



An Assessment on Genres of Video Blogs

Video Günlüklerin Türleri Üzerine Bir Değerlendirme*

Tolga Ozan Maden,^a Şermin Tağ Kalafatoğlu^b

^a Ordu Üniversitesi, Ordu, Türkiye.
miyatoni07@hotmail.com
ORCID: 0000-0003-3040-3903

^b Doç.Dr., Ordu Üniversitesi, Ordu, Türkiye
tagsermin@gmail.com
ORCID: 0000-0002-5254-8874

MAKALE BİLGİSİ

Makale Geçmişi:

Başvuru tarihi: 16.08.2022

Düzeltilme tarihi: 26.12.2022

Kabul tarihi: 22.09.2022

Anahtar Kelimeler:

Video günlük

Vlog

Vlogger

Vlog türleri

ÖZ

Dijitalleşme, eğitim, ekonomi, eğlence ve iletişim gibi gündelik yaşamın ayrılmaz parçası olan alanları etkilemekte ve dönüştürmektedir. Gün geçtikçe daha fazla ürün ve servisin dijital ortamlarda kullanıcılara sağlandığı hem gelişmiş hem de gelişmekte olan ülkelerdeki insanların dijital olarak sağlanan ortamlardan giderek daha fazla oranda yararlandıkları görülmektedir. İnternet temelli popüler olan diğer iletişim protokollerinden farklı olan blogların demokratikleştirici bir potansiyele sahip olduğu ifade edilmektedir. Haberlerin paylaşılması ve kamuoyu oluşturulması için kaynak olabilecek özelliklere sahip olan bloglar, bir kurum ya da kuruluş çatısı altında oluşturulabilmektedir. Bireysel amaçlar çerçevesinde de ortaya konulabilen bloglar başkalarıyla iletişim kurmanın yeni yollarından biri olarak ortaya çıkmakta, internette duygu, düşünce, tercihler gibi kişisel ifadelerin daha geniş bir kesimle paylaşılmasını sağlamaktadır. Metin temelli olabildiği gibi video içeriğine de sahip olabilen blogların ele aldığı içerik büyük bir çeşitlilik taşımaktadır. Türsel açıdan sahip oldukları bu farklılıklara göre blogları değerlendiren çalışmalar içeriklerinin detaylı bir biçimde incelenebilmesi açısından işlevseldirler. Gerçekleştirilen bu çalışmada Türk vloggerların ürettiği oldukları video günlüklere odaklanılmaktadır. Yöntem olarak literatür taramasının kullanıldığı çalışmada, Gercely (2018)'in belirlediği vlog türlerine göre abone sayısı iki milyondan fazla olan 18 vlog kanalı değerlendirilmiştir. Bunların 8'nin şaka ve komedi, 3'ünün oyun, 2'sinin eğitici/öğretici, 1 tanesinin güzellik/moda/fitness, 1 tanesinin hayat tarzı, ve 1'inin ürün inceleme olduğu tespit edilmiştir. Film/TV/Kitap yorumu ve seyahat vloglarında ise abone sayısı iki milyondan fazla Türk vlogger tespit edilememiştir. Araştırmanın yapıldığı dönemde en yüksek takipçisi olan birer vlogger bu başlıkların altında değerlendirmeye alınmıştır.

ARTICLE INFO

Article history:

Received: 16.08.2022

Received in revised form: 26.12.2022

Accepted: 22.09.2022

Keywords:

Weblog

Vlog

Vlogger

Vlog genres

ABSTRACT

Digitalization affects and transforms areas that are an integral part of daily life such as education, economy, entertainment and communication. It is seen that people in both developed and developing countries, where more and more products and services are provided to users in digital environments, are increasingly benefiting from digitally provided environments. It is stated that blogs, which are different from other popular communication protocols based on the Internet, have a democratizing potential. Blogs, which can be a source for sharing news and creating public opinion, can be created under the umbrella of an institution or organization. Blogs, which can also be put forward within the framework of individual purposes, emerge as one of the new ways to communicate with others, and allow personal expressions such as feelings, thoughts and preferences to be shared with a wider audience. The content of blogs, which can be text-based as well as video content, has a great variety. Studies that evaluate blogs according to these differences in terms of species are functional in terms of examining their contents in detail. This study focuses on the video diaries produced by Turkish vloggers. In the study, in which literature review was used as a method, 18 vlog channels with more than two million subscribers were evaluated according to the vlog types determined by Gercely (2018). It was determined that 8 of them were jokes and comedy, 3 of them were gaming, 2 of them

DOI: 10.46442/intjcss.1162437

** Sorumlu yazar: Doç. Dr. Şermin TAĞ KALAFATOĞLU, tagsermin@gmail.com

* In this study, from the field research and data of Tolga Ozan MADEN's master's thesis titled "Video Diaries (Vlogs in Digital Broadcasting in Turkey)", completed in 2021 at Ordu University, Institute of Social Sciences, Department of Cinema and TV, under the supervision of Assoc. Prof. Dr.Şermin TAĞ KALAFATOĞLU has been used.



were training/teaching, 1 of them was beauty/fashion/fitness, 1 of them was lifestyle, and 1 of them was product review. More than two million Turkish vloggers could not be identified in the movie/TV/book commentary and travel vlogs. Vloggers with the highest followers at the time of the research were evaluated under these headings.

Atıf Bilgisi / Reference Information

Maden, T.O., Tağ Kalafatoğlu, Ş. (2022). An Assessment on Genres of Video Blogs. *Uluslararası Kültürel ve Sosyal Araştırmalar Dergisi (UKSAD)*, 8 (2), Güz, s. 1-17.

1. Introduction

Blogs or weblogs are diaries based on texts where visual materials such as photographs that people share over the internet can also be used. While it is possible to reach people with text-based content, the content desired to be shared in front of the camera can also be recorded and disseminated from different channels. In vlogs/video diaries derived from the word blog, the content consists of short or long video footage. While video diaries have increased their popularity since the 2000s, they have increased their diversity in terms of different themes.

Although video diaries are seen on many video upload sites, YouTube is shown as the most used and most common medium. Many different types of vlogs are watched and uploaded by users. It has been seen that various classifications of vlog types have been made by different researchers. In this study, vlogs are evaluated according to the generic characteristics determined by Gercely (2018). It is classified into ten titles: 'product review, jokes and comedy, beauty/fashion/fitness, educational/ instructional content, lifestyle, movie/tv/book reviews, travel, pop culture/rumors, clickbait and gaming vlogs'.

The population of the study consists of vloggers with two million or more followers who produce vlogs under these genres as of January 1 - December 31, 2019 in Turkey. In this context, a total of 23 vlog channels have been identified. The sample of the study was created according to the criterion sampling, which is one of the purposeful sampling methods. The criterion was sought for the vlogs produced by vloggers in 2019 to belong to a single genre. 5 vlog channels that did not meet this criterion were eliminated and the sample was reduced to 18 channels.

Of these 18 vlog channels, 8 are under the title of jokes and comedy, 1 under the title of beauty / fashion / fitness vlogs, 2 under the title of educational / instructional vlogs, 1 under the title of lifestyle vlogs, 3 under the title of game vlogs, 1 under the title of vlogs. under the title of product review vlogs. In film/TV/book reviews and travel vlogs, no Turkish vloggers with more than two million subscribers could be identified. Therefore, the vloggers to be examined under this genre have been determined as those with the highest number of followers among the vloggers who publish vlogs of this type. Under the headings of pop culture/gossip vlogs and clickbaits, these genres were excluded from the evaluation, as no vlog channels could be identified by focusing only on this genre.

2. Video Diaries

Vlogs are shown as one of the most important contents of the structure called web television. Seen as purely user-generated content, vlogs focus on the lives of their creators and offer their followers information from their lives. One of the most important reasons why vlogs have become so popular is that with the development of technology, possibilities such as recording / editing / broadcasting have become extremely easy and people can perform all these operations even with the help of a single device.

Vlogs are one of the important ways people can express themselves nowadays. Considering that many people resort to this path, the difference in originality and content has gained great importance in the vlog



culture. Molyneaux, O'Donnell, Gibson, and Singer (2008) report that vlogs serve as media for social commentary, alternative newsletters, creative outlets, or personal online diaries (2008: 2).

