**WHY V-LOG REPLACING BLOG BECAME THE NEW POPULAR TREND**

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# Chapter 1: Introduction

## Background of the Research

Internet is a medium where people can find information about almost anything. The availability of the internet has increased with the implementation of new strategies and policies on the internet, providing organizations. The expenses of using the internet have become lower than reasonable in most of the countries in the world. In this era of internet, the psychology of people and the trends of society is changing with the up-gradation of technology. People are finding a way of passing their free time on the internet. There was a time when blogs were a popular medium to earn money (Seo, & Jung, 2017). Bloggers used to write blogs on random contents. It can be in literature, science, technology, general intelligence, etc. There are several stories and poem writers who earned immense fame only by writing blogs. As the habit of reading was there in people, so just by changing the medium from paper book to eBook draws a lot of attention.

However, with the increasing availability of internet service, people started to shift from reading to watching. At the initial stage of the internet, the expenses of using the internet were very high. The people with the middle-class economic background could not use the internet for online video watching. However, the percentage of this financial group is highest in the world. Then, with some changed government policies and business structures, the expenses decreased a lot and suddenly became reasonable for the maximum percentage of people (Seo, & Jung, 2017). This resulted in the shift of trend in the global scenario. People like to see videos for several reasons. The impact of videos is better than blogs in some cases. Videos are more vibrant than blogs. In this paper, the primary reasons for preferring vlogs than blogs are tried to be identified. The survey and interview are the methods which are used here to collect quantitative information.

## Research Aim

Defining the proper aim of a project is essential to make the project successful. At the initial stage, a clear vision has to be there in the mind of the researcher. Without a clear view of the aim, a project or research cannot be performed well. The principal aim of this research is to find out the reason of popularity of v-logs over blogs in this current era and to understand the trend of the consumers. The consumers are the normal people of the world who are having an access to the internet and watching videos. The maximum percentage of the consumers in these sectors are aged between the 18-30 years. However, people of all the age group use to watch v-logs more or less.

## Research Objectives

There are one or more objectives of a project or research. Based on the aim of the study, the goals are planned and noted. These are important to make the way to the end of the project. As the aim of the project is to find out the reasons for the current trend of consumers about v-logs, the key objectives are as follows:

* To identify the disadvantages of blogs
* To find out the advantages of v-logs
* To determine the reason for liking v-logs over blogs.

The study is focused on these primary objectives.

## Research Questions

The research question is vital to make way to the end of the research. In this case, the research question is: **Why v-log is experiencing more popularity than blogs in this current time?**

## Significance

Significance of research is to determine the advantages of the study and to identify the implementation of the research results in future studies. The rate of research significance is made based on the results and implications of the study. All the data collection must be done correctly to have a proper and reliable outcome of the research. This significance of this research is discussed in this part.

 This study is based on the popularity of vloggers over the bloggers in the current time. The result of this study will point out several reasons for this. This will be helpful for future researches related to this concept and will also help to study the trends and thoughts of the consumers of blogs and v-logs.

The blogs are getting behind in the race of gaining popularity. This research will enlighten the facts and reasons for this. This will help the bloggers to make their innovation and creativity stronger to secure a place in the current trend of the market. The loopholes of the blogs will help the bloggers and further researchers on this topic. V-logs has its advantages based on which it became so popular in this time. There are some reasons behind the benefits. The reasons are a combined form of technical and psychological changes in the world. It will be helpful for the new v-loggers to have an idea about the market. The reason for liking v-logs over blogs are dependent on the trends and that are identified in this study. This will also help in enhancing the market and earnings of the v-loggers as well as the future researchers on this.

## 1.6 Thesis Structure

 The research is structured well to make the proper findings and produce the perfect outcomes for the research. For the structure, the introduction of the topic comes first. In this section, the background of the issue has been discussed. The current scenario is stated in this part of the study. After the background, the aim of the study has been identified and determined. Based on the aim, the key objectives are set, and the significance of the study is discussed. There are some kinds of literature based on this topic which has been reviewed to collect ideas. The quantitative survey has been done to produce the results. The findings and discussion is an essential part of the research where the results are found discussed. The study ends with a conclusion of the whole.

# Chapter 2: Literature Review

## 2.1Characteristics of a successful v-blog

`According to the journal, "Video Blogging: Content to the Max", video blogging sums up some qualities in it which are grassroots and ubiquitous. Technological advancement, however, achieves much popularity presently, which becomes the trend of the era. A successful v-blogging needs to have some specific characteristics. The characteristics will help the v-v-blogging to be better with much popularity. According to the experts, 80% of v-blogging will turn to v-v-blogging by 2019 as it is more profitable than the v-blogging. Now it needs to be understood what feature is offering it the advantages of how the better profit will be initiated. Certain features are:



Source: (Parker & Pfeiffer., 2005).

