

Research on Influencing Factors of YouTube Chinese Video User Subscription Motivation: Centered on the Censydiam User Motivation Analysis Model

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Abstract

A great deal needs to be learned about why and how users participate and consume information on various online sites. The design of socio-technical systems especially for promoting engagement in terms of maximum user participation is both a theoretical and real-world challenge that researchers strive to understand. At present, most of the research on the motives of Internet video users' behavior focuses on the user's "viewing motivation" and "sharing motivation", and lacks the analysis of the factors affecting users' "subscription motivation". This study will attempt to compensate for this gap. Based on the YouTube platform, we take Chinese video users as the research object and uses the "Censydiam user motivation analysis model" to make assumptions about user subscription motivation from the two levels of social needs and personal needs, using regression analysis. Validate the hypothesis and get the influencing factors that may be available in the user's subscription motivation based on the assumptions. Built on survey data from 215 respondents, the study found that Enjoyment, Vitality, Power, and Conviviality are four factors that influence user motivation.

Keywords: *Subscription Motivation, YouTube, Video User, Censydiam, User Behavior.*

1. Introduction

In recent years, with the advancement of network technology, online video websites have developed rapidly. From the root cause, they are the need of netizens and conform to the sharing spirit of the network era [16, 17]. Many scholars have begun to pay attention to the behavioral motivation research of Internet video users. The current research tends to the relationship between user attributes and information selection behavior [15]. There are still many scholars who study behavioral motives and sharing the motivation of users [15]. However, the motivation of Internet video users is complex, the existing research is not perfect, and there is a lack of discussion on the factors affecting user subscription motivation. Therefore, this paper will account for the deficiencies in this aspect from the perspective of YouTube Chinese video users, and contribute to the research field of Internet video user behavior motivation. YouTube is currently one of the most popular online video

viewing platforms, covering 90 countries and territories, and is available in 80 languages, and everyone is likely to become both a consumer and a content provider [1]. YouTube nowadays has 1.9 billion registered monthly active users, and users watch more than 180 million hours of YouTube content every day. It is useful to note that among the huge YouTube users, Chinese video users are increasing rapidly. <Ms. Yeah Official Channel> was successfully registered in 2017. As of April 2019, the channel has about 5.8 million subscribers, which are the most subscribed channel for Chinese YouTube channels. <Li Zi-Ran> was successfully registered in 2017. As of April 2019, the number of subscribers to the channel has reached 3.4 million. <China HunanTV Official Channel> was successfully registered in 2013. As of April 2019, the channel had about 3.1 million subscribers. Depending on the data provided by NoxInfluencer, as of April 12, 2019, there were 59 channels with more than 1 million Chinese YouTube channels, 529 channels with more than 100,000 channels, and 108 channels with more than 50,000 subscriptions. Table 1 shows in the top 20 statistics of YouTube Chinese video channel subscriptions as of April 2019.

Table 1. Subscribe to the top 20 YouTube Chinese channels

Name	Subs	Video Views
MsYeahOfficialChannel	5,224,307	1,122,506,256
China HunanTV Official Channel	2,989,614	2,785,950,438
Li ZiRan	2,487,675	260,277,237
Tencent Video	1,286,219	697,361,116
MZTV	1,261,639	1,115,514,240
Baby bus - children's song nursery rhymes	1,052,029	577,374,911
zhejiang tv official channel	981,512	711,541,245
Croton MEGA HIT	972,229	1,153,153,199
SMG Shanghai TV Official Channel	945,553	1,047,151,084
ZJSTV Music Channel	942,978	1311875887

The essence of network video service is user-centered service. The most fundamental thing is to meet the need of users. The user's needs are reflected in the various behaviors of users when using services, and pay attention to and explore the behavior of network video users. It is a hot topic and core content that need to be paid attention to in the research field [15]. At present, there are many logical theoretical foundations for the study of Internet video user behavior motives, such as the use and satisfaction theory, rational behavior theory, TAM theory, grounded theory, etc. In the research methods, there are generally case studies, questionnaire adjustment, structural equations, experimental method, etc. [10]. In terms of basic logic theory, researchers study the user behavior types and characteristics and summarize the corresponding rules for video user behavior analysis. Although these studies have explained the user's willingness to act, they affect the video user's needs and behavior choices. Factors are lacking in research analysis [15].

