

Digital Objects and Research Practices

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Work Group 2

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Research Project 1 – working with data

Word count: 1560

## **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 14<sup>th</sup> 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 2<sup>nd</sup> 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.

docs.google.com/spreadsheets/d/1ETq-MmSMncr\_nbQw51vfgtmOI6X5X3gPLU5EpyL8/edit?gid=788072485

Data VEVO - Google Spreadsheets

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fxposition

	A	B	C	D	E	F	G	H	I	J	K	L	M
1	position	channelId	channelTitle	videoId	publishedAt	publishedAtSQL	videoTitle	videoDescription	videoCategoryId	videoCategoryLa	duration	durationSec	dimension
2		UC2pmfLm7iq6C Vevo		mDgyUMaEbj0	2019-09-06T19:00:00	2019-09-06 19:00	Vevo - Hot This \ Hottest Music Vi		10	Music	PT2M46S	166	2d
3		UC2pmfLm7iq6C Vevo		VtkJvsR6dhl	2019-08-30T19:00:00	2019-08-30 19:00	Vevo - Hot This \ Hottest Music Vi		10	Music	PT2M50S	170	2d
4		UC2pmfLm7iq6C Vevo		b0GhWAKZ-ck	2019-08-23T19:00:00	2019-08-23 19:00	Vevo - Hot This \ Hottest Music Vi		10	Music	PT2M46S	166	2d
5		UC2pmfLm7iq6C Vevo		btDuOKwsMR0	2019-08-16T19:00:00	2019-08-16 19:00	Vevo - Hot This \ Hot This Week A		10	Music	PT2M30S	150	2d
6		UC2pmfLm7iq6C Vevo		PSWNi5IT23c	2019-08-09T19:00:00	2019-08-09 19:00	Vevo - Hot This \ Hottest Music Vi		10	Music	PT2M56S	176	2d
7		UC2pmfLm7iq6C Vevo		vtpH2DUKWgg	2019-08-02T19:00:00	2019-08-02 19:00	Vevo - Hot This \ Hottest Music Vi		10	Music	PT3M16S	196	2d
8		UC2pmfLm7iq6C Vevo		ZtnXBVpFyXk	2019-07-26T19:00:00	2019-07-26 19:00	Vevo - Hot This \ Hottest Music Vi		10	Music	PT2M32S	152	2d
9		UC2pmfLm7iq6C Vevo		i6BB9m6oiCk	2019-07-19T19:00:00	2019-07-19 19:00	Vevo - Hot This \ A Quick Wrap-Up		10	Music	PT2M27S	147	2d
10		UC2pmfLm7iq6C Vevo		tSSHOTxiaY	2019-06-28T19:00:00	2019-06-28 19:00	Vevo - Hot This \ A Quick Wrap-Up		10	Music	PT2M44S	164	2d