**High-quality microphone** – V-blog is comprised of the characteristic of audio in it by the default system; thereby, the audience can have proper audio support or recording for the video. High-quality microphone helps in making the audience engaged, and it instead saves time to deal with the difficulties regarding audio. If the video faces any issue, then even the audio support offers a better advantage for the v-blog. The sound even supports in voiceover presentation, though not for the live performance. A video vlogger is efficient enough to research on the tools properly and get the best one for his v-blogging. Microphones even have some segmentation regarding its output as some are best for a large room filled with echoes or windy outdoor. Thereby, the Vlogger goes along with his urge or want. The investment with proper implementation helps in achieving a successful result and profit margin (Parker & Pfeiffer., 2005).



Source: (Parker & Pfeiffer., 2005).

**Lighting advancement** – v-blogging projects both watching and hearing feature. Thereby, a vlogger sets the lighting set correctly for the v-blog to avoid the issues like unclarity and boredom. In order to run a commercial famous v-blog blogger sets the light by keeping three points in mind. The light set up helps the vlogger to make the more engaging v-blog (Lasser et al., 2017).

However, vlogger even sometimes faces some difficulties in carrying all the equipment for his blog. The professional vlogger has the light set up as per the picture for making it much commercial. Vlogger even familiar with specific terms like back light, fill light, key light as this thing help him in ways by conveying which light needs to be projected where. The picture above can describe the point better. The setting of the light is set like this as key light project a shadow, which is filled by fill light from the opposite side, and back light projects the natural look to the video. In order to avoid shadow on shoulders, vloggers set the lighting like this. The back light is the least bright among these three lights. Vlogger even focuses on much concern on the fact that cheap lights will not be good enough to present the features of a commercial blog. Professionalism offers much profit with proper investment. Filming outside, however, needs some different set up as the position of the camera to be in just the same angle with the sun where studio set up provides key light (Taipale, 2016).

**Catchy caption**

Vlogger is very much aware of the fact that viewers often view the video turning off the audio. Hence, to catch the attention of the viewer's vlogger goes with catchy captions for the viewers, which influences them to catch the video completely. Captioned videos even attend 40% more response than without caption videos, and this even enhances the chance of watching the complete video by 80%.



Source: Google

As per the picture, 85% of videos of facebook is being watched on mu8tye. However, captions increase the viewing rate of 12%. Vloggers offer such caption to address all the viewers who are not able to hear the video due to professional ethics or something else.

**Camera advancement** – Vlogger promotes their blog by better picture quality with a professional camera, which compels the viewers to watch the video. Vloggers choose their camera like the setting making an alignment with the place of shooting for making it more featured for the viewers. The smartphone even is a better option for the vloggers for its easy accessibility and portability.

**Accurate software for screen capture** – Vloggers as per the characteristics of their blog often do not use a camera, which offers them a kind of relaxation. In order to show the viewers certain things on the computer, vlogger uses the only computer to record their actions with the help of ScreenFlow. Thus, vloggers often avail some kinds of relaxation during their v-blogging.

**Engaging and personable** – Vlogger, due to his v-blogging, increases self-confidence and personality as the v-blogging needs much confidence in the shooting to involve the viewers. In order to make the video better, a vlogger needs to be confident; this helps them in personal betterment with professional achievement. Vlogger remembers the fact, that, their attitude saying everything matters a lot for the v-blog. The video even makes the viewer much engaging with its technological advancement.

**Viewing reason** – by a v-blog, viewers quickly, by its presentation gets the point why they see the v-blog. It offers them much justification to watch the video by which they can have information, presented excitingly. The viewers get the point that video has something to offer which they cannot get in their daily life.

**Efficiency in editing** – vloggers even enjoys an advantage of editing, which makes the v-blog more interesting for the viewers. The content, if not much engaging then proper editing, can serve the purpose as it projects something more acceptable to the viewers.

**Comment worthy** – v-blog as consumes more attention of the viewers; thereby, it gets the better promotion from the comments of the viewers which offers betterment from the commercial point of view. Often viewers go for a lengthy discussion under comment section which promotes the v-blog hugely.

**Interview session** – vlogger to offer some creativity or innovation to his v-blog often opts an interview session with some celebrities which at once make the v-blog popular, engaging huge profit margin. The tricks thereby become beneficial for v-blog and the vlogger at the same time.

**Continuation in content** – Vlogger, often obtains series for conveying a particular subject depending on its volume. The strategy never fails to retain the attraction of the viewers towards the v-blog. Instead, it initiated the popularity wit proper continuation of the content.

With all the offered features, the b-blogging is becoming a useful resource in the era for the present internet generation. The generation is fast, which compel them to obtain such things that can meet their urge with relevance.

