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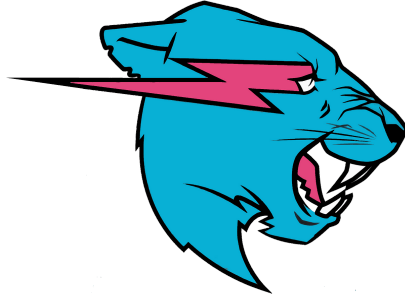
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Content Analysis: MrBeast Videos 2018-2023



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Submitted to The Department of Business and Economics

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I hereby recognize and pledge to fulfill my responsibilities as defined in the Honor Code and to maintain the integrity of both myself and the College as a whole.

A handwritten signature in black ink, appearing to read 'Fredy Espinosa', written in a cursive style.

Fredy Espinosa

Acknowledgements

First I want to thank God for putting me in the position to make my parents and family happy. Lord knows what it took to get here but we are here now and it's only the beginning. To my parents: Ma and Father, my siblings: Gen and J, my family members that there are too many to put here but Abue, Ortra Abue, Pa, Mima, Abuelo, Tata, Gordo, Alexander, Alexa, Ala, Tia Miledys, Steven, my day one pals, Eton, DP, B2, Javi, and Yeezy, my best pals that I just met up here, that boy Ed, Ferg, Huddawg, and of course, I couldn't forget my dawg D. I am forever grateful for you guys and for God allowing us to cross paths.

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Abstract

The primary objective of this research is to investigate the strategies and techniques utilized by MrBeast in his video content, offering valuable insights for smaller creators who may consider adopting similar methods to improve their content and increase audience engagement. This study employs a combination of quantitative and qualitative approaches in a content analysis of a selection of videos from MrBeast's YouTube channel. The videos were chosen based on a specific timeframe (Jan 2018-Jan, 2023). Data extraction involved gathering information on various video aspects, including duration, theme, thumbnail color, and other relevant production parameters. Analytical techniques employed in this research consisted of identifying patterns, trends, and correlations that offer insights into MrBeast's content and its appeal to viewers.

Key findings emphasize the significance of video length, thumbnail optimization, and content variety in MrBeast's success on YouTube. The implications of these findings suggest that content creators can improve their videos' appeal and engagement by adopting similar strategies, while viewers and other stakeholders can gain a deeper understanding of the factors that contribute to a creator's success on the platform.

Introduction

In recent times, YouTube has risen as a major platform for content creation, witnessing millions of creators competing for viewers' attention. MrBeast stands out among these creators, having accumulated over 140 million subscribers since 2017. For smaller creators aiming to enhance their content and boost audience engagement, it is vital to comprehend the strategies and techniques utilized by successful creators like MrBeast. This study seeks to bridge the gap in the existing literature by offering a thorough analysis of the factors contributing to MrBeast's success. The main goals of this research include:

- Uncovering the strategies and techniques MrBeast employs to attract and maintain audience attention
- Evaluating the efficacy of these strategies and techniques concerning audience engagement and growth

While some research exists on YouTube content creators and their strategies, there is still a gap in understanding how specific content creators, such as MrBeast, achieve their success. This study seeks to investigate the methods MrBeast employs to offer insights for smaller creators who may consider adopting similar techniques to enhance their content and audience engagement. The content analysis in this study focuses on MrBeast's videos from January 2018 to January 2023, examining various factors incorporated in his videos that contribute to attracting and retaining audience attention. Limitations to this research include data availability, the reliability of some data due to it being downloaded/viewed from third-party sites (VidIQ, SocialBlade), and the scope of the chosen time frame.

Chapter 1 – Research Overview

I . Research Goal

The goal of this research is to analyze MrBeast's video content and examine the methods and strategies employed in the videos to advance to his current position. The motivation for this research is to dissect and understand the techniques used by one of the most successful YouTubers, MrBeast, then disseminate this information to the community of smaller creators. By adopting similar techniques and tactics, these creators can replicate the successful formula and incorporate it into their own channel videos.

This study conducted a comprehensive content analysis of MrBeast's YouTube videos uploaded to his channel from January 2018 to January 2023. The objective is to identify 27 distinct factors that contribute to the videos' popularity and examine how MrBeast effectively integrates these factors into his content to achieve remarkable success. To gather relevant data, a mixed-methods approach was employed, utilizing content analysis as a robust research method capable of generating both quantitative and qualitative data.

For this research, an inductive strategy will be adopted, rather than beginning with a hypothesis. This means analyzing the data to build a framework or theory. By examining the 27 different factors present in MrBeast's videos, the study seeks to uncover patterns and connections that provide insights into the content he creates and its appeal to viewers. Identifying the specific elements of MrBeast's content that resonate with viewers and contribute to his success is crucial for understanding the value of establishing relationships between different parameters. Such insights can aid content creators and marketers in better comprehending audience preferences

and devising more effective content strategies. Analyzing these connections can also reveal broader trends and patterns characterizing internet video content and consumption.

II . Methodology

To gain a deeper understanding of how certain factors affect the success of a video, such as video length, aspect ratio, the number of main objects featured in the thumbnail, and the number of views in the days following its release, correlations will be investigated. The study will focus on a sample of videos from MrBeast's YouTube channel from the past five years (2018-2023).

To achieve this, a coding system was developed with categories like video duration, theme, number of items in the thumbnail, MrBeast's presence in the thumbnail, and other relevant video production parameters. The videos were then coded based on this system, and the data was manually entered into Google Sheets. Additionally, VIDIQ provided supplementary information such as video duration, titles, descriptions, description link count, word count, and creators suggested.

Through the analysis of this data, patterns and trends in MrBeast's videos and their evolution over time can be identified. This will allow for the identification of recurring themes and trends in his content, which can inform recommendations for future content creation or further research on the subject. Ultimately, this analysis aims to provide valuable insights into the factors contributing to MrBeast's success and how they can be utilized to create more engaging and successful content.

III. MrBeast Background

MrBeast's primary YouTube channel holds the position of being the second-most subscribed channel in the United States and the fifth-most subscribed channel worldwide, excluding channels for children and businesses (Social Blade). MrBeast has the highest subscriber count on YouTube, apart from these channels. He has achieved remarkable success as a content creator, becoming one of the most subscribed channels on YouTube in recent years. MrBeast reached 3 million subscribers in February 2018 and an incredible milestone of 100 million subscribers in July 2022. As of 2023, his primary channel reached over 140 million subscribers (MrBeast Wiki).

MrBeast operates a total of 18 channels, with his main channel being the most popular. The six primary channels include MrBeast, MrBeast Gaming, Beast Reacts, MrBeast 2, and MrBeast 3, with MrBeast 3 being the latest addition (MrBeast Wiki). The remaining 13 channels are international channels. However, this study will focus solely on his primary channel, known as MrBeast.

Over time, his content has evolved significantly, but some unique aspects set him apart from other YouTubers. MrBeast is known for creating diverse videos, including high-stakes challenge videos with substantial cash prizes, philanthropic endeavors, donation videos with large cash rewards, videos featuring demanding tasks or survival situations, unique vlogging content, and more.

IV. YouTube Background

Since its inception in 2005, YouTube has unexpectedly transformed the world by empowering individuals and small businesses to create and share content on a global scale, revolutionizing media accessibility (Burgess & Green, 2009). With just a camera and an internet connection, people can bypass traditional gatekeepers, potentially reaching vast audiences. This platform has spawned entirely new forms of cultural expression and entertainment, previously inaccessible or challenging to reach for many. YouTube offers users a myriad of options, including vlogs, ASMR videos, DIY tutorials, and gaming content, allowing creators to experiment with new formats and styles. Influencer marketing has created a new economic subsector where companies collaborate with prominent creators, leading to a substantial income source for many YouTube creators and changing marketing approaches (Freberg et al., 2011). YouTube has played a crucial role in global political and social movements, such as the Arab Spring and Black Lives Matter, by sharing videos and live streams of events, amplifying underrepresented voices, and fostering social change.

Hayes (2016) states that over 500 hours of video are uploaded to YouTube every minute, totaling over 720,000 hours daily. However, this number has likely increased, given YouTube's growing user base and activity level. Comparing this to other platforms, like TikTok, is challenging due to its unique characteristics and content types. As of 2023, TikTok users spend an average of 95 minutes (over 1.5 hours) on the platform (Wallaroo Media, 2023), but these videos are typically shorter than those on YouTube. The rise of mobile devices and social media platforms like TikTok and Instagram has shifted content towards being more condensed, visually appealing, and easily consumable. YouTube has adapted to this trend by supporting both short

and long-form videos, introducing formats like Shorts, which are 60-second videos, to compete with other platforms prioritizing short-form content (Google Support).

YouTube users have expressed a preference for shorter, more accessible content, and the platform has responded by providing more options for creators. The growing popularity of short-form content is driven by changing consumer behavior, increased competition, and catering to creators' needs and preferences. While long-form videos remain vital to YouTube, the introduction of short-form content formats, like YouTube Shorts, demonstrates the platform's efforts to stay relevant and meet its audience's evolving demands.

V. YouTube History

YouTube, founded in 2005 by Steve Chen, Chad Hurley, and Jawed Karim, has revolutionized the way content is created, shared, and consumed on the internet. As one of the most significant and influential platforms in the digital landscape, YouTube's history provides critical insights into the evolution of online media consumption and the development of user-generated content.