Baran (2007) states that there may be various reasons why people create vlogs. Accordingly, he reports that vloggers are artists, filmmakers, tech enthusiasts, and citizen journalists who report news that the major news networks ignore or do not fully hear. In addition, vlogs are also created to stay in touch with distant friends or relatives. It helps people talk about the problems in their lives and seek solutions to those problems. It allows for better learning of digital video technologies, enables a minority group to exist and make their voices heard online, entertains people, mediates making money and delivering products (2007: 11).

A vlog puts the video at the center of attention, but sometimes there may be text along with the video. In addition, vlogs play effective roles in meeting some social needs. These needs are expressed as being connected, validating the vlogger's experience and ideas, and being productive. In addition, vloggers around the world interact among themselves, creating vlogger communities (Warmbrodt, Sheng, Hall, & Cao, 2010: 43).

Unlike traditional media content, vlogs usually consist of short clips of a few minutes and mostly use flash as a video format. Video quality varies depending on internet speed. It was determined that the content organization was made as a dated entry in reverse chronological order on the site where the vlogs were uploaded. As their users are from the internet, it is not known who they are. The trace region is worldwide, again due to the internet origin. Vlogs use computers and mobile devices as receiving devices. Again, the reliability of vlogs depends on the internet connection speed. In terms of security, vlogs are defined as unsafe content. Copyrights are mostly unprotected (Gao et al., 2010: 7).

Vlog publishing starts out as an amateur experiment for everyone, sometimes even as an escape from reality. Over time, the original and different ones from these publications begin to stand out and the followers of these publications increase. With increasing followers, vloggers are starting to move away from amateurism and produce more professional content. It is seen that they form a team for themselves, work with big brands, the topics of the content differ, and they even deal with different jobs than producing content.

2.1 Types of Vlogs

Many people who produce vlog content have different interests and life views. It becomes simpler and more original for people to say words in the fields they are interested in. For this reason, many types of vlogs are observed. As a result of the literature review, it has been seen that many different researchers classify vlogs differently. While some researchers have a unique classification method, it has been determined that some researchers are influenced by each other. As a result of the literature review, researchers named Molyneaux, O'Donnell, Gibson and Singer (2008), Simonsen (2012), Gercely (2018), Warmbrodt, Sheng, Hall, Cao (2010) and Gao, Tian, Huang and Yang (2010) stated that vlog classification has been reached. This classification is shown in the Table 1.



Table 1. Types of Vlogs Determined by Researchers

Researchers	Types of Vloges
Molyneaux, O'Donnell, Gibson and Singer	Personal vlogs, general vlogs, entertainment vlogs, YouTube vlogs, tech vlogs
Warmbrodt, Sheng, Hall and Cao	Personal vlogs, news, entertainment vlogs
Simonsen	Personal blog, vlog shows and product vlogs
Gao, Tian, Huang and Yang	Vogs, moblogs and playlists
Gercely	Product reviews, comedy, beauty/fashion/fitness, education/tutorials, lifestyle vlogs, gaming vlogs, movie/TV/book reviews, travel vlogs, pop culture/gossip, clickbaits

When the types of vlogs are examined, it is seen that Molyneaux, O'Donnell, Gibson and Singer (2008), Warmbrodt, Sheng, Hall and Cao (2010) and Simonsen (2012) make similar genre distinctions. It was determined that Gao, Tian, Huang, and Yang (2010) approached vlog genres more generally. Gercely (2018) tries to define vlogs with different features in detail by including more sub-titles with the distinction of genres. The generic features of the vlogs that Gercely has categorized are given below:

Product Review: This type of vlog aims to reveal facts about that product by reviewing products, and to provide a trial demonstration of the products they are going to buy or are considering to buy.

Comedy: Comedy vlogs are described by Gercely with the word 'humor'. All of the vlogs shot for fun can be evaluated under this type.

Beauty/Fashion/Fitness: In this type of vlog, the vlogger advises her viewers on beauty products and fitness moves, tries the products for her audience and tests them.

Education/Tutorial: Vloggers who prepare vlogs under this type aim to raise awareness and inform their followers without any subject restrictions.

Lifestyle vlogs: The most important feature of this genre is that a vlogger records his actions during the day and regularly shares these images with his followers.

PC gaming vlogs: It is generally seen as a genre in which computer games are introduced, games are tried and information about the lifestyle of the vlogger is given.

Movie/Tv/Book reviews: This genre includes book, television programs and movie reviews. Vlogger criticizes the books he reads or the programs he watches.

Travel: Gercely describes this genre as 'documenting and sharing a personal journey'. This type of vloggers present the places they have traveled, their road adventures and their experiences to the audience.

Pop culture/Rumors: Vlogger reviews the latest celebrity news and developments.

Clickbaits: This type, which is not mentioned by other researchers as a vlog genre, but is included in Gercely's genre definition, can be defined as tactics developed to get users to click on a video.

In his detailed study on vlog types, Gercely (2018) has given an inclusive title to all existing vlogs. The definitions he puts forward regarding the categories clearly indicate the features of the vlogs under it. In addition, the categories do not overlap and differ markedly.



2.2. Functions of Vlogs and Vloggers

Vlogs are not only expressed as a means of expressing vlogger himself or as an action to fill his spare time. With the pieces of life and behavior they present, vloggers sometimes become an important role model in the lives of the people who follow them. The vlogger, who gains followers over time, has an important audience.

This mass does not remain as a community of people unaware of each other, but turns into a social and interactive community. The vlogger, who has a responsibility to this community, also undertakes some functions and duties. People who admire the vlogger they follow over time may tend to imitate their behavior. This trend sometimes emerges by using the clothes used by the vlogger, sometimes by talking like vloggers and acting like vloggers. This situation is used by both vloggers and some companies by knowing the opportunity, and the audience is influenced by this. Vlog and vlogger functions are examined under the titles of vlogger as a fandom and role model, vlogger as an influencer, transformation of self, social relations and other functions.

2.2.1. Vlogger as Influencer

Brands and companies have concentrated on a structure called effective marketing. This means finding and partnering with people who can increase the visibility of their products on social media. Vloggers, called influencers, appear as people who undertake this task and collaborate with brands.

Gümüş (2018) presents four main activities for effective marketing. These are: (1) Identifying influencers and ranking them in order of importance, (2) Increasing the brand awareness of influencers' followers, (3) Increasing market awareness of target markets through influencers, and (4) Turning Influencers into brand advocates (2018: 24).

Influencer marketing is presented as a three-stage structure for Brown and Hayes (2008): first, in order to increase brand awareness, influencers' awareness must be raised first. These people, whose awareness is increased, then play an important role in raising the awareness of the targeted consumers. Finally, influencers should be transformed into brand advocates, so that they can defend their brands more (2018: 25).

One of the points that brands should pay attention to is choosing the appropriate influencers for their work. Vloggers who appeal to their target audience are more effective in making their brands visible. In addition, elements such as the behavior of the vlogger in his social life, reliability and honesty stand out as important factors that affect the choices of brands.

2.2.2. Vlogger as a Fandom and Role Model

Vloggers are people who are followed and taken as an example not only when promoting a brand or company's product, but also by their followers. The fact that their followers admire vloggers and take them as role models has brought up the idea that the vlogger has another function for their followers.

The concept of fandom, which means admiration, is explained as perversion and potential fanaticism. People with psychological inadequacy are on the path of satisfaction by establishing a connection between the celebrities they follow and their own lives (Kesici, 2018: 25).

Vloggers are usually the same age as the people who follow them. This makes it easier to follow current reference circles while creating appropriate content. People are more inclined to copy the behavior of the people they love or to share the behavior style, so the behaviors and beliefs of people with the same social status are much more influenced by each other (Westenberg, 2016: 9).

2.2.3. Transformation of the Self

Various tools that the vlogger uses to record himself act as a mirror. With these tools, vloggers are in control of the footage they record, and they reflect themselves through these tools while presenting their consciously curated footage to the audience. This is expressed by Heuillard as technologies of the self.



Vloggers give a depiction that corresponds to a mediated self-definition made specifically for their online audience. According to Heuillard, vloggers have improved their physical appearance, used various techniques to promote values and beliefs by displaying implicit behaviors, thus having different ways of presenting themselves for their audience. By removing the flaws seen in front of the camera, they used the new selves they created instead (Heuillard, 2017: 11).