**The impact of Vlogging on deaf culture**

Many years ago, no one was aware with the word blogging or blog. Nowadays, because of technology, the word blogging and blogger are everywhere (Watkins, 2017). Video blogs and blogs encourage people to express and write their feelings and thoughts. It has been noticed from the past few years that several deaf people started to blog and write about their experiences as well as access issues. Deaf people has adapted to blog and communities to communicate with each and everyone. Deaf people utilize video blogging to share the cultural experiences as affirming action. Deaf people utilize visual medium of the vlogging for sharing their content. Some of the technical characteristics of video blog are vlog setting, length of vlog, numerous comments, content, editing, and music. The medium of vlogs is not only considered as the formation of new option to make and share content, but it also help to communicate in which the environment of the website impacts the communication practices (Mastrocinque et al., 2017). Deaf culture communicates by ASL content (American Sign Language) like jokes, stories, and opinions. Vloggers think that new practices and innovations give additional meaning to Content of ASL. They utilizing new practices as well as innovations to support the meaning and fill the gaps of the missing content because of the limitations, which might obscure signs. The concept also support the thought that vlogging demonstrates as well as extends identity of Deaf. It is acknowledge that vlogging could also extend culture of deaf.

Vlogging happens when anyone produce video with a webcam technology as well as share that video content on the site. Webcam technology permits for the creation of video, video transmission and sharing that video globally in the type of Vlogs. One of the famous website regarding video sharing is YouTube, it has the potentiality to communicate asynchronously, permit for the information access through a wide range of cultures and people comprising people with the disabilities (Mastrocinque et al., 2017). Web technology and present video might provide a new opportunity for making permanent record regarding sign language that is ASL content within the type of video. ASL video can also allow people of the deaf community to share the content of ASL across time and distance, such as video messages or video chat in actual time.

 **The Evaluation of Blogs: From Text to Audio-Video**

From 1997, blogging develop into passion and spread rapidly among Internet literates. A blog or weblog is a Web page, which updated frequently with the old entries in reverse historical order, generally including links with the commentary (Bunjan & Suppasetseree, 2018). The phrase originated from the “Web log,” and was endorsed further through www.blogger.com as a blog. Blog could also be utilized as a verb, means to add or manage content to a blog. Blogs add to Web content through filtering and linking developing content within a structured way. All blogs as well as their interconnections are called blogosphere.

**Vlogging: Key Technological Challenges**

Vlogging is a type of blogging for which the medium is video. Nonetheless, online conveyance of video substance is anything but another movement, either by direct downloading or by means of gushing (Hung, 2017). It is helpful to make an examination among three firmly related administrations of online video conveyance (see Table I): IPTV (Internet Protocol Television), Internet video, and logging. From the substance point of view, the listed video content in three administrations have a few contrasts. As a rule, IPTV regularly gives fantastic TV projects and films with ensured nature of administrations (QoS); a general online video administration frequently underpins a wide scope of recordings, from low-quality recordings created by nonprofessional clients, to top notch TV clasps or motion picture documents, either in live communicate or by means of downloaded document. While recordings in video blogs are frequently, generate by non-professional clients in a discussion radio organization and with genuinely short length, encoded with moderately low goals and chronicled backward sequential request (Hung, 2017). Distinctive video types and divergent administration targets at that point portray their diverse supporting advances.

## 2.2 Emerging Technologies

According to the journal "The defining characteristics of emerging technologies and emerging practices in Digital Education", blogs are featured with different types of blogs which offers access to all to have some information on topics initiating Digital Education (Velleitsianos., 2016). Further, the features can be discussed in detail-

* Every blog contains a title for the content which tries to give a hint of its topic with which it will deal in detail in the blog.
* Generally, it shares a concern for slogan or a tagline which helps it to engage the people towards it.
* Often, it deals with a tricky headline to mark a new entry to the blog. The listing even compels the reader to assume the upcoming before they get engaged in details.
* The blog contains a date to maintain a period which helps the people to understand the latest trend by the time.
* Outside resource or hyperlinks have often been used to highlight the text for the people. It is even implemented to avoid boredom from the part of the people (Kuo et al., 2017).
* It carries a reference of a past blog entry to offer better relevance to the blog, which helps to engage more people towards it.
* The comment section of the blog initiates promotion and revenue by which people convey their opinion for the blog (Sugimoto et al., 2017).

In the literature review section, the first two themes depict the characteristics of v-blog and blog respectively, which somehow is bearing a hidden fact that the reason for replacing blog by V-blog. As it is already mentioned earlier that the modern generation is an electric generation and thus the engaging feature of v-blog grabs them quickly where blogs now become obsolete and monotonous. The features like audio and video of v-blog are more advancement to catch its viewers where blogs are only for those who love to read. The factor plays a significant role in the context as almost every people like to see something whether a few people of the generation is interested in learning with a vast range. These all are the point of view from the customers where v-blog is getting much popularity from the vlogger's end as well. V-blogs are te medium to offer better opportunity, thereby vlogger will be interested in this more.