Inception and Early Growth (2005-2006): YouTube began as a simple video-sharing website, with its first video, "Me at the zoo" by co-founder Jawed Karim, uploaded on April 23, 2005 (The Telegraph, 2010). Within a year, the platform quickly gained traction, with millions of users uploading and watching videos (Kanellos, 2006). In November 2006, Google acquired YouTube for \$1.65 billion in stock, recognizing its potential to dominate the online video market (Google, 2006).

Platform Expansion and Monetization (2007-2010): YouTube started incorporating advertisements into its videos in August 2007 with the introduction of the Partner Program (Press

at Google). This initiative allowed content creators to generate revenue from their videos, incentivizing the production of high-quality content and attracting even more users. During this period, YouTube also expanded its reach by launching localized versions of the platform in several countries and adding features like closed captions, HD video support, and customizable channels (YouTube Official Blog, 2007).

The Emergence of Content Creators and Influencers (2010-2015): As YouTube continued to grow, it became a breeding ground for new forms of entertainment and influencers. The rise of vloggers, beauty gurus, gamers, and educational channels reshaped the media landscape, with many creators earning a substantial income through ad revenue, sponsored content, and merchandise sales. In 2012, YouTube launched the YouTube Space initiative, providing production facilities for creators in various cities worldwide (DeMott, 2012).

Live Streaming, Original Programming, and Subscription Services (2015-Present): In recent years, YouTube has expanded its offerings beyond traditional user-generated content. YouTube Gaming was introduced in 2015 as a dedicated platform for gaming content and livestreams (The Verge, 2015). In 2016, YouTube Red (later renamed YouTube Premium) was launched, offering ad-free viewing, offline access, and original programming for a monthly fee. YouTube also introduced YouTube TV in 2017, a live television streaming service competing with traditional cable and satellite providers (TechCrunch, 2017).

Short-Form Content and Ongoing Evolution (2020-Present): As platforms like TikTok and Instagram gained popularity with their focus on short-form content, YouTube responded by launching YouTube Shorts in 2020 (TechCrunch, 2020). This feature allows creators to make and share 60-second videos, catering to the growing demand for easily consumable content.

Chapter 2 – Literature review

This literature review aims to explore existing research on content analysis of YouTube videos, with a specific focus on understanding the unique attributes of MrBeast's content that captivate his audience. The review will cover studies that have employed content analysis as a tool to investigate the broader landscape of YouTube videos, as well as those that have honed in on the distinct aspects of MrBeast's content. By synthesizing these findings, we aim to provide a comprehensive understanding of the factors contributing to MrBeast's success and the broader implications for content creators on the YouTube platform. Additionally, we will examine the importance of youtube thumbnails, how YouTube's use of ads to gain viewers is more effective than traditional TV advertising, as well as the ways in which YouTube is used as a marketing tool.

I . Algorithm of Trending Videos on YouTube

The investigation carried out by Shrestha, Shrestha, Shrestha, Sarker, and Hasan (2023) on the algorithm of trending videos on YouTube provides valuable insights into how YouTube's algorithm determines video popularity. According to the study, the YouTube algorithm considers likes and views when identifying popular videos. Engagement (likes, views, and comments) and metadata (title length and keywords) were found to be the two primary factors influencing the algorithm.

This understanding of the algorithm can help explain MrBeast's success, as his video titles often include relevant keywords and eye-catching phrases that encourage viewers to click and watch. It is important to consider the study's application of clustering, which grouped

characteristics to identify those with the greatest impact on a video's virality. The study found that the most significant factor was the total number of views, followed by the total number of likes, clicks, title length, and keywords.

II . Characteristics of Popular YouTube Videos

In a 2023 research article, Jiayi Lu investigates the features of popular YouTube videos posted on the platform from 2007 to 2016. The study takes into account various aspects of the videos, such as duration, visual quality, category, viewer responses, and view count. The research identifies distinct characteristics of the most popular videos, including shorter durations of less than nine minutes, high-definition visuals, and the inclusion of popular categories like science and technology or people and blogs. Additionally, the study finds that the number of views a video receives is positively correlated with the level of engagement from viewers, suggesting that a higher number of views can lead to increased engagement with the video. Understanding the characteristics of popular YouTube videos, as identified by Lu (2023), can provide valuable insights into the content analysis of MrBeast's channel. By examining the elements that contribute to a video's popularity, such as duration, visual quality, category, and viewer engagement, we can better comprehend the specific factors that have played a role in MrBeast's success on the platform.

III. Thumbnails are Important

Thumbnails serve as the initial point of interaction between a viewer and a video, acting as a visual preview of the content. They play a critical role in grabbing the attention of prospective viewers and enticing them to click on the video. An effective thumbnail not only

sparks a viewer's interest but also offers a glimpse of the video's content, shaping the viewer's expectations. As the competition for viewership intensifies on the platform, content creators like MrBeast must develop captivating and visually appealing thumbnails that accurately portray their videos to stand out (BBTV, 2020).

Studies have shown that thumbnail quality can significantly influence user engagement, including click-through rates, watch time, and overall video performance (BBTV). Therefore, dedicating time and effort to creating eye-catching and informative thumbnails is vital for content creators seeking to optimize their videos' visibility and reach on the platform.

It is important to emphasize that even if a content creator produces a high-quality video, a poorly designed thumbnail can substantially limit its potential reach and impact. Regardless of the video content's quality or engagement, an unappealing thumbnail can discourage potential viewers from clicking on the video, ultimately impeding its overall performance. An attractive thumbnail is indispensable for enticing viewers to click on a video, as it provides the first impression of the content. If a thumbnail fails to capture the essence of the video or appears unappealing, viewers may simply scroll past it in search of more visually engaging options. This highlights the importance of investing time and resources in designing effective and visually appealing thumbnails since they directly contribute to a video's success and, ultimately, a YouTube channel's growth (BBTV).

Studying MrBeast's thumbnails helps uncover the methods he uses to create engaging visuals that draw in viewers, such as utilizing colors, attention-grabbing text, or specific design elements like arrows. Additionally, evaluating the consistency and evolution of his thumbnail design can shed light on the factors contributing to his sustained growth and success on the platform.

IV. Importance of YouTube Thumbnails

The study conducted by Shimono, Kakui, and Yamasaki (2020) proposes an automatic YouTube video thumbnail generation method that ensures a rich facial expression of the YouTuber in the frame, clear presentation of the subject of the video, and a clear description of the content through a headline. The primary objective of the research is to develop a more effective thumbnail generation method that outperforms existing methods and actual thumbnails used by YouTubers.

To assess the effectiveness of their proposed method, the authors conducted a comparative analysis of the generated thumbnails against those produced by existing methods and those of actually posted videos. They evaluated the results using crowdsourcing services to gather feedback on the attractiveness of the thumbnails. The findings of the study indicated that although popular YouTubers tend to produce more attractive thumbnails, the proposed method is effective for novice users who may lack the experience or resources to create compelling thumbnails (Shimono, Kakui, & Yamasaki, 2020).

Furthermore, the study highlights the potential benefits of using thumbnails with decorated characters and product images in attracting viewers more effectively. This research emphasizes the significance of YouTube thumbnails in driving user engagement and provides valuable insights for content creators seeking to optimize their video thumbnails for better visibility and viewer appeal (Shimono, Kakui, & Yamasaki, 2020).

V. Factors Influencing YouTube Video Popularity

The research carried out by Munaro, Barcelos, Maffezzolli, Cristine, Paraiso and Rodrigues (2021) indicates a number of different aspects that contribute to the popularity of a

YouTube video. These elements include video length, posting time, linguistic style, subjectivity, emotional valence, video category, event kind, and temporal signals. According to the findings of the study, videos that are either medium or lengthy in length, posted during non-business hours and on weekdays, and utilize a linguistic style that is subjective are more likely to acquire views, likes, and comments. Videos with events and temporal cues that are less active tend to perform better. It's interesting to note that the employment of low-arousal or negative emotions in a film can also aid in increasing overall attention and engagement (Munaro et al., 2021).

VI. YouTube and the Attention Economy

Mark Andrejevic's book "Infoglut: How Too Much Information Is Changing the Way We Think and Know" explores the role of big data, algorithms, and the attention economy in shaping our digital experiences. He argues that online users compete for attention in a world of excess information and distractions, and that the algorithms used by platforms like YouTube favor attention-grabbing content over other qualities like authenticity and inventiveness. This raises questions about the impact of the attention economy on the quality and diversity of content that is available on the platform.

MrBeast's success on YouTube can be attributed to his ability to gain and hold the interest of his viewers through attention-grabbing titles and antics that push the limits of what is feasible on the platform. However, MrBeast's content also raises questions about the impact of the attention economy on the types of content that are rewarded on YouTube. According to Andrejevic, there's a risk that the relentless pursuit of views and clicks can overshadow other important elements of content, like originality and authenticity. This can potentially result in a sameness or lack of diversity in the type of content that's produced, ultimately reducing the

appeal and engagement of viewers. Therefore, while MrBeast's success is undeniable, it is important to consider the broader implications of the attention economy on YouTube and the types of content that are rewarded on the platform.

VII. Qualities of MrBeast Content

One of MrBeast's distinguishing characteristics is its unexpected unpredictability. MrBeast is known for doing unusual things, such as repeating someone's name 100,000 times, giving large quantities of money to random people, or spending an entire day inside a scary house. His audience is filled with excitement and expectation as a result of his lack of predictability, which keeps them engaged and interested in the content that he offers. The emphasis on challenges and stunts is a crucial feature that distinguishes MrBeast's programming. MrBeast and his buddies are frequently featured in his videos doing seemingly impossible tasks, such as remaining underwater for 24 hours or creating the world's largest Lego structure. These difficulties create a sense of excitement and competition among viewers, which is especially appealing to younger audiences. MrBeast effectively grabs the attention and allegiance of his target group by integrating such engaging features in his work.