This new self created has caused not only vloggers but also the users who follow them to differentiate their personal presentations over time. In fact, self-presentation involves transmitting a particular image of the self to others, but also influencing other individuals to respond in desirable ways. This form of virtual communication between vloggers and their audience can lead to a double-edged situation, giving the opportunity to be completely real and communicate freely, or to secure oneself behind a self that has been modified or enhanced to conform to norms and values set by global society (Heuillard, 2017: 12).

2.2.4. Parasocial Relations

Parasocial relations are explained as one-sided relations. In this type of relationship, vloggers try to show how important the audience is to them and resort to various ways for this. The audience is made to feel how important they are, which makes it easier for them to see vloggers as friends and accept them as one of their own.

Kurtz (2018) explains the first of the techniques used to provide parasocial relationships as follows: vloggers seek feedback from their followers in this technique. They are asked questions, their suggestions are taken, and it is shown that their ideas are considered important (Kurtz, 2018: 27).

In the second technique, vloggers use social media channels. For example, by offering two options on Instagram, followers are asked to choose one of these two options. Whatever option gets the most votes, that option is fulfilled. For example, if two sweater models are asked, a video is taken by wearing the sweater model with the most votes. In this way, the followers see that their ideas are considered important and a real friendship / relationship perception is created (Kurtz, 2018: 27).

The third technique is called click bait. In this technique, the title of the content is written in such a way as to create a curiosity gap. Thanks to the title, which is written in an exaggerated way and prepared in such a way that people cannot learn what it is without watching the video, the number of views of the videos is increased and it is ensured that they reach more people. In addition, not only the title, but also a graphic or image can be used as a click bait (Kurtz, 2018: 31).

Finally, there are the promo codes. Vloggers collaborate with a company or brand to promote a product or service in exchange for financial gain. This cooperation is also strengthened by some opportunities that the vlogger provides to his followers. For example, taking advantage of a promotional code with 20% discount is one of the benefits that can be provided. The bond that develops between them with this technique, which benefits both the vlogger and the audience, expands the dimension of parasocial relations a little more (Kurtz, 2018: 33).

2.2.5. Other Functions

Vlogs and other functions undertaken by vloggers can be listed as raising awareness/promoting cultures, enabling those who want to have their voices heard, and creating a social community.

The fact that the vlogs can be watched easily from any internet site allows the audience to watch vloggers from different countries without borders. Mironova (2016) states that vlog producers share more personal information with this new genre. The information that vloggers used to keep to themselves is now an intermediary for the relationship they establish with their audience. The fact that many vloggers from many countries can freely talk about both their private information and information about their countries in their vlogs reflects the cultural diversity of the countries and undertakes the function of raising awareness about the habits and traditions of that country (Mironova, 2016: 8).



One of the most important functions provided by vlogs is the opportunities they provide to those who want to have their voice heard. Vlogs, which emerged as a new way of expression and watched by large masses, pave the way for people to reach the audiences they want to reach.

YouTube, the most common platform for vlogs, is seen as a social network by Lange (2007). The fact that users communicate by creating links between comments and profiles makes the idea of social networking come to the fore. In addition, not only the communication between the comments and profiles, but also the posting of videos is seen as the main social activity in this social network.

2.3. Vloggers and their Vlogs

Joke and comedy vlogs-Enes Batur Sungurtekin, beauty/fashion/fitness vlogs-Danla Bilic, educational/instructional vlogs-Ruhi Cenet, PC gaming-Burak Oyunda vlog channel, lifestyle vlogs-Meryem Can, product review vlogs-Webtekno vlog channel, travel vlogs-Emre Durmuş and film /tv/book review the vlogs produced by the vlogger named Sena Nur Işık were examined. Information was given about the types of vlogs they produced and their vlog channels, and it was stated which of the three most watched vlogs by vloggers. Vloggers and their channels are shown in the Table 2.

Table 2. Vlog Type and Channels

	Vlog Type	Vlog Channel
1	Joke and comedy vlogs	Enes Batur Sungurtekin vlog channel
2	Beauty/Fashion/Fitness vlogs	Danla Bilic vlog channel
3	Educational / Tutorial vlogs	Ruhi Çenet vlog channel
4	PC Gaming Vlogs	Burak Oyunda vlog channel
5	Lifestyle Vlogs	Meryem Can vlog channel
6	Product Review Vlogs	Webtekno vlog channel
7	Travel Vlogs	Emre Durmuş vlog channel
8	Movie/Tv/Book Review Vlogs	Sena Nur Işık vlog channel

2.3.1 Joke and Comedy Vlogs

This vlog type, which includes joke and comedy elements, consists of comedy routines, music and dance acts and humorous posts. All kinds of vlogs that include entertainment are eligible to be evaluated under this title. The vlog channel of Enes Batur Sungurtekin, who produces content under this type of vlog in YouTube Turkey and is the vlogger with the most followers in this field, is examined under the title of joke and comedy vlogs. The channel is shown as one of Turkey's first vlog channels and the first video was published by the vlogger in 2012. The channel with the most subscribers in Turkey is again Sungurtekin's channel. The three most watched vlogs of the channel in 2019 are listed as follows (<https://www.youtube.com/user/newdaynewgame/videos>):

- “We Stayed in Prison for 24 Hours (Spending a Day)”-(16 January 2019)
- “Last Out of the Circle Wins ?!”-(9 March 2019)
- “Breaking Glass Wins 100,000 TL! (Unbreakable Glass)”-(22 February 2019)



Image 1. Enes Batur Sungurtekin vlog channel, 24 SAAT HAPİSHANEDE KALDIK (Bir Gün Geçirmek), <https://www.youtube.com/watch?v=STrHmv1syPE>

In these most watched videos, Batur includes challenges with funny content. These include: staying with his uncle for 24 hours in a room resembling a prison cell, making bets with his friends to be the last one in the circle drawn on the floor, trying all kinds of tools to break the glass with his uncle in order to get the money behind the unbreakable glass. These videos, which include various jokes, were met with comments by Batur's followers that the content was funny.

2.3.2 Beauty/Fashion/Fitness Vlogs

In this type of vlog, which is monologue-based, focusing on the vlogger with the personal camera, the vlogger performs a kind of self-presentation. This type includes a more indirect personal presentation. Another foundation that this genre builds on is giving advice to the audience. Danla Bilic is the vlogger who produces content under this vlog type and has the most followers in this field. The first content was uploaded on November 11, 2016, and the channel soon became the most followed beauty/fashion/fitness vlog channel. Since the first content she uploaded, Bilic, whose almost every video has been seen to be related to beauty, fashion or fitness, rarely uploads personal vlog videos, which Gercely (2018) calls lifestyle vlogs. The three most watched vlogs of the channel in 2019 are listed as follows (<https://www.youtube.com/c/DanlaBilic/videos>):

- “I Tore Berkcan Güven's Mouth Off!”-(26 May 2019)
- “New York Vlog | I Met Gigi Hadid, What I Lived With Kendall Jenner!”-(October 2019)
- “I'm Not Broken But I'm Not Standing Either”-(14 July 2019)

