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YouTube Automobile Branding: Success Metrics in YouTube

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Abstract
The potential for marketing via YouTube grows each day, yet there is still much that is unknown about this new channel of digital media. YouTube reports that over 100 hours of video content are uploaded every minute and over 1 billion unique users visit the site every month (YouTube 2015). This study investigates how the automobile industry uses YouTube to promote successful content. Specifically, we apply the Aristotelian appeals persuasion theory (Ethos, Pathos, Logos) in understanding the relationship between video characteristics and ratings. We find that videos with Ethos and Pathos appeals have significant positive correlations with video ratings. The implications of this study are far reaching not only to help Auto Managers reach a larger audience, but also extend the research inquiry on persuasion theory and its applications to digital media. Keywords:

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YOUTUBE AUTOMOBILE BRANDING: SUCCESS METRICS IN YOUTUBE

By

Dakoda Johnson

A Senior Thesis Submitted to the

Eastern Michigan University

Honors College

in Partial Fulfillment of the Requirements for Graduation

with Honors in Computer Information Systems

Approved at Ypsilanti, Michigan, on this date April 2, 2015
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YouTube Automobile Branding: Success Metrics in YouTube

Abstract

The potential for marketing via YouTube grows each day, yet there is still much that is unknown about this new channel of digital media. YouTube reports that over 100 hours of video content are uploaded every minute and over 1 billion unique users visit the site every month (YouTube 2015). This study investigates how the automobile industry uses YouTube to promote successful content. Specifically we apply the Aristotelian appeals persuasion theory (Ethos, Pathos, Logos) in understanding the relationship between video characteristics and ratings. We find that videos with Ethos and Pathos appeals have significant positive correlations with video ratings. The implications of this study are far reaching not only to help Auto Managers reach a larger audience, but also extend the research inquiry on persuasion theory and its applications to digital media.

Keywords: YouTube, Aristotelian Appeals, Persuasion Theory, Automobile Branding
1. Introduction

YouTube has easily reached the position of largest and most popular online video sharing site. With over 1 billion unique visitors visiting the website each month, watching a combined total of 6 billion hours of video content in the same time period, it is not difficult to see the success that YouTube has attained in a relatively short time period (YouTube, 2015). Founded in 2005, YouTube has since had the goal to fulfill its slogan “Broadcast Yourself”. Originally created as a site that allowed it users to upload and watch content that was user generated, YouTube has now developed into a service to host a variety of digital media content. From live video streams of Presidential Addresses to the latest music video for a popular dance craze, YouTube has matured into an information rich source of new media (Rickle, 2014).

This source of new media has opened the door for private and public companies to employ the system to relay information about the company to its potential customers. Potential for internet based brand marketing corresponds well with this form of digital media delivery, due to the enormous user base with a conglomeration of interest. Interest that extend to almost every perceivable topic. One such example is the automobile industry. There is great potential for companies such as those in the automobile industry to make use of the nearly endless audiences that flock to YouTube on a daily basis.
For example, BMW’s corporate YouTube channel uploaded an internet based commercial showcasing a fleet of its BMW 2 Series Coupé in what the company is calling a “driftmob”. The two minute and one second video features a group of hollywood stunt drivers, each with a BMW M235i, completing “drift-choreography” (synchronized car tire burnouts resembling a dance). This video has received over 13,579,000 views in just 180 days working out to an outstanding 75,500 average views per day. With such amazing consumer reach, this video brings about the question, what makes this video so popular? Consider this video in contrast to a video uploaded by car manufacturer Nissan. Their video titled “2015 NISSAN Pathfinder HEV - SiriusXM® NavTraffic® (if so equipped)” collected only 10 views in 133 days.

Video characteristics, hereafter referred to as metrics, obviously play a dominant role in determining the success of a video. The video sharing community made up of channel “Subscribers” also have a large impact of the various metrics related to each video the channel posts. Existing research has examined the functionality and application of these metrics on singular videos to quantify success (Mohr, 2014; Chen, 2013; Morreale, 2013; Kwak, Rodriguez, Ahn, & Moon, 2007; English, Sweetser, Ancu, 2011). The issues with the pre-existing studies is that they do not approach branding within YouTube from a company or marketer level.

