing 3.104 videos a week for 13 years. COLORS created 1.799 video a week for three years. Based on production of content, Vevo is significantly more productive than the channel COLORS.

Nevertheless, COLORS has on average more views per video (3132372) than Vevo (272619). This emphasizes that although COLORS has less content compared to Vevo, the channel still generates through their live performances significantly more views per clip than Vevo. Therefore, COLORS produces more revenue per video than Vevo.

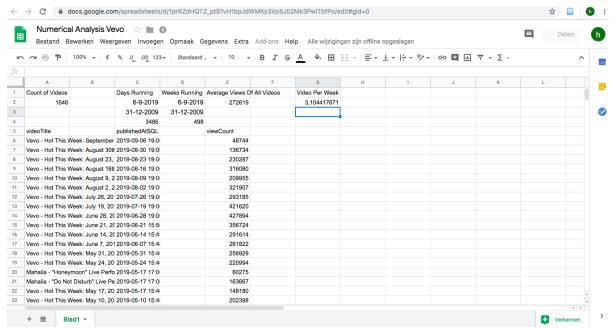


Figure 4: Numerecial Analysis Vevo

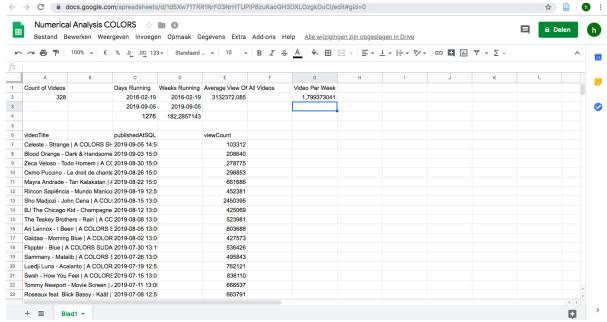


Figure 5: Numerical Analysis COLORS

A textual analysis reflects human communication translated into word frequencies (Rieder 2019). Through this analysis the research will provide a display of the most common words in the comments of the most watched video on both the channels. In this case, for the channel COLORS the clip of Billie Eilish with the song "idontwannabeyouanymore" (Billie Eilish - Idontwannabeyouanymore / A COLORS SHOW 2018) and for Vevo Sebastian Ingrosso "Reload" (Sebastian Ingrosso, Tommy Trash, John Martin - Reload (Official Video) - YouTube 2013) are used to generate the word frequencies with the program wordclouds.com. The most popular words on the clip of Sebastian Ingrosso have to do with nostalgia and the past, a reason for these reactions can be explained since the music clip is published in 2013. Therefore, these comments are underlining the past and reminiscing the time through the video clip. The words that were mentioned about the clip of Billie Eilish were also time based, but mainly mentioning "love", "voice" and "Billie Eilish" herself. In this case, the artist seems to be represented more in the comments at the channel COLORS compared to Vevo. Consequently, for an up and coming artist that has not made a household name for themselves, it might be fruitful to collaborate with COLORS instead of Vevo. Despite the number of subscribers Vevo has, because if no one watches the content, the artist will not develop a secure career.

Furthermore, Textanalysis at the site http://labs.polsys.net/tools/textanalysis/ is used to observe the human reaction of the viewers in the comments based on their emojis. The chars are the number of characters that are used within the program. In the case of both videos, the chars are almost the same amount, since both clips have a huge amount of comments on the videos. Based on the emojis, the information does not state a clear difference between the two videoclips. Both videos received an overwhelming number of positive comments.

