Social Media Safety and Privacy of Idols and Vtubers vs Ordinary Users

\*Changed title to “Evaluating the Social Media Safety and Privacy of Vtubers - Creating a List of Guidelines for Vtubers to Protect their Safety on Social Media”

-Caleb (Sunday 10-6-24)

By Team Soc Med Safety - Joe Binette and Caleb Corlett ([joseph.binette@maine.edu](mailto:joseph.binette@maine.edu), [caleb.corlett@maine.edu](mailto:caleb.corlett@maine.edu))

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## Project Schedule\*:

| 9/15 | **Submit Deliverable 0** |
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| 9/16 | Begin Working on Literature Review |
| 10/13 | **Finish Literature Review and Submit Deliverable 1** |
| 10/27 | Hold Meeting to Plan Second Drafts and Begin Work |
| 11/10 | **Submit Deliverable 2** |
| 11/24 | Hold Meeting to Plan Final Drafts and Begin Work |
| 11/28 | Begin Creating Presentation |
| 12/8 | **Submit Deliverable 3** |
| 12/12 | **Project Presentation** |

\*Schedule is due to change if the need arises.

## Project Description:

An investigation into the experiences and safety practices of idols and vtubers, with a focus on how they navigate threats, protect their digital identities, and respond to content moderation challenges. The way that Vtubers and idols navigate privacy and security online is unique, and it would interest us to compare how they protect themselves in relation to the average social media user. Both vtubers and idols face the problem of obsessive, parasocial fans, harassment, and stalkers all while having to keep a smile on their face and a cheerful attitude in front of an audience of potentially thousands of fans.

## List of Papers:

### Professor Recommended:

* Paudel, P., Saeed, M. H., Auger, R., Wells, C., & Stringhini, G. (2024). Enabling Contextual Soft Moderation on Social Media through Contrastive Textual Deviation. In *33rd USENIX Security Symposium (USENIX Security 24)* (pp. 4409-4426).
* Acharya, B., Lazzaro, D., López-Morales, E., Oest, A., Saad, M., Cinà, A. E., ... & Holz, T. (2024). The Imitation Game: Exploring Brand Impersonation Attacks on Social Media Platforms. In *33rd USENIX Security Symposium (USENIX Security 24)* (pp. 4427-4444).

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### Additional Papers:

* Brown, W. J. (2015). Examining Four Processes of Audience Involvement With Media Personae: Transportation, Parasocial Interaction, Identification, and Worship. *Communication Theory*, *25*(3), 259–283. https://doi.org/10.1111/comt.12053
* Byron, J. (2023). New collaboration in a virtual world: studying Vtubers through identity, gender and fan engagement. *Figshare*. https://doi.org/10.25949/22197799.v1
* Chinchilla, P., & Kim, J. (2024). VTuber for Streamers: Exploring the Role of Social Presence in the Visual Representation of Streamers. *Communication Studies*, 1–17. https://doi.org/10.1080/10510974.2024.2337955
* Dirques, R., Gonçalves, P., Júlio César Ferreira, & Diniz, G. (2024). VTubers’ transmedia capacity: narrative and content production expansion based on the intersection with fan-culture by the Hololive agency. *Obra Digital*, *25*, 73–101. https://doi.org/10.25029/od.2024.410.25
* Hiroshi Aoyagi. (2005). *Islands of eight million smiles : idol performance and symbolic production in contemporary Japan*. Harvard University Asia Center.
* Kennedy, H. (2006). Beyond anonymity, or future directions for internet identity research. *New Media & Society*, *8*(6), 859–876. https://doi.org/10.1177/1461444806069641
* Lee, S., & Lee, J. (2023). “Ju. T’aime” My Idol, My Streamer: A Case Study on Fandom Experience as Audiences and Creators of VTuber Concert. *IEEE Access*, *11*, 31125–31142. https://doi.org/10.1109/access.2023.3252563
* Lu, Z., Shen, C., Li, J., Shen, H., & Wigdor, D. (2021). More Kawaii than a Real-Person Live Streamer: Understanding How the Otaku Community Engages with and Perceives Virtual YouTubers. *Proceedings of the 2021 CHI Conference on Human Factors in Computing Systems*. https://doi.org/10.1145/3411764.3445660
* Mall, R., Nagpal, M., Salminen, J., Almerekhi, H., Jung, S. G., & Jansen, B. J. (2020, October 25). *Four Types of Toxic People: Characterizing Online Users’ Toxicity over Time*. Pennstate.pure.elsevier.com; Association for Computing Machinery. https://doi.org/10.1145/3419249.3420142
* Önal, N., & Özdemir, İ. L. (2024). Investigating University Students’ Social Media Stalking Situations. *Necmettin Erbakan Üniversitesi Ahmet Keleşoğlu Eğitim Fakültesi Dergisi*, *6*(1), 92–105. https://doi.org/10.38151/akef.2024.132
* Risch, J., & Krestel, R. (2020). Toxic Comment Detection in Online Discussions. *Algorithms for Intelligent Systems*, 85–109. https://doi.org/10.1007/978-981-15-1216-2\_4
* RUBIN, A. M., PERSE, E. M., & POWELL, R. A. (1985). LONELINESS, PARASOCIAL INTERACTION, AND LOCAL TELEVISION NEWS VIEWING. *Human Communication Research*, *12*(2), 155–180. https://doi.org/10.1111/j.1468-2958.1985.tb00071.x
* Tan, Y. (2023). More Attached, Less Stressed: Viewers’ Parasocial Attachment to Virtual Youtubers and Its Influence on the Stress of Viewers During the COVID-19 Pandemic. *SHS Web of Conferences*, *155*, 03012. https://doi.org/10.1051/shsconf/202315503012
* Tandon, A., Dhir, A., Talwar, S., Kaur, P., & Mäntymäki, M. (2021). Dark consequences of social media-induced fear of missing out (FoMO): Social media stalking, comparisons, and fatigue. *Technological Forecasting and Social Change*, *171*(120931), 120931. https://doi.org/10.1016/j.techfore.2021.120931
* Tonami, A., Yoshida, M., & Sano, Y. (2022). Online harassment in Japan: Dissecting the targeting of a female journalist. *F1000Research*, *10*, 1164. https://doi.org/10.12688/f1000research.74657.2
* Turner, A. (2022). *Streaming as a Virtual Being: The Complex Relationship Between VTubers and Identity*. https://www.diva-portal.org/smash/record.jsf?pid=diva2%3A1676326&dswid=-9638
* Xie, W. (2021). Japanese “Idols” in Trans-Cultural Reception: The Case of AKB48. In J. Bracker & A.-K. Hubrich (Eds.), *The Art of Reception* (pp. 371–398). Cambridge Scholars Publishing.
* Zhou, X. (2020). *Virtual Youtuber Kizuna AI : co-creating human-non-human interaction and celebrity-audience relationship*. https://lup.lub.lu.se/student-papers/search/publication/9009369