Along with this, vlogger can have betterment in their personality by initiating self-confidence and communication level to use its video feature utmost where blog does not offer any such option. Most importantly, the blog becomes outdated with its old features where v-blog becomes the new trend. The reader needs to go through the whole blog to understand its topic which is time-consuming where v-blog by its caption, video ignoring the audio even catches the attention quickly and consumes less timing for conveying the problem accurately. Vloggers for the advancement of the technology in v-blog become much confident about the camera, light set up and other things where a blogger can develop only writing skill through the blog.

# Chapter 3: Methodology

## 3.1 Research design

 The research methodology is the methods by which the whole research has been done. Selection of the proper methodology is significant for research. The choice of the methodology is needed to be done based on the research topic the desired outcomes of the result. A research methodology is classified into two primary types. One is a qualitative research method where the information is collected from several articles and pieces of literature base on the topic and then the analysis is done. All the different perspectives are collected and compared from the literatures. The second one is the quantitative research methodology. In this type of methods, quantitative data are collected through various supporting ways. A most popular method is the survey method, which is applied in this study. In some researches, a combination of the qualitative and quantitative method is used to find out the results. In this research, the quantitative method is selected.

The data is collected from a survey and interviews. The data are then appropriately analysed to generate the desired outcomes (McCusker & Gunaydin, 2015). There are some advantages of a quantitative method of research which are applied here. The first advantage is that the data collected by this method are reliable. The second advantage is the validation of the data. As the data retaken from a survey, there is no doubt about the validation of the data (McCusker & Gunaydin, 2015). The collected data can always be generalized among a huge number of population, which is helpful for this kind of researches. The analysis part is easy and accurate for the quantitative research method. In this study, a proper survey followed by the analysis is used (McCusker & Gunaydin, 2015). The quantitative method is used here and desired outcomes are produced as per the aim of the research.

## 3.2 Research approach

 The research approach is a crucial factor in any research. The approach which is taken to perform the research is important to get the proper result. The research approach is a part of the methodology. There are three different types of research approach which are used based on the research requirements. The three types of research approaches are Inductive approach, Deductive approach and Abductive approach. In this study, a deductive approach has been used for the research. In this type of approach, the theories based on the topic are used to make a hypothesis. The survey and other methods are used to perform a proper analysis for the research. There is a difference in the three types of approached.

 There are several advantages of the deductive approach. As this approach uses formal concepts that are already present in the knowledge of the researchers, there is a chance of relating the variables of the research with the established notions of study. This helps to have a proper finding of the research.

 Another advantage of this method is to measure the results quantitatively. The quantitative measure is helpful to decide the research outcomes (Hidayat, Sabandar & Syaban, 2018). The deductive approach is also helpful in establishing a new concept from the old one.

 The survey method is used here as a quantitative one. The deductive approach is used to generalize the survey to a higher extent (Hidayat, Sabandar & Syaban, 2018). A survey, done in a small range, can be increased or generalize using this approach of research.

Using the deductive approach, further research has been done.

## 3.3 Sampling

 Sampling is the method of selecting some respondents among a huge set of peoples. Sampling plays a key role in research or more specifically, in the survey. Based on the research technique and methods, the sampling method is decided. There are different types of sampling method, like stratified sampling, probability sampling, judgement sampling, systematic sampling, etc. In probability sampling, each of the person belong to the set, has a chance to be selected. This method is used here to have an unbiased result for the research.

There are advantages of this sampling method for which this is selected in this research. The primary advantages are discussed below:

 This method is more accessible than other sampling methods. A number has to be chosen randomly and allocated to peoples of the set in a random method. Then, based on the numbers and a predetermined design, the peoples are selected from the set. This creates a proper sample.

 This method is cost-effective. Assigning the numbers is the main task of this process. Random sampling can be used to take more than one samples from a huge number of peoples in an easier method (Etikan & Bala, 2017). This process also is done in a shorter time than the other processes. So it can be stated as a time-effective method also.

 The probability sampling can be done with a small judgemental practice. There is no need for judgemental theories and concepts to make a sample in this method (Etikan & Bala, 2017). This makes the method more effective and precise.

 This sampling does not require any special expertise in statistics. It can be done by any sensible person who knows of general studies (Etikan & Bala, 2017). Anyone can be assigned with this task to be completed.

 The probability sampling represents the population itself as it is selected randomly. The sampling varies with the variation of the population.

## 3.4 Data collection

 The quantitative data collection has been used for this research. A quantitative data collection is helpful to collect proper and reliable information for the research. There are generally two types of data collection method in research. One is quantitative data collection method, and the other is a qualitative data collection method. Based on the research, there are different types of approaches that are used. In this research, a deductive approach with a quantitative research method has been used. There are some limitations to using a qualitative data collection method in this research. As the qualitative data collection are generally done from the literature review, this is dependent on the personal judgements and point of views. The qualitative data collection method is more time-consuming. In this research, a proper numeric and quantitative data is needed to produce the desired outcome. The survey is used to collect data form the samples. From the collected data, proper analysis is done. Data collection in this method helped this research to achieve the proper result.