11		UC2pmfLm7iq6C Vevo		UMOWdiCDDHC	2019-06-21T15:15:00	2019-06-21 15:15	Vevo - Hot This \ A Quick Wrap-Up		10	Music	PT2M47S	167	2d
12		UC2pmfLm7iq6C Vevo		RxcA6KI-luo	2019-06-14T15:15:00	2019-06-14 15:15	Vevo - Hot This \ A Quick Wrap-Up		10	Music	PT2M31S	151	2d
13		UC2pmfLm7iq6C Vevo		oSuEqH2iOK0	2019-06-07T15:15:00	2019-06-07 15:15	Vevo - Hot This \ A Quick Wrap-Up		10	Music	PT2M24S	144	2d
14		UC2pmfLm7iq6C Vevo		LLXv75P_3_A	2019-05-31T15:15:00	2019-05-31 15:15	Vevo - Hot This \ A quick wrap-up		10	Music	PT2M45S	165	2d
15		UC2pmfLm7iq6C Vevo		lomMjnrWV8l	2019-05-24T15:15:00	2019-05-24 15:15	Vevo - Hot This \ Hottest Music Vi		10	Music	PT2M57S	177	2d
16		UC2pmfLm7iq6C Vevo		29jlo7eQ1zw	2019-05-17T17:00:00	2019-05-17 17:00	Mahalia - "Honey Mahalia - Honey		10	Music	PT2M58S	178	2d
17		UC2pmfLm7iq6C Vevo		DB69WRJQNKg	2019-05-17T17:00:00	2019-05-17 17:00	Mahalia - "Do No Mahalia - Do No		10	Music	PT4M14S	254	2d
18		UC2pmfLm7iq6C Vevo		CY5N-vi-xm8	2019-05-17T15:15:00	2019-05-17 15:15	Vevo - Hot This \ Hottest Music Vi		10	Music	PT2M38S	158	2d
19		UC2pmfLm7iq6C Vevo		kk5J33wXKRt	2019-05-10T15:15:00	2019-05-10 15:15	Vevo - Hot This \ Hottest Music Vi		10	Music	PT3M7S	187	2d
20		UC2pmfLm7iq6C Vevo		wAljdXgeV0	2019-05-03T15:15:00	2019-05-03 15:15	Vevo - Hot This \ Hottest Music Vi		10	Music	PT3M4S	184	2d
21		UC2pmfLm7iq6C Vevo		5wX41SblbY0	2019-04-26T15:15:00	2019-04-26 15:15	Vevo - Hot This \ Hottest Music Vi		10	Music	PT2M46S	166	2d
22		UC2pmfLm7iq6C Vevo		b1j3R5OEWN0	2019-04-24T16:00:00	2019-04-24 16:00	Brynn Elliott - "In Brynn Elliott - Int		10	Music	PT3M31S	211	2d
23		UC2pmfLm7iq6C Vevo		4QamghVi18	2019-04-24T16:00:00	2019-04-24 16:00	Brynn Elliott - "Tc Brynn Elliott - To		10	Music	PT3M5S	185	2d
24		UC2pmfLm7iq6C Vevo		KnFQ7flqa18	2019-04-19T15:15:00	2019-04-19 15:15	Vevo - Hot This \ Hottest Music Vi		10	Music	PT2M21S	141	2d
25		UC2pmfLm7iq6C Vevo		NHKaTVvH2UA	2019-03-28T16:00:00	2019-03-28 16:00	Matt Maeson - "E Matt Maeson - B		10	Music	PT4M	240	2d
26		UC2pmfLm7iq6C Vevo		pJncYnJsKBM	2019-03-08T19:00:00	2019-03-08 19:00	Vevo - Internation Music video by V		10	Music	PT8S	6	2d

