

RESEARCH ESSAY

Women's presence on



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1. ACKNOWLEDGEMENTS

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And last but not least, to my family and friends who have supported me daily.

2. GLOSSARY

Blog: social network where users write news or articles, comment and interact with each other.

Make up guru: person who talks about beauty in their blog or YouTube channel.

Vlog: can be referred to a videovlog in which the user's daily life is seen, or a videovlog where the user talks about their life or experiences.

Youtuber: person who uploads videos frequently to YouTube and possibly dedicates professionally to it.

3. INTRODUCTION

3.1. Why did I choose this topic?

I watch YouTube videos almost on a daily basis. I am subscribed to those channels that I like best, and sometimes I just watch some recommendations. When I stumbled upon “Becoming YouTube: Girls on YouTube” by “ninebrassmonkeys”, I did not think it would end up being my idea for the research essay. When I finished watching it, I started searching reviews about it, since I surely could not be the only one to think most of the points that were made were wrong. Therefore, since then, I thought about the idea more and more until I decided that it would, indeed, be my project.

I have been a daily user of YouTube for a while now, but I never stopped to think about this issue before, I never realized the lack of popularity girls had on the website. Consequently, when I did, I looked up information about it. I read through blogs, watched videos (opinions from both men and women)... Until I got the general idea that people thought about it.

3.2. Objectives

Initially, I was not sure of where I wanted this project to go. All I knew was that I wanted to prove some of the video's points wrong. Consequently, I thought of researching about differences on views and subscribers based on the creator's gender, also finding out people's general opinion about how they see the creator and if it changes their views if they are men or women.

Therefore, what I want to find out with this project is **if gender matters when it comes to doing YouTube**: if men are more successful, how are women seen, if the type of content they do (make up gurus, sketch producers, vloggers, gamers...) should matter, and a large etcetera.

3.3. Structure of the project

I will divide my project in to three parts in order to achieve my various objectives.

First of all, I am going to research about women's roles throughout history. I will explain what stereotypes and gender roles are, and I will also research women's function in the field of new technology.

The second part will be based on the video. I will transcribe it and analyse what is said on it, pointing out a few topics that are mentioned that I think would be interesting to work on and help develop the next part.

The third part will be solely based on YouTube. I am going to try to explain why such clichés happen, and I will do that through studies like a survey to the general public and an interview with some youtubers.

3.4. Methodology

To develop my research project I am going to do the following:

To carry out the theoretical part, I will research everything on the Internet. I will look for information about stereotypes and gender roles, history about women and women in technology, and history of YouTube and its statistics. Then I will proceed to transcribe the "Girls on YouTube" video, and analyze it.

For the practical part I will write a survey in which I will ask mostly general questions about YouTube and their creators, the content they made or they should be making and about their gender. This survey will be sent out to the general public, so this will enable me to get a general idea about what people think. I will try to get as much answers as possible, since I want it to be accurate and statistical.

Lastly, for the interview I will try to keep the questions as short and simple as possible, to make it easier for the person who is being interviewed. The interview, nevertheless, will be focused on wanting to know the reason why women are not seen as much as men as YouTube.

4. UNDERRATED BY THEIR GENDER

4.1. Women in history

Women have suffered from stereotypes and gender roles since they lived in caves. When we are taught about history, we do not find ourselves wondering ‘and what about women?’ History books mostly teach us about what men did, and that is all we know about it. But what if wondering leads to finding out things we would not imagine in a million years?

Starting from the early years of our species, there supposedly were these adventurous, leading and creative male who hunted animals to provide for their family; female presence, on the other hand, was seen as passive, indefensible and incapacitated because of their sex to do anything other than give birth, forced to just live in their caves and being what today we would call a 'house-wife'.

But this is not how Alejandra Kollontai¹ talked about it at the beginning of XX century, as she thought women played a bigger part in that first era than they were acknowledged for. She wrote that, because of their maternity, they obviously did not go out hunting, but instead stayed at the caves with their kids. According to Kollontai, women became great observers and knew what to do in, for example, moments when they ran out of food. This is what led them to think about agriculture and, probably, they were who started it. She applies the same theory about the first ‘houses’, too: they were created to protect their children. She continues to say the same about the first medical remedies through plants proprieties. Alejandra concludes that women were definitely the ones who ‘knew’ in primitive societies.

Jumping to the eighteenth century, gender roles still defined their day-by-day life. Those ideas were derived from classical thought, Christian ideology and contemporary science and medicine, unnecessary to say all male-dominated.

¹ Álvarez, Ana. 2001, *Alejandra Kollontai*. Eds. del Orto, Biblioteca de Mujeres, Madrid.

Being male allowed you to be the stronger sex. They were thought to be intelligent, creative, family leaders, determined. They were born leaders, unlike women, who were thought to be more driven by their emotions, and they were expected to be modest, to have compassion, chastity and piety. They were the passive sex. Women were shamed for sins that they thought were caused by their emotions, and men got away with violence, obstinacy and selfishness.

4.2. The apparition of feminism

At mid-nineteenth century, women's social position was obviously inferior and it started to be questioned by writers and in campaigns in order to eliminate the said discriminatory practices.

Feminists asked for equal educational and employment opportunities for women, reforms of the married women's property law, among other demands.

One of the most important feminist campaign surged in Great Britain in 1866, and it asked for women's right to vote, but it suffered a long way until the female vote was finally legal.

The right to vote was given to property-owning men by the 1832 Reforming Act, and it was extended to working class men in 1867 and 1884. Feminist did not stop asking for women's suffrage, they argued that women should no longer be defined as 'the sex', simply as receptacles for male sexual activity. The lack of progress drove the movement to turn militant on 1905, and its acts of vandalism resulted in some important feminists arrested. But even in prison, they did not stop this suffrage movement as they went on hunger strikes.

That campaign that started 52 years ago finally triumphed in 1918 when women over the age of 30 were given the right to vote.

5. WOMEN IN NEW TECHNOLOGIES

5.1. History

The technology sector is a growing one and the data today proves that there are undoubtedly more men than women working or getting an education on it.

However, this has happened since the beginning of new technologies. In fact, not only were women a minority in it, but also they were ignored or invisible in the industry too.

Walter Isaacson, author of 'The Innovators' said on a recent interview² that this book was inspired by his college student daughter. She wrote an essay about Ada Lovelace, who turned out to be unknown to Walter - an author of various biographies (including Steve Jobs' authorized one). He soon found out Lovelace (1815-1852) was one of the women that had took the lead in the history of computing.

This is not an uncommon event. People, mostly women, are often erased from the history of big-tech companies.

Ms Lovelace was an English mathematician and writer, and she wrote the first computer algorithm. 'Ada Lovelace defined the digital age [...] if it was not for her, there is a chance none of this [new technologies] would even exist.' Isaacson stated.

Another example we find on 'The Innovators' explains what happened when the first electronic general-purpose computer was created, Eniac, built during World War II to calculate the firing trajectory of artillery. A dinner was held on Feb. 14, 1946 to celebrate its public demonstration, but none of the women who had programmed Eniac, including Jean Jennings and Betty Snyder, were invited.

The undeniable exclusion of women like Ada Lovelace, Jean Jennings and Betty Snyder has only reinforced stereotypes about women and technology, and this is sadly visible at major tech companies.

² Bilton, Nick. 2014. "The women tech forgot.", The New York Times.

At Google, 83% of engineering employees are men. At Apple, male tech employees make up 80% of the work force. At Facebook, 85% of the company's tech workers are men.

It is essential to expose the myth that women are uninterested in technology, and show how they are not given the credit they deserve.

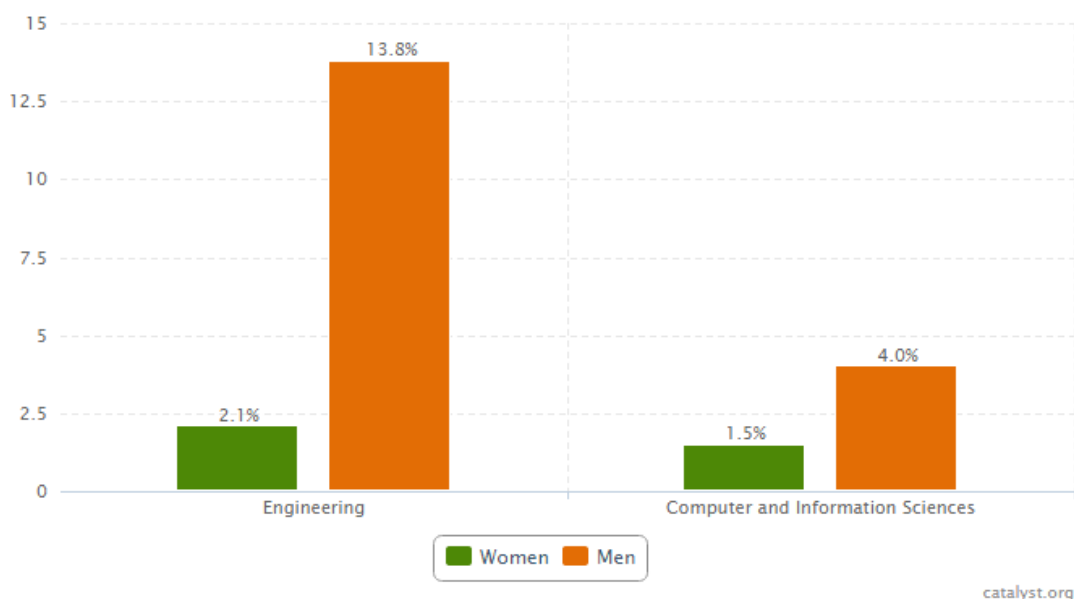
Although this does not happen anymore, women are not in the tech world as much as they could be; and those who are, probably cannot aspire to bigger leadership jobs as men can.

5.2. Statistics

Some statistics show what percentage of women is employed on tech occupations and which are getting an education on it:

Let's start examining the case of the United States in 2012. Out of 66,914,000 employed women, just 5.7% (3,816,000) of them had computer and mathematical occupations, and barely 4.3% (2,846,000) of them had architecture and engineering occupations.

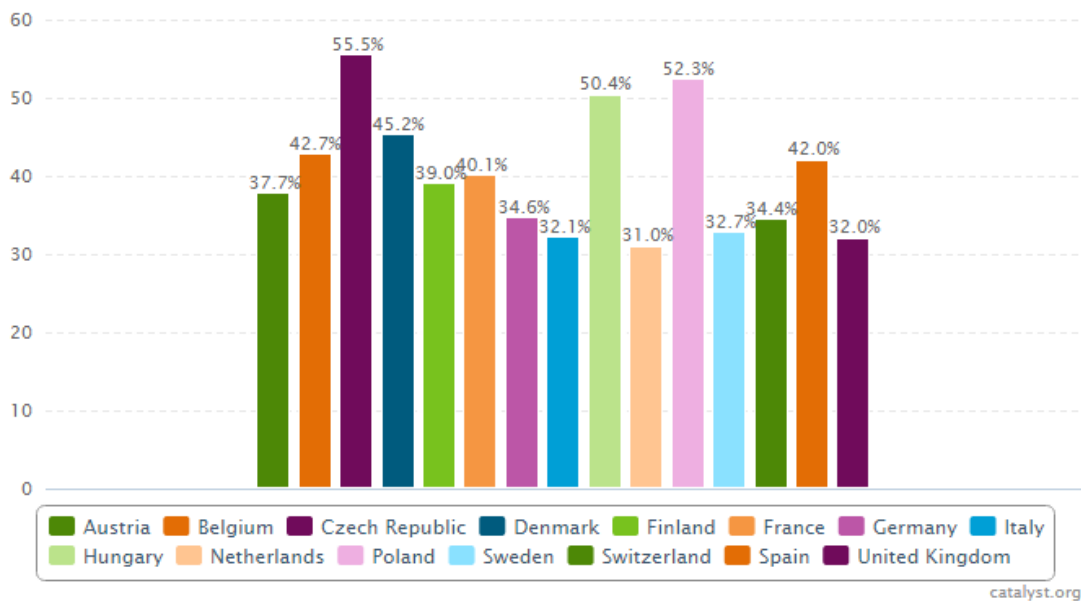
Percentage of women and men aged 25 and over who hold a bachelor's degree or higher in high tech fields in the U.S., 2011



Now let's move to the case of the European Union. In 2008, there were almost 50,000 high-tech manufacturing enterprises, and 756,000 knowledge-intensive service enterprises. Of all countries in the EU, the UK had the largest number of high-tech knowledge-intensive service enterprises (144,006), which was almost one-fifth of the EU total.

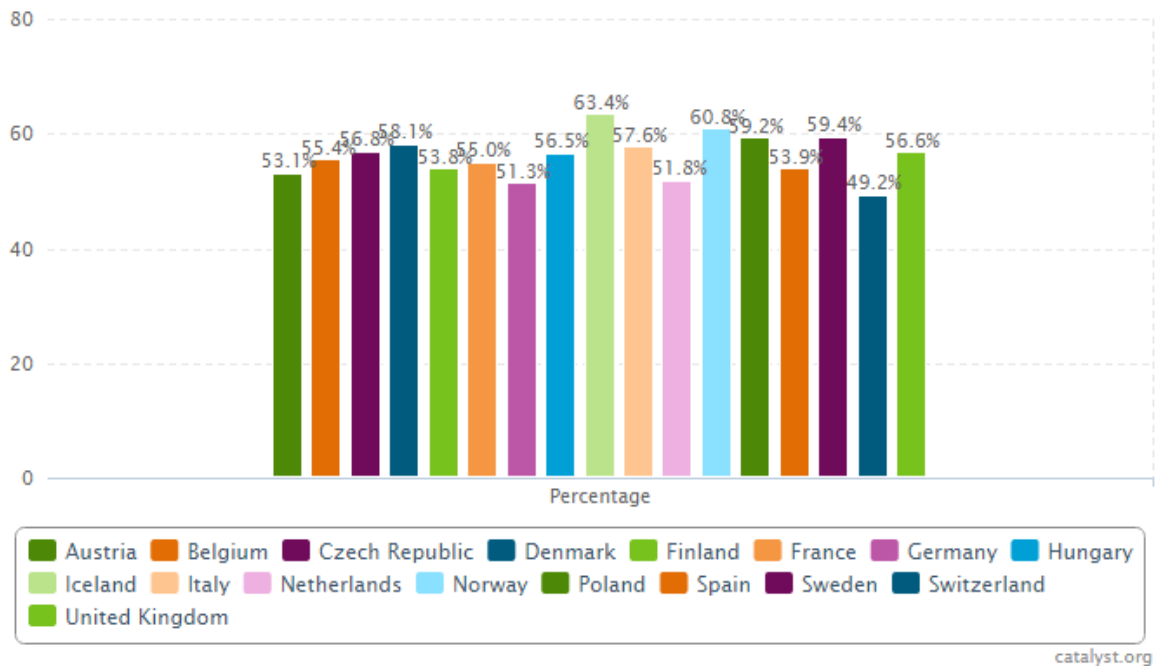
1.1% of the total labour force was employed in high-tech manufacturing. Women were 39.2% of the total high-tech manufacturing labour force in the EU. In just five EU countries – Portugal, Slovakia, Czech Republic, Slovenia, and Hungary –women were more than half of all high tech manufacturing employees.

