

Homophily & YouTube Content Creators

Dr. Fatima Hatim Anjary & Sidra Ali

Abstract

Content creator's popularity is dependent on the number of followers, through this study it is attempted to understand if it is the nature of content or homophily that increases the fan base of followers of YouTube vloggers in Pakistan. A total of 90 Vlogs, 30 vlogs of each of the 3 famous vloggers as per the highest number of followers in Pakistan has been selected through Purposive sampling technique to be analyzed from year the 2023, focusing on audience engagement, themes and style. The study in conducted using quantitative content analysis to highlight the no. of vlogs devoted to different themes and style used in comparison to the audience engagement received through likes, views and comments on each vlog. Vlogs can be used to effectively to disseminate information, but the qualitative content analysis conducted through thematic style using coding, proved that the followers are more inclined towards content that is focused on the creator's personal life events specifically the one's that include their spouses and children and their friends. This research is significant in understanding the rise in followers and provides an insight into what content is followed by the viewers.

Keywords: Vlogs, Vloggers, homophily, YouTubers, content creators

Introduction

Bloggers are people who share textual content as reviews and feedback on social media (Raghavan, 2006), while video bloggers commonly known as vloggers make user-generated content using both audio and visual. Today the vloggers use sophisticated cameras, microphones and even drones combined with their editing skills produce high production value video content that attracts a great number of followings. Social networks are witnessing a rapid growth of video blog (here in after referred to as vlog) advertising which refers to the paid sponsorships of vloggers to review and promote upcoming products (e.g., beauty products and apparels) or services (e.g., hotel brands) (Ladhari, Massa, & Skandrani, 2020).

Vlogs are often broadcast on social media platforms like YouTube. Vlogs have become more important since the foundation of YouTube in 2005 (Thomson, 2006). YouTube is a content community that allows users to upload, view, share, and comment on videos on the site. Vloggers create, record, and upload videos about their personal life and products (brands) or services giving information and entertainment, but their personal characteristics and authoritativeness, engagement and what the audience seek (Tolunay & Ekizler, 2021).

Many companies and brands incorporate Vlogs for powerful marketing strategies to present their products in positive and lighter content to target certain consumer segments (Lee & Watkins, 2016). Content creators has redefined the way we connect, share, and consume content, empowering individuals to become creators and fostering genuine connections between people across the globe. As vlogging continues to evolve, it will undoubtedly shape the future of social media, paving the way for new forms of expression, communication, and community building. Whether a creator or a viewer, vlogging has become an integral digital life, shaping the way people experience and engage with the world.

In the contemporary era marked by Internet proliferation, a multitude of individuals have gained fame on online media platforms through self-

expression, fostering substantial followings and building extensive social communities. Vloggers' relationship with consumers or followers builds over the persuasive strategies they use in content. Vloggers employ persuasive techniques to influence their consumers based on Aristotle's concept of emotional appeal is expansively used. Parasocial relationship is also explored as a reason of the followers dedicated following of vloggers content (Sheng X., Zeng, Zhang, & Hu, 2022).

Consequently, an increasing number of businesses, brands and companies are leveraging these online figures to promote their products. This approach aims to boost consumers' awareness of the brand and influence their purchasing decisions, representing a novel method in advertising and marketing. (Yuan, 2019).

Adam Kontra's posted first 15 seconds video of his journey to Los Angeles on his personal blog for his family and friends. However, the term "vlog" wasn't used in 2002 the filmmaker and musician, Luuk Bouwman started uploading a video diary of his post-college travels (Sanchez, 2019). He explained that it was Luuk Bouwman who coined the word "vlog", short version of "video log" or "video blogging".

Research Objectives

1. What content contributes to the success of vlogs and creates most engagements
2. To identify the most prevalent subjects and trends amongst content creators.
3. Determine the presentation style and delivery techniques used by the vloggers to understand their impact on audience engagement and viewership.
4. Investigate the audience engagement metrics to gain insights into the vloggers' reach and influence on youth

Research Questions

RQ1. What type of content contributes towards engagements and success of vlogs?

RQ2. What are the prevalent themes and topics covered by the top 3 vloggers in Pakistan, and what are the current trends in vlog content?