## 3.5 Survey

 The survey is the main method of quantitative methodology or quantitative data collection. From a proper survey, sampling is done properly. After the sampling, a bunch of research questions are made. To make the perfect sample, the probability method of sampling has been used. The respondents are asked the set of questions. The answers are recorded, and the percentages of the answers are made. The samples are the random people who responded to the survey questions.

1. **Have you been a part of any video blogs till date?**
* Yes
* No
1. **How many times in a day do you spend to watch v-logs?**
* More than 10 hours
* Less than 10 hours
* Less than 5 hours
* Less than 2 hours
* Never
1. **How many times in a day do you spend to read blogs?**

Very frequently (more than 10 hours)

Less frequently (less than 10 hours)

Occasionally (less than 5 hours)

Rarely (less than 2 hours)

Never

1. **Which channel do you prefer to watch blogs?**
* YouTube
* MySpace
* Daily Motion
* Vimeo
* Snap Chat
* Instagram
* Facebook
* Netflix
* MUBI
* Vudu
* Amazon instant video
* Hulu
* Others(specify)
1. **Which type of blogs have you read from the last month?**
* Documentary
* Educational
* Fashion
* Beauty
* Entertainment
* Other places (specify)
1. **Which type of blogs have you read from the last month?**
* Documentary
* Educational
* Fashion
* Beauty
* Entertainment
* Other places (specify)

# Chapter 4: Findings and Discussions

## 4.1 Survey Results

1. Have you been a part of any video blogs till date?

• Yes

• No

|  |  |  |  |
| --- | --- | --- | --- |
| Option | Response | Total Number of Respondents  | Percentage (%) |
| YES | 10 | 40 | 25 |
| NO | 30 | 40 | 75 |

**Table 1: Result of Question 1**

**Chart 1: Result of Question 1**

2. How many times in a day do you spend to watch v-logs?

• More than 10 hours

• Less than 10 hours

• Less than 5 hours

• Less than 2 hours

• Never

|  |  |  |  |
| --- | --- | --- | --- |
| Option | Response | Total Number of Respondents | Percentage (%) |
| More than 10 hours | 10 | 40 | 25 |
| Less than 10 hours | 15 | 40 | 37.5 |
| Less than 5 hours | 9 | 40 | 22.5 |
| Less than 2 hours | 4 | 40 | 10 |
| Never | 2 | 40 | 5 |

**Table 2: Result of Question 2**

**Chart 2: Result of Question 2**

3. How many times in a day do you spend to read blogs?

Very frequently (more than 10 hours)

Less frequently (less than 10 hours)

Occasionally (less than 5 hours)

Rarely (less than 2 hours)

Never

|  |  |  |  |
| --- | --- | --- | --- |
| Option | Response | Total Number of Respondents | Percentage (%) |
| Very frequently (more than 10 hours) | 16 | 40 | 40 |
| Less frequently (less than 10 hours) | 10 | 40 | 25 |
| Occasionally (less than 5 hours) | 4 | 40 | 10 |
| Rarely (less than 2 hours) | 7 | 40 | 17.5 |
| Never | 3 | 40 | 7.5 |

**Table 3: Result of Question 3**

**Chart 3: Result of Question 3**

4. Which channel do you prefer to watch blogs?

• YouTube

• MySpace

• Daily Motion

• Vimeo

• Snap Chat

• Instagram

• Facebook

• Netflix

• MUBI

• Vudu

• Amazon instant video

• Hulu

• Others(specify)

|  |  |  |  |
| --- | --- | --- | --- |
| Option | Response | Total Number of Respondents | Percentage (%) |
| YouTube | 17 | 40 | 42.5 |
| MySpace | 3 | 40 | 7.5 |
| Daily Motion | 2 | 40 | 5 |
| Vimeo | 3 | 40 | 7.5 |
| Snap Chat | 2 | 40 | 5 |
| Instagram | 6 | 40 | 15 |
| Facebook | 3 | 40 | 7.5 |
| Netflix | 2 | 40 | 5 |
| MUBI | 0 | 40 | 0 |
| Vudu | 0 | 40 | 0 |
| Amazon instant video | 1 | 40 | 2.5 |
| Hulu | 0 | 40 | 0 |
| Others(specify) | 1 | 40 | 2.5 |

**Table 4: Result of Question 4**

**Chart 4: Result of Question 4**

5. Which type of blogs have you read from the last month?

• Documentary

• Educational

• Fashion

• Beauty

• Entertainment

• Other places (specify)

|  |  |  |  |
| --- | --- | --- | --- |
| Option | Response | Total Number of Respondents | Percentage (%) |
| Documentary | 16 | 40 | 40 |
| Educational | 10 | 40 | 25 |
| Fashion | 7 | 40 | 17.5 |
| Beauty  | 3 | 40 | 7.5 |
| Entertainment | 2 | 40 | 5 |
| Other places (specify) | 2 | 40 | 5 |