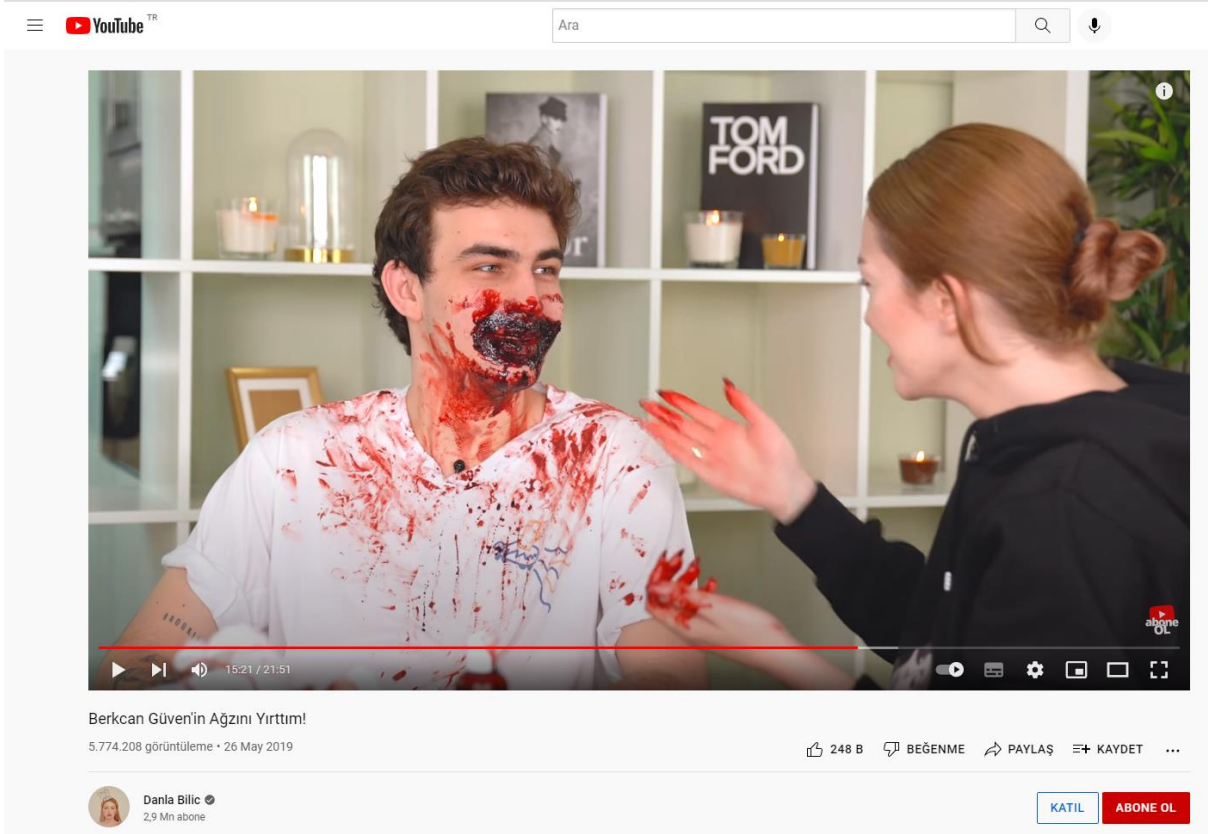


Image 2. Danla Bilic vlog channel, Berkcan Güven'in Ağzını Yırttım!,
<https://www.youtube.com/watch?v=kTW-X3XZIBU&t=33s>

Bilic has managed to put remarkable titles on her videos. In the content of her videos, makeup-related applications are shared. What makes her videos interesting is the makeup she applies, as well as the witty dialogues she has established with her friends who accompany her in the content. Also in the video, which is set in New York, the stories of meeting celebrities, their life in a large metropolis and their observations about the fashion world enrich the content.

2.3.3. Educational/Tutorial Vlogs

It is a type of vlog in which the vlogger produces educational/instructional content for its followers without any subject limitation. Ruhi Çenet produces content under this type of vlog in Turkey and has the most followers in this field. Çenet, who has been uploading vlogs since November 15, 2012, has produced almost only educational/instructional vlog content since then. The three most watched vlogs of the channel in 2019 are as follows (<https://www.youtube.com/c/Ruhi%C3%87enetMedya/videos>):

- Spending 1 Day with the Mayor in Turkey's only communist city-(13 April 2019)
- 10 Creepy Facts You Didn't Know About Freemasons-(February 18, 2019)
- Special Video: Spending 1 Day in Restricted Areas of Istanbul Airport-(6 July 2019)
-

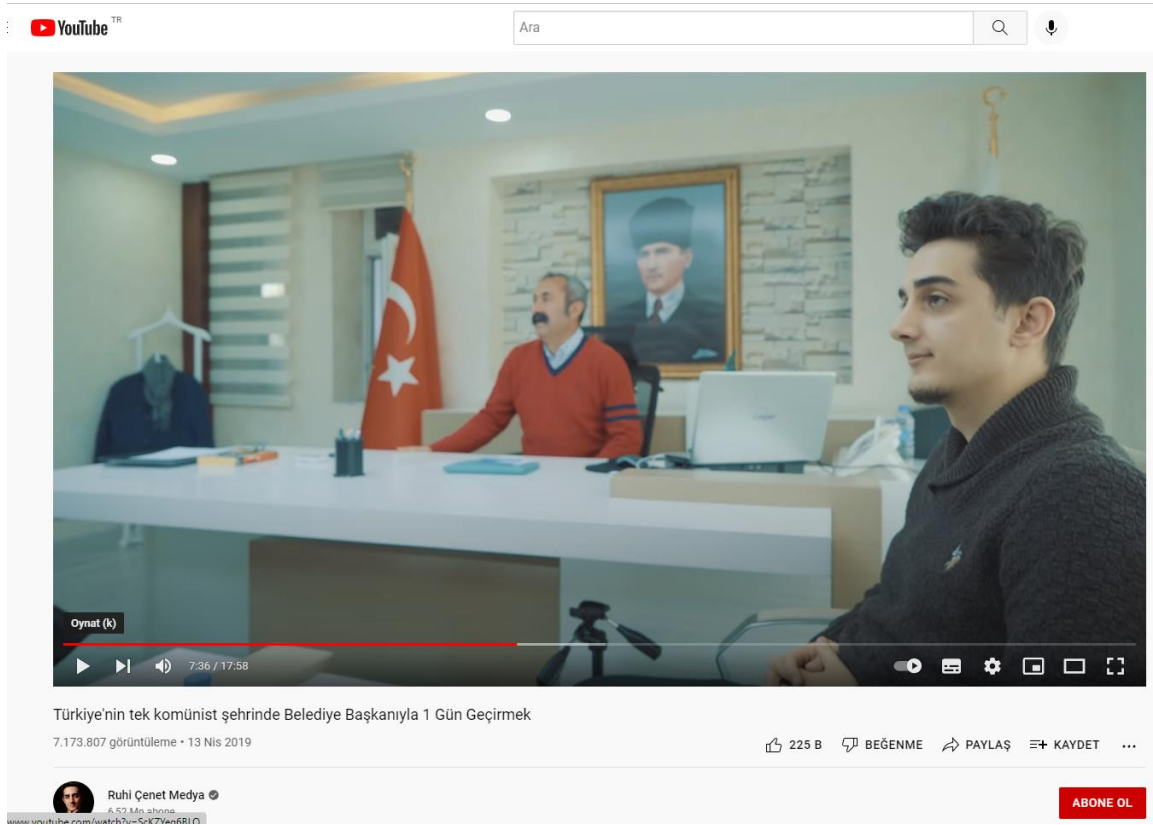


Image 3. Ruhi Çenet vlog channel, Türkiye'nin tek komünist şehrinde Belediye Başkanıyla 1 Gün Geçirmek, <https://www.youtube.com/watch?v=KenK0at1en4>

In the videos he prepares, Çenet focuses on topics that may attract people's attention. In the content of these videos, he conveys information and explains different topics in the content he researches; It is seen that he also seek his followers' opinions on the people they want to know and the places they want to visit. In the comments made to their videos, it was observed that people were enlightened about the subjects they did not know and enjoyed the information they learned thanks to the content presented to them.