Women's share of high tech manufacturing in Europe, 2008-2009



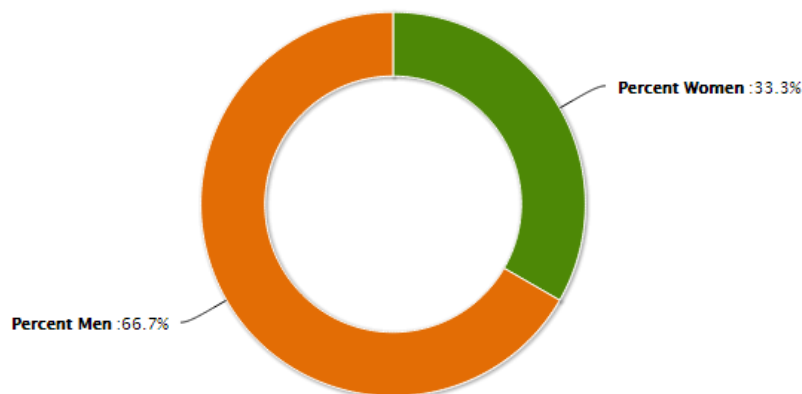


Women graduating in engineering degree courses in Europe, 2010



If I turn now to the case of Japan in 2011, 23% of women obtain university first degrees in Science, Technology, Engineering and Mathematics (STEM) fields and 660,000 women and 1,320,000 men were employed by the Scientific Research, Professional, and Technical Services industries.

Women and men in Japan employed by scientific research, professional, and technical services industries



6. GENDER ROLES AND STEREOTYPES

Sex, defined by the Oxford Dictionary, means: 'Either of the two main categories (male and female) into which humans and most other living things are divided based on their reproductive functions.'

Gender, on the contrary, is defined as: 'The state of being male or female (typically used with reference to social and cultural differences rather than biological ones).'

Therefore, sex and gender do not have the same meaning, though that is what most people would think on a first thought.

The important issue on the difference of sex and gender is that a person's gender identity (how someone feels about and expresses their gender) should not be defined by them having female or male bodies.

It is a proven fact that someone's personality traits and abilities are not defined by their sex – different views of how men and women behave in different cultures show that their identity is given generally by society. Gender views may change, while being male or female does not.

But on the contrary, recent studies³ show that girls and boys are not as different as we think if we talk of them as a group and not as individuals. It is the fact that they are made believe by society that they are different what makes these differences, and it limits their possibilities most of the time.

³ Patricia B. Campbell, Ph.D., Jennifer N. Storo. *Girls Are... Boys Are... : Myths, Stereotypes & Gender Differences*

6.1. Gender roles

Gender roles are based on the expectations that society has of individuals based on their sex and on each society's values and beliefs about gender. They are created and internalized by the parents' child even before they are born. Since they are shaped by society, they vary from one culture or religion to the next, although they tend to be the same in most of the cases.

Generally, some masculine gender roles are strength, aggression, and dominance, while some feminine ones are passivity, nurturing and subordination.

As said previously, they start at birth, and occur during all their lives through family, school, peer groups and mass media. Therefore, people learn how to behave from those around them.

When a child is born, they are given gifts that are color-coded gender (blue for boys and pink for girls) without a doubt. That is only the first step to a whole life based on gender roles.

Studies reveal that children are aware of gender roles by the age of two or three, and by four or five they are already defined by their sex (Kane 1996). Studies have also shown that children will most likely choose to play with 'gender appropriate' toys, even when other cross-gender toys are available because parents will give them positive feedback in the form of involvement and physical closeness (Caldera, Huston and O'Brien 1998).

Gender roles will continue to lead their life, when choosing a career (girls are most likely to choose education and healthcare-related while boys are most likely to choose science and mathematics-related). Consequently, this will also apply to their work life, and so on.

6.2. Stereotypes

Defined on “A Dictionary of Sociology” by Gordon Marshall (1998), stereotypes are one-sided and exaggerated images of men and women which are deployed repeatedly in everyday life. They are found commonly in the mass media because they operate as widely understood shorthand. Sociologists often see stereotyping as a part of the process by which children are socialized into sex roles and by which adults and children are denied opportunities for more individually varied development.

So, a stereotype is a widely socially-accepted judgment regarding a person based on their gender, and they can lead to unequal and unfair treatment, which would be called 'sexism'.

When people automatically and not consciously apply gender assumptions to others, they are gender stereotyping. Many people are able to recognize the dangers of gender stereotyping, yet they continue to make these types of generalizations.

We could divide the said stereotypes in to four different groups:

- Personality traits. A personality trait is a distinctive feature exhibited by an individual that could be described as said trait.
- Domestic behaviours. For example, when women are expected to be the ones to stay home and look after their children.
- Occupations. This refers to working men and women, and how they are supposed to take different jobs by their sex.
- Physical appearance. It consists of stereotypes that are based on looks, for example when men are expected to be tall and broad-shouldered.

7. YOUTUBE

7.1. The company

The idea of needing a website that supported sharing videos was first contemplated when Chad Hurley, Steve Chen, and Jawed Karim, Paypal's employees, had trouble sharing videos that had been shot at a dinner party at Chen's apartment in San Francisco.

Karim's definitive idea for what became YouTube came from two key events in 2004: Janet Jackson's wardrobe malfunction at the Super Bowl, and the devastating tsunami in the Indian Ocean.

The domain name www.youtube.com was activated on February 14, 2005, and the website developed over the next months. YouTube had its first video up that April, a 19-second shot of Karim at the San Diego Zoo. Google was quick to spot the potential of the growing video-sharing site, and paid \$1.65 billion in stock for it in October 2006. At the time, YouTube only had roughly 65 employees, although the site boasted more than 700 million views a week.

2006 was the "launch" year for YouTube. Time magazine featured the site's screen with a large mirror as its annual 'Person of the Year', citing user-created media such as YouTube, and featuring the site's originators along with several content creators. The Wall Street Journal and New York Times also had something to say about the revolutionary website. PC World Magazine named YouTube the ninth of the Top 10 Best Products of 2006.

YouTube continued to grow throughout 2007. The YouTube awards were born that same year. These awards were and still are given in recognition of the best videos of YouTube during last year, voted by the YouTube community. They were organized to 'name some of the most popular videos and let the users choose which ones deserve some additional recognition'. The winners receive a trophy, which consisted of a large glass with a 'play' button.

Something big for YouTube happened in November 2008, and that was that the Google's website reached an agreement with MGM, Lions Gate Entertainment and CBS. It allowed the companies to post full-length films and television episodes on the site with advertisements in a section for US viewers called 'Shows'.

On March 2010, YouTube began free streaming of certain content, including 60 cricket matches of the Indian Premier League. This was the first worldwide free online broadcast of a major sporting event. That same year, it was reported that the site was serving more than two billion videos per day.

The Google Plus (Google+) social networking site was integrated directly with YouTube and the Chrome web browser in November 2011. It allowed YouTube videos to be viewed from Google+.

Starting in 2010 and continuing to the present, Alexa ranked YouTube as the third most visited website on the Internet, behind Google and Facebook.

In October 2012, for the first-time ever, YouTube offered a live stream of the U.S. presidential debate and partnered with the ABC to do so.

In 2013, YouTube launched Comedy Week and the YouTube Music Awards. Also that year, the number of users visiting YouTube every month reached 1 billion.

7.2. Social impact

'New social media means that everyone is a publisher and everyone is a critic' (Georgetown University, 2010).

New social media have become increasingly popular components of our everyday lives in today's globalizing society. YouTube is one of these new social media, and its popularity has increased exponentially. Nowadays, according to the latest data provided by Google, 60 hours of video are uploaded every minute. Every day more than 4 billion videos are played, representing the viewing of over three billion hours a month. So in one month, YouTube gets more content uploaded to it than the three major television networks in the United States could produce in the time of 60 years.

New social media is an important part of our lives because it promotes the interdependence of our culturally diverse world. Media for social interaction allows people to communicate. In today's society, there are an increasing number of Internet users. In social media, people have the opportunity to express their opinions to the public and participate in conversations and dialogue through a common virtual medium.

People use social media for many reasons. First, the need for connection and interaction with other people is obvious. As supported by Maslow's Hierarchy of Needs, people desire to fulfil a sense of belonging through support from relationships with others. After obtaining physiological and safety needs, people strive to achieve Maslow's third need of belonging.

In relation to interacting with others online, people use social media to gain knowledge and learn about different opinions and perspectives of issues, topics, and events. Most importantly, new social media is used for socializing; it is a form of media that allows people to participate in conversations and online dialogue without being face-to-face with others.

YouTube is a video-sharing website that began in 2005 that allows individuals to interact with the global community by viewing and sharing user generated video content. People have the opportunity to comment on videos and participate in discussions. YouTube has over 78 million users with over 150,000 videos uploaded daily.

Many companies use videos to promote their business to other countries. This strategy provides businesses with the opportunity to market their product to potential customers spread across greater distances. Relating to worldwide current events, people upload videos to the Internet for the purpose of entertainment, information, or persuasion. Some videos instigate controversy, and people across the globe can voice their opinions on the issue.

YouTube's social impact is larger than it seems. Not only is YouTube one of the most technologically advanced innovations that has emerged, but it has transformed the way in which information, ideas and news are spread. It is also a free way to create content, to express oneself: everyone can do it, and there is practically no script to follow.

Members of YouTube, 'youtubers', can post videos, reach an audience, view other's content, and comment on any of those videos on the site.

7.3. Content creators: Youtubers

Youtubers can probably be defined as users on YouTube that upload content. Although that is such a simple definition; some would say they are those who upload content, dedicate professionally to it, and get paid for it, too.

Partners are YouTubers who have an agreement with Google and get paid for the views they get on their videos.

According to Google, the clear benefit of the YouTube Partner Program as a YouTube Partner is that your eligible videos may earn money from relevant ads and/or fees. Other benefits of the Partner Program include, as follows:

- Expand their earning potential - Because YouTube is the largest online video community in the world, it allows users to reach a global audience, while monetizing their content.
- A non-exclusive agreement - YouTube does not restrict where and partners can upload and distribute their content.
- To track and manage the results - YouTube Analytics provides a variety of reports to help track their YouTube performance and earnings.

Youtubers can be classified by the kind of content they make; there are no official ones or better ones – there is just a general idea of the type of youtubers. In the next sectioning I am going to list a few in order of most subscribed

7.3.1. Comedians

This category includes users who create certain content (sketches, parodies, comedy vlogs, etc.) in order to entertain their viewers.

- YouTube user 'Nigahiga', known as Ryan Higa currently has 13,008,645 subscribers. His most famous video is "Nice Guys".
- Jenna N. Mourey, "JennaMarbles".
- Shane Dawson, "ShaneDawsonTv".
- Jesse Wellens and "Jeana" Jennifer Smith, "PrankvsPrank".
- GloZell Lynette Simon, "Glozell1".
- Will Ferrell, Adam McKay, Judd Apatow and Josh Abramson, "Funny or Die".
- Anthony Padilla and Ian Hecox, "Smosh".
- Ray William Johnson, "raywilliamjohnson".
- Ricky Van Veen, "Collegehumor".
- David So "Davidsocomedy".



Image 1: Ryan Higa in one of his videos.



Image 2: Jenna N. Mourey.

7.3.2. Educational

This section speaks for itself. Users try and teach viewers through videos different subjects such as languages and history. There are channels for the little ones, too.

- Devon Thagard and Troy McDonald, “Super Simple Songs”.
- Joe Davola, “KidsTV123”.
- Sona Jho, “Mother Goose Club”.
- Dave Martin, “Busy Beavers”.
- Ben Nevin, “FluffyJetProductions”
- Salman Khan, “Khan Academy”.
- Lucas Smith, “eDewcate”.
- Jeffrey Lahey, “Have Fun Teaching”.
- Monica Copins, “SmarterEveryDay”
- Laci Green, “lacigreen”.



Image 3: 'KidsTV123' logo.

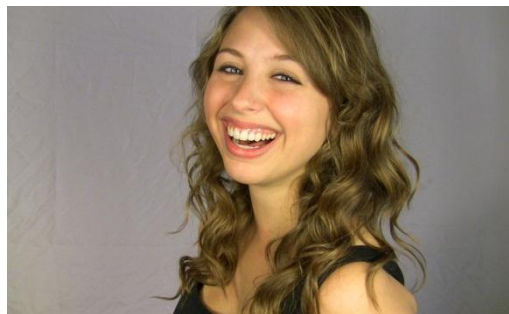


Image 4: Laci Green.

7.3.3. Gamer

The next category refers to someone who plays video games and records them – giving out tips to their viewers. It can also include co-op's, which is basically when users play with other gamers.

- Felix Kjellberg's "Pewdiepie", which is currently the most subscribed channel of YouTube.
- Adam Dahlberg, "SkyDoesMinecraft".
- Toby Turner, "TobyGames".
- Rubén Doblas, "rubiusomg".
- Samuel De Luque, "VEGETTA777".
- Anthony Padilla and Ian Hecox, "Smosh Games".
- Tom Cassell, "TheSyndicateProject".
- Mikael Hed, "RovioMobile".
- Daniel Middleton, "TheDiamondMinecart".
- Erik Range, "Gronkh".