RQ3. How do vloggers present their content and engage with their audience to impact viewership and engagement?

RQ4. What insights can be gained from audience engagement metrics regarding the reach and influence of vloggers on the youth demographic?

Literature Review

Although vlogs have been around for quite some time, the increasing interest in vlogs in marketing is quite recent and their influence on consumer decisions is relatively unexplored compared to other social media tools such as blogs. Vlogs have brought about a new revolution in multimedia usage. Nevertheless, a quick look at the current vlogs reveals that not many of the results from multimedia research, such as media content analysis, semantic content classification and annotation, structured multimedia authoring, or digital-right management, found their way into vlogging techniques. For example, a simple shot-segmentation technique could provide YouTube users with small bookmarks for each video and allow them to easily jump into different video scenes, instead of watching it all or using the slider (Boll S. C., 2007)

Vlogs are a new genre in computer-mediated communication (CMC), with their contents being similar to those of blogs, except they are rendered through video (Frobenius M., 2014).

A distinctive feature of vlogs is that their creators, called vloggers, appear physically in their media text and express themselves verbally. One of the most important aspects of vlogging is to generate a visual connection with your viewers. With the revolution of multimedia vlogs have emerged as a popular unconventional medium of conveying messages to audience. Any

individual who places themselves in front of the camera sharing content and talking about

different topics related to that particular individual or of the world. Emphasizing on the use of Vlogging for multiple purposes and its effectiveness, (Ilyas & Ara, 2021) discusses its impact on Pakistani media industry. (Khalid & Siddiqui, 2019) explored the influence of vloggers on product endorsement. The study revealed that vloggers affected the consumer buying behavior and brand promotion. It was proven that vlogs could be major factor helping in building brand and that the vloggers did not only earn through vlogging or gain popularity and reward, but they could be equally important in branding strategies that are taking place through vlogging.

Vloggers post content about their interests like food, lifestyle, health and weight management, make up and self-grooming, technology etc and their subscribers are getting the benefits from the usefulness of these vloggers. She further proves that the usage of social media has made the youth isolated and secluded from their families, resulting in negative impact on psychological, political and social ways (Zaheer, 2018).

Another study (Kim, 2017) Projected the result of vlogs engagement for brand promotion through vlogs and the impact on viewers' influential engagement on brands paced in vlogs. He collected data through YouTube analytics and Facebook insights to access and interpret the consumers' reactions and their engagement. The results of his study proved that due to vlogs used by brands, there is not only increased awareness but even consumer behaviors change. While deconstructing video blogs (Griffith & Papacharissi, 2010) the rhythm, communication style, special effects, music and language were taken into consideration to better understand the culture and trend of these bloggers. Further bifurcation was made into links, text, site and comments from the ten personal Vlogs the researcher had selected. The prominent themes that emerged from the analysis highlighted three prominent themes, which includes using Vlogs: as

diaries, medium of expression and means to narcissism properties of character.

To understand the Vloggers' community (Warmbrodt, Sheng, Hall, & Cao, 2010) explored 74 personal vloggers to understand the structure and motivation of the vlogs. The results of the study indicate that vlogging communities are very similar in characteristics, like both are interactive and social in nature. But the video adds personal, intimate and empathetic interaction, something that lacks in text blogging.

A recent study (Ahmed, Bashir, & Liaqat, 2023) focused on rise of vlogging during pandemic and its importance from business aspect and marketing in Pakistan. The content creator Zahid Ali's ten YouTube vlogs were analyzed to find that the content promoted business which did really really good profit and emphasized that vlogs can be instrumental for marketing in Pakistan.

Theoretical Perspective

The term "homophily" or "love of sameness" was first coined in 1954 by American sociologists Paul Lazarsfeld and Robert Merton. The information, whether genetic, cultural or material, spreads through it, determines the level of homophily in a society (McPherson, Smith Lovin, & Cook, 2001). Greater the social contact with people who are similar is directly related to having a greater tendency for homophily. There are many factors that can determine the similarity such as race, faith, similar interests, shared ideals or social status. This theory can be applied to the study based on the fact that audience ratings is the highest for personal content of the vloggers.