MrBeast's content typically includes acts of philanthropy, in addition to challenges and stunts. This aspect of his content's altruistic character not only aids those in need, but it also builds a positive image for MrBeast and his company. MrBeast's content is also widely shared on many social media sites as well as MrBeast frequently interacting with his subscribers via social media. He actively responds to comments, invites subscribers to videos, and even awards prizes to lucky subscribers. This promotes a sense of community among his followers, which can be

especially enticing to those who interact with him on social media or are simply fans in general. Finally, MrBeast's success might be attributed to his ability to adapt to changes in trends and the YouTube algorithm. He frequently experiments with different formats and kinds of material, such as reaction videos and game videos, to keep his content exciting and relevant to his audience.

MrBeast's ability to successfully appeal to viewers is due in great part to the fact that, in addition to the original content he creates, he leverages a number of other characteristics. MrBeast's strongest traits include honesty and transparency. He has always been fully open and honest about the costs, income, and charity contributions he makes with his videos. He has acquired the trust and credibility of his audience as a result of his forthrightness, both of which are vital components in the building of a loyal following. Furthermore, his funny and clever commentary throughout the videos keeps the audience interested and entertained.

Other well-known YouTubers frequently appear as guests in MrBeast's videos. Working with other creators may allow him to reach new audiences and broaden his fan base. He has previously collaborated with well-known celebrities such as PewDiePie, IShowSpeed, and Mark Rober. MrBeast's videos are also known for their high production value. His programming is professionally produced, with excellent camera work and editing that improves the viewing experience for his audience. This emphasis on quality has helped him to build a devoted fan base that eagerly awaits his next release.

Another noteworthy characteristic of MrBeast is his commitment to reinvesting the money he makes back into his channel and philanthropic endeavors. Every dollar he makes from YouTube is put back into creating bigger and better videos or supporting charitable causes. This

dedication to using his success for good has further endeared him to his audience, positioning MrBeast as not just an entertainer but also a positive force in the world.

VIII. More Likely To Catch Viewers' Attention Than TV Ads

The exponential rise of YouTube has resulted in an increase in the number of successful businesses that have achieved their goals. On the other side, it has resurrected an age-old trend: the notion that becoming a YouTuber is a viable alternative to a mainstream career. The overall amount of time users spend on a platform is obviously appealing to advertisers since it gives them the opportunity to reach millions of people and achieve a degree of visibility that was previously only attainable through expensive television commercials (Ipsos, 2017).

Because they are 84% more likely to catch viewers' attention than TV ads, YouTube commercials are an invaluable resource for corporations and marketing teams (Ipsos, 2017). According to Kong et al. (2018), there is a strong correlation between the amount of attention paid to advertising and many aspects of brand recognition, including ad memory and consideration for the commercial. YouTube users who watch and listen to advertisements demonstrate a stronger awareness of the brand and consideration for the product that is being advertised. YouTube has such a massive audience that it can practically target any subculture or group, with more than 2 billion unique visitors every month and more than a billion hours of video seen every single day (Cook, 2022). Public service announcements can be tailored to the demographics, actions, and goals of a particular audience. Targeting videos based on subject matter, category, and keywords can also make use of demographic information such as age, gender, and location.

IX. Marketing Tool

The surge of reputable and thriving organizations utilizing YouTube as a marketing tool has led to an increase in users on the platform, making it possible for anyone, be it a brand or a YouTuber, to generate millions of views on their videos (Cook, 2022). MrBeast has capitalized on this trend, using the YouTube platform to establish himself in a position that grants him opportunities for ventures that would otherwise be unattainable (Hadler, 2022). This success was partly achieved through strategic partnerships with various brands. In MrBeast's initial brand deal, he was offered \$5,000 for a sponsored video. However, instead of accepting the offer, MrBeast proposed that the sponsor double the amount, and he would give it to a homeless person. He justified this suggestion by asserting that "\$10,000 just looks better in a title; it will get more views, and I promise your app will perform better" (Colin and Samir, 2022). This bold move demonstrates MrBeast's keen understanding of the importance of captivating titles and his ability to negotiate deals that benefit both his content and the sponsoring brand.

Moreover, MrBeast has successfully expanded his ventures beyond YouTube, leveraging his widespread recognition to launch brands like Feastables and Beast Burger. Feastables, a snack food brand, owes its success primarily to MrBeast's existing fanbase, which has shown support for his entrepreneurial endeavors (Hadler, 2022).

Beast Burger recently reached a significant milestone by opening its first brick-and-mortar shop (Richman, 2022). This expansion from a virtual, delivery-only to restaurant chain demonstrates the brand's success and MrBeast's marketing prowess. By capitalizing on his YouTube presence and personal brand, MrBeast has generated strong demand for Beast Burger's products, resulting in the need for physical locations (Richman, 2022). These new shops cater to the existing fanbase and attract new customers, providing a comprehensive

customer experience through dine-in services, brand merchandise sales, and potential meet-and-greet events featuring MrBeast himself (Richman, 2022).

Feastables, another business venture associated with MrBeast, has also seen tremendous success in reaching a broader audience. Initially available online, Feastables expanded its distribution and can now be found in well-known retail stores such as Walmart (Trungphan2, 2021).

By having Feastables products available in stores like Walmart, the brand gains exposure to an even wider customer base and solidifies its market presence. This transition from an online-only brand to one with brick-and-mortar store availability exemplifies MrBeast's talent in leveraging his YouTube fame to create thriving businesses across multiple channels. It demonstrates the power of personal branding and how associating with a popular figure like MrBeast can lead to new opportunities and business growth.

Chapter 3 – Data Collection Process

The majority of the data acquired for YouTube videos and channels was gathered manually; however, analytical websites like Vidiq, NoxInfluencer, and SocialBlade were of great assistance in this task. I was able to collect information about MrBeast's video titles, the number of views, the number of likes, the duration, the date of publishing, the Vidiq score, the link count

in the description, the word count in the description, and the creators suggested video by using Vidiq, for example. In addition, Vidiq made it possible for me to view the total number of views a video had accumulated in the days after it was initially published. I was able to look at the videos' likes, views, and engagement rates thanks to NoxInfluencer. On the other hand, information regarding the video's theme, the number of primary objects in the thumbnail, the presence of arrows or text in the thumbnail, the primary color of the thumbnail, the number of people in the thumbnail, and whether or not MrBeast appeared in the thumbnail were gathered from the YouTube website.

These external websites offer analytic tools that allow creators to monitor metrics such as views, engagement, and audience demographics while comparing their channel's performance with others in their field. For instance, Vidiq's browser extension presents a scorecard analyzing elements like title, tags, and description, suggesting enhancements to boost the video's search ranking. In a similar vein, NoxInfluencer delivers tools for creators to track their progress over time and pinpoint growth possibilities. Nevertheless, these external tools should be employed in tandem with YouTube's native analytics tools, not as standalone resources for decision-making. Since these websites lack direct access to YouTube's data, the information they provide might be unreliable or inaccurate. They gather data from public sources or authorized integrations with the YouTube API using various techniques, such as web crawlers.

Web crawlers can scrutinize publicly accessible metadata on YouTube pages, extracting pertinent data like views and comments, while authorized YouTube API integrations grant limited access to data related to YouTube channels and videos (Mary, 2021). However, these external sites might not have access to all the data and metrics employed by YouTube for evaluating channels and videos. To safeguard user privacy and security, YouTube and other

social media platforms enforce strict policies and limitations on data access, which can restrict the amount of data available to external sites. This may result in inconsistencies and variations in the data provided by different external sites.

Chapter 4 – Data Description

I . Views, Likes, and Comments

The success of a video on YouTube is measured by a variety of metrics, including views, likes, and comments. These analytics are essential because they demonstrate how positively the target audience has responded to the video.

Views indicate how many people have watched the video, which is indicative of the video's potential effect and reach. It is essential to keep in mind, nevertheless, that views may not always reflect engagement or contentment. Nonetheless, views are a key statistic for evaluating the success of the video. Views are counted whenever a person starts watching the video and keeps doing so for at least 30 seconds. The number of views that a video has is a significant factor in determining the potential of that video. This is because the more views a video has, the greater the likelihood that it will be discovered by new viewers. Views can also have an indirect impact on the video's ranking and visibility on YouTube. Videos with more views are more likely to appear in search results, recommended videos, and trending sections, increasing discoverability and engagement.

Likes are an important indicator of how engaged and satisfied viewers are with a particular video. When a viewer likes a video, they are essentially giving their approval and expressing appreciation for the content that has been presented. This positive feedback can encourage creators to create similar content in the future, as well as help the video gain visibility through recommendations and search algorithms. Likes also factor into the algorithm used by YouTube to determine which videos to recommend to viewers. Videos with more likes are frequently perceived as more relevant and engaging by viewers, which can increase the video's

visibility and exposure. This can cause a snowball effect in which more viewers discover, watch, and like the video, resulting in a positive feedback loop and increased success for the video.

Likes can provide creators with insightful feedback in addition to having an impact on the algorithm. By analyzing the ratio of likes to views, creators can determine whether their audience is enjoying their content and where they can improve. This information can be used to improve their content and create more engaging videos in the future.