As the research shows, in the YouTube platform, the basic user data is very large, and the Chinese video users have a special group. The components include residents in China. From March 2009 to June 2019, the Chinese region could not use YouTube services. The Great Firewall of China is the main reason, but according to statistics. There are about 12 million Internet users in mainland China. It can break through the firewall to use YouTube video services, including Hong Kong, Macao, and Taiwan, as well as overseas Chinese and overseas Chinese. There is still no academic research on the motivation of this part of users. In summary, to enrich the research on video user needs and behavior selection factors, this thesis focuses on the research objects of YouTube Chinese video users, through the Censydiam user motivation analysis model and the survey questionnaire. The core of this paper has four parts. The first is a summary of the behavioral motives,

descriptions of the video users, video users, and YouTube concepts, and theoretical preparation for the subsequent model building. Then establish a YouTube subscription motivation impact factor model and make assumptions, and finally use SPSS to analyze the collected survey data, verify the hypothesis and the model to conclude.

2. Previous Research

2.1 The status quo of Internet video users

Since Web 2.0, the concept of communication has changed, from the traditional mode of communication to the spread of life-oriented: consumers can not only actively obtain information through the network but also share more information as the main body of information release. Due to the rise of online tools (such as Facebook/YouTube/BBS) that attract consumers, the behavior patterns of the living and the media market have also changed. Globally, according to the “Global Digital 2019 Report” recently collected by “We Are Social [18]” and “Hoot suite”. Internet users have increased by an average of more than one million new users per day. In 2019, Internet users were 4.39 billion, an increase from January 2018. 366 million (9%), in January 2019, 3.26 billion people used social media on mobile devices, and new users increased by 297 million, a year-on-year increase of more than 10%. According to Global Web Index, 92% of Internet users are online every month. Watching the video means that more than 4 billion people worldwide consume online video content in early 2019. More and more viewers watch TV and video content on computers, mobile phones, tablets, and other devices over the Internet to provide and recommend video content [6-9].

2.2 The Previous Research on the Motivation of Internet Video Users' Behavior

From the perspective of behavioral subjects, Internet user behavior can be divided into individual user behavior and group user behavior. Individual behavior is the behavior of a single netizen in Internet video viewing, which is determined by the individual's personality, and multiple individuals. A group of users formed also has a group behavior pattern [12]. From the point of view of use, Internet video user behavior can be divided into 12 types, such as Table 2, in addition, the distribution characteristics of the user watching video program content, and the distribution characteristics of the terminal type used by the user to play the video program are large-scale Internet video service scenes. An external manifestation of the behavior of the user [14].

Table 2. 12 kinds of usage behaviors of Internet video users

Basic operation			Auxiliary operation		
Start	Play	time out	full screen	Exit Full Screen	Mute
Fast forward	Rewind	Esc	Unmute	Replay	Rate switching

From the perspective of information analysis, the user behavior of the network is the action and process of the user's response and meeting the information needs of the user. It is the action process under the control of the user's motivation, to achieve a certain information goal, including information query, collection, processing, production, and use, a series of processes such as communication [9]. From the perspective of the macro application, CNNIC (2012)'s "30th Domestic Internet Network Development Status Report" divides the application types of network user behavior into five categories, of which network video viewing is classified into network entertainment behavior.

The American psychologist Robert. Woodworth first applied motivation to psychology in 1918, and motivation was considered to be the intrinsic motivation for deciding behavior. Motivation is the psychological tendency or internal drive that motivates and sustains the action of the organism and directs the action to a certain goal. Motivation belongs to the psychological state in the psychological phenomenon. When a person's needs are not met, it will push people to find the object that meets the demand, thus generating the motivation for action. Only when the demand pushes people to produce behavior and leads the behavior of a certain goal, the demand becomes Human motivation.

According to the existing literature, motivation can be divided into physiological motivation and social motivation. The former is linked to the physiological needs of the organism; the latter is linked to the social need of the organism. According to the cause of motivation, it can be divided into intrinsic motivation and extrinsic motivation. The former is caused by the internal motivation of the organism itself (such as the stimulating state of the hormone, the central nervous system, ideals, desires, etc.); the latter is caused by the external incentives of the organism (such as the opposite sex, food, money, rewards, and punishments, etc.). Seongcheol and Eun et al. studied the impact models and factors of user content generation participation and behavioral willingness in video services. Factors affecting users' willingness to participate in behavior mainly include the user's intrinsic motivation, the user's extrinsic motivation, and the user's perception , Participate in ease of use, user perception, and trust.