2.3.4. PC Gaming Vlogs

This type of vlog is generally followed for reasons such as getting information about the operation of the games, learning the shortcuts and leveling up in the games, watching the players who are affected by their playing styles. Except for some cases, such as making costumes, tools, etc. of game characters, vlogs are made by focusing on computer games in general. Burak Oyunda vlog channel is the most subscribed channel of this genre. The channel focuses on videos where Burak Şahin plays computer games in general. The vlogs that the vlogger shoots from time to time by wearing or preparing the costumes or special items of the game characters are also among the interesting vlogs of the channel. The three most watched vlogs of the channel in 2019 are as follows (<https://www.youtube.com/c/BurakOyundaOfficial/videos>):

- Thanos Mod! Gta 5 Mods-(July 20, 2019)
- How to Take Game Video? Detailed Guide!-(22 June 2019)
- We Made Real Wolverine Claws!-(14 July 2019)

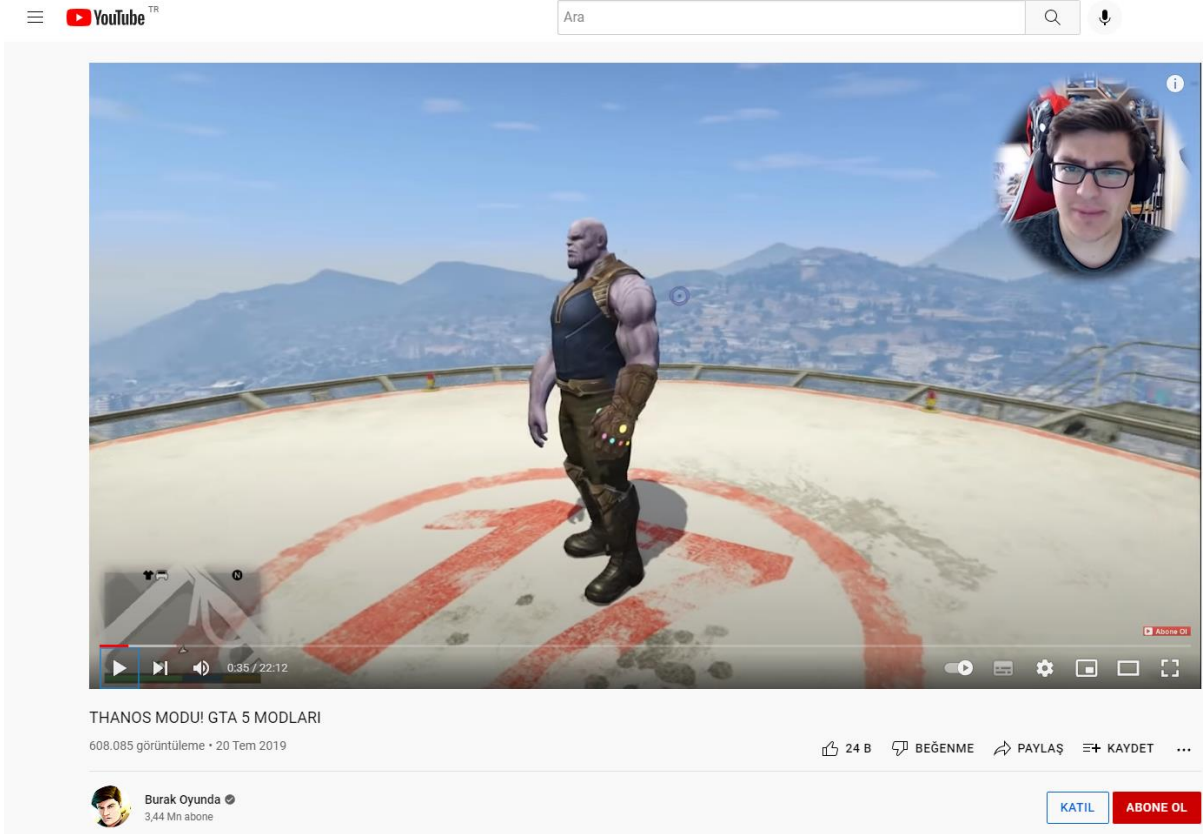


Image 4. Burak Oyunda vlog channel, THANOS MODU! GTA 5 MODLARI,
<https://www.youtube.com/watch?v=P5niW3J5QgM>

Şahin plays digital games in the videos he shoots and makes various explanations about the game and the characteristics of the character. In addition to the technical information about playing the games in his videos, he also tries the productions of the accessories, weapons and costumes used by the game characters. He also asks his followers which of the items used by the movie and game heroes they want to watch being made.

2.3.5. Lifestyle Vlogs

It is seen that vloggers generally promote their personal lives in this genre. Thanks to vlogs, they make updates about their lives every day or every few days. Not only their personal lives, but also the identities of vloggers, their friends and family, and their interactions with them are among the topics covered in this vlog genre. The channel with the most subscribers in this type of vlog in Turkey has been determined as Meryem Can vlog channel. Since her first vlog published on August 8, 2014, Can has made vlogs focusing on her lifestyle and daily actions. The main theme is lifestyle vlogs, and although rare, the channel also publishes videos in the genres of fashion/beauty/fitness, jokes and comedy vlogs. The three most watched vlogs of the channel in 2019 are as follows (<https://www.youtube.com/c/beautykitty95/videos>):

- I Got Everything My Cat Touched!!!-(31 August 2019)
- Does Hungry Bear Play!! Testing Proverbs! (Snake, Lion, Camel...)-(12 April 2019)
- Everything is Pink for 24 Hours!!! (Pink Baklava, My Pink Hair, Car...)-(29 March 2019)

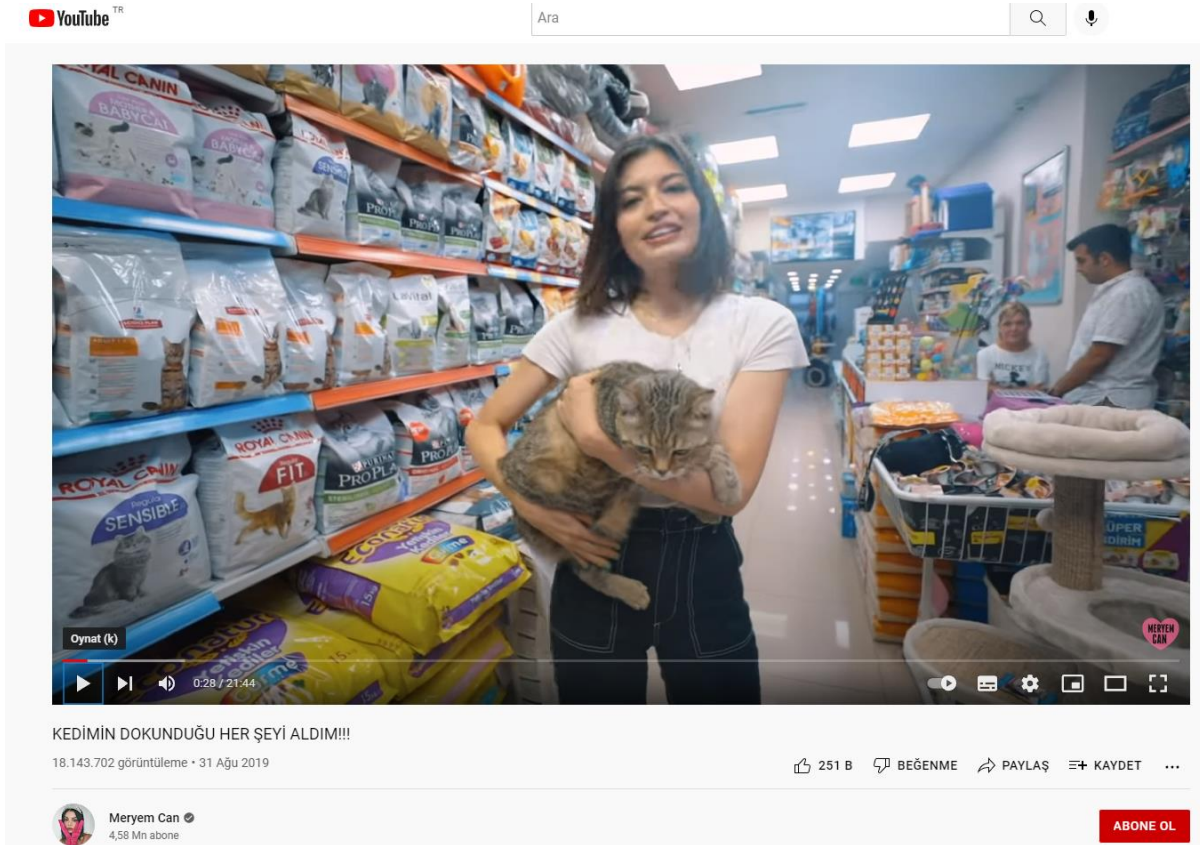


Image 5. Meryem Can vlog channel, KEDİMİN DOKUNDUĞU HER ŞEYİ ALDIM!!!, <https://www.youtube.com/watch?v=lfFnD8idsoA>

In his most watched videos, Can focuses on various themes as well as pieces from her daily life. These include going shopping with her cat, testing proverbs about animals, and performing daily activities with a single color predominantly throughout the day. In the comments made to their videos, it is seen that their followers are satisfied with the content and they have developed various similar theme suggestions.