Marketer branding and persuasion has been studied in more traditional forms of new media, such as Social Media sites like facebook (Goh, Heng, & Lin, 2013; Yahn, 2011; Berlanga, García, & Victoria, 2013.) Research completed in this scope provides
interesting insights on how marketers may approach textual based branding for user involvement. These studies however lack inquiry of media rich information provided by services such as YouTube.

There is a gap in research when it comes to marketeer branding in YouTube. While YouTube is the most popular video sharing website in the world, not much is known about how the system can integrate into not only business application, but academic applications as well. Overall, there is not much research investigating how firms can utilize YouTube for branding. This could be due to the nascent nature of YouTube as it grows and matures. Social media as a whole is still an emerging form of new media that has only began to be explored. Our research questions hopes to broaden what is known about the use of YouTube for corporate marketeer branding.

1. Which persuasive appeal characteristics of YouTube video relate to successful performance?
2. What specific video metrics can lead to higher ratings and view counts?
3. What roles do subscriber communities play in the successful performance of a video?

The objective of our study is to aid in filling some of the void in research, specifically marketeer generated branding content on YouTube. This previously unexplored area of study will help gain new insights into a platform that is not well known. Our study will analyze the 50 most recent video’s of 25 different automobile brands by recording
various metrics about the content and metadata for each video. These recorded metrics will include information such as video length, view count, subscriber’s, date uploaded, and aristotelian persuasion appeals. Our study examines the relationship between video characteristics, specifically Aristotelian persuasion rhetoric, with rating and view success to provide insights and contribute knowledge for marketeers in designing successful content that appeals to their respective market.

2. Literature Review

2.1 YouTube Metrics

YouTube has amassed a large user base by combining rich content videos and social networks on a scale not previously achieved by user generated video-on-demand systems. This is likely due to the obviously particular statistical metrics that the site has implemented for its users, metrics such as video length, access patterns, video lifespan, ratings, and comments (Cheng, 2007). A handful of studies have investigated the use of video metrics to quantify success within YouTube. For example, Cha, Kwak, Rodriguez, Ahn & Moon noted that while video age may seem like a positive indicator for success, empirical results show that users preference is overall indifferent to the video’s age. In fact, their data showed that over 80% of videos requested in a day are older than 1 month, accounting for around 72% of the entire requests. Iris Mohr (2014) found that video sharing communities also prove to be fundamentally important to a video’s success, especially when high profile users (celebrities, users with large following, well connected people) utilize their popularity to seed a video. In their work, Cheng, Dale, & Liu
suggested that YouTube video views are the most important metric to quantifying success within the system.

2.2 Social Media Branding & Persuasion

Aristotelian Rhetoric, or as it is now commonly called “persuasive communication”, is essential for business marketing. Persuasive communication can be broken down into three main appeals, Ethos, Pathos, and Logos (Dulin, 2011). He defines each persuasion rhetoric appeal as follows. Ethos relates to the credibility that the audience attributes to the speaker, while Pathos plays to the emotions that the audience will derive from the subject. Logos however, pertains to the logic and reason that our analytical brains process subjectively. While these three main appeals are not new concepts, they can have new impacts on digital marketing in Web 2.0 technologies such as YouTube.

The importance and popularity of Web 2.0 technologies such as social media is clearly evident in today's world. The growth in popularity created a vast amount of online user generated content (Electronic Word of Mouth) and therefore, appealed to marketers. Oftentimes brand marketers, on behalf of their company, produce the content that represents the collective marketing department and brand message that consumers engage in (Goh, 2013). Digital Guru Jack Yan (2011), recognized the significance of branding within social media and completed a study on how these new forms of media can influence branding. His study conceptualized nine goals that firms are aiming to fulfill when pursuing social media branding. These goals included, but are not limited to:
building membership with the organization, communication of brand values, and encouraging consumers to promote the brand. The outcomes of the nine goals include: building brand association, developing brand quality, and improving brand awareness. Similarly, Goh, Heng, & Lin examined social media branding by comparing user generated content and marketer generated content. Their study found evidence supporting the hypothesis that brand community content has an impact on consumer purchase behavior by utilizing embedded information and persuasion contexts.