Comments left on a YouTube video are important in determining its success because they indicate viewer engagement and feedback. By allowing viewers to converse with one another and share their experiences, they aid in fostering a sense of community among viewers. This fosters a sense of belonging, encouraging viewers to share the video with others, thereby increasing its reach and visibility. Furthermore, comments provide context and insights into the video's content, making it more valuable to the audience. Comments are also an important factor in YouTube's algorithm, which determines a video's visibility and ranking. They indicate engagement and interest in the video, and positive interactions can boost its ranking in search results and recommended videos. Creators can use comments to gauge viewer reactions and tailor their content to meet the needs and interests of their audience, resulting in increased engagement and loyalty. The sentiment of the comments is taken into account by YouTube's algorithm, with positive interactions indicating valuable content and negative or spammy comments potentially harming a video's performance. Creators must also respond to comments in a timely and engaging manner, demonstrating active engagement with their audience and cultivating a positive community around their channel. This can result in increased visibility, views, likes, and subscribers, all of which contribute to the overall success of a YouTube video.

The primary goal of this study is to review the three main factors - views, likes, and comments - and define them as success factors. These success factors will be the focal point, with the 27 other factors relating to them in order to discover a correlation between what influences Views, Likes, and Comments. These factors include the Video Topic, Duration, Date Published, Video Theme, Video Format, Views Ratio, Likes Ratio, Engagement Rate, and The Number of Main Objects in The Thumbnail. If Arrow is on The Thumbnail, If The Thumbnail Contains Text, If The Thumbnail Contains The Color Red, If The Thumbnail Contains The Color Yellow, If The Thumbnail Contains The Color Blue, If MrBeast is in The Thumbnail, The Number of People in The Thumbnail. Number of Views 1 Day After Publication, Number of Views 2 Days After Publication, Number of Views 3 Days After Publication, Number of Views 7 Days After Publication, Number of Views 28 Days After Publication, VIDIQ score, Video ID, Description of video, Description Link Count, Description Word Count, and Number of Creator Videos Suggested After Video.

Table 4.1 and 4.2

Table 4.1	Table 4.2	Factors That May	Influence Success
Success Factors	Video Topic	Duration	Date Published
Views	Video Theme	Video Format	Number of Creator Videos Suggested After Video
Likes	Views Ratio	Likes Ratio	Engagement Rate
Comments	The Number of Main Objects in The Thumbnail	If Arrow is on The Thumbnail	If The Thumbnail Contains Text

If The Thumbnail Contains The Color Red	If The Thumbnail Contains The Color Yellow	If The Thumbnail Contains The Color Blue
If MrBeast is in The Thumbnail	The Number of People in The Thumbnail	VIDIQ score
Number of Views 1 Day After Publication	Number of Views 2 Days After Publication	Number of Views 3 Days After Publication
Number of Views 7 Days After Publication	Number of Views 28 Days After Publication	Video ID
Description of video	Description Link Count	Description Word Count

II . Video Topic

MrBeast videos were categorized into 20 different topics. When you click on a video in the VIDIQ tool, the topic of the video appears. The video topics were *Lifestyle (sociology), Vehicle, Technology, Hobby, Food, Entertainment, Film, Television Program, Military, Video game culture, Pet, Society, Action adventure game, Action game, Role playing video game, Sports game, Strategy video game, Morotosport, Basketball, and Sport*.

Video Topics	MrBeast Used			Table 4.3
Lifestyle (sociology)	Vehicle	Technology	Hobby	Food
Entertainment	Film	Television Program	Military	Pet

Society	Video game culture	Action adventure game	Action game	Roleplaying video game
Sports game	Strategy video game	Motosport	Basketball	Sport

Table 4.3

The topic or category of a YouTube video has a significant impact on its success. When selecting a topic or category for their video, content creators must consider their target audience as well as the type of content that is popular in the category. A relevant topic or category helps ensure that the video reaches its intended audience and attracts viewers who are interested in that type of content. It also increases the likelihood that the video will appear in search results and recommended videos for people who have expressed an interest in similar content. When determining a video's visibility and ranking on YouTube, the algorithm takes the topic and category into account. If a video is properly classified, it is more likely to appear in search results and recommended videos for people who are interested in that type of content. The algorithm is intended to comprehend video content and categorize it based on its topic or category. This is critical because it allows the algorithm to recommend relevant videos to users who are interested in that specific topic.

For example, if a user watches several cooking videos, the algorithm may recommend other cooking videos that are similar in topic or category. Similarly, if a user watches fitness-related videos, the algorithm may recommend additional fitness videos. As a result, the topic or category of a video influences the algorithm's recommendation system, which influences its success. A video's topic or category, in addition to the algorithm's recommendation system, influences its visibility in search results. When a user searches for a specific topic or keyword,

the algorithm considers the video's content as well as its relevance to the search query. If the video's topic or category is closely related to the search query, it is more likely to appear higher in search results. Choosing the appropriate topic or category for a YouTube video is critical to its success. It can have an impact on its visibility in search results as well as its recommendation to users who are interested in that topic. As a result, in order to create videos that are relevant and appealing to their target audience, content creators must understand their audience and their interests.

III. Video Duration

MrBeast's YouTube videos range in length from two minutes to over eleven hours. There are various reasons why YouTube video duration is significant. Viewers typically have shorter attention spans, thus too long videos might result in reduced retention rates and decreased engagement. On the other hand, videos that are too short may not deliver enough value or information to viewers, resulting in decreased engagement and fewer views. Consequently, determining the optimal video length depends on the material being delivered and the intended audience.

MrBeast's longer videos typically have a greater watch time, a crucial parameter utilized by YouTube's algorithm to rank and promote videos. A longer watch duration suggests that visitors are engaged and interested in the information, which can result in additional views and interaction. Longer videos also provide MrBeast with more opportunity to offer engaging and amusing content, such as creative challenges, stunts, and giveaways. Longer videos can increase advertising revenue for MrBeast because YouTube monetizes videos depending on how long viewers watch commercials.

IV. Date Published

Video publication date plays a crucial role in understanding the success of a YouTube video. The date and time of a video's release are taken into account by the YouTube algorithm, which can impact a creator's visibility and engagement rate. Creators can benefit from knowing when the site receives the greatest traffic, whereas uploading when no one is looking can be negative. Some months are connected with higher viewership, resulting in greater visibility and interaction for videos released during certain months. During the holiday season, for example, people have more free time, which improves viewership and interaction with holiday-themed material. The release date of a video can affect its relevance and timeliness, making it more successful if it covers a current event or trend shortly after it has occurred. The month of publication can also affect the level of competition; a video may face more competition for watching and engagement if numerous popular videos are launched during the same month.

Assessing the frequency of a creator's posts is also significant in content analysis for various reasons. The frequency of posts might show how dedicated a creator is in their channel and content. In the instance of MrBeast, his continuous posting schedule has contributed to his huge success on the network, gaining a significant following and sustaining high interaction rates. Monitoring the frequency of posts can also reveal patterns or trends in a creator's content, suggesting whether or not they are strategic in their content creation and seek to remain relevant and topical. Monitoring changes in posting frequency over time can assist in identifying times of growth or fall in a creator's channel, which may have an effect on their audience and engagement levels. MrBeast's decision to post less frequently in order to focus on producing higher-quality content has proven fruitful, as his videos routinely receive high levels of engagement and views.

V. Video Theme

Out of the 230 videos I collected from MrBeast, I found 40 distinct video themes that he frequently used. These themes describe the fundamental concept or subject matter of each video. But, there are more features that make his videos appealing to viewers.

While I previously stated forty recurring themes, some of them are fairly specific and overlap with others. For instance, the "challenge" theme can also be expressed as "challenge M," indicating that the film features multiple distinct tasks. Despite this overlap, it is essential for content creators to stay within a niche and maintain a constant theme throughout their YouTube videos for various reasons.

Building a devoted following and establishing a brand identity are both aided by a consistent theme. When viewers know what to anticipate from your material, they are more inclined to return and connect with your channel. Regularly publishing material on a particular topic can help establish your competence in that field, which can boost your audience's trust and trustworthiness. In addition, a consistent theme might make it easier for users to find and discover your material, thereby increasing visibility and the likelihood of being recommended to new viewers. Having a constant theme can also aid with monetization tactics such as advertising and sponsorships. Companies and advertisers frequently seek out channels and producers with a distinct audience and specialization. By having a consistent theme, you may make it easier for potential sponsors and advertisers to identify you as a good fit for their campaigns.