**Table 5: Result of Question 5**

**Table 5: Result of Question 5**

6. Which type of vlogs have you read from the last month?

• Documentary

• Educational

• Fashion

• Beauty

• Entertainment

• Other places (specify)

|  |  |  |  |
| --- | --- | --- | --- |
| Option | Response | Total Number of Respondents | Percentage (%) |
| Documentary | 18 | 40 | 45 |
| Educational | 10 | 40 | 25 |
| Fashion | 7 | 40 | 17.5 |
| Beauty  | 3 | 40 | 7.5 |
| Entertainment | 2 | 40 | 5 |
| Other places (specify) | 2 | 40 | 5 |

**Table 6: Result of Question 6**

**Table 6: Result of Question 6**

According to survey questions, it is acknowledge that 40 percentages of the respondents spend more than 10 hours to read blogs. Two of the respondents out of 40 are not interested to read blog. As per the four numbers question it is reveal that maximum numbers of the respondents are YouTube viewers. 40% of the respondents are interested to read documentary blogs whereas 45% of the respondents are interested in documentary Vlog.

## 4.2 Interview (v-loggers and bloggers)

In this project, there are five v-loggers selected, and an interview has been taken for each person.

1. In a typical week, about how many video or blogs do you create every day?

|  |  |
| --- | --- |
| Respondents | Answers |
| V-logger 1  |  3-5 |
| V-logger 2 | 1 |
| V-logger 3 | 2-5 |
| Blogger 1 | 1 |
| Blogger 2 | 4 |

1. In a typical week, about how many v-log or blog posts sites do you visit?

|  |  |
| --- | --- |
| Respondents | Answers |
| V-logger 1  | 10 |
| V-logger 2 | 12 |
| V-logger 3 | 15-20 |
| Blogger 1 | 8-12 |
| Blogger 2 | 15-20 |

1. Between video logs and blog posts sites, which sites do you frequently visit?

|  |  |
| --- | --- |
| Respondents | Answers |
| V-logger 1  | v-logs |
| V-logger 2 | v-logs |
| V-logger 3 | Both  |
| Blogger 1 | v-logs |
| Blogger 2 | Both (preferably blogs) |

1. What makes you prefer making video logs over blog posts or vice versa?

|  |  |
| --- | --- |
| Respondents | Answers |
| V-logger 1  | Vibrancy |
| V-logger 2 | Less time consuming  |
| V-logger 3 | Do not like reading  |
| Blogger 1 | Like to write  |
| Blogger 2 | Love literature |

1. Between vlogs and blog posts, which is more beneficial?

|  |  |
| --- | --- |
| Respondents | Answers |
| V-logger 1  | V-logs |
| V-logger 2 | V-logs |
| V-logger 3 | V-logs |
| Blogger 1 | V-logs |
| Blogger 2 | V-logs (as per the trends) |

The literature review section has focused on the authentic characteristics of vloggers. Discovering the intention of online triggering through communication and trust has been highlighted as well. It can be said that engagement knowledge has power for connecting the transmission and purpose of vlogging. As much as the audiences believe in the vlogging content, generally based on the authentic information instead of advertising strategy. The customized vlogging is seen to have a direct impact on increasing purchasing. Hence, the findings suggested analyzing the characteristics of the vlogs as well as its significant factors for attracting the audiences. The value of this study shed a highlight regarding the positive relationship with the amateur vloggers and the security issues. Two significant findings from both user studies were found the lack of structural literature and the amount of flaming. According to the results of the above study revealed that vlogging ASL literature requires being a part of vlogging in which the ethical impacts would be considered as a positive impact for replacing the Blog. The lack of ASL literature and the flaming related presence got represented for indicating the vlogging websites.

The research result showed that the characteristics of vloggers had significant features for influencing the attitude of vlog users. As per the quantitative analysis, the significant findings have consisted of decentralized vlogging community. The individual bloggers those had considerable sway over the community, replaced by the core group of active vloggers along with the peripherical less active group. Findings revealed that vlogs are considered a new form of modern cinema. The vloggers provide the network values and entertainment while considering their vlogs as cinema. As per the Vlogger statistics, it is seen that, since 2016, the vlogs have grown from 618 to near about 20915. Other findings suggest the blogs as a virtual community. Hence, these findings suggest the blogs attract a certain number of people in order to interact for becoming the virtual community. On the contrary, the outcome has considered the 'Vlogging' as cheap. This outcome allows the people for creating a new media.Concerning this paper, the research findings suggest providing a better understanding of vlogging for serving as a foundation in further research. The findings suggest further research for exploring the differences and similarities between the blogs and the vlogs. The replacement of BBlog is optimistic for providing additional insight towards the vloggers. Further studies would reveal the significant resources for existed vloggers. In addition, the finding of the study mentioned above suggests performing a mature vlogging for better understanding the vlogging networks that have replaced the blogging.