Persuasion techniques also have considerable consequences in the realm of social media, as outlined in a study by I. Berlanga, F. García-García & J. S. Victoria (2013). Their article approached the existence of classic persuasion rhetoric (Ethos-Ethical, Pathos-Emotional, Logos-Logical) in communications in online social networks. They postulated several hypotheses: that social networks are the new rhetorical space for the 21st century, dialogue of network users is plentiful in rhetorical figures, and that said rhetorical figures facilitate efficient communication between users. Their findings supported each hypothesis, even showing pathos being a leading factor in communications on Facebook; while logos had relatively no appearance in conversations.

2.3 Persuasion In YouTube

Classic Aristotelian persuasion theory (also known as rhetoric) presents that communication falls into Pathos (emotional appeal), Logos (logical appeal), and Ethos (ethical appeal). These persuasion appeals when applied to branding on YouTube suggest
that there is powerful potential for marketers to further brand identification on this system. While there is not extensive research on the topic of utilizing persuasion appeals for branding within the confines of YouTube, A study completed by English, Sweetser, and Ancu (2008) looks at rhetoric for political videos on youtube. Their study concluded that Ethos is the most credible appeal to viewers, followed by Logos and Pathos. This result speculates that persuasion theory has substantial application as a success metric on YouTube.

After completing literature review we find that there is a lack of research studying the effects of firm generated ads and their persuasive appeal in building a brand in the social media setting. We find this research gap merits further study, and intend to fulfill this inquiry in the study.

3. Research Model & Hypothesis Development

Prior literature examined the relationship of short video sharing and characterized the success metrics that are quantified for each specific video (English, Sweetser, & Ancu, 2011; Cha, Kwak, Rodriguez, Ahn, & Moon, 2007; Morreale, 2013). The study of YouTube by English et al. (2011) has the most direct application to our specific study. Capitalizing on the emerging digital media field, English et al. (2011) used a three-cell posttest only experimental research technique to evaluate the effectiveness of persuasive appeals within YouTube. In their study, participants were shown three different videos about health care, each with a different persuasive appeal (Ethos-Credibility,
Pathos-Emotional, Logos-Logical). Findings from their study showed that Ethos ranked as the most credible appeal, followed by Logos and Pathos. These results postulate that users are not easily swayed by facts or emotions.

Our study aims to build upon English et al. (2011), by incorporating similar persuasion concepts and how they relate to video ratings. Our study incorporates a different experimental design, and looks to employ their findings within the corporate environment. If we apply the findings from their study we can hypothesize that videos with each persuasion appeal will relate positively to video ratings.

HYPOTHESIS 1 (H1): Ceteris paribus, videos with Ethos persuasion appeal will positively relate to ratings.

HYPOTHESIS 2 (H2): Ceteris paribus, videos with Pathos persuasion appeal will positively relate to ratings.

HYPOTHESIS 3 (H3): Ceteris paribus, videos with Logos persuasion appeal will positively relate to ratings.

HYPOTHESIS 4 (H4): Ceteris paribus, videos with a combination of Ethos, Pathos, and Logos appeal will positively relate to ratings.

4. Data and Variables

Data from our study was extracted from a variety of different sources. Metrics pertaining directly to YouTube, such as video title, views, date uploaded, subscribers, category, etc.
were obtained from a popular YouTube analytics site, VidStatsX (http://vidstatsx.com/).