Image 5: Felix Kjellberg in one of his videos.



The most famous Spanish youtuber, 'rubiusomg'.

7.3.4. Musicians

This section showcases people who record themselves playing instruments, record their own songs and covers, and share their talent via their channel on YouTube.

- Kirstie Maldonado, Avi Kaplan, Kevin Olusola, Mitch Grassi and Scott Hoying, “Ptxofficial” who are an a cappella group and have over seven million subscribers.
- Diego Marco, Alejandro Manzano, Daniel Manzano and Fabian Manzano, “Boyceavenue”.
- Linsdey Stirling, “lindseystomp”.
- Christina Cimorelli, Catherine Cimorelli, Lisa Cimorelli, Amy Cimorelli, Lauren Cimorelli and Danielle Cimorelli, “Cimorellitheband”.
- Kurt Hugo Scheinder, “kurthugoscheinder”.
- John Schmidt, Steven Sharp Nelson, Paul Anderson and Al Ban Del Beek, “thepianoguys”.
- Matthew David Morris, “MattyBRaps”.
- Sungha Jung, “jwcfree”.
- Troye Sivan Mellet, “troyesivan18”.
- Megan Nicole Flores, “megannicolesite”.



Image 7: Pentatonix.



‘TRXYE’, Sivan’s album.

7.3.5. Vlogger

Another class is made up of people who makes vlogs. A vlogger is someone who just sits in front of the camera and talks about anecdotes of their life, things that happen to them and give out advice.

- German Garmendia, most known as HolaSoyGerman, is the most subscribed vlogger with 19,507,555 subscribers.
- Jesse Wellens and “Jeana” Jennifer Smith, “BFvsGF”.
- Rhett James McLawlin and Charles Lincoln “Link” Nil III, “rhattandlink2”.
- Anthony Padilla and Ian Hecox, “ianh”.
- Shane Dawson, “shane”.
- Tyler Oakley, “tyleroakley”.
- Connor Franta, “connorfranta”.
- Daniel Howell, “danisnotonfire”.
- Alfie Deyes, “pointlessblogTV”.
- Caspar Lee, “dicasp”.



Image 9: Still from one of German's videos.

There would be a sub-category, which would be daily vloggers, who record moments of their day and make a daily video about it.

- Shay Carl Butler, “Shaytards”, a family of seven member that have been vlogging their life for more than five years.
- Joey Graceffa, “joeygraceffa”.
- Louis Cole, “funforlouis”.
- Charles Trippy, “CTSxG”.
- Hannah Maggs, “alittlebeautyblog”.
- Will Shefer and R.J. Aguiar, “shep689”.
- Judith Travis, “itsjudylife”.
- Charles Trippy, ‘CTFXC’.
- Anna and Jofee, ‘Sacconejolys’.
- Jenn, ‘ModernMom4Life’.



Image 10: The Shaytards.

7.3.6. Beauty gurus

This group embraces people who do tutorials and give out fashion tips and show their fashion sense. They can do makeup, fashion ‘DIY’s (do it yourself), hair tutorials, etc.

- Mariand Castrejon, best known as ‘Yuya’ has been doing YouTube for five years now, and has more than 8 million subscribers.
- Bethany Mota, “Macbarbie07”.
- Michelle Phan, “michellephan”.
- Zoe Sugg, “zoella280390”.
- Marzia Bisognin, “cutiePieMarzia”.
- Rachel “bunny” Meyer, “grav3yardgirl”.
- Ingrid Nilsen, “missglamorazzi”.
- Meredith Foster, “stilababe09”.
- Tanya Burr, “pixi2woo”.
- Amanda Steele, “makeupbymandy24”.



Image 11: Yuya's display image.



Image 12: Zoe Sugg at a red carpet event.

7.3.7. Science and tech

This section includes documentaries; users show curiosities of science.

- Michael Stevens, “Vsauce”, does science videos of general interest and has 8.619.374 subscribers.
- Gabin Free and Dan Gruchy, “theslowmoguys”.
- Taras Kulakov, “crazyrussianhacker”.
- Michelle Moffit and Gregory Brown, “ASAPscience”
- Apple Company, “apple”.
- Jason Clay, “tedtalksdirector”.
- Iberê Thenório, “iberethenorio”
- Dylan Hart, “HouseholdHacker”
- Henry Reich, “minutephysics”.
- Parker Benson, “awemechannel”.



Image 13: The ‘slowmoguys’ in one of their videos.



Image 14: Michael Stevens.

7.3.8. Short films

Finally, this category includes people who produce and record their own short films and share them on the Internet.

- Jack Harries and Finn Harries, “jacksgap”, started out as vloggers but have lately become short film makers with over three million subscribers.
- Bertie Gilbert, “bertiebertg”.
- PJ Liguori, “kickthepj”.
- Sawyer Hartman, “sawyerhartman”.
- Nick Riedell and Chris Riedell, “thebrothersriedell”.
- ‘Wirrow’, “thewirrow”.
- Jamie Swarbrick, “jamievsstheunivers”



Image 15: The Harries twins in their ‘Rickshaw Run - The Beginning’ video.



Image 16: One of Sawyer's short films.

8. WOMEN ON YOUTUBE

8.1. “Girls on YouTube: Becoming YouTube #7” (transcribed)

Why do you think more girls do not do YouTube?

“I have no idea. No idea in the slightest”

“I do not have an explanation on this, I do not know why”

“I do not know what the reason is”

[intro]

This week's becoming YouTube is all about girls. Chances are if you are watching this, you are one. 82.4% of my audience is female, and just over a half is aged 13-17, and this split is typical about male vloggers audience demographic. And, as you may have noticed, the majority of the most crazy internet famous youtubers are male. Make up gurus aside, females struggle to make it big on YouTube and that is a big sh*t. This video aims to find out why.

This next bit is about cute boys and the objectification of women.

“It would be lovely if more girls made video vlogs, maybe they do and they are just not getting as much popularity.”

“I do not think there is a lack of girls out there vlogging, I think the problem is they are not popular, they are not successful.”

“Males were more popular in the beginning of YouTube because the sorts of people that are interested in watching vloggers are more likely to be girls than boys, because boys are more likely to want to watch Minecraft⁴.”

“It is about an eighty twenty split of girls to boys watching YouTube, like watching our kind of YouTube of video vlogs and stuff. And girls, especially fifteen year old girls like to watch boys.”

“It is hard to talk about it complexly because people do not really want to recognize that some people just want to have an idol.”

“If you want to get fans it is girls who, like, it is girls who obsess over stuff.” “It is proven, it has been proofed for ages, look at the Beatles and now you’ve got One Direction who have all these fans, the same sort of fans”

“Your relationship with that creator does not have to be the same as that person’s relationship, and so if you look at it and like ‘I do not like Dan and Phil because their fans are on their knees, screaming with joy because they saw them across the room’ that does not have to be your relationship with the creator.”

“Some people just go for looks. They want to see a cute boy on the screen and that is all you really have to have. But with girls, they are not looking at how attractive you are, they are seeing if you make content, if you are relatable, if you are funny; and girls do get judged a lot more than guys, I think.”

“There are a lot of girls making makeup tutorials and they are doing really well, but it should not have to be that. You know- if you want to be a female on YouTube: be a makeup guru.”

“Why can not a girl go on YouTube and just do a stupid video, like over the top and ridiculous? I do not know what it is, I do not think it is necessarily the female youtubers that feel like they cannot do that, I think it is the audience that kind of puts them in their place.”

⁴ The most-selled computer game.

“I would assume there are more male comedians in the world than there are female, so it is probably a similar thing to that.”

“I do not know if it is because there is a pressure on women to talk about being a woman, and that makes the content less funny.”

“Men are encouraged throughout their lives to be funny, we have to be funny to get girlfriends or to get friends, but with girls they are just not as much encouraged, all they have to do is, you know, play along and be skinny and then everything gets a little easier for them. It is this objectification of women that ruins their YouTube careers because either it can turn them vain or just encourage them not to get better. There is no middle ground, it is either ‘You are ugly, go away!’ or ‘you are so hot you do not need talent!’ I hate the internet, what have they done.”

Is a woman saying that a man is funny the equivalent of a man saying that a woman is hot? And yes, I know society is a cruel unjust judgmental f*ck. I am sorry. But note that almost all of the most viewed Harlem shakes videos on YouTube feature exclusively men. Is this because women are more reluctant to be seen joking about or is it because audience is less comfortable watching funny women? Could a girl make it as big on YouTube just for making videos where she dances around in her pants or knocks back cinnamon, or lists 10 things they have noticed?

[Marcus Butler's video noticing 10 obvious things]

“Men are not quite as worried about how they look like on camera whereas girls, you know, I always think ‘uh, do I look a bit tired?’ or have I, you know? or whatever.”

“I wish girls would just make videos because they have something to say rather than worrying about how their hair looks or how their makeup is done. In media in general there is definitely more pressure on girls to kind of look a certain way whilst there is less pressure on boys, it is more nerve-wracking for girls to be on camera because they might not think they look right for it when there is no right way to look.”

“I want to focus more on content rather than looks; I am trying to see it as a less of a big deal and hoping other people will too.”

“I have had girls send me videos or said ‘oh Lindsey what should I do?’ and I said ‘just sit in front of the camera and just have a go’.”

“With guys, if guys act really extroverted, most of their friends are going to be like ‘you are a great lad!’, whereas if girls are really confident and do things a lot of the time their girlfriends are going to be like ‘you are weird, why are so attention seeking?’ there is just a bitchy culture with girls. They are going to be like ‘what are you doing you weirdo’, whereas guys are going to be like ‘wehey! You are mental!’”

“The amount of comments that I have seen on my own YouTube videos where people say that female youtubers are annoying, and I feel like, I have watched the people they have referred to and I do not see it. So I feel like that is because I am a female youtuber watching another female youtuber, and I am kind of doing the same thing so I respect it a bit more.”

“It is like a general strange social rule, that girls are not supposed to do things, ever. No things!”

“Doing sketch comedy, being a guy allows you to do many more characters I suppose, because as soon as you apply the fact of being female to a character it just changes it. Like when we were talking about doing a sketch, one where I was going to be a crazy dentist and just kill someone, and we talked about switching it around and having the guy be the dentist and me the victim, and that immediately changes things. I thought ‘that may be a bit creepy actually, if a guy dentist would kill a female patient’. It is just different.”

In comedy sketches on YouTube, female roles, where there are any, often are played by men. Is this because there is a lack of female youtubers or is it because there is something inherently funny about men playing women? In the third becoming YouTube video, I casted Crabstickz as a female receptionist. Was that sexist? Because I could have casted a women for that role, except Chris in a blonde wig and a dress is funny, right? Also, that character was kind of dixie so if I casted a woman would it have been more sexist or writing that character in the first place was sexist? See, all the other characters in that sketch were men and they were either dicks or idiots or both, there was the high-feel pizza man, the bossy youtuber, the Google employee who run up

several floors of stairs, because he was too dumb to use the elevator. So, should I have made that receptionist a strong and independent and likeable as heck because she is a woman? Or would that have been as funny?

This is a mind field of gender politics, it would have been easier not to write that character at all, or is that worse? It is worse, right? Would I cast a dude in that role again if I had the chance, and if it were funny? I think so...

My worry is, and this is uncomfortable to talk about but do not worry there is a big musical number coming up in a minute I swear, my worry is that men, many men, some man, and okay, dare I say it, a few women, do not want women to be funny and creative because funny and creative suggest intelligence and many men and a fair few women, do not want women to be. Then again, there is only one sure fair way to decide which is better, female youtubers or male youtubers, it is the only way to decide anything in the 21st century: a singing competition.

I have come to YouTube HQ in the heart of London's glittering Somo depicted male youtuber against a female youtuber, skin on skin, a YouTube nation divided. It is time for a sing off.

[Female secretary, who is again played by a man, is shown]

So YouTube HQ, I propose an epic sing off, representing female youtubers it is Hazel Hayes, but first up, representing men like me (except, better than me) it's KickThePj!

[sing off]

Pj: I am the very model of a YouTube individual, I have information vegetable, animal and mineral. I know my YouTube history, "sxephil" to "BertieG", I did not choose this so-called YouTube life, the YouTube life chose me. Pikachu is my homeboy and my bedroom is our picaroon, my sensitive side and big green eyes and accent make the fangirls swoon. My 'Sleepover with Crabstickz' vid is teeming with a lot of views... The homosexual undertones make big waves on the shipping news. My videos might sometimes seem absurdly hallucinatory, but my drugs of choice are tea and chocolate tea and cake and then more tea. In short, in matters vegetable, animal and mineral I am the very model of a YouTube individual.

Hazel: I can recite the Hundred Most Subscribed and quote accounts historical from “Charlieissocoollike” to Sam Pepper, “JacksGap”, Dan and Phil. I have watched all of Slomozovo and thumbed up his vids just for the craic, but Marcus Butler’s ‘Shits Girls Do’ is precious time I will not get back. I have tripped the light fantastic for ‘Good Morning Sunshine’s Alex Day. Unnecessary Otter is my taxidermist protégé, my audience retention stats are amongst the best I have ever seen... And the Otter’s crazy famous now like mad boss Jack from Jack and Dean. I have more Irish charm than Stephen Byrne and bigger balls tan “BriBriOnTour”, I have covered songs by Sheeran and sung that infernal nonsense ‘Pinafore’. In short, in matters vegetable, animal, and mineral, I am the very model of a YouTube individual.

Pj: I have slurped more English tea than any man from here to Timbuktu, and now girls want to marry me and it seems that a fair few boys do, too.

Hazel: Analytics prove that guns do not kill youtubers, dislikes do. So the ‘H’ upon my chest it is not ‘H’ for Hazel, it is ‘H’ for... Fuck you!

Pj: If you kicked out “KickThePj”, who would tell stories brave and whimsical?

Hazel: If you spat out “ChewingSand”, who would make sure otter remained invincible?

Pj: In short, we have more than a smattering of YouTube channel strategy...

Both: You will say a better youtuber has never, ever sat a gee! For our prowess on the youtubers, we are plucky and adventur-y. It is the social media platform that will redefine the century. But still in matters vegetable, animal, and mineral

Hazel: I am the very model of [gets thrown to the floor]

Pj: ...I am the very model of the YouTube individual.