Methodology

The study uses a combination of both methods of analysis qualitative and quantitative. quantitative study analysing the VLogs of top 3 Pakistani vloggers. The units of analysis were categorized in terms of theme, style, likes and comments on each vlog selected as part of the study.

Quantitative data analysis will aid the study to analyse and interpret the numerical data in terms of number of likes and comments and in terms of the number of followers, to conclude the information by identifying patterns, trends and relationships.

In the secondary format the study deploys qualitative methods through content analysis to understand the data of quantitative research. Qualitative Content Analysis is instrumental in discovering meaningful facts that are revealed as a result of a systematic observation of any media text assigned with different labels (Hodder, 1994).

Thematic style using coding has been applied for the qualitative content analysis, the vlogs have been assigned words, to summarize or capture the attributes of the style of the content that reoccurred as a theme through a portion of language-based and visual data (Saldana, 2016).

According to Berger, (2019), “the basic assumption implicit in content analysis is that an investigation of messages and communication will allow to gain insight into some aspect of the people who receive these messages (173)” A total of 90 Vlogs, 30 vlogs of each content creator were selected as a sample for this study, till 29th December 2023.

Purposive Sampling Techniques was carried out using non-probability sample as it served the purpose of the researcher’s set objectives of the selected population based on the characteristics set to be observed. As (Neuman, 2014) stated, “we use purposive sampling to identify particular types of cases for an in-depth investigation to gain a deeper understanding of types (274).” A total of 90 Vlogs and 30 Vlogs of each Top 3 Pakistani Youtube Vloggers with most subscriptions were selected for this study. The cut off time to record the data was set as to 18:00 on 29th December, 2023.

Data analysis and findings

The following tables lists the top 3 Vloggers Ducky bhai, Maaz Safder, and Shahveer Jafry based on number of subscriptions on YouTube and their total number of subscribers.

Vloggers	Subscribers
Ducky bhai	6.28M
Maaz Safder	3.72M
Shahveer Jafry	3.51M

This list highlights that Ducky bhai tops the list with 6 million subscribers, followed by Maaz Safder in second place with more than 4 million subscribers, followed by Shahveer Jafry in third place crossing 2 million subscribers.

Content Analysis of the three Vloggers

Ducky Bhai

Ducky Bhai, also known as Saad Ur Rehman, is a prominent Pakistani YouTuber and social media personality. His comic content, roasts, and satirical videos on platforms like YouTube and Instagram have earned him a significant following. Ducky Bhai covers a wide range of topics in his vlogs, including current events, and personal experiences, social issues, politics, education and online trends. His vlogs have an informal and conversational style incorporating humour and wit, while his editing style is fast-paced cuts and quick transitions.

Maaz Safdar

Maaz Safdar's rise as a popular YouTube vlogger in Pakistan. His commitment to daily vlogs and diverse content on "Maaz Safdar World" demonstrates his versatility and dedication to engaging his audience. His vlogs often feature, lifestyle experiences, and insightful commentary on random events. He uses a relatable style that can appeal to masses with simplicity, and his vlogs have gained a dedicated following.

Shahveer Jafry

Shahveer Jafry's videos mainly touch of local (desi) cultural traditions. He entertains the audience by bringing a positive image of Pakistanis. The content creator started gaining traction back in 2013. Shahveer Jafry's vlogs typically revolve around his daily life, travel adventures, and interactions with friends and family. They often feature comedic elements, cultural observations, and snippets of his personal experiences. The content is diverse, ranging from light-hearted humour to more reflective moments, providing viewers with a glimpse into his lifestyle and personality. Based on his content, his travel vlogs often showcase a mix of cultural exploration, humour, and personal experiences. They may feature various destinations, local cuisine, interactions with locals, and the overall adventure of exploring new places.

Content analysis of Vlogs based on Themes and style

The reoccurring themes in vlogs were coded in thematic style to categorise the content based on the content. Coding is an activity through which word or phrase is assigned to capture some attribute of "a portion of language-based or visual data," often in interaction

with that data as stated in by Johnny Saldana. The videos were coded according to the type of content while the Vlogs' style was assessed and classified into distinct categories, determined by the content producers' use of gestures, words, and sentence structures in their videos.