Video Themes	Description	Video Title Example
Philanthropy	A video focused on the act of donating time, money, resources, or expertise to charitable causes or to promote the welfare of others.	1,000 Blind People See For First Time, Giving \$1,000,000 Of Food To People In Need, Planting 20,000,000 Trees, I Cleaned The World's Dirtiest Beach,
Challenge	A video that primarily focuses on one challenge and features the same participants throughout the duration of the video.	Last To Remove Hand, Gets Lamborghini, Last To Leave Circle Wins \$10,000, I Won Every Prize At A Theme Party,
Challenge M	A video that features multiple challenges with different participants for each challenge throughout the video.	Would You Sit In Snakes For \$10,000, If You Can Carry \$1,000,000 You Can Keep It, \$1,000,000 Influencer Tournament
Challenge B	A video that is centered around MrBeast undertaking a challenge, either alone or by his friends, from start to finish.	I Survived 50 Hours In A Maximum Security Prison, I Ran A Marathon In The World's Largest Shoes, I Bought One Snicker From Every Walmart
Challenge F	A video that is centered around a challenge or multiple challenges, with MrBeast's friends participating	Last To Stop Running Wins \$20,000, First to Rob Bank Wins \$100,000, Spending \$40,000 in One Hour Challenge,
Giving Money	A video that revolves around the act of giving money, either as a philanthropic donation or as a prize for winning a game or challenge.	Giving \$10,000 To Random People and Saying Nothing, \$456,000 Squid Game In Real Life, I Put Millions Of Pennies In My Friends Backyard, I Broke Into A House
Spending Money	A video that revolves around spending a designated amount of money or using money in a unique or amusing manner or focused on purchasing a specific item.	I Bought Everything In 5 Stores, I Bought A Car Using Only Pennies, Anything You Can Fit In The Triangle I'll Pay For, I Gave Him 1 Hour To Spend \$100,000
Prize	Videos that showcase prizes awarded as rewards for participating in games, challenges, pranks, or as a token of appreciation for being a certain subscriber.	Last To Take Hand Off Jet, Keeps It!, I Gave My 6,000,000th Subscriber 6,000,000 ____, Destroying My Friend's Car And Surprising Him With A New One
Expensive Item	A video showcasing the purchase of an expensive item intended for video purposes and subsequently awarded to the winner of a challenge or game.	I Ate \$100,000 Golden Ice Cream, I Gave My 100,000,000th Subscriber An Island, Last To Take Hand Off House Keeps It!, I Bought The World's Most Expensive Apps,
Expensive Item F	This video showcases an expensive item that is given away for free, either for philanthropic reasons or as part of a prank, and is not won through a challenge or game.	I Ordered A Pizza And Tipped The House, Destroying My Friends Car And Gifting Him A New One, I Uber'd People And Let Them Keep The Car, I Gave A Homeless Man A Home
C location	A video focused on spending an extended	Surviving 24 Hours On A Deserted Island, I

	period of time at an unconventional or extreme location.	Spent 50 Hours Buried Alive, 24 Hours In The Most Haunted Place On Earth, I Survived 50 Hours In Antarctica.
Days	A video that is recorded for more than 24 hours.	100 Kids Vs 100 Adults For \$500,000, I Didn't Eat Food For 30 Days, I Spent 50 Hours In Solitary Confinement, Last To Leave Circle Wins \$500,000
24hr	A video that is centered around completing a specific challenge or activity continuously for a full 24-hour period.	Spending 24 Hours Straight Under Water, I Gave My Brother 24 Hours To Spend \$100,000, Surviving 24 Hours Straight In A Rainforest.
Game	A video that revolves around playing a popular or well-known game.	Extreme \$1,000,000 Hide And Seek, Playing Battleship With Real Ships, World's Largest Game Of Dodgeball
Prank	A video centered around playing a practical joke or a trick on someone for comedic effect.	I Filled My Brothers House With Slime & Bought Him A New One, I Put 100 Million Orbeez In My Friends Backyard, Returning Destroyed Rental Cars, Pulling Cars Over Using A Toy Police Car
Subscriber G	A video centered around MrBeast giving or gifting his subscribers with a prize, item, or money.	Giving 3,000,000 Pennies To My 3,000,000th Subscriber, Giving My 4,000,000th Subscriber 4,000,000 Cookies, I Gave My 40,000,000th Subscriber 40 Cars.
Stream Donation	A video primarily focused on MrBeast donating money to streamers on a live streaming platform.	I Donated \$50,000 To Ninja, \$10,000 Games Of Rock Paper Scissors, Donating \$100,000 To Random Streamers, Surprising Tfue With \$10,000 Live
YouTubers	A video that prominently features and centers around popular YouTubers.	\$200,000 YouTuber Battle Royale, Last YouTuber To Leave Wins \$100,000, Last To Take Hand Off Jet Wins
Streamers	A video that is focused on popular streamers	\$1,000,000 Influencer Tournament!, Surprising TFue With A Fortnite Battle Bus In Real Life, YouTube Rewind 2020, Thank God It's Over, I Donated \$50,000 To Ninja
Pewdiepie	A video that is mainly focused on the popular YouTuber PewDiePie.	Donating \$10000 To Pewdiepie, I Advertised Pewdiepie At The Super Bowl, Saying Pewdiepie 100,000 Times, I Bought Every Billboard In My City For This
YouTube Original	A video produced by the YouTube Corporation's division, YouTube Originals but hosted by MrBeast and posted on his channel.	\$1,000,000 Influencer Tournament!, Extreme \$1,000,000 Hide And Seek
Built	A video that centers around MrBeast, his friends, or participants working together to build something significant.	I Built A Working Car Using Only LEGOS, I Built Willy Wonka's Chocolate Factory!, I Built A Mansion Using Only Cardboard Boxes
Experiment	This type of video is centered around MrBeast conducting a single experiment or	Can 1,000 Rolls Of Duct Tape Stop A Car?,\$10000 Ice Sculpture Vs Flame, , Surprising Strangers With 100 Zombies, How Many Toy Cars Does It Take To Pull A

	test while incorporating elements of entertainment to keep the audience engaged.	Real Car?
Experiment M	The main focus of this type of video is on MrBeast conducting various experiments and tests, while also incorporating an entertaining factor to keep the audience interested.	Do Water Repellent Shoes Actually Work?, How Many Rubber Bands Does It Take To Snap A Safe?, Moving 10 Pounds Using ONLY Sound, World's Hottest Substance Vs Coldest Substance, Can A Glowing 1000 Degree Sword Slice A Car In Half?
Food E	The premise of this video is MrBeast trying and reviewing different types of food.	Eating A \$10,000 Golden Steak (24k Gold), I Ate \$100,000 Golden Ice Cream, Paying People \$10,000 To Eat Ghost Pepper
Food G	This video is centered around MrBeast distributing food to others.	Giving \$1,000,000 Of Food To People In Need, I Opened A Restaurant That Pays You To Eat At It
Lottery	The main focus of this video is the lottery.	I Spent \$1,000,000 On Lottery Tickets and WON, I Spent \$100,000 On Lottery Tickets And Won!
Old Videos	This video features MrBeast's old videos that he had previously not uploaded but uses for a significant amount of time in the current video.	How I Gave Away \$1,000,000, I Gave \$500,000 To Random People, Videos I Could Not Upload, 20,000 Magnets Vs A Car
Montage	This video features the combination of short video clips or images to create a longer sequence. It is often used to condense time or convey a sense of progress or development.	How I Gained 15,000,000 Subscribers In 1 Year, I Gave \$500,000 To Random People, YouTube Rewind 2020, Thank God It's Over
Scheduled Upload	Video that is meant to be viewed in the future	Hi Me In 5 Years
Skit	A video primarily focused on a short performance that is either comedic or dramatic, often intended to be humorous or satirical in nature.	Flat Earth PROVEN By Independent Research, Rocket League In Real Life!, The Real Way Dinosaurs Went Extinct
World Record	This video centers around breaking or setting a world record, which could include buying the world's largest item, giving the most money, creating the world's biggest object, or surpassing an existing world record.	I Ran A Marathon In The World's Largest Shoes, I Bought The World's Largest Firework (\$600,000), Tying My Shoes In Every State (World Record), World's Largest Bowl Of Cereal, World's Largest Game Of Dodgeball,
Announcement	A video centered around MrBeast making an announcement.	Important Youtube Announcement (please watch), Why I Haven't Been Uploading
Saying _____	A video where MrBeast repeats a specific	Saying Pewdiepie 100,000 Times

	phrase numerous times.	
Driving f	A video where MrBeast embarks on an insanely long drive for the purpose of creating content.	I Bought One Snickers Bar From Every Walmart, We Drove 3,000 Miles For The World's Best Burger

Table 4.4

VI. Views Ratio

The views ratio is an important metric for determining how engaged YouTube videos are with their target audience. It is a ratio between the number of times a video has been recommended or shown to users and the number of views it has received. A high views ratio is generally regarded as positive, indicating that the video is engaging and appealing to its intended audience, whereas a low views ratio suggests that the video is not connecting with viewers or is not being promoted adequately.

A high views ratio is advantageous for content creators because it indicates that their videos are capturing and retaining the audience's attention, resulting in increased engagement, longer watch times, and improved platform performance. Furthermore, a high views ratio signals to the YouTube algorithm that the video is of high quality and relevant to the target audience, potentially leading to better visibility, subscriber growth, and monetization opportunities. A low views-to-engagement ratio, on the other hand, can have a negative impact on a video's performance on YouTube, indicating that the video is not engaging enough to keep viewers watching or interacting with it. This can send a negative signal to the YouTube algorithm, causing the video to be deprioritized in search results, suggested videos, and other areas of the

platform. A low engagement ratio can also harm the overall performance of the channel, resulting in fewer opportunities for growth and audience expansion.

It should be noted that NoxInfluencer defines their views ratio differently, claiming that a higher percentage indicates that more subscribers have watched the video. However, the underlying principle remains the same, as a higher views ratio generally indicates greater engagement and success on the platform.

VII. Likes Ratio

The likes ratio of a YouTube video refers to the proportion of likes it has received in relation to its number of views. This metric is a useful indicator of the video's popularity and engagement with the audience. A high likes ratio can greatly impact the success of both the video and the channel. YouTube's algorithms are more likely to recommend videos with high likes ratios, leading to increased visibility and engagement for the channel. Conversely, videos with low likes ratios may receive less visibility and engagement, negatively affecting their overall performance.

Furthermore, the likes ratio can provide insights into the video's content and marketing strategy. A high likes ratio suggests that the content resonates well with the audience and the marketing strategy used to promote the video has been effective. Conversely, a low likes ratio may indicate the need for changes to the content or marketing strategy to better engage with the audience.