“If you become a female youtuber you have got that idea in your head that you are going to become the big prominent female youtuber, and you will have to be a role model and stuff like that, and that probably makes a lot of girls think a lot seriously about it, like... maybe if they just continue to relax they might enjoy it more”

“I am not just assuming that I am a role model, I have had messages from girls saying they chose their A levels based on mine and stuff like that like, scary things! You get the people who dye their hair the same colour as me (that happens quite a lot) but the A levels thing was a bit weird”

“I do not let possible thoughts about me being a role model influence my creativity, in the sense that I do not ever think ‘this is my idea, what will this do to the people watching?’ like ‘how will thirteen years old see this?’ I always just think about my idea and do it because I want to do it”

“The most important thing is to create stuff that you think is good and that you like and that you are proud of, and that you would watch”

“I am not a life coach, you know, I have been for the worse, but I have never seen myself as someone to look up to which is amazing really”

“Phil: I think we are both pretty good role models, we do not do anything, you know, terrible. Dan: we are not massive junkies. Phil: and if we were we would not make videos about it. Dan: we might. Side channel.”

Male youtubers like Dan and Phil find that boys and girls look up to them as role models, but it seems that boys in general are not as comfortable looking up to females as their role models. Boys are, once again, struggling with the notion of feminine strength. But it is worse if this can manifest itself in YouTube and in life in the negative comments that women receive. Some people would argue that managers are better blushing up this kind of stuff, is that true? And why should it be? Or is the online hate that women receive just worse?

“I feel like maybe the hate that is aimed to us is on kind of different topics. Like they are more aimed for how you look. I have had a few things like calling fattie, and I am like I am perfectly happy with the way I am so that is not going to get me, they are kind of going with the wrong things with me, but I know that other girls might get that and suddenly feel self-conscious about it.”

“All of the worse comments I get are from guys. About 80% of my subscribers are female, but most of my comments are from males and all of the rude ones, like the horrible hate I get is from guys”

“I think we are nearly better and quick to deal with that, because we are used to this. Men are not really used to that as much, I mention in one vlog if I am walking down the road one day and being hackled by a bunch of builders, that happens every day. Like if I walk into a club and some guy assumes it is okay to grab your ass or call you some stupid name. Or you do something wrong in life or, you know women in general if they are with the wrong guy they get called a slut and he is a hero, that is just something women are used to.”

“I got really upset about my first dislike; I think I cried in a corner somewhere. But now I get any comments that are rude and I am just like yeah I am used to hearing that. I say something like wow your personality seems nice. I stand up for myself now”

“People calling me stupid slut, or saying crazy worse sexual shit about me I just try and laugh it off, I try and think ‘what was that person’s life like? That this is the best thing they have to do with their day”

“I used to be really self-conscious, when I was younger I used to be bullied and teased about my teeth and like my eyes, everything. And once I started YouTube and I started getting the hate comments and started getting used to them, I just thought, so why do not I just show YouTube that you do not have to be a model to be on YouTube, and I think it is slowly changing. It is not so much about looks anymore. But I think, you know, girls starting YouTube are afraid of being judged.”

"Of the 19 youtubers interviewed so far on BY, only 5 have been female, despite the addition of Emma and Lindsey this week. In choosing who to interview for this series, I had to make a judgement call. Do I reflect the YouTube community as it is in 2013, with its obvious and rather sad imbalance between men and women? Or do I aim more for a 50/50 split? But in so doing, I would end up interviewing some female youtubers primarily because they are female. And that would have been lame.

I wish more girls were making amazing stuff on YouTube, because those that are; do get noticed like Emma Blackery. So if you are a girl, and thinking about youtubing but have not yet, then give it a go. YouTube is crying out for you. But please, be good. Please. And that means taking risks, make up gurus are great and that, I am not dissing the make-up gurus. But it does not have to be that way. Be a girl and be funny. Be musical, be smart and intelligent. Have opinions and change the world. Do not play it safe because I am not sure you can afford to.”

9. ISSUES ON BECOMING YOUTUBE

9.1. The title

Using 'girls' instead of 'women' could come across as if only teenagers are creating content –which is not the case– or as if this video is somehow belittling those women who are on YouTube.

9.2. Lack of women in the video

As a video that concerns mostly women, there is a bigger male input than there is from women. Benjamin Cook, the creator of the video, states that this is to show a realistic YouTube community, which according to him the realistic community is 5 women out of 19 people interviewed for his series.

9.3. Disregarding beauty gurus

The video barely acknowledges that there are some successful content creators women on YouTube that are make-up gurus, but just because of the kind of content they create, they leave them out of the discussion. With that assumption, they make it seem as if make-up gurus cannot be counted as youtubers, when they have learned to edit, have showed their skills and gained their audience just like the rest of the youtubers; there are some that are inspiring and talk about self-confidence and bullying and they are disregarding all of their work just because 'beauty' is not usually something men do, although there are beauty content creators that are men, so this assumption would be disrespectful for them too.

9.4. Being funny equals to making good content

That assumption may indirectly come from the stereotype that men are extroverted, funny, outgoing. So, on the video they are asking women to 'please be good' and make sketches and funny videos. Why is it wrong? Because that is pressuring people that are wanting to make videos (men or women) to make an specific content, while YouTube should be about expressing yourself and what you love to do.

“Yes, funny is great, but so is informative, interesting, educational or inspirational.” – Sanne, YouTube user 'booksandquills'.

9.5. There aren't enough women on YouTube

That is completely false. A study made by Sysomos Inc. on October 2009⁵ shows that 58% of the video-sharing bloggers on YouTube are male, which means that it is not completely a fifty-fifty split, but it is also not completely male dominate. This study was made by exploring the use of online video services by bloggers based on a collection of more than 100 million blog posts collected from July to September 2009. **So why aren't female youtubers seen?**

⁵ Sysomos Inc. 2009. "Online video-sharing and engagement."

PRACTICAL PART

10. SURVEY

10.1.Explanation of the survey

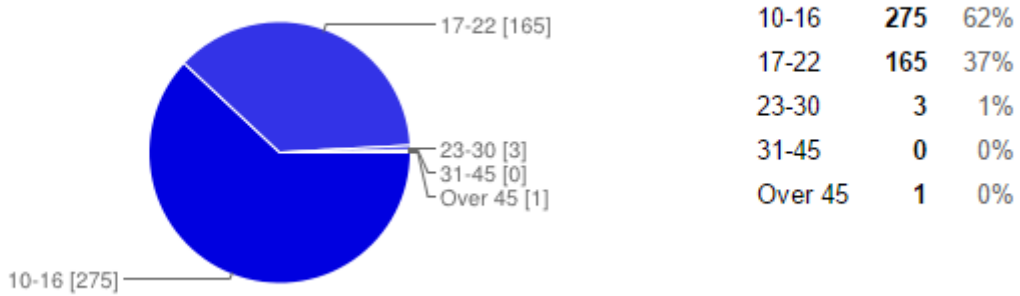
For the practical part of this research essay, I firstly did a survey to 444 different people, and I did this survey to try and get their general point of view about YouTube and its gender diversity. It contained ten questions:

1. How old are you?
2. Which is your gender?
3. How many hours a week do you spend on YouTube?
4. Which kind of YouTube videos do you watch?
5. Are you active in the “community”?
6. What gender do you watch the most?
7. What gender do you think is predominant?
8. In case you think one gender is predominant, do you think it matters and why?
9. Which kind of videos do you think women produce?
10. Which kind of videos do you think men produce?

10.2.Graphics

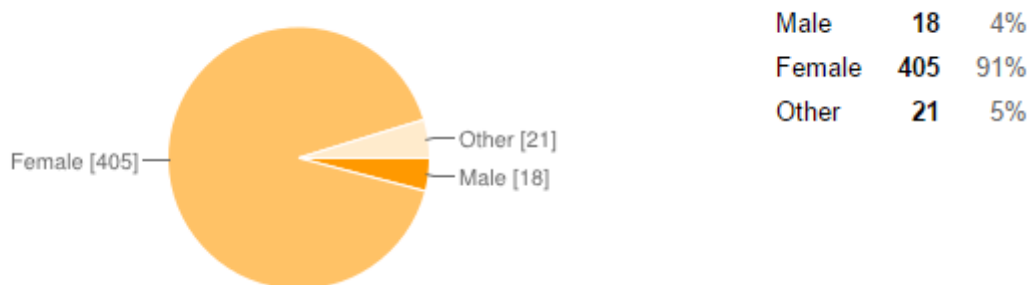
I have included the graphics of the answers obtained and commented one by one, analyzing the percentages, if I expected them and why.

Age:



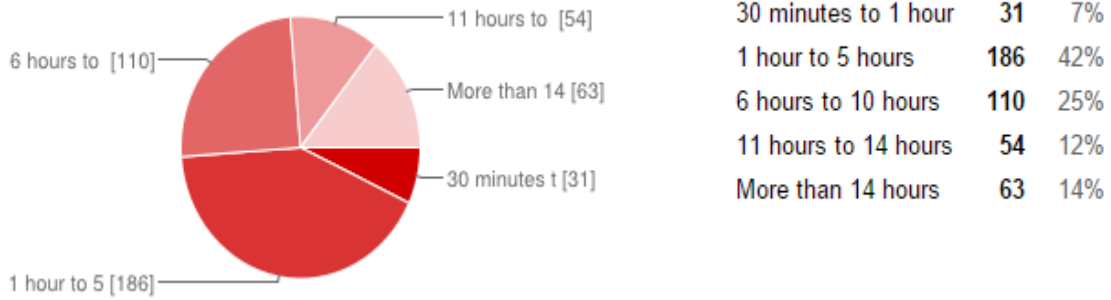
Out of the 444 answers the survey registered, most of them (275) were from people aged ten to sixteen years old. The following majority was people from seventeen to twenty two years old, which included 165 answers. From the age of 23 to over 45 only four people answered, which may be caused by the fact that I did not ask an older audience. The survey entries consisted 99% of people from ten to twenty-two years old, which is what I expected as this demographic is usually what is seen at youtubers' statistics, which means mostly young people use YouTube to watch youtubers.

Gender:



From the people who took part in this survey, 405 of them (91%) were identified as female, and the following majority was others (people who do not identify with the said genders, e.g. bigender, genderless) with 21 answers. The percentage of male answers was the lowest, with 18 answers (4%). This is also what I expected; because I surveyed a certain audience that I imagined would give me very interesting answers but also I knew would be majority of female answers. Also, the fact that I got more others answers than male is something very curious, but it happened because the community where I published this survey is very open-minded, as in it is known for being accepting about minorities like people who identify with another gender.

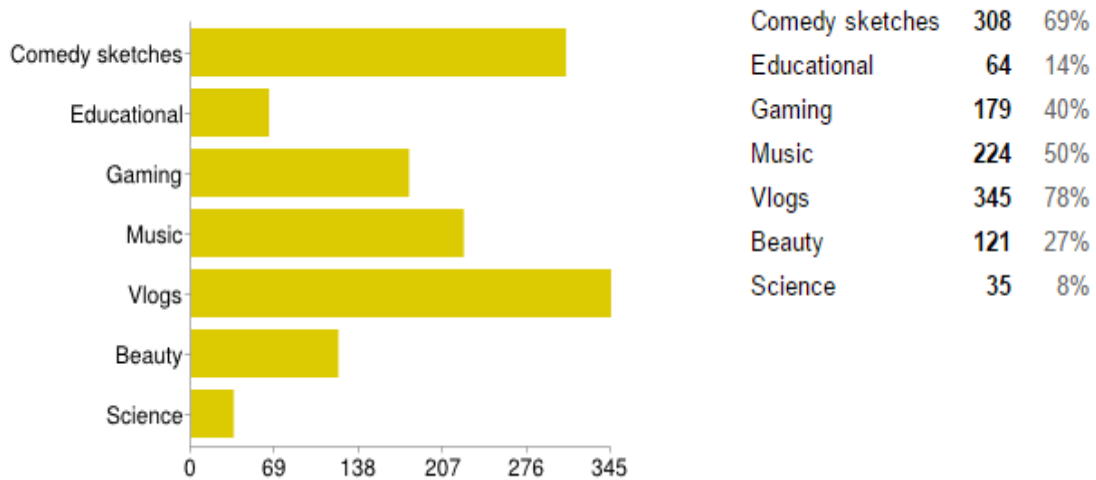
How many hours a week do you spend on YouTube?



This answer is not as general as the previous ones. The majority of the people who answered the survey (42%) spend from one to five hours on YouTube weekly, which already gives quite the knowledge about it. The next big percentage of answers consists of the 25%, who spend from six to ten hours. Although most of the answers amount to those two, the other three options are also chosen, with 31 people who spend less than one hour, 54 people who spend from eleven to fourteen hours and 63 who spend more than 14 hours weekly, which would be two hours per day, and that could be mostly people who watch gaming channels, for example, because most gaming videos are one hour long.

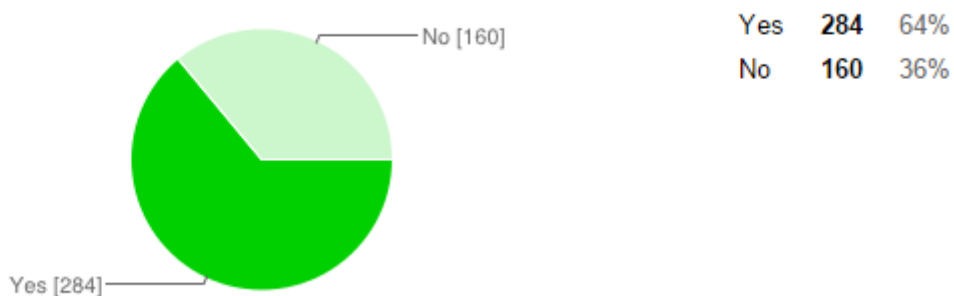
I expected variety from this answer, since a lot of people watch YouTube occasionally, while others follow a lot of youtubers and therefore spend a lot of time watching their videos.

Which kind of YouTube videos do you watch?