This site is searchable for every YouTube channel and provides hourly analytics updates once the channel is being tracked. We used this site to gather information for the 50 most recent videos from 25 different automobile brands. Brands that were incorporated in this study included:

- Acura
- Audi
- BMW
- Buick
- Cadillac
- Chevrolet
- Chrysler
- Dodge
- Fiat
- Ford
- General Motors
- Hyundai
- Jeep
- Kia
- Lexus
- Lincoln
- Mazda
- Mini (cooper)
- Nissan
- Scion
- Subaru
- Tesla
- Toyota
- Volkswagen
- Volvo

The Digital IQ Index also provided information that we used to help develop our study. According to their site, “The Digital IQ Index®: Auto examines the digital competence of 42 automotive brands targeting the U.S. market” (Digital IQ Index 2014), this information can be accessed at (http://www.l2inc.com/research/auto-2014). A related study by UTA Brand Studio examined the Automotive Brand Dependence Index, allowing us to inject the data from this study as a variable. Information about the Automotive Brand Dependence index can be acquired at the UTA Brand Studio (http://utabrandstudio.com/2014-automotive-brand-dependence-index/).
Data referring to information about the date extracted, rhetorical persuasion analysis (Marketing Type, Ethos, Logos, Pathos, Uncategorized), and the days between upload and extraction were self calculated to complete the data requirements. Data calculated for Rhetorical Persuasion Analysis was based off the classic Aristotelian rhetorical model used by English, Sweetser, and Ancu (2008).

The variables for our data model are as follows:

**Dependant Variables (DV):**
- Views (logged), Rating

**Independent Variables (IV):**
- Company - subscribers
- Video - length, days upload
- Persuasive appeals - ethos, logos and pathos
- % of comments

**Control Variables (CV):**
- Brand index: Digital IQ & Rank

### 4.1 Descriptive Statistics

Listed Below are a few descriptive statistics that provide an overview of the aggregate data collection.

<table>
<thead>
<tr>
<th>Highest Viewed Video: The Epic Driftmob feat. BMW M235i</th>
<th>Views: 13,579,699</th>
</tr>
</thead>
<tbody>
<tr>
<td>Highest Average Views (Company)</td>
<td>Mini Cooper: 665,535 views</td>
</tr>
<tr>
<td>Lowest Average Views (Company)</td>
<td>Nissan: 321 views</td>
</tr>
<tr>
<td>Highest Average Rating (Company)</td>
<td>Tesla Motors: 4.9432</td>
</tr>
<tr>
<td>Lowest Average Rating (Company)</td>
<td>Nissan: 0</td>
</tr>
<tr>
<td></td>
<td>N</td>
</tr>
<tr>
<td>------------------</td>
<td>----</td>
</tr>
<tr>
<td>Subscribers</td>
<td>1250</td>
</tr>
<tr>
<td>Ethos</td>
<td>1246</td>
</tr>
<tr>
<td>Logos</td>
<td>1241</td>
</tr>
<tr>
<td>Pathos</td>
<td>1246</td>
</tr>
<tr>
<td>Duration-secs</td>
<td>1250</td>
</tr>
<tr>
<td>Views</td>
<td>1250</td>
</tr>
<tr>
<td>Rating</td>
<td>1250</td>
</tr>
<tr>
<td>% Comments</td>
<td>1250</td>
</tr>
<tr>
<td>Digital IQ Index</td>
<td>1250</td>
</tr>
<tr>
<td>Digital IQ Rank</td>
<td>1250</td>
</tr>
<tr>
<td>Valid N (listwise)</td>
<td>1232</td>
</tr>
</tbody>
</table>
Correlation Matrix