A low likes ratio on a YouTube video can have negative effects. It can result in the video being ranked lower in search results and recommended videos, leading to lower views and overall performance. Additionally, a low likes ratio can discourage potential viewers from

engaging with the video, further damaging engagement and overall performance. Furthermore, a low likes ratio can harm the reputation of the content creator and their brand, making it harder to build an audience and grow the channel.

It is worth noting that NoxInfluencer defines their likes ratio differently, considering it as an indication of subscribers' preference for the video and the percentage of people who are likely to enjoy it.

VIII. Engagement Rate

The level of interaction and involvement that a YouTube video receives is measured by its engagement rate. It is calculated by dividing the total number of views by the total number of likes, comments, shares, and other forms of engagement, and then multiplying the result by 100 to get a percentage. This metric provides valuable insights into audience engagement and allows content creators to assess how well their content connects with their viewers. Notably, when calculating a video's engagement rate, Noxinfluncer data only records likes and comments.

The engagement rate is a measure of how much viewers interact with a video beyond just watching it, and YouTube's algorithm considers it an important factor in determining a video's overall performance and how much it should be recommended to viewers. Videos with high engagement rates are more likely to be recommended by the algorithm and appear higher in search results, whereas videos with low engagement rates may be deprioritized or even penalized by the algorithm.

A high rate of engagement is important for several reasons. For starters, it can indicate that the content is resonating with the audience and meeting their expectations, leading to increased viewer satisfaction and retention, as well as more positive feedback and

word-of-mouth recommendations. Second, a high engagement rate can help increase the video's visibility on YouTube, resulting in more views, likes, and subscribers. Third, it may indicate the video's monetization potential, as advertisers are more likely to place ads on videos with high engagement rates.

A low engagement rate, on the other hand, can have a negative impact on the video's performance and visibility on the platform. It may indicate to YouTube's algorithms that the video is not engaging or interesting to viewers, resulting in the video being ranked lower in search results and recommended videos, resulting in fewer views and overall performance for the video and channel. A low engagement rate can also have an impact on the content creator's and brand's reputation, making it more difficult for them to build an audience and grow their channel. Furthermore, it may make it more difficult for the content creator to monetize their videos through advertising or other means.

IX. Number of Main Objects in Thumbnail

While individuals may have different opinions on what constitutes a main object in a thumbnail. It's common for some objects in a thumbnail to be considered as props rather than main objects, leading to differences in opinion on what the main object is. However, I have compiled a set of guidelines to identify the main object in the thumbnails.

Description	Video Title and Thumbnail
• MrBeast himself counts as a main object • Multiple similar to same objects in the background such as this count as one main object Number of Main Objects: 2	I Gave My 40,000,000th Subscriber 40 Cars 
• Text counts as a main object • The background contributes to the thumbnails purpose, so it counts as a main object Number of Main Objects: 3	I Survived 50 Hours In Antarctica 
• Two different text count as one main object • People performing same action count as one main object • If the background does not contribute to thumbnail purpose, does not count as a main object • Multiple people performing same action or similar aren't considered another main objects Number of Main Objects: 3	Last To Take Hand Off \$1,000,000 Keeps It 
• Arrows don't count as main objects, they usually emphasizing on one • The duct tape wouldn't count as one, the main object would be the person ducted tape to the roof Number of Main Objects: 2	\$50,000 Game Of Extreme Hide And Seek - Challenge 

Table 4.5

Examples- Number Of Main Objects	Video Title and Thumbnail
Number of Main Objects: 1 ● MrBeast ● No background to contribute to thumbnail purpose	Important Youtube Announcement (please watch) 
Number of Main Objects: 3 ● MrBeast ● Text on thumbnail ● Background that contributes to thumbnail purpose	\$10,000 Every Day You Survive Prison 
Number of Main Objects: 3 ● MrBeast ● Participants for game ● Squid Game objects in background	\$456,000 Squid Game In Real Life! 
Number of Main Objects: 2 ● Text on thumbnail ● Participants running on treadmill	Last To Stop Running Wins \$20,000 
Number of Main Objects: 3 ● Participants touching boat ● Text on thumbnail	Last To Take Hand Off Boat, Keeps It

<i>Examples- Number Of Main Objects</i>	Video Title and Thumbnail
• Background contributing to thumbnail purpose	

Table 4.6

The importance of the number of main objects in a thumbnail lies in its ability to capture viewers' attention and persuade them to click and watch the video. Thumbnails play an important role in influencing a viewer's decision to watch a video because they are the first thing that viewers see when browsing through videos on YouTube. Thumbnails with a single, clear main object or subject are more visually appealing and attention-grabbing than those with multiple objects or cluttered compositions. This is because viewers are often drawn to strong, clear focal points in visual media, and a thumbnail with a single main object provides a compelling focal point.

Thumbnails with too many main objects or a cluttered composition, on the other hand, can be overwhelming or confusing to viewers, making it difficult for them to understand the video's content and relevance to them. The cluttered thumbnail may deter them from clicking on the video because they are unsure what to expect. Too many objects in a thumbnail can make it difficult for the video's main subject to stand out. When several objects compete for the viewer's attention, it can be difficult for them to focus on the most important element of the thumbnail, which is frequently the main subject or theme of the video.

X. If an Arrow is on Thumbnail

Arrows are a common visual element in YouTube thumbnails and can be used for a variety of purposes, including directing viewers' attention to the main object or subject of a thumbnail. By strategically using arrows, you can draw attention to the most important element and increase the likelihood of viewers clicking on the video. This is especially useful when the main object is not immediately obvious or when there are multiple objects in the thumbnail that may distract viewers' attention.

The use of arrows in thumbnails can help create a visual path that leads directly to the main object or subject, making it easier for viewers to identify the video's focus. Because our eyes are naturally drawn to movement and visual cues, using arrows in thumbnails can take advantage of this natural tendency and draw viewers' attention to the most important element. If the thumbnail contains a product, for example, an arrow can be used to point directly at the product and highlight its key features. Similarly, if the thumbnail contains a person or character, an arrow can be used to direct viewers' attention to their face or a specific action they are performing.

Arrows can also create a sense of direction or movement within the thumbnail, making it more visually engaging and interesting for viewers. An arrow pointing off-screen or towards a specific area of the thumbnail, for example, can pique viewers' interest and encourage them to watch the video. Arrows can also be particularly useful in videos involving action or travel. Arrows can be used to indicate movement or direction in such cases, such as pointing towards the horizon to suggest a sense of adventure and forward motion.

XI. If Text is on Thumbnail

Collecting the text on a thumbnail is important for content analysis because it can provide useful information about the video's content and how it is marketed to viewers. When analyzing thumbnails for content analysis, it's critical to determine whether there is any text present and whether it was included on purpose. The amount and placement of text on the thumbnail are secondary considerations. A single word or short phrase can convey important information about the video's content or target audience. As a result, regardless of the amount or placement, any text that is intentionally added to the thumbnail should be counted as text. This data can be used to learn more about the video's marketing strategy, audience targeting, and content themes.

The use of text in YouTube thumbnails can help to provide context and valuable information about the video that may not be obvious from the visual elements alone. This can effectively attract viewers and persuade them to watch the video. By including relevant text, viewers can quickly understand the subject matter of the video and determine whether it aligns with their interests. Text can be especially effective when the subject of the video is not immediately obvious from the thumbnail image. Using catchy phrases, questions, or provocative statements can pique the viewer's interest and entice them to learn more about the video's content. For example, a thumbnail with the text "You won't believe what happened next..." can pique viewers' interest and entice them to click on the video. However, it's important to remember that poorly designed or excessive text can have the opposite effect, making the thumbnail appear cluttered, confusing, or unprofessional.

XII. Color of Thumbnail

The goal of analyzing the use of the colors red, yellow, and blue in a thumbnail is to determine if they were used on purpose to draw viewers' attention and draw their eyes to a specific element. Because of their vibrancy and visual appeal, these colors are frequently used in marketing and advertising (Labrecque & Milne, 2012). MrBeast frequently employs these colors in his thumbnails, whether they are the colors of his shirt or the colors of everyone else's clothing. It's a deliberate strategy that has been seen in his recent videos, where competitors wear all-red, blue, or yellow jumpsuits. As a result, it is critical to determine whether this strategy is effective and contributes to the research.

The color red is frequently associated with urgency and can evoke feelings of excitement or danger. It can be used to highlight important information or to create urgency around a specific call to action. Yellow is frequently associated with happiness, optimism, and positivity. It can be used to create a cheerful and welcoming atmosphere or to draw attention to important elements. Blue, on the other hand, is associated with trust, dependability, and professionalism. It can be used to establish a sense of trustworthiness and calmness, as well as to draw attention to authoritative or professional elements (The Hustle, 2022).

By strategically using these colors in a thumbnail design, you may be able to create a visual hierarchy that directs the viewer's attention to the most important elements and encourages them to take action, such as clicking on the video to watch it.

Like in the analysis of the main objects in the thumbnail, I have developed a set of criteria to determine whether the colors red, yellow, or blue are present in the thumbnail. These criteria serve to provide a clearer understanding of the coding process used in the analysis of the video thumbnails.