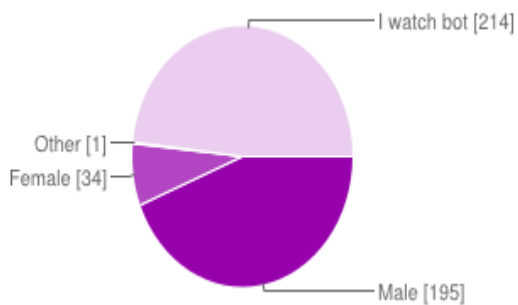
In this question I decided to make the public choose only three different fields, since I wanted to know which ones are the most watched, although I know most people do not only watch three different kind of videos. Keeping that in mind, the kind of video that is most watched from the audience that answered this survey is vlogs (whose creators are called vloggers. As previously explained, a vlogger is someone who just sits in front of the camera and talks about anecdotes of their life, things that happen to them, and/or give out advice.), the next category is comedy sketches and the third most chosen is music, which would be music videos or covers. The other following categories are gaming with 40%, beauty with 27%, educational with 14% and science, the less chosen, with 8%.

Are you active in the "community"?



To know if the audience really knew YouTube, I asked this simple question and I got 64% of them being active in the community, meaning they like, comment and share videos.

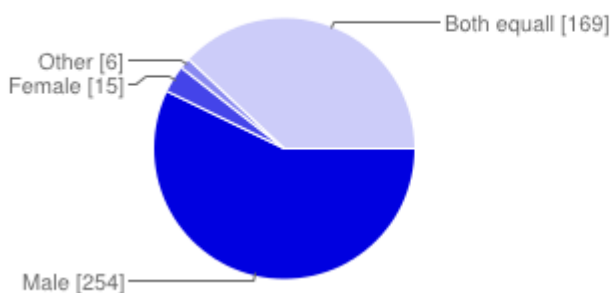
What gender do you watch the most?



Male	195	44%
Female	34	8%
Other	1	0%
I watch both of the genders equally	214	48%

To what gender is most watched, most of the answers (48%) said that they watch both of the genders equally, while 44% of them answered that male is the gender they watch the most. Only 8% answered they watch females mostly. I think this varies since it is completely up to their own preferences, and what youtubers they watch.

What gender do you think is predominant?



Male	254	57%
Female	15	3%
Other	6	1%
Both equally	169	38%

I decided to ask what gender they think is predominant, since it is not the same as which one someone watches the most. To this, unlike the previous question, I got 57% of the answers saying male is the gender predominant on YouTube, 38% of them answered both of the genders are equal, and only 3% thought female is the predominant gender, therefore people may watch both of the genders equally but they still think male gender is predominant because traditionally men have been predominant and this may influence their views.

In case you think one of the genders is predominant, do you think it matters and why?

This was an optional question with an open answer. Out of 155 answers, 84 people answered that a gender being predominant matters, 30 answered that it does not matter and the rest were not clear about it, but still gave their opinion.

Most of the people who answered that one gender being predominant matters, explained why and I am going to quote a few answers that sum up what almost everybody said:

“I think it matters because girls should feel just as comfortable as boys when putting up content on youtube. I seem to have noticed that girls get a lot more gender-based hate comments on youtube, and this should not be the case. Also I think a huge reason for the male predominance is because of the unfair standards that are put on female youtubers. To be a male youtuber of average success, all you really need is to have okayish content and to be some way attractive. However as a female, to make it big on youtube the expected standard for content is much higher, you are expected to be fairly pretty, have a nice personality, do all the right things etc. This is not fair. I found Ben Cook's video 'Girls on Youtube' from his series 'Becoming Youtube' very insightful, and if you have not already watched it I would definitely recommend it.”

From Google Forms.

“Definitely. Though there may be an equal amount of female and male content creators it is by far the male content creators who receive the most attention and have the most prominent fan bases. Women on youtube have to fight harder for their voices to be heard and to gain credibility (there are many arguments about women being "just" beauty vloggers which is complete rubbish) as creators. Beauty vloggers tend to be brushed aside and are often not even considered part of the Youtube community despite it being a completely valid form of content, yet when male content creators produce things such as gaming videos they are still praised and accepted as part of the community. There is a definite double standard in the way that male and female content creators on Youtube are viewed and it's something that needs to be worked on by everybody.”

From Google Forms.

“Yes I think it matters as youtube has become such a staple (regular thing that people use) for young people these days. Although women can be found on

youtube, you have to go looking for them more than the men. This doesn't mean to say that there are no women in the spotlight because there obviously are. However as a gender, we are not represented equally. It's easy to find female youtubers if they're a beauty channel as men do not usually post videos of this genre. An example of my frustration would be that although within the group of British youtubers there are several women, they usually have a fewer subscribers and are slightly more difficult to find - you have to go in knowing what you're looking for."

From Google Forms.

"It matters because females and other genders are not getting the recognition they deserve as youtube is mostly dominated by white males."

From Google Forms.

"I wish it didn't matter because that would mean that there would be more or less an equal amount of creators of both genders. But it does matter because there is no equal representation of men and women on each part of the community. Also the audience's opinion is often biased, creators are not judged for their content but for their looks."

From Google Forms.

"It matters that males are predominantly the most viewed creators because it shows the mostly young girl audience that they are less likely to be successful. Even if they don't want to be youtubers it shows that the world is mostly controlled by men. As an aspiring film maker I have seen all the film classes I take be 75%+ male and youtube is just another example of how the industry is biased towards males."

From Google Forms.

"well, think about it: men are taken more seriously, are more respected. the youtube community is majorly split with different categories; girls watch vloggers more often because they're predominantly males that are different than those of which are exposed to society. the common knowledge that girls

watch vloggers creates a pressure for a male vlogger, funny with a pretty face - girls generally aren't in question for the youtube community. as someone who watches physics and quantum mechanics videos, the amount of women in that community is at such a decline that i can hardly think of one female youtuber whose channel is majorly science (maybe vi hart; but /she never shows her face/). and the reasoning? girls aren't taken seriously if they dont seem appealing at an aesthetic viewpoint in this community. and it sucks.”

From Google Forms.

“it sort of matters, i mean there are a lot of female youtubers, but most of them are not nearly as popular or well-known as most male youtubers. its a subtle form of sexism; most fans will prefer to watch males over females”

From Google Forms.

“Yes, because I see more men getting attention for the exact same type of video as a woman has made. And therefore isn't fair because the videos are just the same but people are picking ones with men instead for various reasons.”

From Google Forms.

“Yes - I think there are less women because they face more harassment online than men”

From Google Forms.

“Yeah because i feel like its harder to be a female youtuber in the instance of vlogging and sketches ect like theyre less popular when they can be equally funny?”

From Google Forms.

“I do think it matters. It's just representative of our society, how men are dominant in many aspects of our lives. It also shows how women don't tend to support one another.”

From Google Forms.

“I do think it matters. I think that YouTube's audience - at least, the "popular vloggers" audience, the one I am a part of - is primarily made up of young (preteen - early teen) girls, many of whom are watching attractive guys rather than watching women, because it panders to their interest to see a hot guy doing goofy things. Unfortunately, this means that they can often learn messages that they shouldn't be. I'm not saying that every male YouTuber sends these messages, or that every female YouTuber doesn't, but I do think that there is a higher amount of men talking about these things to a young, predominantly female audience than there are women. The most obvious example is the infamous Nash Grier video about "what guys look for in girls", which taught girls that they weren't perfect, and they could never reach someone's standards - something they shouldn't be striving to do anyway (these thoughts were confirmed in the comments of the video, which has been deleted). Of course, Nash is probably more of a Viner than a YouTuber, but there's plenty of other YouTube videos talking about the exact same thing. Sam Pepper's entire channel is damaging to a young female audience, playing off sexual assault as "a joke" and something that if you don't laugh at, you're a square. The audience is not just female - boys watching these are damaged, too. They come to assume that this is a normal way of thinking, and that this is how the world works, when they shouldn't. I think that if we had more female YouTubers or YouTubers of other genders of equal popularity to the male, audiences might not learn such damaging lessons. I know there are plenty of popular female YouTubers - Zoella being an obvious example - but in the grand scheme of things, the amount of popular males far outweighs the amount of popular females. (I'm sorry that this is so long.)”

From Google Forms.

“Yes, I think that a lot of male vloggers have little content worth the bajillions of views they get because they're semi-attractive white boys and a lot of people who watch that sort of video are younger girls. Meanwhile, female youtubers get less views for similar content. The girl channels with the most views are almost always beauty channels, which is okay I guess. I think that people are less likely

to see women as funny or brainy, and thus educational and/or funny channels run by women get less views. This is upsetting to me.”

From Google Forms.

I am also going to include some of the answers people who thought a gender being predominant did not matter said:

“I don't think it really matters. I mean, it's what people want to watch and that's up to them. But I think that some of the females aren't appreciated as much as the males of the community.”

From Google Forms.

“I personally don't think gender matters when it comes to YouTube (when it comes to what I watch anyways). It doesn't matter to me whether or not you are a girl or boy or neither or both. For me it depends on what I find enjoyable and the personality of the person I'm watching. But, overall, from what I've seen from the years I've been watching youtube, it's much easier to become successful on Youtube if you are an attractive male.”

From Google Forms.

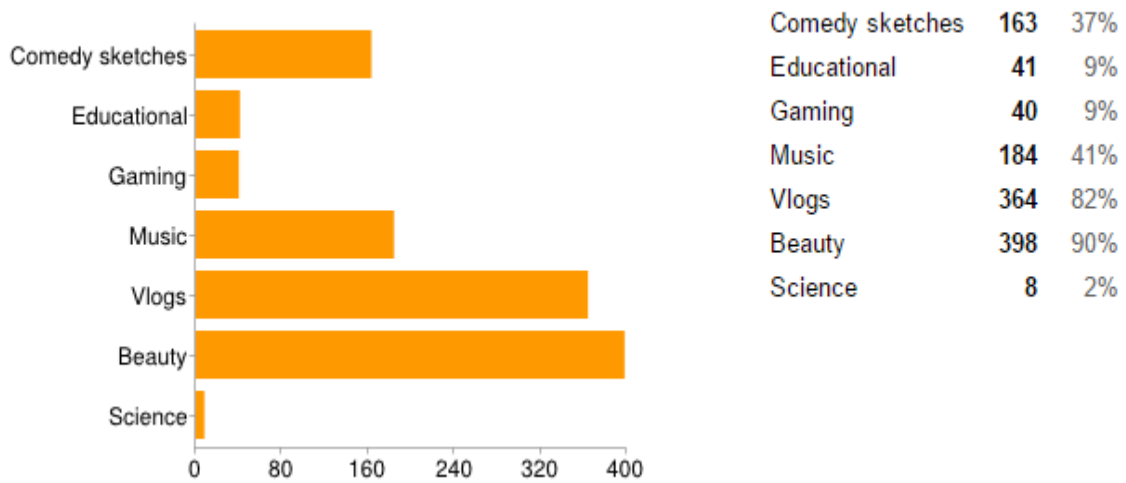
“Not really but for what i've seen there's a lot more "famous" male youtubers, even though there is a fair amount of successful female/other youtubers, they don't get as much recognition.”

From Google Forms.

“I don't think it matters. Anyone that would like to join Youtube and make content has the power to do so. You see more men than women creating content.”

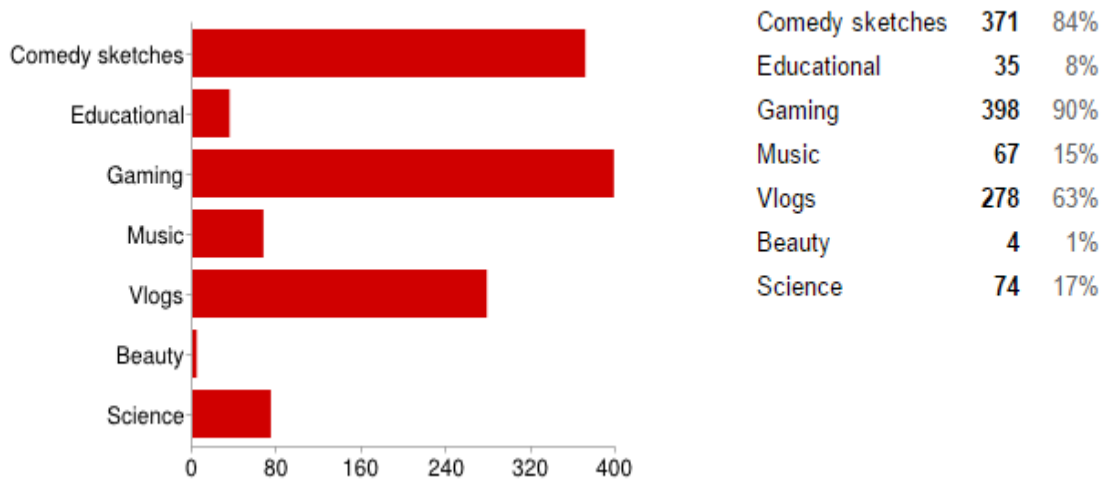
From Google Forms.

Which kind of YouTube videos do you think women produce?



In this question I also just let people answer three different fields for the same reason previously stated. When asking which kind of videos did people think women produced, the most answered were beauty (90%), vlogs and music; two of them which were answered the most watched by the same people. Comedy sketches follows close to these three, and education and gaming hold 9% each, which means people do not think women produce those two kind of videos, and this view is influenced by the stereotype of women, since beauty is the most answered and science (which is attributed to men) is the least answered.

Which kind of YouTube videos do you think men produce?



Changing just the gender from the previous question, I got very different answers. The three fields that the people answering considered that men produced were gaming (90%), comedy sketches and vlogs. The other four options hold altogether 41% of the answers, educational and beauty being the less produced by men according to the public of the survey, once again influenced by the stereotype of men.

11. INTERVIEWS

To continue carrying out the practical part of this project, I wrote down an interview which consisted of seven questions about YouTube and its gender diversity and I sent it out to different youtubers, around 15 of those who agreed and sent me their e-mail to send it to. Although I was not expecting all of them to answer, I finally got only four answered interviews.

11.1. Questions and answers chart

A chart will be shown to see all the different answers together therefore they will be easier to analyze. I will use the abbreviation 'q1' for the questions and 'i1' for the people interviewed.