<table>
<thead>
<tr>
<th></th>
<th>Subscr-s</th>
<th>Ethos</th>
<th>Logos</th>
<th>Pathos</th>
<th>DaysUpl-d</th>
<th>Durmi-s</th>
<th>Views</th>
<th>Rating</th>
<th>Comments</th>
<th>Digitex-x</th>
<th>Digitex-k</th>
<th>DaysBe-n</th>
</tr>
</thead>
<tbody>
<tr>
<td>Subscribers</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ethos</td>
<td>-0.0209</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logos</td>
<td>-0.0846*</td>
<td>-0.2421*</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pathos</td>
<td>0.1853*</td>
<td>-0.0861*</td>
<td>-0.6202*</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>DaysUploaded</td>
<td>0.0387</td>
<td>-0.032</td>
<td>-0.0114</td>
<td>0.0557*</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Durationsecs</td>
<td>-0.0362</td>
<td>0.2083*</td>
<td>-0.033</td>
<td>-0.1198*</td>
<td>-0.1434*</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Views</td>
<td>0.0616*</td>
<td>0.0147</td>
<td>-0.0916*</td>
<td>0.0943*</td>
<td>-0.0123</td>
<td>-0.0275</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rating</td>
<td>0.1045*</td>
<td>0.0961*</td>
<td>-0.1384*</td>
<td>0.1511*</td>
<td>-0.1225*</td>
<td>0.0125</td>
<td>0.0278</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Comments</td>
<td>-0.0560*</td>
<td>-0.0027</td>
<td>-0.0245</td>
<td>-0.0595*</td>
<td>0.0467</td>
<td>0.0353</td>
<td>-0.0674*</td>
<td>0.0631*</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>DigitalIQ-x</td>
<td>0.5286*</td>
<td>-0.0837*</td>
<td>-0.0602*</td>
<td>0.1776*</td>
<td>0.2955*</td>
<td>-0.0849*</td>
<td>-0.0335</td>
<td>0.0099</td>
<td>0.0092</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>DigitalQR-K</td>
<td>-0.3184*</td>
<td>0.0855*</td>
<td>0.0078*</td>
<td>-0.1847*</td>
<td>-0.2755*</td>
<td>0.0908*</td>
<td>0.0253</td>
<td>-0.0059</td>
<td>0.0065</td>
<td>-0.9856*</td>
<td></td>
<td></td>
</tr>
<tr>
<td>DaysBetween</td>
<td>-0.0387</td>
<td>0.032</td>
<td>0.0014</td>
<td>-0.0557*</td>
<td>-1</td>
<td>0.1434*</td>
<td>0.0123</td>
<td>0.1225*</td>
<td>-0.0467</td>
<td>-0.2953*</td>
<td>0.2753*</td>
<td>1</td>
</tr>
</tbody>
</table>

5. Methodology & Results

We examine three robust OLS regression models regressing view (logged), comments (logged) and rating for each uploaded YT video on persuasive appeals with control variables of number of days video was uploaded, number of subscribers of each firm YT profile and length of each video. The three models are shown below.

\[
\ln \text{views} = \beta_0 + \beta_1 \ast \text{ethos} + \beta_2 \ast \text{logos} + \beta_3 \ast \text{pathos} + \beta_4 \ast \text{days-upload} + \beta_5 \ast \text{subscribers} + \beta_6 \ast \text{duration} + e
\]

(1)

\[
\ln \text{comments} = \beta_0 + \beta_1 \ast \text{ethos} + \beta_2 \ast \text{logos} + \beta_3 \ast \text{pathos} + \beta_4 \ast \text{days-upload} + \beta_5 \ast \text{subscribers} + \beta_6 \ast \text{duration} + e
\]

(2)
rating = $\beta_0 + \beta_1 \cdot \text{ethos} + \beta_2 \cdot \text{logos} + \beta_3 \cdot \text{pathos} + \beta_4 \cdot \text{days-upload} + \beta_5 \cdot \text{subscribers} + \beta_6 \cdot \text{duration} + e$

(3)

$\beta_0$ is the intercept and $e$ is the error term. The primary objective is to measure $\beta_1, \beta_2,$ and $\beta_3$, which are robust coefficient values for the various persuasive appeals constructs. The result for estimating these models are shown in Figure 2.1

Figure 2.1. OLS Robust Regression of views, comments and rating on persuasive appeals