Moreover, this study transformed and provided insight by a comprehensive guide regarding the object of interest and undertaken assumptions of vloggers. The findings also consisted of methodological alignment for supporting the trustworthy claims of replacement of the Blog. Besides, the study has established a research framework in which social media significant challenges have been discussed accordingly. Finally, the findings of the above studies have considered 'replacing' blogs by the vlogs would help combine the marketing demographics.

# Chapter 5: Recommendations and Conclusion

## 5.1 Recommendations

It is essential to understand the significance of the suggestions which are devised off proposed research. The research in consideration focuses on the scenario where most creators and users are shifting themselves from blogging to vlogging. However, the basic idea and fundamentals of a blog and a vlog have already been discussed. In accordance, the data collection and data analysis have already been performed. Thus, the recommendations in alignment with the learnings to the study have been discussed. It is essential to understand that recommendation to any research is a crucial aspect. It can be safely denoted that the recommendations of research are established off the outcomes of the entire research issue. Thus, according to the proposals are as follows:

* Knowing the audience – the use of blogs is going down with every passing day. Therefore, coming up with new ideas and complementing what the audience is rooting for helps to stay in the limelight. V-logging is basically a step-down approach to the glam world; however, according to some, it may just be more tedious than it seems to be. The vlogging world is basically living on the current trends, and the directions seem to be changing with every passing moment. Thus, knowing what the audience wants to be able to build an entirely popular vlog is a crucial factor.
* Regularly update the vlog content – a vlog being nothing is simply a video blog. The contents of the vlog and the general direction of the vlog should reflect the creator (Fidan& Debbağ, 2018). One such great example is that of the "Try Guys". They started up as a group of four guys from "Buzzfeed" who came together to put forward their concepts and entertain their audience. Primarily their channel consisted of goofy comedies and general scripts that would crack people up. However, with time, they matured their channel into a more open vlog channel where each member of the group stared their personal stories, struggles and interests for the audience. Thus, showing extreme maturity with time and updating themselves with time, as per the needs.
* Good knowledge of SEO functionality is needed for optimizing the blog – the adequate knowledge for how the preference works and SEO functionality works are a must. In order to grow the channel, people need to see them. However, if the creator is not able to understand how the internet or any precise platform works, then it is very much impossible for the individual to grow as a creator. To be able to optimize the channel or the content which would pop-up when searched for is very important. Thus, knowledge SEO optimization is very much crucial for survival in the virtual grid.
* Personal domains can be taken into account – numerous successful vloggers have been able to create an impact just with the help of dedicated domains (Thurow, 2015). Such a great example would be the channel known as "SortedFood". They are basically a group of 5 friends who started their journey over YouTube pretty humbly. However, with time, effort and a lot of skills, they finally kicked in a personalized domain. They have been able to sell subscriptions, conduct specialized shows, travels and sell cookbooks with the help of so. Thus, expanding their business possibilities and success rate.
* Create fan-clubs and patriot-club – fan-clubs are an essential part of any social business. Thus, creating dedicated fan-clubs through which fan-events could be conducted for much of expanded business. Eventually, vlogs are a way to produce creativity to the world for recognition. And a lot of such creators are dependent on the earnings from such content. Thus, having patriot-clubs and fan-clubs are beneficial.
* Free platforms should be utilized to build a loyal audience – starting something such as vlogging is basically capital efficient. Thus, having free platforms for beginning the desired vlogs and experimenting with them is really desirable. Such platforms are basically offered by YouTube, Facebook, Vine, TikTok and etc. Thus, the initial investment is diminished, and a much more efficient start is provided.
* Right equipment should be taken into account – creating vlogs often calls for best of the best equipment which could capture every moment rigorously. However, for a start, it doesn't really nest to be over the top expensive, and it can be seen that early vlogs of most vloggers are made using the most basic equipment. However, to capture all the moments in the best possible framerates, most vloggers have to stay upgraded with available tech. Such evidence could be seen in the famous vlogger's channel "Casey Neistat". He initially started with a basic setup which included just a point and shoot camera, however, currently his vlogs are created using best cameras and slow-motion wide-angle shots using top-notch drones (Al Hibra, Hakim & Sudarwanto, 2019).
* Attractive thumbnails could attract a new audience – the creators could use attractive thumbnails that captures the primary aspect of the entire vlog. Many such YouTubers and vloggers have been using the tactic to emphasize and produce their content to the views. The use of captivating thumbnails could easily let a colossal surge of viewers to a creator.
* Sticking to a single platform is not the answer – the use of multiple platforms eventually leads to a vast field of possible audience. Thus, letting people or viewers grow in quantity. Multiple free or paid platforms could be utilized for the implementation of fan growing and gaining views over time (Zhou, Liang, Zhang & Ma, 2015).
* Editing skills should have culminated – the creator could accumulate editing skills, thus being able to produce great vlog results. However, it is essential to understand that not all people are blessed with equal skills; therefore, the creators could quickly consult or hire a video editor for producing a great looking video and eventually resulting in grabbing audience glare (Maceli & Burke, 2016).
* Communicational skills need to be developed – the vloggers or the creator could cultivate their communication skills, which would basically help them connect with the audience with ease. Thus, resulting in a better person to person connectivity over time. As it is evident that the most straightforward approach might just be the best approach when conveying an idea or a message (Hargie, 2018).