2.3.6. Product Review Vlogs

In this type, presenting facts about products is the main goal. The vlogger examines the products that the audience is curious about or popular, through various tests. These tests have a significant impact on follower decisions by guiding the audience about whether or not to buy the products. The most subscribed channel of product review vlogs is the Webtekno vlog channel. Two vloggers, Lütfi Karaca and Çağdaş Işıl, test technology products on the channel. Since the day it was founded, the channel has provided the opportunity to introduce, test and see many electronic goods. The three most watched vlogs of the channel in 2019 are as follows (<https://www.youtube.com/c/webteknottv/videos>):

- You too Youtube: We bought and tried YouTube with a monthly fee of 22TL! (Android 5 TL Cheaper)- (17 July 2019)
- We Have Note 7, Xiaomi's Phone, Which Cracked Walnuts and Exploded Watermelon in Advertisements! (ACIMADIK #13)- (20 March 2019)
- They Made a Gaming Phone for the Price of a Gaming PC: 7,500 TL ASUS ROG Phone Review (January 6, 2019)

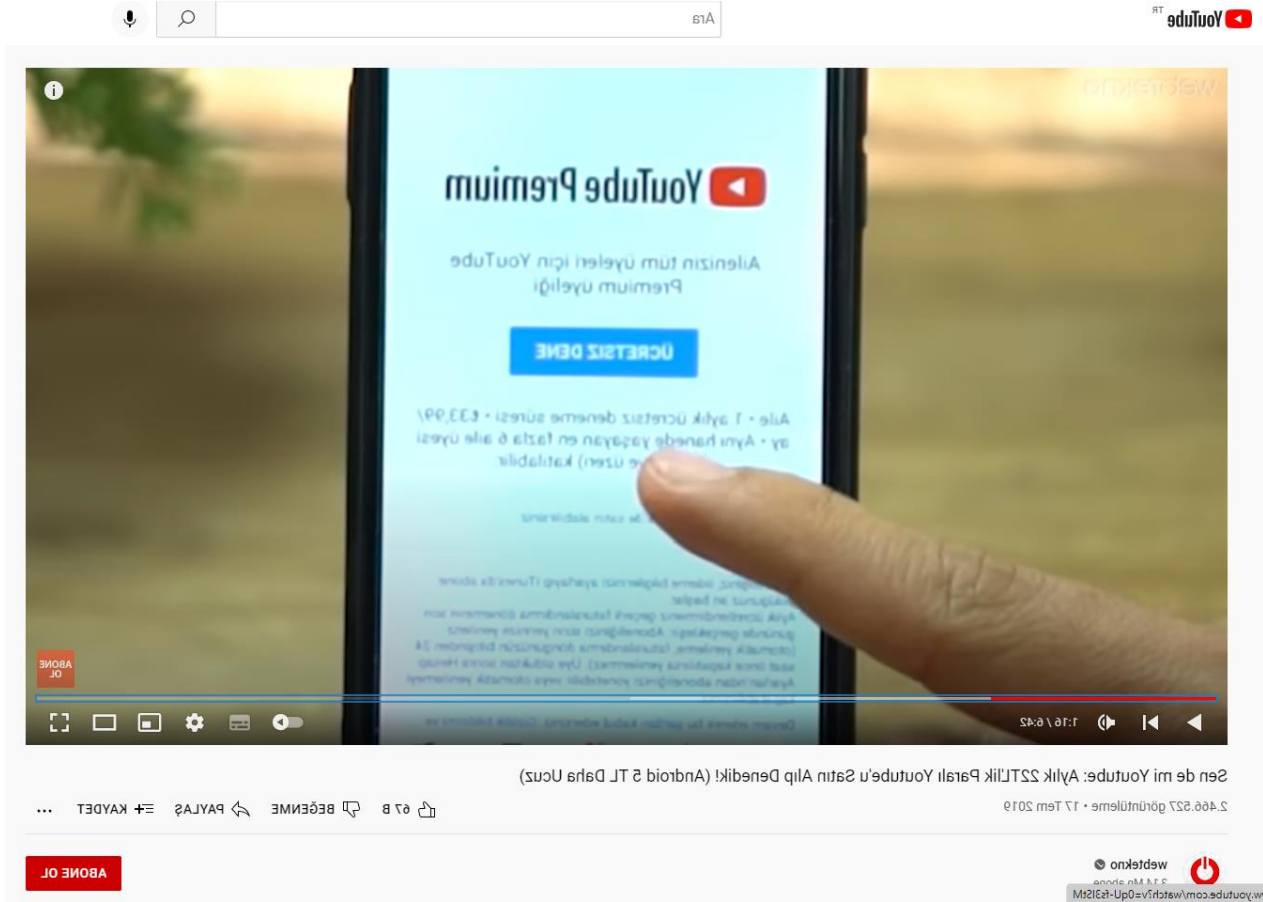


Image 6. Webtekno vlog channel, Sen de mi Youtube: Aylık 22TL'lik Paralı Youtube'u Satın Alıp Denedik! (Android 5 TL Daha Ucuz), <https://www.youtube.com/watch?v=cqc1DXoMcsI>

On the Webtekno vlog channel, it is seen that the characteristics of the products related to the technology are examined and the advertised elements of the product are tested. It is observed that various information that will be useful to users is provided in the content of the videos, what are the features available and how they are used are explained.

2.3.7. Travel Vlogs

It is a type of vlog that focuses on documenting and sharing a travel. The vlogger can cover the cultures, social patterns, customs, lifestyles of the places he travels, the economy of the country or region, tourist attractions, etc. By introducing the substances, he tries to make people feel that they have been in those places with him. Emre Durmuş is the name of this vlog type with the most subscribers in YouTube Turkey. Durmuş, who uploaded his first vlog in 2011, continues to upload vlogs about the places he has traveled and seen since the first vlog. The three most watched videos of the channel in 2019 are as follows (<https://www.youtube.com/c/EmreDurmu%C5%9F/videos>):

- My First Day in Norway! - Market Prices and Life-(14 September 2019)
- I've Arrived Iran! 1 Dollar Is 128,000 Riyals - How Are The Streets, Life and Events in Iran-(24 December 2019)
- Trying Interesting Street Food of India! (Amazing Meals)- (April 25, 2019)

