

Analysis of Indonesian Virtual YouTubers Viewership

Terms of Reference

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Background and Previous Studies

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Research Objective

The study aims to understand better the determinants of Indonesian Virtual YouTubers viewership. Limited to this particular scope since the relatively homogenous content-creating patterns (e.g., content type, interaction patterns, etc.).

Research Questions

1. What are the factors affecting view count of a certain virtual YouTuber?
 - Gender
 - Content types
 - Duration since debut
 - Language ability (declared)
 - Regional characteristics (accent)
 - 3D model availability
2. Whether gender of the talent affect the growth of viewership?
3. Whether certain combination of talent and content boost viewership?
4. Whether the growth of viewers follows a certain pattern across time after controlling for idiosyncratic characteristics?

Urgency and Importance

I don't really know. This is just for fun, after all.

Data and Methodology

Data regarding the YouTube video metadata is retrieved from <https://mattw.io/youtube-metadata/bulk> by Matthew Wright.

Analysis will be conducted using fixed-effect panel data analysis.

Fixed effect control: Agency and personality