Questions:

q1: Name/username

q2: Age

q3: Type of content you make (educational, gaming, beauty)

q4: Do you think there is a dominant gender in YouTube creators?

q5: In the video genre you make, do you think there is a dominant gender? If positive, why do you think that happens?

q6: Do you think gender determines if it will be easier for creators to succeed in whatever content they are producing?

q7: If I were to tell you statistics from 2009 made by Sysomos Inc. show that 58% of the video-sharing bloggers on YouTube are male, which means almost the two genders are equally present; but how would you explain that women generally do not have as much popularity? Do you think the reason is that it is gender-related, or is it completely up to the type of content and if it is good enough?

Interviewed:

i1: Natalia/FashionDreamsx

i2: Hannah

i3: Lauren

i4: Kim Lee Shin



	q1	q2	q3	q4	q5	q6	q7
i1	Natalia/Fashion dreamsx	17	Mostly beauty	I believe it is more or less equal	Yes, simply because men don't usually make beauty videos even though one of the most popular beauty channels is led by a man	Yes, since almost all the popular youtubers are male, although I do not know why this happens.	In my opinion, it is because the type of content men create can be watched by both women and men but normally, women's kind of videos such as makeup tutorials or fashion tips are only watched by this same gender with very few exceptions.
i2	Hannah	22	Beauty	Male	Female. I think that traditionally, society has groomed women to value their appearances, while men are taught to value their minds.	I do not think it is harder to succeed. I think it is harder to live with the success. Women have to overcome a barrier of perverts and misogynists that don't seem to exist in the comment section of male creators' videos.	I think both boys and girls look up to men, but young boys do not look up to females, which is sad. That is why I think males have more views. They have a larger potential audience.

Women's presence on YouTube



i3	Lauren	24	Advice	Male	No, I think the genre of advice is treated equally by boys because we base our content on our life experiences.	Yes, because mainly young people take part in the youtube community and girls are more judged by this young audience (by both genders) so it is harder for them to succeed. And boys are more popular because of their looks.	The audience seems to expect more from girls than from boys when it comes to the content in the video.
i4	Kim Lee Shin	18	Comedy	No	Yes, males. I can't give you a reason but there are girls who also create comedy sketches but don't have as many subscribers as boys.	No, because depending on the content of their video girls or boys will have more dominance	I don't think it is gender-related, I think it depends on the content and maybe there are more genres in which boys are predominant than genres in which girls are dominant

11.2. Analysis of the information

The first three questions do not show relevant information to analyze, therefore I will be starting at question four.

Question 4 - Do you think there is a dominant gender in YouTube creators?

In this question the answers I got are split between saying there is no dominant gender or saying male is the dominant gender, which leads to think the interviewed have been influenced by both genders, although some have seen mostly men creators on the network.

Question 5 - In the video genre you make, do you think there is a dominant gender? If positive, why do you think that happens?

Since two out of four answers make beauty videos, they both answered female is the dominant gender in their field, because it is what women have been taught to do according to them. The one who gives advice in their videos answered that there is no dominant gender, and the last one answered that in comedy there is a dominant gender and that one is the masculine one.

Question 6 - Do you think gender determines if it will be easier for creators to succeed in whatever content they are producing?

Three of the people interviewed agree in the point that it is easier to succeed or to live with the success if you are a male. They base this opinion in knowing that most of the popular youtubers are male, and that women are easily more judged and harassed just for being women; so it is harder to cope with the success for them. The comedy creator denies this statement and thinks it depends on which field are you participating on, so I assume he thinks that men have certain interests (like science, gaming, etc.) and women too, but different ones (beauty, educational).

Question 7 - Statistics from 2009 made by Sysomos Inc. show that 58% of the video-sharing bloggers on YouTube are male, which means almost the two genders are equally present; but how would you explain that women generally do not have as much popularity? Do you think it is gender-related, or is it completely up to the quality of the topic covered?

There are different opinions as answers to this question but they imply almost the same statements. The one that is most repeated is that male creators have a larger public to get to, and they justify this by saying that, for example, beauty does not interest the male audience and that they do not consider women even if they are creating content the male audience is interested in. Another interviewed states that the audience, male or female, expects more from women than from men. The last one denies it being gender-related; he answers it is completely up to the content they are making and concludes that there are more fields in which men are interested- and therefore are dominant in- than women.

12. CONCLUSION

Initially, I did not know if I could achieve the objectives I proposed in the beginning of the essay.

When I based my essay on Cook's 'Becoming YouTube #7' video, I wanted to prove some of the points made, mostly in its conclusion, wrong.

To start with, several points can be proven wrong in my theoretical part, covered in the gender roles and stereotypes section.

In the mentioned video, beauty gurus are disregarded for their content because it is only directed at females and it cannot be considered that women are contributing to the YouTube community. By doing so, that statement is a biased view by gender roles (beauty only being attributed to women).

It is also mentioned in the video the need for women to do comedy because of the idea that comedy equals to good content and it attracts more views. Comedy, according to gender roles, is a man's field, and it is implied in the video that it is the way to succeed. Finally, the video makes a call for women to make more videos in YouTube, since according to Cook, there are not enough women doing YouTube.

What I mostly wanted to know at the beginning of my essay was if gender matters when it comes to doing YouTube, and throughout the survey and the interviews, I have come to the conclusion that it does matter.

For what I have learned and written in this essay, and according to the people interviewed and surveyed, women have to work harder in order to succeed in the YouTube community - although this does not mean they are not present.

Women and men are almost equally represented in this community, but according to the public, men are followed by both male and female audience, while women are almost exclusively watched by other women. This means that men have a larger potential audience compared to women, who are almost ignored by a male audience and only watched by a part of the female audience. Women are easily more judged and receive

more online harassment than male creators, and this can be proven just by looking at their comments section. They are also rather judged by appearance while male creators may not be.

The last point raised the question of the relevance of gender as for the type of video produced. According to the survey and to the interviews gender matters, since most people said that men are leaders in more fields than women. For example, men are leaders in science and comedy, while women are so in beauty. This means that people are most likely to watch a man doing a comedy sketch while a woman giving out beauty tips.

In conclusion, my essay proves my initial thesis: if gender matters when it comes to doing YouTube, and the survey and the interviews have provided me with the information to support that thesis.

A demonstration of it are my initial objectives that have been achieved with this research project. Therefore, the point that is proven is that men are more dominant in YouTube than women.

I am glad that I have finished this research essay successfully with a precise idea and with achieved objectives.

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14. ANNEXES

14.1. All survey's optional answers

- I just realised I watch more male youtubers but I don't watch them BECAUSE they are male. I think I watch more comedy, and males are more into that. Don't really know why. Maybe females are into another kind of videos.
- It shouldn't be like this, no gender should be predominant, but it happens.
- I don't think it really matters. I mean, it's what people want to watch and that's up to them. But I think that some of the females aren't appreciated as much as the males of the community.
- I do think it matters. I think male content creators do better than female creators solely because they are male and teenage girls like them. Some amazing female filmmakers, musicians, etc. don't do as well as some decently attractive male vloggers who do tag video after tag video and that's not right in my opinion. In the next two questions I picked the same things because men and women both make all of those. Women are a lot of the time overshadowed by men.
- I think female youtubers get overlooked even if their content is better than their male counterparts. This is because most of the youtube audience are straight girls who prefer looking at a hot guy than watching good material. I used to be guilty of this, but since I started watching lots of female youtubers I find my tastes have improved, and I am able to enjoy them more.

- I don't think it matters, I just believe that that is the way it is and has been on youtube since the beginning. There are a lot more female youtubers now, but still.
- Yeah, because since the viewership is mostly young girls and the more popular content creators are generally older males, there is a lot of room for people taking advantage of their YouTube fame (e.g. Alex Day, Sam Pepper, etc.).
- Not really, the quality of the video matters most.
- Yes, I think it matters, because it shows how much more space (cis) men have the ability to take, regardless of how much work they put into creating things. Even if it's subconscious, and even if it's not intended, it still creates this atmosphere among teenagers - of all genders - that you can't start a youtube channel, for example, if you're not a good-looking, white (for the most part), teenaged boy because you need to put so much more effort into creating content of value since you don't have the same privileges as that group. It hurts not only many non-cismale, non-white people but everyone, especially teenagers who do not yet have a substantial view on what is right and wrong and how to treat people that are different from themselves, because they don't get to see representation of many different groups on this medium, YouTube, which is a part of their daily lives.
- I think it does matter. All it takes for young men to get famous is to have a cute face and be relatable to a relatively large group of people, mainly young girls. When women try to do the same thing, it's harder for them to get as many views and subscribers.
- It doesn't matter to me at all if someone is male or female or whatever.
- I think that there are some big female youtubers but more big male youtubers who get a bigger audience because of teenage girls
- I don't think it matters if one gender is predominant because, personally, I watch the videos of Youtubers whose content I find entertaining, possibly because I feel they have a similar sense of humour to me or because I find what they're saying to be useful in some way, not because of their gender, however obviously I cannot speak for others in the community.
- Most of the traffic coming into youtube videos is females, so it makes sense that they want to watch the opposite sex's videos more than girls. i think it matters

because, just like in medical jobs, male workers are becoming the norm and making most girls think "that looks like fun, but i can't do that. I'm a girl." it's making girls feel down that they supposedly won't become successful in youtube because they aren't a male with a nice jawline.

- I think it matters because girls should feel just as comfortable as boys when putting up content on youtube. I seem to have noticed that girls get a lot more gender-based hate comments on youtube, and this should not be the case. Also I think a huge reason for the male predominance is because of the unfair standards that are put on female youtubers. To be a male youtuber of average success, all you really need is to have okayish content and to be some way attractive. However as a female, to make it big on youtube the expected standard for content is much higher, you are expected to be fairly pretty, have a nice personality, do all the right things etc. This is not fair. I found Ben Cook's video 'Girls on Youtube' from his series 'Becoming Youtube' very insightful, and if you have not already watched it I would definitely recommend it.
- Personally, when I first began to watch videos on YouTube I saw that most of the popular youtubers were males. Yeah, woman get put into this category of "not funny" or "they're all beauty gurus" so not as many people watch them. Even today if you look at the popular youtubers you'll see that a good amount are male youtubers.
- Yes, I think people often don't watch girls because they think they aren't as funny or talented, or girls don't think that about themselves so they don't post.
- i think it matters alot, because people seem to be alot more interested in the males point of view on things, and just like the males more in general. The females out there are trying just as hard and the males, and it isnt at all fair that they get less credit.
- I definitely think it matters we need more top dog well known female youtubers
- because most YOUNG girls and boys start out watching youtubers because they find them attractive and only to discover their *perhaps* quality content later on
- It matters because it's more intimidating for girls to become YouTubers
- Yes as there are roughly 50% of each gender in the world, and so that should be represented.

- I think it matters, since I know of maybe one or two comedy vloggers who are female, and I feel like girls are scared to put themselves out there as they don't have many people to look up to since male comedy vloggers are the most predominant
- I think it matters because male YouTubers tend to be more popular, especially with young girls. Therefore I feel like they are more interesting for YouTube and advertisers to work with than female YouTubers, because their audiences are bigger. In my opinion, one of the only thing a guy needs to get popular is good looks and maybe a bit of humour, whilst girls are required to make good content in order to build a fanbase. (this might not be true in all cases pls don't be offended by my stupid opinion)
- I think it does matter that most youtube creators are male because it is discouraging for females who want to create videos, but are almost certain to be overshadowed by male youtubers.
- i dont think it matters, there arent a lot of female youtubers and its a matter of personal choice and opinion as to what kind of content they want. it doesnt necciserally mean people are being sexist, they are just wa\atching what interests them.
- I think it does matter because women need to be more popular on YouTube, as most of the hugely popular YouTubers are male. I love female and male YouTubers equally and I think they should be equally popular
- Young men don't have to specialise their content.
- People still think that men are more funny than women. While I do watch female youtubers (Emma Blackery, iiSuperwomanii, etc) they're harder to find because they're generally less popular.
- YT is definitely dominated by males. The reason might be that the audience are mainly girls or when females are trying to gain an audience through their channels (other than beauty), males are discriminating them and they have a lesser audience than men.
- Yes, I think that people are more willing to give videos a try if they are made by men. And men seem more respected on YouTube.
- Definitely. Though there may be an equal amount of female and male content creators it is by far the male content creators who receive the most attention and

have the most prominent fan bases. Women on youtube have to fight harder for their voices to be heard and to gain credibility (there are many arguments about women being "just" beauty vloggers which is complete rubbish) as creators. Beauty vloggers tend to be brushed aside and are often not even considered part of the Youtube community despite it being a completely valid form of content, yet when male content creators produce things such as gaming videos they are still praised and accepted as part of the community. There is a definite double standard in the way that male and female content creators on Youtube are viewed and it's something that needs to be worked on by everybody.

- I think it is important to have a equal representation of all genders. I watch mostly male video, because I am subscribed to more channels run by guys. Though I have a better connection (feel I can relate more) to videos made by people of my own gender.
- I think there should definitely be more women represented in the youtube community other than beauty gurus and such. There definitely are a lot of female vloggers and sketch comedians but they aren't as many "famous" ones compared to the males. Right now, its quite obvious that males are the predominant gender in the yt community but I think a change is fairly overdue and there should be a more equal representation of both females and males.
- It matters because the other gender then feels that they cant make it on YouTube because they are not said gender
- I don't know what predominant means
- Yeah the audience is mainly female. This should be reflected.
- dude idk i'm sorry i watch more boys than girl because most girls do beauty videos and i'm not into this i mean..... id ont K Now i love doddleodde, bananajamana, candysomething, notjustblonde, etc but i also like dan and phil, kickthepj, itsamemyleo, thethirdpew, bribry, charlieissocoollike etc
- People have this stereotype that girls and women cannot be funny, also there's no popular youtubers who aren't guys or girls (as in there aren't many trans, etc)
- Yes - I tend to favor funny vlogs and there are very few female youtubers that I can find who create these types of videos. There isn't representation. I believe it has to do with the fact that teenage girls want to watch attractive boys and fangirl over them.