It can be noted that the use of the Internet has grown significantly, and the availability of a large amount of video information and the extraordinary features of technological improvements in the world, but there is a lack of direct research on demand in this area [15.6]. The main research contents of the current research focus on user motivation, entertainment motivation and usage behavior, lack of motivational factors influencing subscription behavior, and YouTube online video subscription behavior are consistent with general online video viewing behavior, and there are many differences. Therefore, it is necessary to conduct special research on this. This study will help to supplement the gaps in Internet video users' subscription motivation research and improve relevant theoretical systems.

2.3 Censydiam user motivation analysis model

Traditional user motivation research is often based on the theory of demand hierarchy of American social psychologist, personality theorist, and comparative psychologist Abraham Maslow. In general, Maslow's theory divides demand into five levels, namely Physiological needs, safety needs, the need for love and belonging, the need for respect, and the need for self-realization. Each of these people often has these five different levels of demand, but the urgency of the various needs expressed in different periods is different. The five kinds of demand, like the ladder, are escalated step by step. After a certain level of demand is relatively satisfied, it will develop to a higher level, and the pursuit of a higher level of demand becomes the driving force for driving behavior. The advantage of Maslow's theory is that the development process of human need from low to high is to some extent a general law that conforms to the needs of human development. The disadvantage is that it overemphasizes the vertical hierarchical relationship between a person's various needs while ignoring the multiple needs of a person who often has conflicting goals during the same period. The Censydiam user motivation analysis model can solve this problem and can reflect various crisscrossing and contradictory needs of users in the same period, and it is the emotional demand from the bottom of the user.

The Censydiam user motivation analysis model was finally formed by the Sensydiam Institute of Synovate, which combines Sigmund Freud's theory of sexual instinct drive, Carl Gustav Jung The "collective unconscious" doctrine and Alfred Adler's "inferiority and transcendence" theory. The Censydiam user motivation analysis model divides the user's motivation into two levels, four strategies, and eight motivation,

as shown in Figure 1.

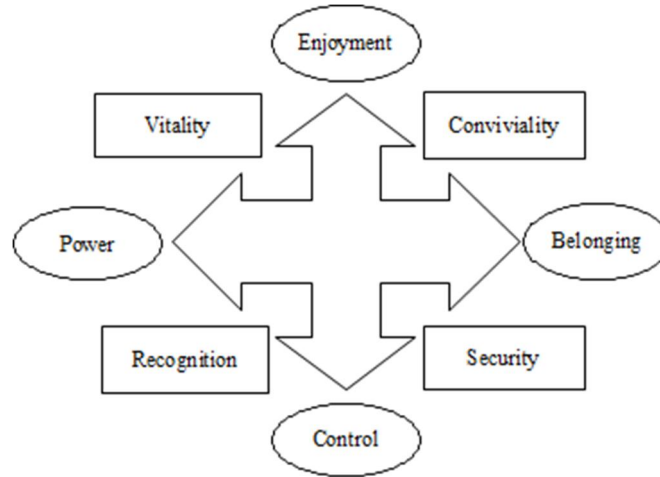


Figure 1. Censydiam user motivation analysis model

The two levels mean that the user's needs exist at both the social and individual levels. At the social level, users often need to make a trade-off between seeking group ownership and maintaining self-independence. That is, the group is the fundamental source of individual belonging and security. At the same time, the individual needs to fully express his personality and ability in social interaction. Gain self-esteem and a sense of accomplishment when compared to others. At the individual level, when a person has a desire for desire, he or she can suppress his or her desires and release them. Repression is often caused by questioning or uncertainty about the necessity of demand or the ability to meet demand, while the release is derived from a self-confident and open mind. The four strategies at the top of the model are four kinds of satisfaction strategies that individuals may adopt when faced with their own objective need:

1. Seek a sense of social belonging, find happiness in the collective, and be harmonious in the public;
2. suppress demand, return to your inner world, restrain the desire;
3. highlighting personal values, expressing successful self, and getting praise from others;
4. release the desire, actively enjoy, explore the wider world.