<table>
<thead>
<tr>
<th></th>
<th>Model 1</th>
<th>Model 2</th>
<th>Model 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dependent Variable</td>
<td>$\ln_{views}$</td>
<td>$\ln_{comments}$</td>
<td>rating</td>
</tr>
<tr>
<td>Ethos</td>
<td>0.5592 (0.1622) * ****</td>
<td>-0.0031 (0.0146)</td>
<td>0.279 (0.0598) ****</td>
</tr>
<tr>
<td>Logos</td>
<td>0.1078 (0.1618)</td>
<td>-0.0182 (0.0199)</td>
<td>-0.0645 (0.0595)</td>
</tr>
<tr>
<td>Pathos</td>
<td>1.2523 (0.1564) ****</td>
<td>-0.0256 (0.019)</td>
<td>0.3288 (0.0626) ****</td>
</tr>
<tr>
<td>DaysBetween</td>
<td>0.0017 (0.0005) ****</td>
<td>-0 (0) *</td>
<td>0.0006 (0.0002) ***</td>
</tr>
<tr>
<td>Subscribers</td>
<td>0 (0) ****</td>
<td>-0 (0) **</td>
<td>0 (0) ****</td>
</tr>
<tr>
<td>Duration (secs)</td>
<td>-0.0004 (0.0004)</td>
<td>0 (0)</td>
<td>-0 (0.0001)</td>
</tr>
<tr>
<td>_cons</td>
<td>7.1386 (0.2085) ****</td>
<td>0.1625 (0.0246) ****</td>
<td>3.9893 (0.0912) ****</td>
</tr>
</tbody>
</table>

|                  |             |             |             |
| N                | 1233        | 1233        | 1233        |
| Robust R-squared | 0.143       | 0.009       | 0.059       |
| F                | 0.0         | 0.08        | 0.059       |
| Mean VIF         | 3.32        | 3.32        | 3.32        |

* <.1, ** <.05, *** <.01, **** <.001, B - robust coefficient, Standard error in parenthesis.
6. Discussion

We can conclude from the results of the present study that videos with certain persuasive appeals, specifically Ethos and Pathos rhetoric, have positive relations to various YouTube metrics that suggest overall branding success. Our findings supported both H1 and H2 Hypotheses, in that videos with Ethos and Pathos appeals showed positive relation to video ratings. Our findings did not support H3 and H4 hypotheses, because videos with Logos appeal did not show positive relation to ratings. The robust R-squared values of the aggregate model of video views (.14) and ratings (.059), show slight indication of positive relationships between persuasive appeals and video success metrics. However, the robust R-squared values for comments (.009) does not have connotation of a positive relationship between number of video comments and persuasive appeal. While the robust R-squared values may seem limited for each model, the exploratory nature of this study lends itself to further examination of the topics included within our framework. Evidence suggest that Ethos and Pathos persuasive appeals have the strongest relationship with views and comments due to the nature of the rhetoric. Credible appeals and Emotional appeals seem to resonate well with the YouTube audience for branding purposes.

We observed that both Ethos and Pathos persuasive appeals work in collaboration to achieve a positive indicator of the overall video’s success. Companies looking to manage YouTube channels with high views and ratings should consider the content that is
uploaded. Research suggest that it is important to incorporate multiple persuasion rhetoric techniques into videos uploaded for the best chance of returning a positive result. Our findings postulate that automobile marketers should focus their YouTube content efforts on Ethos and Pathos appeals for the most return on advertising spent (ROAS).

As digital media grows into an ever more crucial part of marketing in today’s business world, Web 2.0 media platforms such as YouTube will be further integrated as marketing channels to prospective customers. The still nascent nature of these platforms present themselves as great opportunities for further research and application in the academic and corporate environments. Our study serves as a springboard to other researchers looking to further the conversation in the digital marketing forefront. Larger data sets and involvement of various other social media platforms are two areas that could enhance the work that our study has encompassed.