Audience Engagement

Examining the themes of the VLog, it was crucial to evaluate the audience's interaction with the content. YouTube offers various feedback mechanisms to viewers, enabling the video uploader to gauge the audience's reaction effectively. The overall view count per video encompasses both the passive audience (those who simply watch the videos) and the active audience (those who engage with the VLogs' content). The active audience has the option to express their opinions by liking, disliking, or commenting on the video.

Ducky Bhai

Sr no	Topics/ Themes	Frequencies	Style/ Structure
1.	Food	20%	Casual/ conversational
2.	Traveling/Places	30%	Fun/ joyous
3.	Events/ Incidents	26%	Tragic/ dramatic
4.	Miscellaneous	26%	Comedy/ Fun/ Joyous

Sr no	Travel Vlogs	Likes	Views
1.	Malaysia	127k	1.8M
2.	Indonesia	86k	3.5M
3.	Turkey	191k	2M
4.	Saudia Arab	167k	2.5M
5.	Vietnam	134k	1.8M
6.	<u>Srilanka</u>	149k	2.4M
7.	Dubai	164k	986k
8.	Thailand	135k	1.8M

There were 4 categories selected to identify the popular themes of Ducky Bhai vlogs. The category named the “Traveling/ places” showed the greatest frequency of about 9. Two different themes Events/Incidents and Food came as second with frequency 7 and 6. And remaining were in miscellaneous category. This result suggests that his interest in making the the traveling/places vlogs is almost equal to events/ incidents specific VLogs for his channel. He is moderately interested in producing food and miscellaneous content. The most used style in all the VLogs came out to

be comic in style. Some VLogs contained Tragic/ dramatic style in his content.

Sr no	Food vlogs	Likes	Views
1.	Ordered the entire menu of McDonalds	210k	3.7M
2.	Ordered the entire menu of Kfc	202k	3.6M
3.	Ate Rs 1 lac golden steak	255k	2.6M
4.	Ate Rs 50000 lobsters	125k	2.2M
5.	Ate Rs 150,000 Golden burger	129k	2.1M
6.	Tried Albaik	167k	2.5M

Sr no	Events/ Incidents	Likes	Views
1.	Got engaged	364k	4.3M
2.	Got married	340k	6.4M
3.	Got bald	311k	4.3M
4.	Invited on YouTube event	126k	1.8M
5.	Bought his dream car	354K	4.4M
6.	Went to top of Burj Khalifa	121k	2.2M

Based on the likes and views received on each video, the findings indicate that the audience is particularly intrigued by aspects of his personal life. This includes details such as his travel experiences, various activities featured in his food vlogs, and the audience's interest extends to witnessing noteworthy incidents that occur in his life.

The analysis of his vlogs reveals a strong inclination towards international travel, including a honeymoon trip to Turkey and attending the World Cup in Sri Lanka. Additionally, he showcases various food experiences such as indulging in a golden steak worth Rs. 1 lac, a golden burger worth Rs. 150,000, and savoring lobsters worth Rs. 50,000. Furthermore, he documents significant life events and incidents, such as his engagement in 2023, fulfilling his dream of owning an "Audi" car, and shaving his head upon reaching 6 million subscribers. His miscellaneous vlogs capture everyday life occurrences in an engaging and entertaining manner. The high level of audience engagement is evident from his substantial fan base, with over 6 million followers on YouTube.

Maaz Safdar

Sr no	Topics/ Themes	Frequencies	Style/ Structure
1.	Food	26%	Casual/ conversational
2.	Traveling/Places	10%	Fun/ adventurous
3.	Events/ Incidents	16%	Tragic/ dramatic
4.	Miscellaneous	63%	Comedy/ Fun

The analysis of Maaz Safder's vlogs revealed that four categories were selected to identify popular themes. "Food" was the most frequently featured category, with a frequency of 8. Following closely were

"Events/Incidents" and "Travelling/places" with frequencies of 7 and 6, respectively. Interestingly, the category of "Miscellaneous" emerged as the most prevalent in his content. This suggests that Maaz Safder's interest in creating miscellaneous vlogs is prominent, often encompassing random aspects of his daily life and family, particularly focusing on his son. Furthermore, the predominant style across all vlogs was found to be comic and conversational. However, some vlogs also contained elements of tragic/dramatic style in their content.