videolist\_channel1550\_2019\_09\_07-14\_57\_19

Verkenen

Figure 1: Data of Vevo converted to Google Sheets

position	A	B	C	D	E	F	G	H	I	J	K	L	M
	position	channelId	channelTitle	videoId	publishedAt	publishedAtSQL	videoTitle	videoDescription	videoCategoryId	videoCategoryLa	duration	durationSec	dimension
1	1	UC2Qw1dzXDB/	COLORS	7ZbO3pq9qq4	2019-09-05T14:5	2019-09-05 14:5	Celeste - Strang	Los Angeles bor	10	Music	PT3M38S	218	2d
2	2	UC2Qw1dzXDB/	COLORS	8dtELJ6610c	2019-09-03T15:0	2019-09-03 15:0	Blood Orange -	Producer, multi-ir	10	Music	PT2M35S	155	2d
3	3	UC2Qw1dzXDB/	COLORS	oKJXqck4AS8	2019-08-30T15:0	2019-08-30 15:0	Zeca Veloso - To	Brazilian singer/s	10	Music	PT3M16S	196	2d
4	4	UC2Qw1dzXDB/	COLORS	2HmNXWuK3ck	2019-08-26T15:0	2019-08-26 15:0	Oxmo Puccino -	French rapper O	10	Music	PT3M12S	192	2d
5	5	UC2Qw1dzXDB/	COLORS	nTrtasaAO1A	2019-08-22T15:0	2019-08-22 15:0	Mayra Andrade -	Cape Verdean si	10	Music	PT3M37S	217	2d
6	6	UC2Qw1dzXDB/	COLORS	bT4DyQnchI8	2019-08-19T12:5	2019-08-19 12:5	Rincon Sapiência	Brazil's Rincon S	10	Music	PT3M30S	210	2d
7	7	UC2Qw1dzXDB/	COLORS	H9bGItKlHmM	2019-08-15T13:0	2019-08-15 13:0	Sho Madjozi - Jo	South African ba	10	Music	PT3M25S	205	2d
8	8	UC2Qw1dzXDB/	COLORS	aqp9Mocqagg	2019-08-12T13:0	2019-08-12 13:0	BJ The Chicago -	Chicago-raised, l	10	Music	PT3M34S	214	2d
9	9	UC2Qw1dzXDB/	COLORS	lhgxZ8tmBxU	2019-08-08T13:0	2019-08-08 13:0	The Teskey Bros	Josh Teskey of N	10	Music	PT4M14S	254	2d
10	10	UC2Qw1dzXDB/	COLORS	i7uL5OFiBl	2019-08-05T13:0	2019-08-05 13:0	Ari Lennox - I Be	Washington DC l	10	Music	PT3M13S	193	2d
11	11	UC2Qw1dzXDB/	COLORS	o_HLA6MY4JQ	2019-08-02T13:0	2019-08-02 13:0	Gaidaa - Morning	Wearing a traditi	10	Music	PT4M4S	244	2d
12	12	UC2Qw1dzXDB/	COLORS	ZJ-Q3P21QNo	2019-07-30T13:1	2019-07-30 13:1	Flippter - Blue	F Saudi based Suc	10	Music	PT2M47S	167	2d
13	13	UC2Qw1dzXDB/	COLORS	2tbGVZ_BiJo	2019-07-26T13:0	2019-07-26 13:0	Sammann - Mata	Currently based i	10	Music	PT2M44S	164	2d
14	14	UC2Qw1dzXDB/	COLORS	sb2Sri4Ojg	2019-07-19T12:5	2019-07-19 12:5	Luedji Luna - Aci	Brazil's Luedji Lu	10	Music	PT3M59S	239	2d
15	15	UC2Qw1dzXDB/	COLORS	YfdwQKGB-4	2019-07-15T13:0	2019-07-15 13:0	Swish - How You	L.A. based artist	10	Music	PT3M3S	183	2d
16	16	UC2Qw1dzXDB/	COLORS	dz-2y40fRU	2019-07-11T13:0	2019-07-11 13:0	Tommy Newport -	Kansas based in	10	Music	PT3M8S	188	2d
17	17	UC2Qw1dzXDB/	COLORS	zLB7GQU9BN4	2019-07-08T12:5	2019-07-08 12:5	Roseaux feat. Bil	Let Cameroonian	10	Music	PT3M34S	214	2d
18	18	UC2Qw1dzXDB/	COLORS	Orlikbd42Jk	2019-07-04T13:0	2019-07-04 13:0	ICECOLDBISH L.A.	based rappe	10	Music	PT1M58S	118	2d
19	19	UC2Qw1dzXDB/	COLORS	BExwg8YpfbY	2019-07-01T13:0	2019-07-01 13:0	Lord Apex - Vintz	West London MC	10	Music	PT3M16S	196	2d
20	20	UC2Qw1dzXDB/	COLORS	rHcMv5DfAXk	2019-06-27T12:5	2019-06-27 12:5	Sally - JFLA   A	C French artist Sall	10	Music	PT3M21S	201	2d
21	21	UC2Qw1dzXDB/	COLORS	3brd5o8yySY	2019-06-24T12:5	2019-06-24 12:5	Skinny Pelembe -	South African bo	10	Music	PT4M14S	254	2d
22	22	UC2Qw1dzXDB/	COLORS	O0oOl9w7Wzl	2019-06-20T12:5	2019-06-20 12:5	XENIA FRANÇA -	Brazil's Xênia Fri	10	Music	PT4M	240	2d
23	23	UC2Qw1dzXDB/	COLORS	T-QGBuGcGSY	2019-06-17T13:0	2019-06-17 13:0	Greentea Peng -	London singer G	10	Music	PT3M41S	221	2d
24	24	UC2Qw1dzXDB/	COLORS	xvOfcCHF2ck	2019-06-13T13:0	2019-06-13 13:0	SchHoolboy Q - N	TDE rapper SchH	10	Music	PT1M56S	116	2d
25	25	UC2Qw1dzXDB/	COLORS	YW38ktCk9No	2019-06-10T13:0	2019-06-10 13:0	YellowStraps - R	Brussels based c	10	Music	PT3M49S	229	2d