7. Conclusion

This research study investigates how persuasive appeals influences video performance metrics through YouTube. Specifically we examine a few different aspects of classic Aristotelian rhetoric namely, Ethos-Credibility, Pathos-Emotional and Logos-Logical, in video content. We found that Ethos and Pathos persuasion techniques have positive significance to views and ratings of their corresponding YouTube video. We conclude that certain persuasion techniques play an admissible role in performance metrics for the
context of YouTube branding. Also, there is credible evidence that suggest importance of video persuasion content in uploaded branding videos.

References


DOI: 10.1177/1469540513505608


http://www.l2inc.com/research/auto-2014

APPENDIX

Figure 3.1 Video page for "The Epic Driftmob feat. BMW M235i" BMW Channel

Note: Shows Views, Description, Duration, Video Title, Likes, Dislikes, Channel Information and Subscribers, Comments (Not Shown)
### Figure 4.1 VidStatsX Channel Information for *Ford Today*

#### Most Subscribed
- *Ford Today*

#### Most Viewed
- *Ford Today*

#### Top Channels
- *Ford Today*

#### Top Looses
- *Ford Today*

#### Future Rank
- *Ford Today*

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#### 32 Most Recent Videos by Ford

<table>
<thead>
<tr>
<th>Video Title</th>
<th>Cat</th>
<th>Day / Date</th>
<th>Min:Sec</th>
<th>Views</th>
<th>Rating</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Song - Ford Mustang</td>
<td>Autos Thu</td>
<td>3/24</td>
<td>1:31</td>
<td>7,815</td>
<td>4.92</td>
<td>8.1</td>
</tr>
<tr>
<td>How to Inspire Your Customers...</td>
<td>Autos Fr</td>
<td>3/20</td>
<td>1:31</td>
<td>1,088</td>
<td>4.52</td>
<td>1.00</td>
</tr>
<tr>
<td>Meet the Female Engineer Behind...</td>
<td>Autos Fr</td>
<td>3/16</td>
<td>1:52</td>
<td>4,188</td>
<td>4.92</td>
<td>18.31</td>
</tr>
<tr>
<td>Advances in Solar-Powered Energy...</td>
<td>Autos Fr</td>
<td>3/27</td>
<td>1:41</td>
<td>3,611</td>
<td>4.75</td>
<td>15.53</td>
</tr>
<tr>
<td>Solar-Powered Commute</td>
<td>Autos Fr</td>
<td>3/27</td>
<td>2:05</td>
<td>2,046</td>
<td>5.00</td>
<td>3.15</td>
</tr>
<tr>
<td>Introducing the All-New 2014 F-150</td>
<td>Autos Fr</td>
<td>2/27</td>
<td>1:47</td>
<td>2,125</td>
<td>5.00</td>
<td>4.17</td>
</tr>
<tr>
<td>Speed Dating Park</td>
<td>2014 Ford...</td>
<td>Autos Thu</td>
<td>2/26</td>
<td>2:20</td>
<td>11,376</td>
<td>4.92</td>
</tr>
<tr>
<td>2014 Full-Year Ford Motor Company...</td>
<td>Autos Thu</td>
<td>1/29</td>
<td>2:25</td>
<td>15,509</td>
<td>4.84</td>
<td>51.13</td>
</tr>
<tr>
<td>Ford Takes Liberty to Valley...</td>
<td>Autos Fr</td>
<td>1/27</td>
<td>1:29</td>
<td>3,014</td>
<td>4.91</td>
<td>12.67</td>
</tr>
<tr>
<td>Ford Reveals All-New GT Supercar...</td>
<td>Autos Mon</td>
<td>1/26</td>
<td>3:06</td>
<td>81,413</td>
<td>4.45</td>
<td>57.06</td>
</tr>