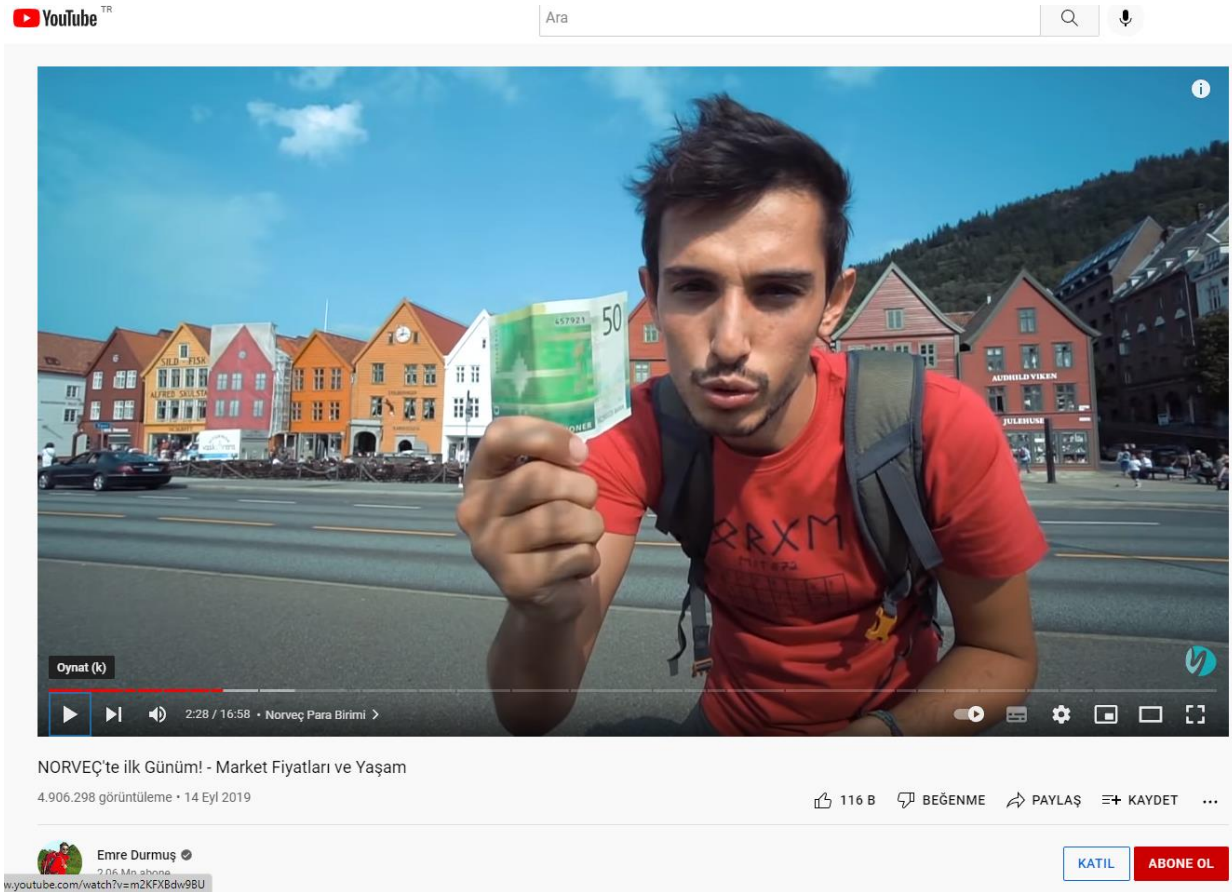


Image 7. Emre Durmuş vlog channel, NORVEÇ'te ilk Günüm! - Market Fiyatları ve Yaşam, <https://www.youtube.com/watch?v=AxAcoLhhOUU>

While Durmuş was shooting videos promoting the different countries he visited; he shows the life in the countries he travels with different aspects from what is sold in the markets to how life is on the street, from its food to its cultural practices. During these travels, Durmuş mingles with the local people, experiences daily life and stays in modest places, and shares his difficulties and interesting situations in the contents of his videos.

2.3.8. Movie/Tv/Book Review Vlogs

In this type of vlog, which has a similar logic to product review vlogs, the vlogger offers information to the audience in any of the movie, television or book titles. The content requested by the audience is evaluated by the vlogger, comments are made about the popular content on the agenda, and ideas that the followers see as valuable are shared. Sena Nur Işık was identified as the vlogger with the most subscribers under this vlog type. The vlogger generally comments on books and rarely mentions film and television content. Işık, who has been publishing vlogs since May 2016, publishes content such as lifestyle vlogs from time to time, but the main theme that the channel has focused on since the first day of its creation is book reviews and promotions. The three vlogs of the channel, which were broadcast in 2019 and gathered the most viewers, were determined as follows (<https://www.youtube.com/channel/UCdqdGf-SrHgIFeV2iEO5bQ/videos>):

- Library Tour | 2019-(22 June 2019)
- Blindfolded Shopping!! 🎧 (I Bought 10 Books!)-(16 August 2019)
- 600 TL Book Shopping D&R (October 22, 2019)

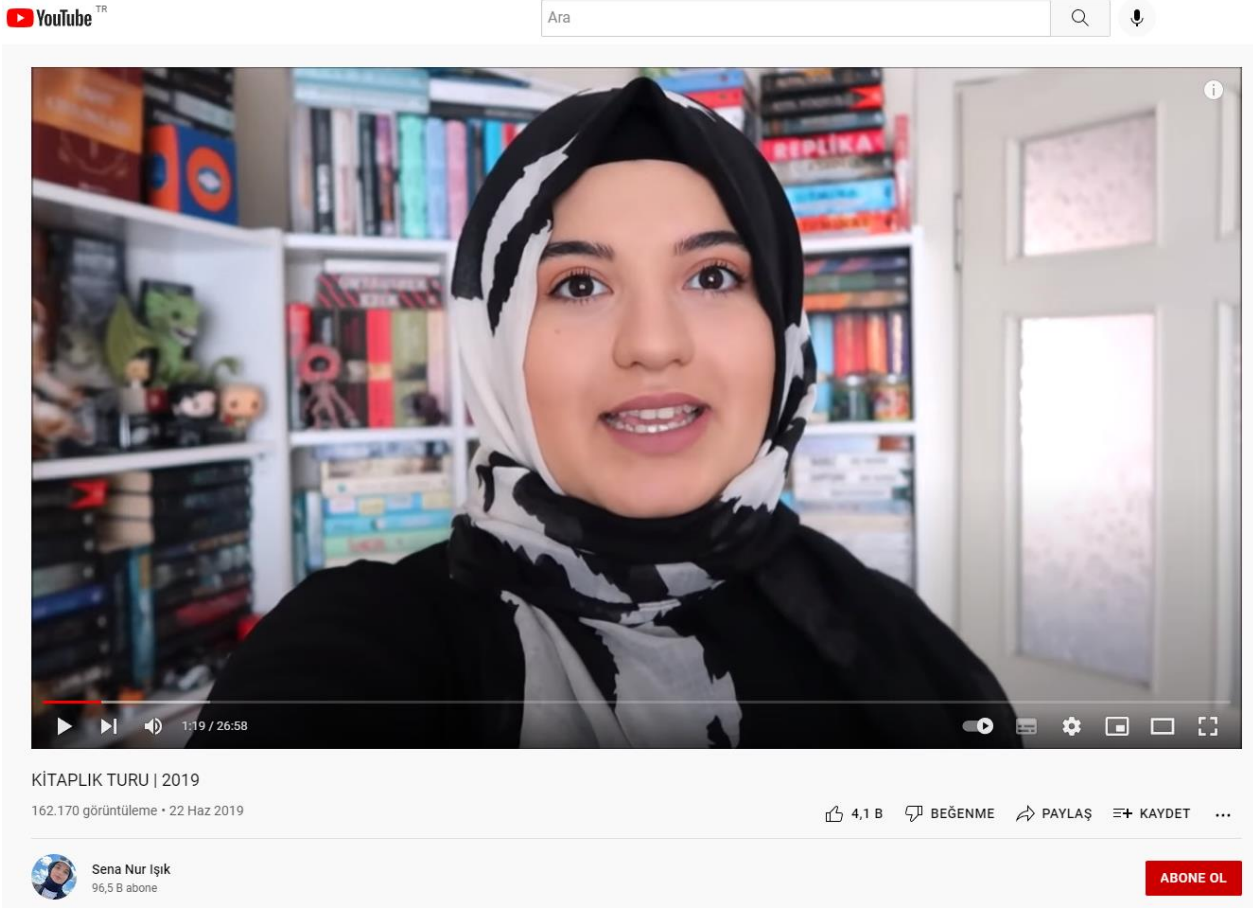


Image 8. Sena Nur Işık vlog channel, KİTAPLIK TURU | 2019, <https://www.youtube.com/watch?v=ZYENsqklv28>

Işık, in her videos focusing on books; she provides different content to her followers, from the contents of the books she wrote, the features of the characters, the descriptions of their designs, to the comments of the books she bought, from organizing her library to shopping for books. There is a variety in the comments made on her videos, from book recommendations to read, to opinions about the books Işık wrote and bought.

3. Conclusion

As an important extension of digital broadcasting, vlogs have turned into a tool for individuals to express themselves in the digital environment. As emphasized by the theorists in the field, it is seen that similar ones have emerged with the increasing interest in the content of vlogs that have been put forward for different purposes. These contents, which try to reach their audiences from various channels such as YouTube, have different professionalism and subject distribution. It is seen that digitalization in areas such as pre-shooting, shooting stage, post-shooting and video distribution paves the way for those who do not have technical knowledge to enter the field easily. In this sense, it can be stated that the contents in which polyphony is realized and different perspectives are reflected can be put into circulation.

It is observed that video diaries are an interesting genre in digital publishing, as content with intense individual narrative style. These videos, which focus on different subject areas such as personal opinions, feelings, experiences, individual talent shows, human relations, product promotions, create opportunities for individuals to explain themselves as digital publishers, reach like-minded people, spread their views and attract different segments to their side.