Through the user's strategy of satisfying the need, we can see the four basic behavioral motives of the user, namely, Enjoyment, Power, Control, and Belonging, which are divided into four endpoints of the model. In addition to this four basic motivation, the Censydiam Institute also analyzed and summarized the four behavioral motives that people showed in these four quadrants: Vitality, Recognition, Security, and Conviviality. Table 3 details the motivation for the performance of the four quadrants.

Table 3. Censydiam's user motivation analysis model for eight motivations

Vitality	Users are full of curiosity about the world of flowers, embracing all new things, craving new emotions, and challenging themselves.
Recognition	Users are very sane, and although they want to be noticed by others, everyone's attention gives them a sense of superiority, but they lack strength and control over others compared to those who want to embody their abilities.

Security	Users are always concerned with the inner world, need to be relaxed and quiet, hope to be protected and cared for, sometimes looking for dependence from childhood or past good times.
Conviviality	Users always have an open mind, and they want to share their happiness with others, share friendships, and get along easily is the praise they often get.

3. Establish a theoretical model and make the hypothesis

YouTube is a social network that communicates through video work. The so-called subscription means that when someone finds a video product that they like, click the “Subscribe” button on the page to represent that the user has become a fan of the channel, the YouTube channel. The subscriber metrics reflect the number of users who are interested in the channel.

Through analysis of the Censydiam user motivation analysis model, the user's subscription motivation can be divided into two parts. One is from their own needs, and the other is the social level of attraction or influence. The main content of this study is the user's subscription motivation. The user finally subscribes to the channel because of the demand, and finally uses all the variables to try to establish the 'YouTube Channel Subscription Motivation Theory Model', as showed in Figure 3.

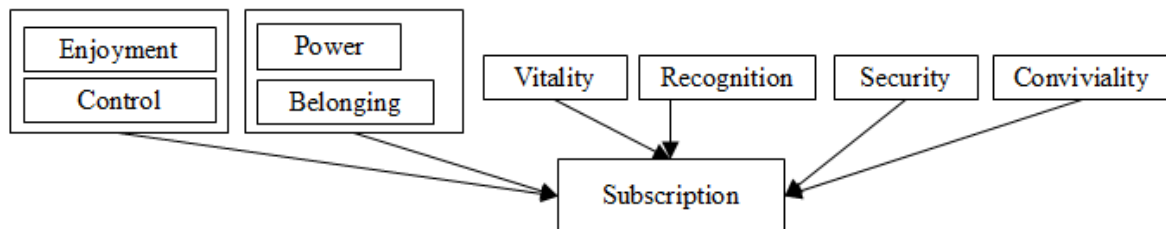


Figure 2. YouTube Channel Subscription Motivation Theory Model

From the perspective of their own need, watching videos on the YouTube platform is a spiritual enjoyment for users, and it is a physiological need. The YouTube video contains a variety of information, including fitness, first-aid knowledge, etc. It is a security requirement for people to choose content that is useful to them. YouTube has live streaming, channel live broadcast can interact with users, YouTube channel owners can create a community, users can interact with the channel master through community messages or video comments, the user's social needs are met. Most of YouTube's users are still biased towards entertainment [15]. M. Laeeq Khan found in the research that YouTube users are involved in the motivation, and it is an easy entertainment motivation that has a major impact on likes and dislikes. Because of the strong interaction, the live webcast video meets the user's participation and sharing needs, spreads the information's decentralized characteristics, and satisfies the individualized needs of the audience. The language and part of the video content meet the needs of the audience for exploration and prying [6-9]. Self-expression is an intrinsic need to express personal thoughts and feelings when interacting with others through social media. In addition, some researchers believe that interactivity is an essential part of communication and may influence people's motivation to use the website [14]. Users gain a sense of satisfaction by using entertainment content and, in some cases, social satisfaction through implicit or explicit social connection associated with content [4]. The group meaning in the network society is constructed by the original identity that spans space and time self-

sustaining. This identity constructs the identity of the other and forms the collective identity. The stronger motivation to use YouTube for information and learning is associated with lower compulsive use, while the stronger motivation for using YouTube for entertainment is associated with higher mandatory use [11]. Entertainment motivation has a stronger effect than information motivation. Although the tendency to use is different from the personality trait, the motivation effect has nothing to do with personality. In summary, based on the existing theory and the theoretical model established in this study, this study proposes hypotheses for eight aspects of motivation, as follows:

- H1:** Enjoyment has a positive impact on subscription behavior.
- H2:** Control has a positive impact on subscription behavior.
- H3:** Power has a positive impact on subscription behavior.
- H4:** Belonging has a positive impact on subscription behavior.
- H5:** Vitality has a positive impact on subscription behavior.
- H6:** Recognition has a positive impact on subscription behavior.
- H7:** Security has a positive impact on subscription behavior.
- H8:** Conviviality has a positive impact on subscription behavior.

4. Model test and evaluation

4.1. Questionnaire data analysis

On the one hand, this survey uses the paid service provided by Questionnaire Star (www.sojump.com) to conduct online questionnaire surveys. On the other hand, it distributes questionnaires on social platforms such as Weibo, WeChat, QQ and eliminates invalid questionnaires by setting screening rules and traps. A total of 215 valid questionnaires were collected. The survey began on April 22, 2019, and ended on April 25, 2019. Among the 215 valid questionnaires, 42.3% were males and 57.7% were females. Of the 215 respondents, 18-40 years old accounted for the majority.

Table 4. Sample characteristics

		Frequency	Percent	Alid Percent
	Man	91	42.3	42.3
	Woman	124	57.7	57.7
	Total	215	100.0	100.0
Efficacious	< 18	2	0.9	0.9
	18~25	56	26.0	26.0
	26~30	66	30.7	30.7
	31~40	75	34.9	34.9
	> 40	16	7.4	7.4
	Total	215	100.0	100.0

In this study, we observe the KMO value to judge whether the collected data are valid. From Table 5, we can see that the correlation coefficient between the eight variables is not high, and some are negatively correlated,

indicating that there is no serious collinearity. It can be analyzed. A KMO value of 0.78, greater than 0.6, means that the data is valid. When the results of the SPSS test showed Sig. <0.05 ($p < 0.05$), it was indicated that there was a correlation between the variables, and factor analysis was effective.

Table 5. Reliability analysis result

		Enjoyment	Control	Recognition	Power	Vitality	Conviviality	Security	Belonging
correlations matrix	Enjoyment	1.000	.345	.168	.410	.434	.117	.308	-.066
	Control	.345	1.000	.245	.286	.263	.333	.358	.261
	Recognition	.168	.245	1.000	.275	.200	.425	.312	.369
	Power	.410	.286	.275	1.000	.343	.308	.356	.281
	Vitality	.434	.263	.200	.343	1.000	.200	.399	.095
	Conviviality	.117	.333	.425	.308	.200	1.000	.307	.432
	Security	.308	.358	.312	.356	.399	.307	1.000	.224
	Belonging	-.066	.261	.369	.281	.095	.432	.224	1.000
KMO		0.78							
Bartlett sphericity test	T.	1376.021							
	DOF	406							
	Sig.	.000							

It can be seen from Table 6 that the reliability coefficient value of the research data is higher than 0.7 and the reliability coefficient value after the deletion of the item is not significantly improved. The comprehensive description indicates that data reliability is high and can be used for further analysis.

Table 6. Cronbach trust level analysis

Designation	Designation deleted α	Cronbach α
Subscription Action	0.760	0.787
Recognition	0.785	
Security	0.757	
Conviviality	0.758	
Vitality	0.769	
Power	0.758	
Belonging	0.769	
Control	0.766	
Enjoyment	0.776	

4.2 Hypothesis test result

From Table 7, we can see that recognition, security, conviviality, vitality, power, belonging, control, and enjoyment are the independent variables, and the subscription action is used as the dependent variable for

linear regression analysis. As can be seen from the above table, the model R-squared value is 0.414. That means recognition, security, conviviality, vitality, power, belonging, control, and enjoyment can explain the 41.4% change in the subscription action. When the model was tested by F, the model was found to pass the F test ($F=16.972$, $P<0.05$), which means that at least one of recognition, security, conviviality, vitality, power, belonging, control, and enjoyment will affect the subscription action. Besides, the multi-collinearity test of the model shows that the VIF values in the model are all less than 5, which means that there is no collinearity problem; and the DW value is near the number 2, thus indicating that the model does not have autocorrelation, sample data. There is no relationship between them, and the model is better.