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.

videoTitle	viewCount COLORS	videoTitle	viewCount Vevo
Billie Eilish - idontwannabeyouanymore   A COLORS SHOW	99385732	Sebastian Ingrosso, Tommy Trash, John Martin - Reload (Official Vide	73708426
Kidd Keo - Foreign   A COLORS SHOW	60614096	The Hanging Tree' James Newton Howard ft. Jennifer Lawrence (Offi	36398456
Jorja Smith - Blue Lights   A COLORS SHOW	38299663	Bruno Mars ft. Cardi B - Finesse (Live from the 60th GRAMMYs @)	31569576
Mahalia - Sober   A COLORS SHOW	34487107	Ever After High™ - Ever After High™ (Official Video)	22249687
Angèle - Ta Reine   A COLORS SHOW	33395608	The Hanging Tree (Rebel Remix - From The Hunger Games: Mocking	12445248
Masego - Navajo   A COLORS SHOW	33222013	Bruno Mars - That's What I Like (LIVE from the 59th GRAMMYs) (Offi	10264684
Dennis Lloyd - Leftovers   A COLORS SHOW	32566486	Various Artists - We Are The World 25 for Haiti	9451636
Pimp Flaco & Kinder Malo - Chemtrails   A COLORS SHOW	29044746	Lana Del Rey - Once Upon a Dream (Maleficent "Dream" Trailer)	6948171
Billie Eilish - watch   A COLORS SHOW	19797100	Fifth Harmony - Worth It (Vevo's Dancing For Love w/Fik-Shun)	6700953
Daniel Caesar - Best Part   A COLORS SHOW	17030685	Chris Stapleton - Fire Away - Vevo dscvr (Live)	6137974
DEAN - love   A COLORS SHOW	16398853	Lil Wayne - Mirror (Teaser) ft. Bruno Mars	6035158
Haute - Shut Me Down   A COLORS SHOW	15750242	Ed Sheeran - Shape of You (Live from the 59th Grammy Awards)	5324260
GOLDLINK - ROUGH SOUL (feat. April George)   A COLORS SHOW	15090155	Katy Perry - Last Friday Night (Vevo's Do It YourSelfie)	5182143
Gunna - Top Off   A COLORS SHOW	14605543	CNCO - Bandmates	4575888
Roméo Elvis - 300 (Henri)   A COLORS SHOW	14535061	Miley Cyrus - Bangerz (VEVO Tour Exposed)	4270810
James Vickery - Until Morning   A COLORS SHOW	14507455	Lady Gaga & Beyoncé - Telephone (VEVO Premiere)	4197941
IAMDDDB - Pause   A COLORS SHOW	14210234	Halsey - Hurricane - Vevo dscvr (Live)	4079386
Joi - ATTENTION   A COLORS SHOW	13108833	Silentó - Vevo GO Shows: Watch Me (Whip/Nae Nae)	3610845
Eliza - Wasn't Looking   A COLORS SHOW	13006053	Chet Faker - Talk Is Cheap - Vevo dscvr (Live)	3540738
Lomepal - Tout Lâcher   A COLORS SHOW	12627633	Demi Lovato, Iggy Azalea - Certified SuperFanFest (Full Version)	3290458
Doja Cat - Juicy   A COLORS SHOW	12516595	Jidenna - Long Live The Chief - Vevo dscvr (Live)	2740377
Sinéad Harnett - Body   A COLORS SHOW	12365390	Justin Bieber - Sorry (Vevo's Do It YourSelfie)	2730861

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.

docs.google.com/spreadsheets/d/1prRZdHQT\_Z\_pT5vH1bpJdWMKy3Vp5J02Mk3PwITbPo/edit#gid=0

Numerical Analysis Vevo

Bestand Bewerken Weergeven Invoegen Opmaak Gegevens Extra Add-ons Help Alle wijzigingen zijn offline opgeslagen