- Yes I think it matters as youtube has become such a staple (regular thing that people use) for young people these days. Although women can be found on youtube, you have to go looking for them more than the men. This doesn't mean to say that there are no women in the spotlight because there obviously are. However as a gender, we are not represented equally. It's easy to find female youtubers if they're a beauty channel as men do not usually post videos of this genre. An example of my frustration would be that although within the group of British youtubers there are several women, they usually have a fewer subscribers and are slightly more difficult to find - you have go in knowing what you're looking for.
- I don't think it should. Unless it's discouraging for those who aren't a male and they don't think they could because they are not.
- No. Also for your next two questions you shouldn't limit it to 3 selections, that will mess up your data because men and women can make any of those kinds of videos. Don't rely too much on people picking "beauty" for women.
- I think males are predominant but I don't think it really matters that much as females get the credit they deserve. They don't get hate or anything or get put down for being girls so I think it's okay and you have people like Zoella and Macbarbie07 with 7+million subs which is amazing so that kinda proves it's not a big problem I think :)
- I don't think it matters to the wider community, there are just a very large number of female YouTubers who produce beauty videos so that ups the female numbers
- I think that because of the fact that the youtube viewing community seems predominantly female, male youtubers are much more known and seem more common even though the male to female ratio is equal
- Because makes face less harassment showing their faces online.
- Not really but I do think females that want to start a YouTube channel but are to scared of what people will say about their looks is wrong and people should keep their mouths shut
- it matters because having a single gender dominate limits the opinions and views placed out to a large audience.

- Women don't seem to be taken as seriously so they don't have as much of a following
- Yeah, I think it matters. I think that male youtubers can do and say pretty much anything in their videos, and they'd still have people supporting them blindly (meaning for example people like veeoneeye, Sam Pepper etc.) Female youtubers are often a lot more criticized and always under more pressure. I think girls also get ton of hate for things like their looks more than the actual content of their videos.
- I believe it matters. The reason why is because of straight/pan/bi/poly etc etc girls who get crushes on guys. The majority of viewers are straight and so get crushes on the guys
- I think make because most veiwers are female and for some reason we really like pretty boys :P
- No, I don't really.
- Males are predominant in almost all kinds of videos. While females are dominant in the beauty videos mostly
- Well I think females are more prominent. A lot of the popular male youtubers get their popularity that way "like ooh that's an attractive boy I'll subscribe" even if he doesn't have the best content.
- It matters because females and other genders are not getting the recognition they deserve as youtube is mostly dominated by white males.
- yes, male youtubers appear more popular and women are not idk why gender inequality I suppose.
- Yes it matters, because males I think are more predominant (especially to teens and girls) some don't really set the best example for younger viewers to follow, and the males can't really understand or set an example for girls and I think it's a big issue if males are more predominant.
- I don't think it matters, however male youtubers seem to get more attention on youtube than female youtubers. This is often because of their looks, and accent's
- Yes I do think it matters because if there's people in the youtube community who are taking advantage of their viewers then is giving them power a good thing especially with such an impressionable bunch of teens watching them. Obviously there is quite a few very popular female YouTubers but most of them

are never put as high on the pedestal as some male YouTubers are and people often find it easier to still support male YouTubers if they do bad things and harder to carry on supporting women who do something bad or have something bad done to them and so on. Even so I feel like most female ones are not as fully appreciated as most male ones.

- Most of the audience are teenage females and yalls know what us little hormonal shits want these days. We just want hot boys who have constant existential crises and are more in love with their flat mate than their Buffy Box Set if you catch my drift ;))))))))))
- Male youtubers are more predominant because people have this idea set in their mind that women are not entertaining unless they're naked.
- I think that men are more predominant because they are more willing to put themselves out there when girls are taught to blend in with the background.
- I wish it didn't matter because that would mean that there would be more or less an equal amount of creators of both genders. But it does matter because there is no equal representation of men and women on each part of the community. Also the audience's opinion is often biased, creators are not judged for their content but for their looks.
- No, I think male YouTubers just seem to get more public attention. There are some great female YouTubers (like Miranda sings and Superwoman) but there just seem to be more guys- if they provide good original content, it doesn't matter to me.
- As far as I can tell, YouTube is split in two ways. It seems to me that female vloggers are either beauty channels (eg. sprinkleofglitter, Zoella, Tanya Burr) or comedy (Hannah and Mamrie Hart, Grace Helbig), whilst most of the education and gaming channels are male-dominated (don't even get me started on male vloggers who attract 13y/o audiences). It's a huge issue for young people to be influenced in a way that makes them think it's the norm for boys to do gaming and education and for girls just to do beauty or comedy.
- I don't think it matters because it's just creating arguments but on the other hand it could matter as it shows that males are more likely to be 'discovered' and respected within the community and don't create an equal chance between the genders Also ((this is for the next two questions as I've just answered them))

women have less of a chance to be watched if they do comedy so they feel more pressured to do beauty. For example emma blackery used to do purely sketches and comedy but now has a beauty channel

- It matters that males are predominantly the most viewed creators because it shows the mostly young girl audience that they are less likely to be successful. Even if they don't want to be youtubers it shows that the world is mostly controlled by men. As an aspiring film maker I have seen all the film classes I take be 75%+ male and youtube is just another example of how the industry is bias towards males.
- I don't really know if it matters, but I think it's wrong that males get more attention than females, and that females get more hate than males.
- I don't think it matters, but as with most careers, males seem to dominate the YouTube community.
- I think it matters in the sense that girls have more "role models". From what I can see, beauty vloggers are becoming bigger and bigger. It's almost getting difficult to find other vloggers amongst them which I would imagine could be overwhelming for people who aren't interested in beauty.
- No
- No however the majority of videos I see are gaming and most of those are done by males, I would watch any gender if I enjoy the content.
- I think you can find both gender equally on youtube in general but for instance there is more women doing beauty videos and less doing gaming videos
- it's very discouraging to potential female creators. with such a male-dominated space, it's hard to build up the courage to try and break through.
- I think the lack of women (and nonbinaries) on youtube is important. It all ties in with misogyny and representation. Mostly we see young white males. It might be nice to shake it up a bit.
- Its because men have a Power status and there are more people attracted to men g.e. Fangirls who want to watch these men. Women however are are underrated like gamer girls are seen as 'fake'
- I do and I don't. I feel like it is easier for male youtubers to become popular. There isn't as many popular females as males. The women of YouTube are now

finally getting the recognition they deserve but still there is a lot of discrimination.

- Yes because it shows that sexism extends to the creative community where you are supposed to be accepted for your personality alone not your gender and yet men still have a greater confidence to put themselves out there than women.
- idk why you think that one of them is 'predominant'. just you can see girls in one types of vids and boys in others. and if you're not interested in one group don't mean that other group is 'predominant'
- I honestly think that even though males generally dominate YouTube more than females, it doesn't matter what gender you are. There are many successful female youtubers. However I think we should be encouraging more females to join YouTube. I know a lot of female friends who are too scared to start channels because they think they will be judged on what they look like and deemed ugly and because of that, uninteresting. It doesn't matter that males are predominant. However we should be sharing the message that everyone is worthy of having a voice on YouTube.
- yes, because in our society males have more chance of being successful. i watch mostly male youtubers because women are discouraged of making the content i enjoy like gaming and comedy, and the brave women who do it get hate and sexist comments and don't get the views or attention they should simply because of their gender. transgenders don't even have a position on youtube. every gender should have equal chances at doing what they love and being recognized for that. males are predominant in youtube, not because they make better content, its simply because of gender roles and a misogyny.
- It does matter that males are more predominant on youtube because in theory there is no reason why this is the case. Females have the same capability to be making the same quality content but they are under represented. The old theory was that the audience was mostly girls who were impressionable by young men on youtube but yeah I'm not sure if that's the big reason, there are plenty of guys watching youtube videos out there. Anyway I try to watch as many female youtubers as possible to combat it.
- no i don't think it matters but, i think the reason male youtubers are predominant is because it is mainly girls who watch youtubers

- I think it's not significant because the gender less predominant wants it that way. If there was more female users there would be gender equality, but it seems like the idea of uploading videos doesn't attract the female sector as much.
- I think that youtubers are very evenly-spread in gender, but I tend to enjoy male youtubers' videos more often as a lot (definitely not all - I do watch quite a few females) of female youtubers make beauty videos, which I don't find particularly interesting Side note: I am also very offended that I can only tick three boxes for the next questions because I can think of examples for each option for both genders available (so I just ticked what I see the most of)
- I personally don't think gender matters when it comes to YouTube (when it comes to what I watch anyways). It doesn't matter to me whether or not you are a girl or boy or neither or both. For me it depends on what I find enjoyable and the personality of the person I'm watching. But, overall, from what I've seen from the years I've been watching youtube, it's much easier to become successful on Youtube if you are an attractive male.
- Yes, as male youtubers are more predominant mainly because the "average" teenage girl viewer will find them attractive
- I was torn between saying that males are predominant and that both are equal. Honestly, I am still not sure. Quantitatively, I watch more males, but I can easily name just as many female YouTubers as I can males. I know that as a feminist, I should think it matters, but I don't really. Even if there actually are less predominant female YouTubers, I feel like the ones who are predominant are really so productive and popular that they are taking over, and not just in the "beauty" category.
- It matter in the sense that it tells us (if we didn't know before) the reason people love Youtube.
- No offense, but I think most of the regular YouTube viewers are attracted to guys, so we're more likely to watch cute nerdy guys than girls
- I think males are predominant because a lot of them, though talented, have a lot of female viewers based solely on the fact they're considered attractive. I also think there is a lot of buried sexism and that girls have girls watching them, whilst boys have a more diverse audience.

- I think it matters in a negative way. It shows how most people click to watch males because they are seen as "funnier". My one female friend told me that women can't be funny so she only watches male comedians.
- I don't think it matters, there still is a lot of females in that industry and they get the respect they deserve :)
- It might matter for girls just starting youtube because they might think they won't succeed since they're not an attractive and funny male.
- I think male is predominant and this causes lots of girls to watch them as they are more often than not, attractive. I think it matters because I think more girls need to be popular! :)
- I do think there is an under-representation of women on youtube, and would love to see more women getting praised for their awesome content as much as guys do.
- well, think about it: men are taken more seriously, are more respected. the youtube community is majorly split with different categories; girls watch vloggers more often because theyre predominantly males that are different than those of which are exposed to society. the common knowledge that girls watch vloggers creates a pressure for a male vlogger, funny with a pretty face - girls generally aren't in question for the youtube community. as someone who watches physics and quantum mechanics videos, the amount of women in that community is at such a decline that i can hardly think of one female youtuber whose channel is majorly science (maybe vi hart; but /she never shows her face/). and the reasoning? girls aren't taken seriously if they dont seem appealing at an aesthetic viewpoint in this community. and it sucks.
- I think that the males are predominant and I think it matters because the reason there aren't many female youtubers is because they are discouraged and if you go to a femal youtubers videos and look at the comments most of them are sexist towards women
- it sort of matters, i mean there are a lot of female youtubers, but most of them are not nearly as popular or well-known as most male youtubers. its a subtle form of sexism; most fans will prefer to watch males over females
- I think that male youtubers do have an advantage, as they are less often scrutinized and criticized for their decisions. I believe that often female

youtubers are restricted into making "beauty" or "fashion" videos if they want to be successful, while male youtubers can be successful with much more ease, no matter if they vlog, or make short films, or if they make "relatable" or "funny" sketch videos. I feel as though women youtubers are discouraged from making other types of videos, because they may not be as successful, and most people see that as the end goal for youtube. It's discouraging to think that female youtubers can only be successful in a certain category, and that they often don't make other types of videos that they may want, because they might lose their audience.

- I feel like the male YouTubers are paid more attention to in terms of subscribers and publicity, then think that the females are only there to show their new makeup.
- Probably because of looks. Though I personally don't care how they look. I like the people I watch for their personality. Their looks are an after thought.
- i believe its sad that male youtubers are dominant because there is alot of really good female youtubers, but ist pretty much allways males getting featured and popular, even when theyre assholes
- I think make is more predominant because more of the viewers personally find make YouTubers more attractive?..
- Yes, I think there's probably equal amounts of male and female youtubers but males are more prominent and known which can be off putting for females who want to start making videos.
- I think that in terms of joining youtube and getting started it can be alot more difficult for women because alot of the comments are over sexualizing and discouraging. If we had more females in the top ranks of youtube then it would be more encouraging for women to see that they can make it past the comments section.
- Not really but for what i've seen there's a lot more "famous" male youtubers, even though there is a fair amount of succesful female/other youtubers, they don't get as much recognition.
- i think it's a clear representation of our society in general. males get more praise, attention and opportunities whereas females have to endure a ton more of

criticism and rude comments based solely on their gender which makes it harder for them to become prominent figures in the community.