As the topics that the vlogs focus on diversify and similar content is revealed under these topics, it is seen that different researchers make evaluations on their types. It is observed that these studies in the literature



provide functional frameworks for evaluating and explaining the content of vlogs and analyzing the videos in the field. In this study, based on the work of Gercely (2018), one of the theorists who separates vlogs into genres in detail, the types of Turkish video diaries were evaluated. Gercely; joke and comedy vlogs, beauty/fashion/fitness vlogs, educational/instructional vlogs, lifestyle vlogs, product review vlogs, PC gaming vlogs, travel vlogs, movie/tv/book review vlogs, clickbait and pop culture/gossip vlogs. has identified ten vlog genres. Of these genres, clickbait and pop culture/gossip vlogs were excluded from the review, while the other eight genres were described and investigated in detail.

It has been observed that the Turkish vloggers discussed generally produce content within the framework of a genre. Increasing their popularity in the subject areas they produce content, vloggers were able to have support in preparing their video content on more interesting topics. They are also sensitive to the wishes of their fans, which will positively affect their viewership. This sensitivity ranges from determining the content of the videos, to giving various gifts, to making various choices in line with their demands.

Enes Batur Sungurtekin under joke and comedy vlogs, Danla Bilic under beauty/fashion/fitness vlogs, Ruhi Cenet under educational/educational vlogs, Meryem Can under lifestyle vlogs, Burak Oyunda vlog channel under PC gaming vlogs, Webtekno vlog channel under product review vlogs, Sena Nur Işık was placed under the film/tv/book review vlogs and Emre Durmuş was placed under the travel vlogs, and the three most watched videos of these vloggers in 2019 were examined in the study.

In the most watched videos of vloggers, it is seen that they receive positive comments from their audience and are supported to shoot videos with similar content. In addition, it has been observed that there are comments on the topics of the next vlogs they will shoot in the comments made to their vlogs. Commenters see vloggers close to them and offer various recommendations to reach more followers. In order to be more successful, viewers also give various tactics to vloggers.

References

- Baran, E. (2007). The Promises of Videoblogging in Education. 2007 Annual Proceedings. *Selected Papers On the Practice of Educational Communications and Technology Presented at The Annual Convention of the Association for Educational Communications and Technology Sponsored by the Research and Theory Division*, Cilt 2, Sayı 30, (10-18).
- Burak Oyunda. <https://www.youtube.com/c/BurakOyundaOfficial/videos>, Erişim tarihi: 31 Aralık 2019.
- Burak Oyunda. THANOS MODU! GTA 5 MODLARI, <https://www.youtube.com/watch?v=P5niW3J5QgM>, Erişim tarihi: 21.09.2022.
- Brown, D., Hayes, N. (2008). *Influencer Marketing: Who Really Influences Your Customers*. Elsevier/ Butterworth-Heinemann, Oxford.
- Bilic, D. <https://www.youtube.com/c/DanlaBilic/videos>, Erişim tarihi: 31 Aralık 2019.
- Bilic, D. Berkcan Güven'in Ağzını Yırttım!, <https://www.youtube.com/watch?v=kTW-X3XZIBU&t=33s>, Erişim tarihi: 21.09.2022.
- Can, M. <https://www.youtube.com/c/beautykitty95/videos>, Erişim tarihi: 31 Aralık 2019.
- Can, M. KEDİMİN DOKUNDUĞU HER ŞEYİ ALDIM!!!, <https://www.youtube.com/watch?v=lfFnD8idsoA>, Erişim tarihi: 21.09.2022.
- Çenet, R. <https://www.youtube.com/c/Ruhi%C3%87enetMedya/videos>, Erişim tarihi: 31 Aralık 2019.
- Çenet, R. Türkiye'nin tek komünist şehrinde Belediye Başkanıyla 1 Gün Geçirmek, <https://www.youtube.com/watch?v=KenK0at1en4>, Erişim tarihi: 21.09.2022.
- Durmuş, E. <https://www.youtube.com/c/EmreDurmu%C5%9F/videos>, Erişim tarihi: 31 Aralık 2019.
- Durmuş, E. NORVEÇ'te ilk Günüm! - Market Fiyatları ve Yaşam, <https://www.youtube.com/watch?v=AxACoLhhOUU>, Erişim tarihi: 21.09.2022.



- Gao, W. & Tian, Y. & Huang, T. & Yang, Q. (2010). *Vlogging: A Survey of Videoblogging Technology on the Web*. *ACM Computing Surveys (CSUR) Journal*, Cilt 42, Sayı 4, (1-15).
- Gercely, O. (2018). *Sapiophile: University Teachers as Vloggers*. *Acta Universitatis Sapientiae, Communicatio*, 5, (73-83), DOI: 10.2478/auscom-2018-0005
- Gümüş, N. (2018). Consumers' Perceptions of YouTubers: The Case of Turkey. *AJIT-e: Online Academic Journal of Information Technology*, 9/32, (23-38), DOI: 10.5824/1309-1581.2018.2.002.x
- Heuillard, J. C. (2017). Documenting YouTubers and Female Empowerment: A study of Female Fitness Vloggers' influence on female audiences. (Bitirme Tezi). Media, Culture & Society/ Erasmus School of History, Culture and Communication, Erasmus University, Rotterdam.
- Işık, S. N. <https://www.youtube.com/channel/UCdqdGf-SrHgIFeV2iEO5bQ/videos>, Erişim tarihi: 31 Aralık 2019.
- Işık, S.N. KİTAPLIK TURU | 2019, <https://www.youtube.com/watch?v=ZYENsqklv28>, Erişim tarihi: 21.09.2022.
- Kesici, İ. (2018). Young Audiences, Youtube Culture and Fandom Concept in Turkey. (Yüksek Lisans Tezi). İstanbul Bilgi Üniversitesi/Sosyal Bilimler Enstitüsü/Medya ve İletişim Sistemleri Yüksek Lisans Programı, İstanbul.
- Kurtz, A. K. (2018). *How do German YouTubers/Vloggers influence, through product placement, the buying behavior of beauty products of teenagers, aged 12-18 years, in the German part of Switzerland?*. Haute école de gestion de Genève (HEG-GE) International Business Management, Geneva.
- Lange, P. (2007). Publicly private and privately public: Social networking on YouTube. *Journal Of Computer-Mediated Communication*, 13, (1), (361–380).
- Mironova, E. (2016). Audience's behavior and attitudes towards lifestyle video blogs on Youtube. (Yüksek Lisans Tezi). Medya ve İletişim Bilimleri, Malmö.
- Molyneaux, H. & O'Donnell, S. & Gibson, K. & Singer, J. (2008). Exploring the Gender Divide on YouTube: An Analysis of the Creation and Reception of Vlogs. *American Communication Journal*, 10 (2), (1-14).
- Simonsen, T. M. (2012). Identity-Formation on Youtube Investigating audiovisual presentations of the self. (Doktora Tezi). Department of Communication and Psychology at the Faculty of Humanities at Aalborg University, Aalborg.
- Sungurtekin E.B. <https://www.youtube.com/user/newdaynewgame/videos>, Erişim tarihi: 31 Aralık 2019.
- Sungurtekin, E.B. 24 SAAT HAPİSHANEDE KALDIK (Bir Gün Geçirmek), <https://www.youtube.com/watch?v=STrHmv1syPE>, Erişim tarihi: 21.09.2022.
- Warmbrodt, J. & Sheng, H. & Hall, R. & Cao, j. (2010). Understanding the Video Bloggers' Community. *International Journal of Virtual Communities and Social Networking*, Cilt 2, Sayı 2, (43-59), DOI: 10.4018/jvcnsn.2010040104
- Webtekno, <https://www.youtube.com/c/webteknotv/videos>, Erişim tarihi: 31 Aralık 2019.
- Webtekno, Sen de mi Youtube: Aylık 22TL'lik Paralı Youtube'u Satın Alıp Denedik! (Android 5 TL Daha Ucuz), <https://www.youtube.com/watch?v=cqc1DXoMcsI>, Erişim tarihi: 21.09.2022.
- Westenberg, W. (2016). The influence of YouTubers on teenagers. (Yüksek Lisans Tezi). University of Twente/Msc İletişim Çalışmaları, Twente.