Description	Video Title and Thumbnail						
Points <table><tr><th>Red</th><th>Yellow</th><th>Blue</th></tr><tr><td>1</td><td>1</td><td>0</td></tr></table>	Red	Yellow	Blue	1	1	0	I Gave My 40,000,000th Subscriber 40 Cars 
Red	Yellow	Blue					
1	1	0					
Points <table><tr><th>Red</th><th>Yellow</th><th>Blue</th></tr><tr><td>1</td><td>0</td><td>1</td></tr></table>	Red	Yellow	Blue	1	0	1	I Survived 50 Hours In Antarctica 
Red	Yellow	Blue					
1	0	1					
Points Shirts sometimes feature the color red, yellow, or blue <table><tr><th>Red</th><th>Yellow</th><th>Blue</th></tr><tr><td>1</td><td>0</td><td>1</td></tr></table> Examples 	Red	Yellow	Blue	1	0	1	Last To Take Hand Off \$1,000,000 Keeps It  Examples 
Red	Yellow	Blue					
1	0	1					

Points

- Arrows exclusively feature the color red or yellow

Red	Yellow	Blue
1	1	0

\$50,000 Game Of Extreme Hide And Seek - Challenge

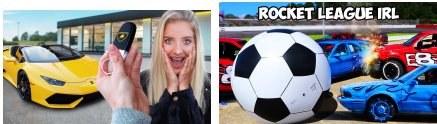


Points

- Cars sometimes feature the color red or yellow, sometimes blue

Red	Yellow	Blue
1	1	0

Examples




Missing Title



Examples




Table 4.7

Examples									
Points <table><tr><th>Red</th><th>Yellow</th><th>Blue</th></tr><tr><td>1</td><td>1</td><td>1</td></tr></table>			Red	Yellow	Blue	1	1	1	Last To Leave Circle Wins \$500,000 
Red	Yellow	Blue							
1	1	1							
Points <table><tr><th>Red</th><th>Yellow</th><th>Blue</th></tr><tr><td>1</td><td>0</td><td>0</td></tr></table>			Red	Yellow	Blue	1	0	0	\$456,000 Squid Game In Real Life! 
Red	Yellow	Blue							
1	0	0							
Points <table><tr><th>Red</th><th>Yellow</th><th>Blue</th></tr><tr><td>1</td><td>1</td><td>1</td></tr></table>			Red	Yellow	Blue	1	1	1	I Built A Working Car Using Only LEGOS 
Red	Yellow	Blue							
1	1	1							
Points <table><tr><th>Red</th><th>Yellow</th><th>Blue</th></tr><tr><td>1</td><td>1</td><td>0</td></tr></table>			Red	Yellow	Blue	1	1	0	I Ran A Marathon In The World's Largest Shoes 
Red	Yellow	Blue							
1	1	0							

Table 4.8

XIII. If MrBeast is in Thumbnail

Analyzing whether MrBeast appears in his own YouTube thumbnails is critical for content analysis because it reveals whether he uses his image as a marketing tool to promote his brand and engage with his audience. MrBeast is a well-known YouTuber who has a large following due to his distinct content style and personality. By including his image in the thumbnail, he can establish a more personal connection with his viewers and increase their interest in his content. Furthermore, the presence of MrBeast in his own thumbnails can give an idea of the type of content he creates, as he is known for his engaging and entertaining videos that frequently feature him as the main character. Content analysts can gain valuable insights into MrBeast's content strategy and how he uses his image to market his videos and interact with his audience by tracking the frequency of MrBeast's appearance in his own thumbnails.

If MrBeast's image is missing from the thumbnail of his video, it may affect the audience's expectations of the content. Given that MrBeast is the channel's owner and the face of his brand, viewers may expect to see him in the thumbnail and may be disappointed if he isn't. This could result in lower engagement with the video, such as fewer views, likes, or comments. If MrBeast is not featured in the thumbnail but the content remains compelling and relevant to the viewer's interests, they may still choose to watch the video and interact positively with it. Finally, it is up to the individual viewer and their preferences as to how they perceive the content without MrBeast in the thumbnail. From a content analysis perspective, monitoring whether MrBeast appears in the thumbnail or not can provide valuable insights into how he uses his persona and personality to promote his videos and connect with his audience.

XIV. Number of People in Thumbnail

The majority of thumbnails featured only a few people or MrBeast himself, making it simple to determine the number of people present. For thumbnails that contained more than 10 individuals, they were recorded as "10+" since some videos featured over 100 people.

The number of people in a YouTube thumbnail can be important for a content analysis because it can reveal the type of content being produced and how the content creator is using visual elements to engage their audience. A thumbnail with a large number of people, for example, may imply that the video features a group activity or event, whereas a thumbnail with a single person may imply a more intimate or personal topic. Furthermore, the placement and size of the people in the thumbnail can indicate the relative importance or focus of each person in the video.

By analyzing the number of people in a thumbnail, content analysts can gain a better understanding of how content creators use visual elements to capture viewers' attention and communicate the subject matter of their videos. This information can help content creators and marketers optimize their visual content for maximum engagement and impact.

XV. Number of Views Days After Being Posted

I was able to gather data on the number of views a video received at various intervals after its initial posting using the Vidiq chrome tool. Instead of focusing solely on the video's immediate impact, this data allowed for a more detailed analysis of its performance over time. I was able to see the number of views one day after posting, two days later, three days later, seven days later, and 28 days later.

Analyzing the number of views a YouTube video receives over time can provide useful information for content analysis. Analyzing views in the first few days after a video is posted, in particular, can help determine its initial success and gauge how well it is resonating with the audience. Content creators and marketers can use this data to optimize their content and better understand their audience's preferences and behavior.

Looking at the number of views over longer time periods, such as 7 or 28 days, can provide a more complete picture of how a video performs over time. By tracking the number of views over different time frames, content analysts can identify trends and patterns in video performance. For example, videos with a high number of views in the first few days may have a topic or format that resonates well with the audience, whereas videos with a slow and steady increase in views may have a more evergreen topic that appeals to a wider audience over time.

Furthermore, analyzing the number of views over various time frames can assist content creators and marketers in identifying areas for improvement in their content and marketing strategies. For example, if a video receives a high number of views in the first 24 hours but then experiences a rapid drop-off in engagement, the content creator may need to rethink their content strategy to better retain their audience's attention.

XVI. VidIQ Score

The VidIQ score is an important metric that provides a comprehensive evaluation of the performance and potential of a YouTube video. It computes a score between 0 and 100 by taking into account various factors such as views, engagement, and keywords. A higher score indicates better performance and potential for a video.

The VidIQ score can be a useful tool for content analysis in a variety of ways. For starters, it enables content analysts to quickly identify high-performing videos with high engagement and reach. These videos can be further analyzed to gain insights into content strategies and audience preferences. The VidIQ score is a useful tool for content creators and marketers to identify areas for improvement in their videos. They can gain insights into effective practices and strategies for producing engaging and successful videos by investigating the factors that contribute to a high VidIQ score. A low VidIQ score can also indicate that a video is underperforming and needs to be tweaked. Analyzing the factors that contribute to a low score can assist content creators in identifying areas for improvement and making changes to improve the performance of their video.

XVII. Description Length

The length of a video's description on YouTube is important for both viewers and search engines. A brief and informative description can help viewers decide whether or not to watch the video, and search engines use it to index and rank videos. When ranking videos, YouTube's algorithm considers a variety of factors, including the description. A well-written description with relevant keywords can increase the video's visibility in search results for those terms.

A longer description also provides more opportunities to include relevant keywords and phrases, which can help the video rank higher. A detailed and informative description can also improve viewer engagement and retention by assisting them in better understanding the video's content and what to expect. As a result, viewers may watch the entire video, interact with the content, and even share it with others.

The length of a video's description is also important in providing context to viewers and prompting engagement. A lengthier description may include additional information such as links to related content or calls to action, which can enhance viewer engagement and drive traffic to other content or platforms. Moreover, since YouTube's search algorithm considers the video's title, tags, and description's relevance to the search query, a more detailed and longer description increases the video's likelihood of appearing in search results for relevant queries.

XVIII. Number of Links in Description

The number of links in the description of a YouTube video is important in content analysis for a variety of reasons. For starters, links to external resources or related videos can provide viewers with additional context and value, resulting in higher engagement and retention. Furthermore, links to the creator's other content or social media profiles can drive traffic and increase visibility across multiple platforms.

From a content analysis perspective, the number and type of links in a video's description can reveal information about the creator's overall content strategy and promotional efforts. For example, if a video has a high number of links to external resources or products, it may indicate that the creator is using the video to promote affiliate products or drive traffic to a specific website. In contrast, if a video focuses on providing viewers with useful information or entertainment, it may contain fewer links.

Links are also crucial for search engine optimization (SEO). Relevant links in a video's description can signal to search engines that the video is authoritative and relevant, improving its ranking in search results for relevant queries.

XIX. Number of Creator Suggested Videos

Videos that are suggested by the creator of a YouTube channel and appear as suggested videos on their video page are known as creator suggested videos. These videos are typically related to the creator's content and are intended to keep viewers engaged and watching more of the creator's content. Creator suggested videos can be a powerful tool for increasing engagement and watch time on a channel, as well as promoting the creator's other content or products.

The number of suggested videos from the same creator on a YouTube video page can provide valuable content analysis insights. First, it can boost viewer engagement and retention by suggesting additional content related to the viewer's interests. By recommending videos that are similar in topic or style to the one being watched, viewers are more likely to keep watching and engaging with the content, which can increase overall watch time and viewer satisfaction.

The number and type of suggested videos can reveal the creator's content strategy and promotional efforts. A high number of suggested videos may indicate that the creator is actively promoting and cross-promoting their content, which can increase visibility and grow their audience. This could also refer to a content strategy centered on providing value to viewers by curating a collection of interesting or related content. Consistent recommendations of a creator's own videos, on the other hand, can indicate a strategy to keep viewers engaged with their channel and increase the likelihood of viewers watching more of their content.