Table 7. Linear regression analysis results

	Unstandardized Coefficients		Standardized Coefficients	t	p	VIF	R ²	adjust R ²	F
	B	standard error	Beta						
Recognition	0.003	0.04	0.01	0.08	0.936	1.6	0.41	0.39	16.97(0.000**)
Security	0.052	0.05	0.07	1.01	0.314	1.46			
Conviviality	0.106	0.05	0.16	2.23	0.027*	1.61			
Vitality	0.230	0.06	0.27	4.18	0.000**	1.39			
Power	0.111	0.06	0.13	1.98	0.049*	1.46			
Belonging	-0.011	0.05	-0.01	-0.22	0.825	1.32			
Control	0.043	0.05	0.05	0.82	0.416	1.34			
Enjoyment	0.262	0.07	0.27	3.92	0.000**	1.54			
Dependent Variable : Subscription Action									
D-W : 2.07									
* p<0.05 ** p<0.01									

H1: The unstandardized coefficient (B) of enjoyment is 0.262 ($t=3.92$, $p=0.000<0.01$), which means that releasing the hedonics will have a significant positive impact on the subscription action.

H2: The unstandardized coefficient (B) of control is 0.043 ($t=0.82$, $p=0.416>0.05$), which means that control does not affect the subscription action.

H3: The unstandardized coefficient (B) of power is 0.111 ($t=1.98$, $p=0.049<0.05$), which means that power has a significant positive impact on the subscription action.

H4: The unstandardized coefficient (B) of belonging is -0.011 ($t=-0.22$, $p=0.825>0.05$), meaning that belonging does not affect the subscription action.

H5: The unstandardized coefficient (B) of vitality is 0.230 ($t=4.18$, $p=0.000<0.01$), which means that vitality has a significant positive impact on the subscription action.

H6: The unstandardized coefficient (B) of security is 0.052($t=1.01$, $p=0.314>0.05$), meaning that security does not affect the subscription action.

H7: The unstandardized coefficient (B) of recognition is 0.003($t=0.08$, $p=0.936>0.05$), meaning that recognition does not affect the subscription action.

H8: The unstandardized coefficient (B) of conviviality is 0.106 ($t=2.23$, $p=0.027<0.05$), which means that conviviality has a significant positive impact on the subscription action.

Based on the results of the analysis, we can conclude that conviviality, vitality, power, and enjoyment have a significant positive impact on the subscription action. However, control, belonging, security, and recognition does not affect the subscription action. After adjustment, the theoretical model is shown in Figure 3:

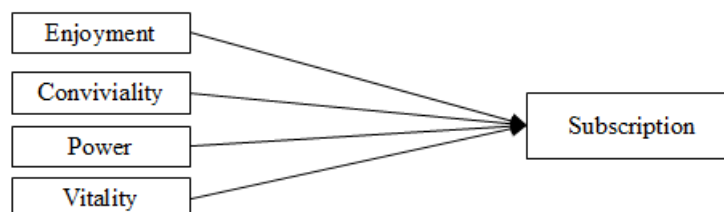


Figure 3. After adjustment: YouTube Channel Subscription Motivation Theory Model

5. Conclusion

Based on the results of the hypothetical analysis, vitality and enjoyment are factors that influence the motivation of the subscription channel. The impact of enjoyment on subscription motivation is consistent with previous research. In addition, there are two other factors: conviviality and power, conviviality and power also have an impact on user subscription behavior, but the influence is weaker than "enjoyment" and "vitality". That just says, when users subscribe to the YouTube channel, they are not only to receive information unilaterally but also to express themselves through interactive means such as platform comments. Conviviality has an impact on subscription behavior. Explain that users want to find their own "circle", a familiar group will give users a sense of security, users are more likely to share behavior in their intimate group.

This research emphasizes demand as the core of motivation and explores what motivation factors affect video user subscription behavior in general. Summarizes and analyzes the motivational factors of YouTube Chinese online video user subscription behavior, and obtains valuable results.

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