■ wordclouds.com

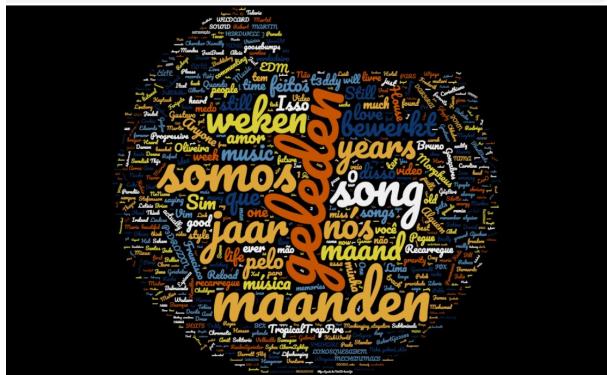


Figure 6: Word Frequency OF Reload By Sebastian Ingrosso

Emoji, alias, frequency: Sebastian Ingrosso	water_wave,□,2	party_popper,□,1
red_heart,♥,55	$\begin{array}{l} raising_hands_medium_skin_t\\ one, \square\square, 1 \end{array}$	high_voltage, 4,1
fire, \Box ,20	sunflower,□,1	victory_hand,\(\beta\),1
black_circle,●,9	man_in_suit_levitating_mediu m_skin_tone,□□,1	honeybee,□,1
face_with_tears_of_joy,□,7	dizzy,□,1	pensive_face,□,1 neutral_face,□,1
blue_heart,□,7	direct_hit,□,1	two_hearts, \(\sigma\), 1
face_blowing_a_kiss,□,5	bear_face,□,1	raised_fist, 4 ,1
musical_notes,□,5	woman_facepalming,□♀□,1	oncoming_fist,□,1
rocket,□,4	revolving_hearts,□,1	smiling_face_with_halo,□,1
flexed_biceps, □,4	OK_hand_light_skin_tone,□□,	sleepy_face,□,1
rose, \Box ,3 Guatemala, \Box \Box ,3	man_gesturing_OK,□♂□,1	heart_suit,♥,1
hundred_points,□,3	thumbs_up,□,1	index_pointing_up, ₫,1
OK_hand,□,3	face_screaming_in_fear,□,1	$crying_cat_face, \Box, 1$
purple_heart,□,3	man_facepalming,□♂□,1	$\begin{array}{ll} frowning_face_with_open_mo\\ uth,\Box,1 \end{array}$
raising_hands,□,3	winking_face,□,1	worried_face,□,1
kissing_face,□,3	$\begin{array}{ll} man_shrugging_dark_skin_ton \\ e, \Box \Box \circlearrowleft \Box, 1 \end{array}$	eyes,□,1
Brazil,□□,2	person_raising_hand,□,1	loudly_crying_face,□,1
beating_heart,□,2	thinking_face,□,1	collision, \Box ,1
headphone,□,2	exploding_head, \Box ,1	growing_heart,□,1
folded_hands,□,2	weary_cat_face,□,1	crown,□,1
crying_face,□,2	woman_facepalming_light_ski	smiling_face,©,1
$sad_but_relieved_face, \Box, 2$	$n_{tone}, \square \square \square \square \square$	ear,□,1

Chars: 31325



Figure 7: Word Frequency Of Idontwannabeyouanymore By Billie Eilish

emoji,alias,frequency: Billie Eilish	yellow_heart,□,2	thumbs_up,□,1
red_heart,♥,42	broken_heart,□,2	nail_polish,□,1
two_hearts,□,8	thinking_face,□,2	$gem_stone, \Box, 1$
grinning_squinting_face,□,8	$face_with_tears_of_joy, \Box, 2$	milky_way,□,1
face_blowing_a_kiss,\pi,7	microphone,□,2	$kissing_face, \Box, 1$
growing_heart,□,7	sparkles, †;,2	$revolving_hearts, \Box, 1$
loudly_crying_face,□,6	rainbow, \Box ,1	pensive_face,□,1
beating_heart,□,6	tired_face,□,1	$flushed_face, \Box, 1$
	$sad_but_relieved_face, \Box, 1$	crying_cat_face,□,1
purple_heart,□,6 black_heart,□,5	sleepy_face,□,1	call_me_hand_light_skin_tone,
	$hushed_face, \Box, 1$	
weary_face,□,5	heart_with_ribbon,□,1	anxious_face_with_sweat,□,1
crying_face,□,4	balloon,□,1	alien,□,1
blue_heart,□,4	man_shrugging_medium_skin_	clapping_hands,□,1
smiling_face_with_smiling_ey es, \(\pri, 4 \)	tone, $\Box \Diamond \Box$, 1	Argentina, \Box , 1
raising_hands,□,3	grinning_face_with_smiling_e yes,□,1	$slightly_smiling_face, \Box, 1$
heart suit,♥,3	musical_score,□,1	kis s_mark,□,1
sparkling_heart,□,3	exploding_head,□,1	smiling_face_with_halo,□,1
green_heart,□,2	heart_with_arrow,□,1	open_hands,□,1
Stoon_noutt, = ,2	neart_witii_anow,□,1	flexed_biceps,□,1

Chars: 32258

Conclusion

The research has assessed the YouTube channels COLORS and Vevo through filtering and sorting, numerical analysis and textual analysis. The textual analysis only represented positive reactions by viewers. Moreover, the textanalysis on emoji was too cryptic to give fundamental results. Yet, it did show that the word "Billie Eilish" was mentioned more in the comments and therefore leaving a more fundamental impression on the viewer in comparison to Sebastian Ingrosso on Vevo. The numerical analysis proved that Vevo has a consistent creation of content for 13 years with 3.104 videos a week compared to the 1.799 the channel COLORS has been producing for three years. For the artists this means that to be represented on Vevo is more secure for success than the short period that COLORS has been publishing content. However, the artist is guaranteed to generate more views on COLORS than on Vevo. Filtering and sorting proved that certain videos are more popular than the music clips that are published by Vevo. Both channels seem to be similar to one another when it comes to the distribution of music and influence on the viewers. However, the channel COLORS seem to generate more views to certain posts compared to the clips on Vevo.

In conclusion, in the case of Vevo, quantity does not generate more popularity compared to the quality that COLORS is distributing to their subscribers. This describes why COLORS has more views with less content compared to Vevo. Therefore, this research points out to a decline of the influence of Vevo and an up-rise of COLORS as a music channel, where there are more viewers who are focused on live performances of new up and coming artists rather than the artists that are already well-known. Vevo has more subscribers, since it has been producing content for a long time. However, the subscribers are not that active, judging by the views the videos generate. Whereas COLORS has less subscribers, but more views. Consequently, it is for an artist appealing to collaborate with COLORS instead of Vevo.

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