Sr no	Travel Vlogs	Likes	Views
1.	Turkey	177k	2.1M
2.	Pakistan tour	140k	2.1M
3.	Saudia Arab	104k	1.8M

Sr no	Food vlogs	Likes	Views
1.	Ate crabs	49k	174k
2.	Karachi eat festival	88k	1.6M
3.	Foodies carpool show	71k	1.3M
4.	Pizza	121k	2.6M
5.	Tikka boti at home	109k	1.7M
6.	Tried Sushi first time	52k	1.1M

Sr no	Events/ Incidents	Likes	Views
1.	Son's birthday party	143k	3.1M
2.	Invited on Youtube event	121k	2M

The vlogs of this Maaz Safder cover a limited range of topics, with a focus on travel, food, family events, and miscellaneous daily life. His travel vlogs feature trips to Saudi Arabia for Umrah, a tour of Pakistan with his family, and a visit to Turkey with his brothers. In terms of food content, he enjoys exploring new culinary experiences such as trying crabs and sushi, attending food festivals, participating in foodie carpool shows, and hosting BBQ party with friends. Additionally, his vlogs showcase significant events like his son's birthday party and his attendance at a YouTube event in 2023. The majority of his content centres around his family, particularly highlighting his son's activities and casual outings. High number of likes and views on his videos suggests that the audience is highly interested in his personal life, including his son's endearing moments, daily activities, and significant life events. This indicates that the audience has a strong affinity for his style and content.

Shahveer Jafry

Sr no	Topics/ Themes	Frequencies	Style/ Structure
1.	Food	2%	comedy/fun/joyous
2.	Traveling/Places	20%	Fun/ joyous
4.	Events/ Incidents	36%	Casual/ conversational
5.	Miscellaneous	70%	Comedy/ Fun/ Joyous

The analysis of Shahveer Jafry's vlogs revealed that the most prevalent category in his content is "Miscellaneous," with a frequency of 22. This suggests that Shahveer Jafry's interest in creating miscellaneous vlogs is prominent, often encompassing random aspects of his daily life, friends, his wife, and unique challenges. Additionally, the predominant style across all vlogs was found to be comic and conversational, with some vlogs also containing elements of tragic/dramatic style in their content. The frequency of vlogs related to "Travelling/places" was 6, while "Food" was the least featured category with a frequency of 2. Only 1 vlog based on "Event/incident" was found.

Sr no	Travel Vlogs	Likes	Views
1.	Pakistan northern areas	123k	2.1M
2.	Turkey	84k	1.9M
3.	Srilanka	25k	572k
4.	Dubai	54k	954k
5.	Thailand	17k	374k

Sr no	Food vlogs	Likes	Views
1.	Food challenge	60k	939k
2.	Food challenge	26k	747k

	Events/ Incidents	Likes	Views
1.	Friend's wedding event	61k	1,6M

The analysis of the vlogs indicates that the audience is particularly drawn to the travel vlogs, with the highest number of likes and views recorded for the trip to the northern areas of Pakistan. Additionally, vlogs featuring trips to Turkey and Thailand with friends also garnered significant attention. Furthermore, the food challenge-based vlogs have proven to be successful in attracting viewers. In 2023, no significant events or incidents were captured in the vlogs, except for the wedding events of his friend. The miscellaneous vlogs, showcasing various fun activities with friends and family, have effectively engaged the audience and kept them entertained.

Qualitative Content Analysis

For the study 10 comments from vlogs of each vlogger has been selected from the year 2023, to analyze viewers response to the content. The charts below show the theme and comments on the respective vlogs.