	A	B	C	D	E	F	G	H	I	J	K	L
1	Count of Videos		Days Running	Weeks Running	Average Views Of All Videos		Video Per Week					
2	1546		6-9-2019	6-9-2019	272619		3,104417671					
3			31-12-2009	31-12-2009								
4			3486	498								
5	videoTitle		publishedAtSQL		viewCount							
6	Vevo - Hot This Week: September 2019-09-06 19:0				48744							
7	Vevo - Hot This Week: August 30th 2019-08-30 19:0				136734							
8	Vevo - Hot This Week: August 23, 2019-08-23 19:0				230287							
9	Vevo - Hot This Week: August 16th 2019-08-16 19:0				316080							
10	Vevo - Hot This Week: August 9, 2 2019-08-09 19:0				209955							
11	Vevo - Hot This Week: August 2, 2 2019-08-02 19:0				321907							
12	Vevo - Hot This Week: July 26, 20 2019-07-26 19:0				293185							
13	Vevo - Hot This Week: July 19, 20 2019-07-19 19:0				421620							
14	Vevo - Hot This Week: June 28, 20 2019-06-28 19:0				427894							
15	Vevo - Hot This Week: June 21, 20 2019-06-21 15:5				356724							
16	Vevo - Hot This Week: June 14, 20 2019-06-14 15:4				291614							
17	Vevo - Hot This Week: June 7, 20 2019-06-07 15:4				261822							
18	Vevo - Hot This Week: May 31, 20 2019-05-31 15:4				256929							
19	Vevo - Hot This Week: May 24, 20 2019-05-24 15:4				220994							
20	Mahalia - "Honeymoon" Live Perfo 2019-05-17 17:0				60275							
21	Mahalia - "Do Not Disturb" Live Pe 2019-05-17 17:0				163667							
22	Vevo - Hot This Week: May 17, 20 2019-05-17 15:4				148180							
23	Vevo - Hot This Week: May 10, 20 2019-05-10 15:4				202398							

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Figure 4: Numerical Analysis Vevo

docs.google.com/spreadsheets/d/1d5Xw71TRR1RrF03NrHTUPIP8zuKaoGH3DXLOzgkDuCi/edit#gid=0

Numerical Analysis COLORS

Bestand Bewerken Weergeven Invoegen Opmaak Gegevens Extra Add-ons Help Alle wijzigingen zijn opgeslagen in Drive

	A	B	C	D	E	F	G	H	I	J	K	L
1	Count of Videos		Days Running	Weeks Running	Average View Of All Videos		Video Per Week					
2	328		2016-02-19	2016-02-19	3132372.085		1,799373041					
3			2019-09-05	2019-09-05								
4			1276	182,2857143								
5												
6	videoTitle		publishedAtSQL		viewCount							
7	Celeste - Strange   A COLORS S+ 2019-09-05 14:5				103312							
8	Blood Orange - Dark & Handsome 2019-09-03 15:0				208640							
9	Zeca Veloso - Todo Homem   A CC 2019-08-30 15:0				278775							
10	Oxmo Puccino - Le droit de chante 2019-08-26 15:0				298853							
11	Mayra Andrade - Tan Kalakatan   / 2019-08-22 15:0				661686							
12	Rincon Sapiência - Mundo Manico 2019-08-19 12:5				452381							
13	Sho Madjozi - John Cena   A COLI 2019-08-15 13:0				2450395							
14	BJ The Chicago Kid - Champagne 2019-08-12 13:0				425069							
15	The Teskey Brothers - Rain   A CC 2019-08-08 13:0				523981							
16	Ari Lennox - I Been   A COLORS 2019-08-05 13:0				803688							
17	Gaidaa - Morning Blue   A COLOR 2019-08-02 13:0				427573							
18	Flippter - Blue   A COLORS SUDA 2019-07-30 13:1				536426							
19	Sammany - Matalib   A COLORS 2019-07-26 13:0				495843							
20	Luedji Luna - Acalanto   A COLOR 2019-07-19 12:5				762121							
21	Swsh - How You Feel   A COLORS 2019-07-15 13:0				836110							
22	Tommy Newport - Movie Screen   / 2019-07-11 13:0				666537							
23	Roseaux feat. Blick Bassy - Kaät   2019-07-08 12:5				663791							

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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.