## 5.2 Conclusion

This research concluded by offering some implications for the vloggers. In the literature review section, the factors have discussed some realistic experiences. Those experiences were also considered as personal as well as the individual. Regarding this topic' Vlog replaces Blog' – it is seen that the choice of people was entirely depended with the person who had done those for the first time. The aforementioned survey and quantitative analysis had provided insight towards the communication that requires to be considered while making a decision. The above findings suggested that the people those feel easier to communicate with the people instead of excellent writing, 'Vlog' might get forted for them. However, a person who was able to express their own selves better with the written words, 'Blog 'got suitable with its flow. Now a day, it was also observed that some self-made celebrity ran the 'Vlog' parallel to 'Blog' to attract more viewers and readers. Those viewers and readers got attached by expressing their ideas through their medium of choice.As per the above questionnaire, it can be concluded that blogging and vlogging both got wondered as per the content marketing strategy. However, it was very tough while the human being preferred the passive cognitive experience in terms of entertainment. The literature review section broadly recognized that the blogs were likely to get yield to have the proper result while the viewers make significant decisions. On the contrary, the Vlogging service helped for combining the seamless balance based on the market demographics. The study showed that, now a day, the blogs were considered as a dominant force across the internet. Also, the written content helped to get connected with the generated traffic, the audiences. Hence, vlogs were considered as entertaining for the modern audiences those prefer to provide the choice while it comes to consume the content.

This research proposal had highlighted both 'Vlog' and 'Blog' as worthwhile as well as persuasive. While it comes to marketing and branding, it was seen that finding a strategy regarding collecting the resources helped to expand the audience, making the online presence count, and improving the sales. The replacement of blogging towards the marketing mix ended up with the more active, holistic and online strategy. In a sense, this research had revealed that vlogging is the better option for online personalities, whereas blogging has considered more efficient for the business. Integration and creativity related to and blogging got replaced by the business strategies, personalized website, and the advertisement.Further research requires defining the best way of attaching the audience using Vlogging. On the other hand, future research would reveal commercial purposes for replacing the Blog. Throughout this study, it was seen that the investors those were connected with content creation did the maximum access towards a wider audience. Moreover, this study had concluded that bloggers did not require fretting for the future. Even vast numbers of bloggers preferred to use the Blog because it offered a flexible lifestyle. In order to develop the technological rating, 'Vlogging' considered as a medium that flourished the social realm.

In this paper, a management model was proposed for in search of video blogs and annotation both. This paper had Provided the high quality of vlogging annotation, and the article extracted the informative keywords for targeting the vlogs from the perception of textual content. According to the surveys and interviews, the vlogging was considered as a different medium than text. Some participants voted for blogging as it allows their imagination for working and put the words that read into a particular context. On the contrary, different participants voted for vlogging as they help in better understanding the others' context. Finally, it got concluded that communication became harder through a blog. Hence, it is optimistic that, in future, the vlogs might replace the Blog by its accessing. This research showed that blogging might get diminished in its relative power. As per the literature review section, it can be said that "Vlogs replaces Blogs' not for a specified period. Maxmum aydiences look for thye instant satisfaction in which near about 99% had not invested their resourcs and times for getting deep into the subject. The whole research showed an insight towards vlogging as a medium to get engaged highly as well as wuick representation within very shortly. Throughout the entire analysis, the investigations had found that, in the case of blogs, it needed a dedicated hard work, including enough time to achieve the goals. In a sense, through the research, it was also seen that maximum blogs failed since, 2015 because it was quite hard to run. It was possible to argue regarding the evolution of vlogging can be replaced by the Blog by an initial effort. The vlogging sometimes considered as influential as it influences the marketing deals as well as multi-channel networks (MCNs). Over the last few years, mobile was the primary key for the video growth. This study revealed that digital device observation is increasing the proportion of audiences' consumption time. Whether or not the social media made a trend with the 'Vlog Creation Community'. This 'Vlog Creation Community' left with an impact on both where and how the vlogs were viewed. A recent study released that, between the year 2013 and 2015, the mobile video content went up near about 367%.

Finally, this study agreed with the topic 'VLogs replaces Blogs', and it became the new trend globally. The concept of vlogging generally based on the content of the vlogs. These contents were considered ed as productive with the epic adventures. The high production quality, beautiful locations and a vast knowledge had helped the 'Vlogs' while replacing the 'Blogs'. The participants found the 'Vlogs' more attractive as it assumed their needs and provided them with some authentic information.

Conversely, the Vlog expressed the way to connect the people more interestingly. The innovation of location features allowed the audience to record the digital moment. Hence, it can be said that the Vlog had replaced the Blog by exploring the power of the diary and the keeping moments of Vlogger.

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