Ducky bhai

DATE	COMMENTS	THEME OF VLOGS
2 nd Aug 2023	<p>“He never fails to make us laugh”</p> <p>“Everything is temporary but Ducky bhai and Aroob love is permanent”</p>	I ate a Rs 150,000 golden burger (24k gold)

13 th Aug 2023	<p>“Straight from vlogging to mukbang Ducky bhai evolution is priceless”</p> <p>“Ap ke daily vlogs he best hote hain bs hum usi mai khush hoty”</p>	I ate a 100,000 golden steak (24k gold)
1 st Sep 2023	<p>“The respect he gets from Pakistani people goes to show his personality”</p> <p>“The way he roast Aroob innocently is superb”</p>	Landed to Sri Lanka to watch
17 th Oct 2023	<p>“Your vlogs always put a smile on my face, keep sharing your adventures”</p> <p>“Vlogging is an art, and you’ve truly mastered it, great job capturing these moments”</p>	Eating 50,000 Lobsters
3 rd Nov 2023	<p>“Only Ducky bhai lovers can feel the happiness of every vlog”</p> <p>“Everything is temporary but ducky bhai missing his flight is permanent”</p>	Turkey land hogae

Maaz Safder

DATE	COMMENTS	THEME & STYLE OF VLOGS
9 th Jan 2023	<p>“Maaz safder is a cool minded person with a lot of responsibilities, saba is so lucky to have him”</p> <p>“Such a cute family, I can’t stop loving them, may Allah bless him”</p>	Karachi eat festival me gaye
8 th Sept 2023	<p>“Finally, Fariha and maaz together, so cute bonding”</p> <p>“Best part of vlog is when Fariha try sushi”</p>	Trying Sushi for the first time
28 th Sept 2023	<p>Vlog is incomplete without Hussain and Shahz”</p> <p>“The vlog was interesting and Basil is so cute mashAllah”</p>	Ye kia khila diya Saba ne
5 th Nov 2023	<p>“MashAllah amazing birthday celebration of Basil, May Allah give a healthy life to Basil, love from Dubai”</p> <p>“MashAllah sab bhut piyare lag rahe hen basil toh bhut piyara lag raha h or saba or maaz bhi mashAllah</p>	Basil ki first birthday ever celebration

	mashAllah, happy birthday to you basil”	
12th Nov 2023	<p>“Palistan’s firstever vlogger who’s spending his money on a good platform!!MashAllah for you and your family.”</p> <p>“MashAllah congratulations to you all & specially Basil, your family is an ideal family Mashallah. We enjoyed your vlogs a lot, your fans from USA”</p>	Basil’s first umrah done

Shahveer Jafry

DATE	COMMENTS	THEME & STYLE OF VLOGS
10 th June 2023	<p>“I love how Ayesha was enjoying everything n was nt at all stressed by the challenge. She knew she was going to finish the least amount of food of them all”</p> <p>“Watching your vlogs everyday takes me back to</p>	Eat everything or give 50,000 to a subscriber

	2018-2019 & I truly feel good about it”	
18 th June 2023	<p>“This vlog was filled with good looks, good looks and good looks, you and Ayesha are the best models!! You don’t need any models”</p> <p>“The best part was Shahveer saying Bengali</p>	She found her Sultan in Istanbul
29 th June 2023	<p>“Shahveer knows how to make his fans smile”</p> <p>“Nowadays everyone is going out of country but I think our country is the most beautiful place to explore!! Srsly this was the best vlog I have ever seen like beautiful Masha Allah”</p>	She didn’t expect this in Hunza
1 st Sept 2023	<p>“This Vlog gave me Zindagi milegi na dobara vibes and I’m here for it”</p> <p>“The kind of editing you do on your vlogs is just amazing shahveer, keep shining”</p>	I took my friends to Thailand

7 th Oct 2023	<p>“Shahveer indirectly being the protective elder brother of Sunny is the cutest thing”</p> <p>“The way you show everyone’s outfits and the music you use is amazing, I replay those parts again and again”</p>	<p>They’re married! Baraat event was beautiful</p>
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Discussion

The growth of vlogging in Pakistan has been rapid due to increased awareness of the importance of social media, especially YouTube. Not only the general public, but also traditional media/film celebrities and TV channels are leveraging YouTube to reach a global audience. Initially, there were only a few vloggers in Pakistan in 2015, but now the number has significantly increased (a survey by Modash reveals more 4321 Youtube content creators in Pakistan with more than 500k following) due to internet accessibility and the availability of vlogging equipment. Individuals with talent can now showcase their skills to the world by starting their own YouTube channels and consistently uploading videos, ultimately gaining fame. The initial lack of recognition for their content can be demoralizing for vloggers. The engagement factor through likes, comments and resharing of content is a factor of motivation for the content creators. This feedback loop often drives vloggers to improve their content and engage more with their audience.