- I am unsure on what you mean by 'do you think it matters and why?' therefore I am going to leave this unanswered.
- the male gender is very dominant in the youtube community. this is important because it is yet another thing that women do not have very much say in thus being scared to participate in fear of all the negative feedback they will receive.
- The YouTube gender gap is unfortunate because women, especially film makers or comedians are not able to utilize the platform as well as others, which is becoming one of the greatest media bases modernly. However, it is not a matter of gender discrimination or rights, simply the audience that is appealed to and unfortunately the fact that much of the YouTube audience is attracted by appearances, etc. The problem arises with issues like sexual abuse, where this audience and that dangerous reason for being an audience member gives authority to predators and leaves them untouchable, though the sad fact is male subscribers could be preyed upon if the gender gap was reversed.
- I think it does matter that males are predominant on YouTube. This is because sure, their main audience is younger teenage girls but there needs to be more girls doing what those boys are doing. More girls to empower or create a positive role model for their generation.
- I think males are more prominent, and I think that's because they don't suffer so much backlash and their viewers are less critical.
- Men are more predominant probably because the largest demographic on YouTube is teenage girls so naturally they want to watch cute boys (not saying I'm one of them I just think generally their content is better)
- I think males are predominant because youngsters are the ones who make a bigger use of technologies and also of youtube, and teens, either boys and girls, watch more the male community. Girls because they are first appealed by the looks not the content, while on the other hand boys might find the content treated by male youtubers more interesting since they are males and have the same interests as them (this is all too general though)

- Because male youtubers have cult like followings of teenage girls who are in love with their looks. Also people are like sheeps and some tend to watch youtubers just because they are already liked by a large group of people
- I don't know
- Yes, it matters, because since the male gender is more dominant in the Youtube community, it creates more room for other males to become creators and receive the same sort of support as other male creators, and it seems these male creators can produce lots of different content without backlash from the community, but females and other genders are usually confined to certain genres of content (beauty, vlogs, sketches), and are attacked or belittled for venturing into different areas (gaming, science, etc.)
- I think it is pretty equal in total, but dominance is different in each categories. For example, most comedy videos I watch are make. However, most beauty gurus are female.
- Its quite obvious males would be predominant on YouTube as we live in a patriarchal society and males are dominant in most areas of life, of course I think this is wrong and should be changed. Personally I see no clear reason why one gender should be considered "superior" to the other.
- yes, the most famous vlogers are usually male, because they're the 'most' funny or because they're really hot or because they're gay (lets be honest), and there's not a lot of female vlogers who do comedy, they're a few and they're not that famous, almost noone talks about them, and the other part of the female vlogers do makeup tutorials or cooking and stuff like that, and they're not that very famous either. and sorry for my english, its not my first language.
- It matters because few women compared to men make videos that aren't beauty or baking, or if they do, they don't recieve the same amount of recognition.
- It just tends to be men who are taken more seriously I think, women are judged too quickly and therefore aren't given a good chance in any of the youtubing communities but it depends on what the thing is you're looking for as with my choices: Music - my preference is a little on the lower tones side as I find it more relaxing and also helps me get my voice deeper as I'm FTM transgender and there simply doesn't seem to be many women with deep voices Comedy sketches - everyone likes a good laugh it's just more dofficult to find female

youtubers who can make me laugh (aside from Grace, Hannah Hart etc because they made me cry at 3am as I couldn't laugh and my sides were killing me) and more male comedians are popular I guess Science - science is a hugely male-dominated field so it's much easier to find male informative youtubers in the science community than it is to find Female or other gendered youtubers but they are out there and they're great at what they do

- Yes, I do think it matters because many male youtubers aren't being watched for content, they are being watched because thousands of pre teen and teenaged girls think they're "hot." I'm not saying that this applies to all youtubers or girls, I'm just saying that the main people who watch youtube are tween and teen girls, and many female and less attractive male youtubers who are putting out great content are not as appreciated.
- Yeah, I do. But I don't really know if I think men are predominant because I watch more mens or because the public it self did them more popular. What I do know is that women usually do a certain type of videos, and that's it. I'm from Argentina, and I really like youtubers from España. Most of the gamers from there are mens, and I just know 2 womens that upload games and stuff, one is really criticised by it, and the other one no, because "she is a lesbian, so she has to like stuff men like". Yeah, I know, disgusting. (Sorry, this doesn't actually answer anything but yeah, I had to say it)
- I think it matters because I think all genders should be equal
- Yes
- It is easier for males to become popular because mostly girls between the ages of 12-17 watch youtubers.
- As alot of the youtube community are young straight girls, they are attracted to a youtuber by there gender. Also, in society men are seen as the more entertaining gender so people are more likely to click on a video with a male as they are more likely to be funny.
- Yes I think it matters and i think a lot of it has to do with fangirl culture
- The males on youtube get more views and subscriptions which supports their predominance. I think it does matter because most youtubers live off of the money they make from videos. If the males (particularly attractive younger guys

that appeal to teenage girls) get more views, subs, recognition, respect, etc. that means they get more money.

- I think males are predominant, and yes, because the reason we see more males on YouTube is because they tend to gain more notoriety than females.
- I think the male gender is more predominant because i see a lot of fangirls fangirling over any male they see on youtube. They're more interested in good looking guys then the youtubers content.
- It does, because there should be an equal representation of all genders: female, but also trans*
- (Sorry if this doesn't make much sense!) I think it matters a lot. Since it's mostly a male dominated website (creation-wise), it seems like if someone who wasn't an attractive male would be too intimidated to try. This means less people get to enjoy the full use of youtube and it's community. :~)
- I think it matters a bit. Most girls like fawning over guys and most of the community, outside of comedy and gaming, is female
- Yes, because I see more men getting attention for the exact same type of video as a woman has made. And therefore isn't fair because the videos are just the same but people are picking ones with men instead for various reasons.
- I don't think it matters. Anyone that would like to join Youtube and make content has the power to do so. You see more men than women creating content.
- Yes - I think there are less women because they face more harassment online than men
- Yes - there isn't a gender imbalance on YouTube as a whole but in the sectors I watch theres a huge gender imbalance, reinforcing the stereotypes for all genders
- I don't think it matters
- Yes. I think all genders should have equal representation in the community. There are a lot of factors that go into that, though. Who is more likely to make videos in the first place? Who does the audience respond to best? Etc.
- I don't think it matters SINCE the reason I think it is predominantly males is because of the enormous gaming community which is mostly made of males. There are so many female youtubers doing equally well in their own fields.
- yes, girls need as many role models as they can get
- Yes - women need far more representation!

- Yeah because i feel like its harder to be a female youtuber in the instance of vlogging and sketches ect like theyre less popular when they can be equally funny?
- yes, because every gender should be represented equally
- I think that the males in the community just got more of a head start in the beginning, but now the community is spreading out in terms of genres and more interested viewers so that the genders are equaling out.
- I do think it matters. It's just representative of our society, how men are dominant in many aspects off our lives. It also shows how women don't tend to support one another.
- Yes, it does matter. It should be 50/50 male and female.
- Yes, I think that YouTubers are predominantly white males and that's been proven at conventions, etc. And it matters because both gender and race should be equal on YouTube, in my opinion :)
- There seem to be more successful male youtubers, although this does seem to be changing. This does matter as there are not as many female role models, and it perpetuates the idea that women only make beauty videos which is damaging.
- it's just that i mostly see males, i don't see many female youtubers. i don't really think that it matters, because if they don't feel like they have the time or whatever for it, go them. do other things. invent things.
- I feel it's just a more male dominated platform because males don't really have to worry about half the things females do like appearance, or sexist comments, and other rude things in general. (not that they don't get those comments, I feel they just get fewer)
- I think it matters because it shows inequality of the creators in the community.
- It shouldn't matter because we need gender equality. I don't know why men are more predominant in the community.
- I think more popular men on YouTube matters because it might scare or intimidate younger girls who could think you have to be a cute boy to get views
- I do think it matters but I'm not really sure why. I guess it is because many girls watch videos because they like the guy/man that appear in them and if they do watch other girls it's just because they want to learn something about make up or, well, beauty in general. Also, because boys don't usually watch girls' videos.

- I personally watch more boys than girls so boys seem more predominate to me but Im not sure that's the case for everything
- this text is not about which gender is the predominant one but which gender produces what kind of video (because i cant choose more than three options) like i think that every gender makes every kind of video soo yeah
- I think that male youtubers, as well as being the majority of known people on YouTube, manage to get their words across better than female youtubers (when a girl posts a video, at least half the comments are about her appearance and not what she's saying). PS: on the two options below, I wanted to tick every box because I know for a fact that both male and female youtubers produce all those kinds of videos. That's why the last four boxes are not ticked, not because I don't think they are relevant.
- I do think it matters. I think that YouTube's audience - at least, the "popular vloggers" audience, the one I am a part of - is primarily made up of young (preteen - early teen) girls, many of whom are watching attractive guys rather than watching women, because it panders to their interest to see a hot guy doing goofy things. Unfortunately, this means that they can often learn messages that they shouldn't be. I'm not saying that every male YouTuber sends these messages, or that every female YouTuber doesn't, but I do think that there is a higher amount of men talking about these things to a young, predominantly female audience than there are women. The most obvious example is the infamous Nash Grier video about "what guys look for in girls", which taught girls that they weren't perfect, and they could never reach someone's standards - something they shouldn't be striving to do anyway (these thoughts were confirmed in the comments of the video, which has been deleted). Of course, Nash is probably more of a Viner than a YouTuber, but there's plenty of other YouTube videos talking about the exact same thing. Sam Pepper's entire channel is damaging to a young female audience, playing off sexual assault as "a joke" and something that if you don't laugh at, you're a square. The audience is not just female - boys watching these are damaged, too. They come to assume that this is a normal way of thinking, and that this is how the world works, when they shouldn't. I think that if we had more female YouTubers or YouTubers of other genders of equal popularity to the male, audiences might not learn such

damaging lessons. I know there are plenty of popular female YouTubers - Zoella being an obvious example - but in the grand scheme of things, the amount of popular males far outweighs the amount of popular females. (I'm sorry that this is so long.)

- not a clue why but to me the men tend to be funnier than the women i find the women annoying as hell when they try to be funny and just generally most of the time i find the women annoying as hell
- I don't think it matters but I guess it's easier for men to act a certain way to entertain the audience. It is the same thing with comedians. As a woman you have to be really special to be accepted for being funny.
- Yeah, I do think it matters because it affects the audience. It'd be a whole lot easier to find a male youtuber if you were watching someone based on looks.
- Yes, because I think girls in particular are discouraged from making YouTube videos because of the negative feedback they get.
- It definitely matters, there's a really disproportionate amount of men to women and I don't think I've ever come across a nonbinary youtuber. Equal representation is so so important, especially so younger viewers can see people like them, and the ratio of men:women:nonbinary people is disappointingly extreme.
- Yes, I think that a lot of male vloggers have little content worth the bajillions of views they get because theyre semi-attractive white boys and a lot of people who watch that sort of video are younger girls. Meanwhile, female youtubers get less views for similar content. The girl channels with the most views are almost always beauty channels, which is okay I guess. I think that people are less likely to see women as funny or brainy, and thus educational and/or funny channels run by women get less views. This is upsetting to me.
- Not really, people watch males and females youtubers not because of their identity, people watch them because of the content.
- I clicked 'Both equally' but I think it very much depends on the different kinds of videos. While in the beauty and lifestyle section it's mostly girls, in the comedy section there are a lot more guys than girls and I think this does matter because girls are funny too but they're not supposed to be, they're supposed to be all about beauty and whatnot and god forbid they make comedic videos. I think it's

very important that more girls become successful in the comedy section because at the moment, most popular comedy youtubers are male. There are of course female one like Grace Helbig and Jenna Marbles and others but the comedy section is predominantly male and I think that males have much better chances at becoming popular than females.

- I don't think it matters too much, all I could say is that we should advertise YouTube to be a place of gender equality. It's slightly unfair that there are more successful men than women on YouTube, but it doesn't mean that women aren't allowed or can't be successful (e.g. Zoella, itsGrace, CutiePieMarzia...) In my opinion, it matters more about the quality of content of the videos that I watch; as long as it's good I don't mind which gender produced it.
- I think male youtubers are more prominent -as men are in all forms of entertainment media- and I think that is a direct result of society's devaluation of women. I would love to see more female youtubers achieve the audience their content deserves.

14.2.Interviews

➤ **Natalia Castellanos, 17**

Name/username: Natalia/Fashiondreamsx

Age: 17

Type of content you make (educational, gaming, beauty): Beauty

Do you think there is a dominant gender in YouTube creators? I believe it is more or less equal

In the video genre you make, do you think there is a dominant gender? If positive, why do you think that happens? Yes, simply because men don't usually make beauty videos even though one of the most popular beauty channels is led by a man

Do you think gender determines if it will be easier for creators to succeed in whatever content they are producing? Yes, since almost all the popular youtubers are male, although I do not know why this happens.

If I were to tell you statistics from 2009 made by Sysomos Inc. show that 58% of the video-sharing bloggers on YouTube are male, which means almost the two genders are equally present, how would you explain that women generally do not have as much popularity? Do you think it is gender-related, or is it completely up to the type of content and if it is good enough? In my opinion, it is because the type of content men create can be watched by both women and men but normally, women's kind of videos such as makeup tutorials or fashion tips are only watched by this same gender with very few exceptions.

➤ **Hannah, 22**

Name/username: Hannah

Age: 22

Type of content you make (educational, gaming, beauty): Beauty

Do you think there is a dominant gender in YouTube creators? Male

In the video genre you make, do you think there is a dominant gender? If positive, why do you think that happens? Female. I think that traditionally, society has groomed women to value their appearances, while men are taught to value their minds.

Do you think gender determines if it will be easier for creators to succeed in whatever content they are producing? I do not think it is harder to succeed. I think it is harder to live with the success. Women have to overcome a barrier of perverts and misogynists that don't seem to exist in the comment section of male creators' videos.

If I were to tell you statistics from 2009 made by Sysomos Inc. show that 58% of the video-sharing bloggers on YouTube are male, which means almost the two genders are equally present, how would you explain that women generally do not have as much popularity? Do you think it is gender-related, or is it completely up to the type of content and if it is good enough? I think both boys and girls look up to men, but young boys do not look up to females, which is sad. That is why I think males have more views. They have a larger potential audience.

➤ **Lauren, 24**

Name/username: Lauren

Age: 24

Type of content you make (educational, gaming, beauty): Advice

Do you think there is a dominant gender in YouTube creators? Male

In the video genre you make, do you think there is a dominant gender? If positive, why do you think that happens? No, I think the genre of advice is treated equally by boys because we base our content on our life experiences.

Do you think gender determines if it will be easier for creators to succeed in whatever content they are producing? Yes, because mainly young people take part in the youtube community and girls are more judged by this young audience (by both genders) so it is harder for them to succeed. And boys are more popular because of their looks.

If I were to tell you statistics from 2009 made by Sysomos Inc. show that 58% of the video-sharing bloggers on YouTube are male, which means almost the two genders are equally present, how would you explain that women generally do not have as much popularity? Do you think it is gender-related, or is it completely up to the type of content and if it is good enough? The audience seems to expect more from girls than from boys when it comes to the content in the video.

➤ Kim Lee Shin, 18

Name/username: Kim Lee Shin

Age: 18

Type of content you make (educational, gaming, beauty): Comedy

Do you think there is a dominant gender in YouTube creators? No.

In the video genre you make, do you think there is a dominant gender? If positive, why do you think that happens? Yes, males. I can't give you a reason but there are girls who also create comedy sketches but don't have as many subscribers as boys.

Do you think gender determines if it will be easier for creators to succeed in whatever content they are producing? No, because depending on the content of their video girls or boys will have more dominance.

If I were to tell you statistics from 2009 made by Sysomos Inc. show that 58% of the video-sharing bloggers on YouTube are male, which means almost the two genders are equally present, how would you explain that women generally do not have as much popularity? Do you think it is gender-related, or is it completely up to the type of content and if it is good enough? I don't think it is gender-related, I think it depends on the content and maybe there are more genres in which boys are predominant than genres in which girls are dominant.