Emoji, alias, frequency:  
Sebastian Ingrosso

red\_heart,❤️,55

fire,🔥,20

black\_circle,●,9

face\_with\_tears\_of\_joy,😄,7

blue\_heart,💙,7

face\_blowing\_a\_kiss,💋,5

musical\_notes,🎵,5

rocket,🚀,4

flexed\_biceps,💪,4

rose,🌹,3

Guatemala,🇬🇹,3

hundred\_points,💯,3

OK\_hand,👌,3

purple\_heart,💜,3

raising\_hands,🙌,3

kissing\_face,💋,3

Brazil,🇧🇷,2

beating\_heart,💓,2

headphone,🎧,2

folded\_hands,🙏,2

crying\_face,😭,2

sad\_but\_relieved\_face,😌,2

water\_wave,🌊,2

raising\_hands\_medium\_skin\_tone,🙌,1

sunflower,🌻,1

man\_in\_suit\_levitating\_medium\_skin\_tone,🕴,1

dizzy,🌀,1

direct\_hit,💯,1

bear\_face,🐻,1

woman\_facepalming,🙄,1

revolving\_hearts,🔄,1

OK\_hand\_light\_skin\_tone,👌,1

man\_gesturing\_OK,👌,1

thumbs\_up,👍,1

face\_screaming\_in\_fear,😱,1

man\_facepalming,🙄,1

winking\_face,😉,1

man\_shrugging\_dark\_skin\_tone,🙄,1

person\_raising\_hand,🙋,1

thinking\_face,🤔,1

exploding\_head,💥,1

weary\_cat\_face,😿,1

woman\_facepalming\_light\_skin\_tone,🙄,1

party\_popper,🎉,1

high\_voltage,⚡,1

victory\_hand,🖐️,1

honeybee,🐝,1

pensive\_face,😞,1

neutral\_face,😐,1

two\_hearts,💕,1

raised\_fist,✊,1

oncoming\_fist,👊,1

smiling\_face\_with\_halo,😇,1

sleepy\_face,😪,1

heart\_suit,♥️,1

index\_pointing\_up,👉,1

crying\_cat\_face,😿,1

frowning\_face\_with\_open\_mouth,😞,1

worried\_face,😟,1

eyes,👁️,1

loudly\_crying\_face,😭,1

collision,💥,1

growing\_heart,💓,1

crown,👑,1

smiling\_face,😊,1

ear,👂,1

Chars: 31325



emoji,alias,frequency: Billie  
Eilish

red\_heart,❤️,42

two\_hearts,💞,8

grinning\_squinting\_face,😏,8

face\_blowing\_a\_kiss,💨,7

growing\_heart,🌱,7

loudly\_crying\_face,😭,6

beating\_heart,💓,6

purple\_heart,💜,6

black\_heart,🖤,5

weary\_face,😩,5

crying\_face,😭,4

blue\_heart,💙,4

smiling\_face\_with\_smiling\_eyes,😊,4

raising\_hands,🙌,3

heart\_suit,♥️,3

sparkling\_heart,💠,3

green\_heart,💚,2

Chars: 32258

yellow\_heart,💛,2

broken\_heart,💔,2

thinking\_face,🤔,2

face\_with\_tears\_of\_joy,😄,2

microphone,🎤,2

sparkles,✨,2

rainbow,🌈,1

tired\_face,😫,1

sad\_but\_relieved\_face,😓,1

sleepy\_face,😪,1

hushed\_face,😇,1

heart\_with\_ribbon,💝,1

balloon,🎈,1

man\_shrugging\_medium\_skin\_tone,🙄👤,1

grinning\_face\_with\_smiling\_eyes,😄,1

musical\_score,🎵,1

exploding\_head,💥,1

heart\_with\_arrow,💘,1

thumbs\_up,👍,1

nail\_polish,💅,1

gem\_stone,💎,1

milky\_way,🌌,1

kissing\_face,💋,1

revolving\_hearts,💫,1

pensive\_face,😞,1

flushed\_face,😳,1

crying\_cat\_face,😿,1

call\_me\_hand\_light\_skin\_tone,🙋,1

anxious\_face\_with\_sweat,😓,1

alien,👽,1

clapping\_hands,👏,1

Argentina,🇦🇷,1

slightly\_smiling\_face,😊,1

kiss\_mark,💋,1

smiling\_face\_with\_halo,😇,1

open\_hands,👐,1

flexed\_biceps,💪,1

## 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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