An important aspect of vlogging is to establish a visual connection with the audience. Vloggers have the freedom to express their thoughts, opinions, and talents without the constraints of traditional media appearances. Vlogging inspires individuals to share talents such as makeup skills, traveling, cooking, baking, technical skills, and more with the world, which was not possible through traditional media.

The most significant data revealed from the study shows the interest of followers in the personal life of the content creators. For Ducky bhai the comments reveal that whether it is his dining experience or travel log all the comments are personal about the style of Ducky bhai and his wife reactions, in particular how cute they look as couple is seen in comments and how he has captured light hearted moments with his wife or friends bringing joy to the viewers. Similarly, in comments recorded for Maaz Safder, we observe that the comments are mostly on how lucky his wife Saba is or how cute his son Basil is. All comments are personal and more focused on

the content creator and his family rather than the content. Here we connect the theory of homophily with the viewers and the content creators. The vloggers are Pakistani origin living abroad, when they share their lives through their content on YouTube vlogs viewers idealizes them, their social status and connect with them. The audience ratings are highest on contents that implicitly share their personal live events, like birthday of their son, marriage, engagement ceremony, honeymoon trip or simply a dinner at a pricy restaurant. And the findings are similar across all three content creators included in this study we find that the ones with most engagement were their marriage ceremony, honeymoon trip, son's birthday or dinner with their spouse. We can conclude this as people have an inclination to view their personal experiences. This personal touch and the feeling of homophily in return contribute to the appeal and impact of their vlogging.

Conclusion

The Vlogging trend is not limited to the general public. even traditional media and film celebrities, as well as TV channels, are utilizing YouTube to connect with a global audience. In 2015, there were only a handful of vloggers in Pakistan, but due to increased internet accessibility and the availability of vlogging equipment, the number has surged. He

engagement of audience through like and comments, brings a sense of fulfilment to the vloggers and propels vloggers to enhance their content and interact more with their audience. Research by scholars of Marketing and Advertising has proved that vloggers have been instrumental in enhancing product appeal through brand promotion, celebrity endorsement, that has resulted as a significant impact on consumer buying behaviour. Vloggers effectively use YouTube and other social media platforms to appeal to their audience, leveraging the platform's power to evoke a sympathetic response and create a compelling narrative that influences purchasing decisions. The role of homophily plays an important role in following these content creators which results in increased sales as a result of their promotions.

One crucial aspect was evaluating the audience's interaction with the content. YouTube provides various feedback mechanisms, allowing the video uploader to effectively gauge the audience's reaction. The overall view count per video encompasses both passive audience members (those who simply watch the videos) and active audience members (those who engage with the vlogs' content). The active audience has the option to express their opinions by liking, disliking, or commenting on the video. This engagement provides valuable insights into the audience's reception of the vlogs. The distinct feature of vloggers physically appearing and verbally interacting with their viewers is one of the vital reasons of viewers following and intrigue and personal vlogging. Hence this study has proven the result that the audience are fairly interested in viewing content on personal experiences of the YouTuber's like engagement ceremony, son's birthday and dinner with spouse. Hence, final results indicate that the content created by the top 3 Pakistani vloggers primarily focuses on daily life activities, food challenges, trying new cuisines, and traveling to various countries with spouse or friends has the highest of engagement.

Recommendations

It is important to recognize the potential impact of vlogging on society. Further research in this area can provide valuable insights into the influence of vlogs on individuals and communities. Analysing the content of vlogs and conducting impact studies can contribute to a better understanding of this phenomenon. This research can offer valuable information for various fields, including media studies, psychology, and sociology.

It's important for vloggers to be mindful of the content they produce because they have a significant influence on a large number of young people who idolize them. Creating educational or informative content can be a great way to positively impact their audience and contribute to their personal growth and knowledge. This approach not only benefits the viewers but also reflects positively on the vloggers themselves.

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