<tr>
<td>Introducing SYNC 3</td>
<td>Ford.com</td>
<td>Autos Fr</td>
<td>1/16</td>
<td>1:26</td>
<td>6,030</td>
<td>5.65</td>
</tr>
<tr>
<td>The 2016 Shelby GT350R Muscle Car...</td>
<td>Autos Thu</td>
<td>1/15</td>
<td>3:20</td>
<td>112,013</td>
<td>4.93</td>
<td>121.11</td>
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<tr>
<td>Introducing the 2016 Shelby...</td>
<td>Autos Thu</td>
<td>1/15</td>
<td>1:30</td>
<td>78,231</td>
<td>4.93</td>
<td>21.03</td>
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<tr>
<td>The 2017 F-150 Raptor...</td>
<td>Autos Thu</td>
<td>1/15</td>
<td>1:40</td>
<td>28,461</td>
<td>4.45</td>
<td>33.08</td>
</tr>
<tr>
<td>Introducing the Ford Performance...</td>
<td>Autos Mon</td>
<td>1/12</td>
<td>1:39</td>
<td>160,002</td>
<td>4.87</td>
<td>313.10</td>
</tr>
<tr>
<td>Introducing the Ford GT Supercar...</td>
<td>Autos Mon</td>
<td>1/12</td>
<td>1:26</td>
<td>244,078</td>
<td>4.87</td>
<td>375.15</td>
</tr>
<tr>
<td>A Road Trip with Tavaris...</td>
<td>Autos Thu</td>
<td>1/8</td>
<td>1:12</td>
<td>5,476</td>
<td>4.76</td>
<td>180</td>
</tr>
<tr>
<td>Ford Smart Mobility</td>
<td>Autos Wed</td>
<td>1/7</td>
<td>1:37</td>
<td>3,261</td>
<td>4.80</td>
<td>103</td>
</tr>
<tr>
<td>Happy Soldiers from Ford</td>
<td>Autos Fr</td>
<td>1/11</td>
<td>1:21</td>
<td>3,352</td>
<td>4.94</td>
<td>128</td>
</tr>
<tr>
<td>A Road Trip with a View...</td>
<td>Autos Fr</td>
<td>1/21</td>
<td>1:25</td>
<td>33,731</td>
<td>4.94</td>
<td>1,230</td>
</tr>
<tr>
<td>Spooky Halloween Car Week Promos...</td>
<td>Autos Fr</td>
<td>10/17</td>
<td>2:58</td>
<td>1,638,599</td>
<td>4.85</td>
<td>236.01</td>
</tr>
<tr>
<td>Father's Day 'Rage Car Show...</td>
<td>Autos Thu</td>
<td>5/20</td>
<td>1:55</td>
<td>2,173</td>
<td>5.00</td>
<td>83</td>
</tr>
<tr>
<td>Father's Day 'Rage Car Show...</td>
<td>Autos Thu</td>
<td>5/21</td>
<td>1:55</td>
<td>2,173</td>
<td>5.00</td>
<td>83</td>
</tr>
<tr>
<td>Father's Day 'Rage Car Show...</td>
<td>Autos Sat</td>
<td>5/10</td>
<td>1:36</td>
<td>31,753</td>
<td>4.93</td>
<td>1,266</td>
</tr>
<tr>
<td>MUSLUM, THE LEGEND OFFICIAL...</td>
<td>Autos Mon</td>
<td>7/8</td>
<td>1:31</td>
<td>128,001</td>
<td>4.84</td>
<td>512</td>
</tr>
<tr>
<td>2013 Ford Escape Reveel</td>
<td>2013...</td>
<td>Autos Tue</td>
<td>1/16</td>
<td>2:01</td>
<td>154,521</td>
<td>4.88</td>
</tr>
</tbody>
</table>

**Average:** 1:44 4,088,886 4.45 180.15

**Total:** 54:09 14,845,534 3115

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**Note:** Shows Channel Info, Subscribers, Total Channel Views, Video Title, Category, Upload Date, Duration, Views, Rating, Number of Comments, Percentage of Comments
APPENDIX

Figure 3.1 Video page for "The Epic Driftmob feat. BMW M235i" BMW Channel

Note: Shows Views, Description, Duration, Video Title, Likes, Dislikes, Channel Information and Subscribers, Comments (Not Shown)