Chapter 5 – Coding Scheme

Table 5.1

Coding Category	Codes
<i>Videos</i>	Title of Video
<i>Views</i>	000,000,000
<i>Likes</i>	000,000,000
<i>Comments</i>	000,000,000
<i>Topic</i>	Lifestyle (sociology), Vehicle. Technology, Hobby, Food, Entertainment, Film, Television Program, Military, Video Game Culture, Pet, Society, Action Adventure Game, Action Game, Role Playing Video Game, Sports Game, Strategy Video Game, Sports Game, Motorsport, Basketball, Sport
<i>Duration</i>	00:00:00
<i>Date Published</i>	00/00/00
<i>Video Theme</i>	Philanthropy, Challenge, Challenge M, Challenge B, Challenge F, Giving Money, Spending Money, Prize, Expensive Item, Expensive Item F, C location, Days, 24hr, Game, Prank, Subscriber G, Stream Donation, YouTubers, Streamers, Pewdiepie, YouTube Original, Built, Experiment Experiment M, Food E, Food G, Lottery, Old Videos, Montage, Scheduled Upload, Skit, World Record, Announcement, Saying _____, Driving F
<i>Views Ratio</i>	00.00%
<i>Likes Ratio</i>	00.00%

<i>Engagement Rate</i>	00.00%
<i>Number of Main Objects</i>	00
<i>If Arrow is on Thumbnail</i>	0 or 1
<i>If Text is on Thumbnail</i>	0 or 1
<i>Red is Main Color of Thumbnail</i>	0 or 1
<i>Yellow is Main Color of Thumbnail</i>	0 or 1
<i>Blue is Main Color of Thumbnail</i>	0 or 1
<i>Number of People in Thumbnail</i>	1-10 or 10+
<i>If MrBeast is in Thumbnail</i>	0 or 1
<i>Numbers of Views 1 Day after publish</i>	000,000,000
<i>Numbers of Views 2 Day after publish</i>	000,000,000
<i>Numbers of Views 3 Day after publish</i>	000,000,000
<i>Numbers of Views 7 Day after publish</i>	000,000,000
<i>Numbers of Views 28 Day after publish</i>	000,000,000
<i>VidIQ Score</i>	00
<i>Description Link Count</i>	00
<i>Description Word Count</i>	00
<i>Creator Suggested</i>	00

Chapter 6 – Data Analysis

I. Topics

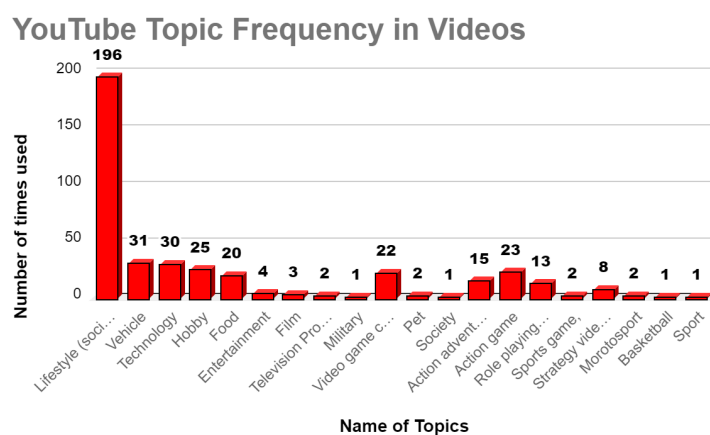


Figure 6.1

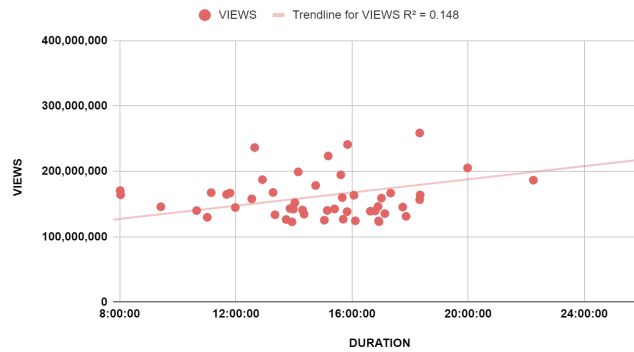
According to MrBeast's YouTube channel, 196 of the 229 videos uploaded in the past 5 years dealt with lifestyle (sociology). This indicates that MrBeast focuses heavily on lifestyle material, a broad category that encompasses a number of topics linked to social behavior, human contact, and personal interests.

Additional analysis of the lifestyle category's material identified sub topics such as challenges, pranks, vlogs, and charity projects. These sub topics were discovered to commonly appear in MrBeast's videos, demonstrating a consistent theme and style in his output. Vehicle, Hobbies, Gaming, Entertainment, and Technology were additional topics that were regularly used in MrBeast's videos. Yet, these topics were discussed significantly less frequently than lifestyle.

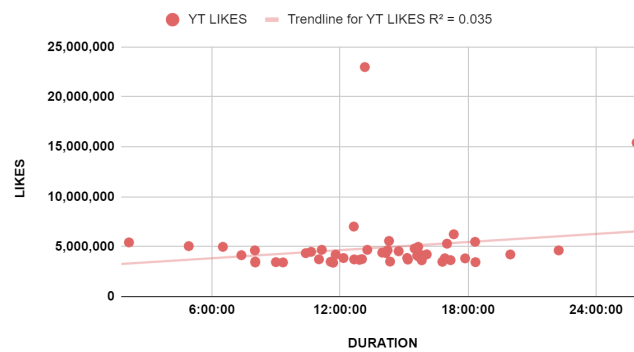
II. Duration

Figure 6.2 | Figure 6.3 | Figure 6.4

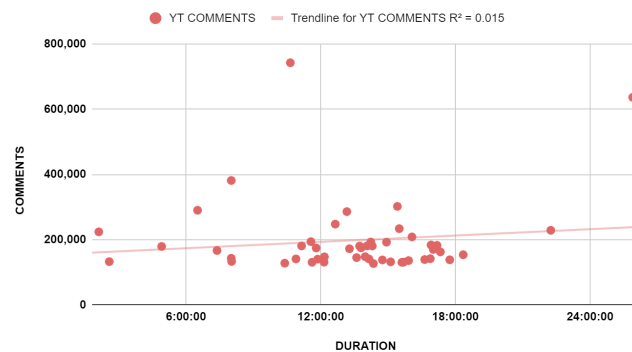
TOP 50 VIEWED: DURATION to VIEWS



TOP 50 LIKED: DURATION to LIKES



TOP 50 COMMENTED: DURATION to COMMENTS



Upon examining the duration of MrBeast's top 50 most viewed, liked, and commented videos, the scatter plots display an interesting trend. The majority of these videos are within the 12-18 minute range, suggesting an optimal length for video content in terms of audience engagement and retention.

It is important to note that the scatter plot data for all the r^2 values showed a weak correlation. Despite this, the focus of our analysis is on the overall trend observed within the 12-18 minute range, which highlights the potential significance of video length in MrBeast's content strategy.

III. Video Theme

On the basis of a content analysis of 229 MrBeast videos and an analysis of 40 distinct video themes, it was determined that the challenge theme appeared in 134 of the videos evaluated. The challenge theme of MrBeast's videos typically comprises a variety of physical and mental tests that the participants must perform, frequently with a significant quantity of money or an expensive present as the prize.

Challenge Videos	<i>134 videos</i>	Non Challenge Videos	<i>96 Videos</i>
<i>Views Average</i>	102,100,000	<i>Views Average</i>	65,200,000
<i>Likes Average</i>	2,700,000	<i>Likes Average</i>	1,800,000
<i>Comments Average</i>	97,000	<i>Comments Average</i>	86,700
<i># of Views 1 Day After Published Avg</i>	2,500,000	<i># of Views 1 Day After Published Avg</i>	1,400,000
<i># of Views 2 Day After Published</i>	12,000,000	<i># of Views 2 Day After Published Avg</i>	7,600,000
<i># of Views 3 Day After Published Avg</i>	15,100,000	<i># of Views 3 Day After Published Avg</i>	9,600,000
<i># of Views 7 Day After Published Avg</i>	20,100,000	<i># of Views 7 Day After Published Avg</i>	12,700,000
<i># of Views 28 Day After Published Avg</i>	26,700,000	<i># of Views 28 Day After Published Avg</i>	16,700,000
<i>VidIQ Score Average</i>	94	<i>VidIQ Score Average</i>	91
<i>Duration Average</i>	14:40:00	<i>Duration Average</i>	12:40:00
<i>Views Ratio Avg</i>	73.09%	<i>Views Ratio Avg</i>	53.29%
<i>Likes Ratio Avg</i>	2.93%	<i>Likes Ratio Avg</i>	3.05%
<i>Engagement Rate Avg</i>	3.76%	<i>Engagement Rate Avg</i>	4.35%

Table 6.1

Upon analyzing the data provided for MrBeast's videos, it becomes clear that challenge-themed videos tend to have higher engagement rates than non-challenge themed videos.

Challenge-themed videos receive significantly more views on average (102,100,000) than non-challenge videos (65,200,000). They also outperform them on likes average (2,700,000 vs 1,800,000) and comments average (97,000 vs 86,700). This trend continues across the various time intervals after publishing, with challenge videos consistently receiving more views in comparison to non-challenge videos. Moreover, challenge videos have a higher average VidIQ score (94) than non-challenge videos (91), indicating that they generally perform better in terms of visibility and overall performance.

However, it's interesting to note that the likes ratio and engagement rate are slightly higher for non-challenge videos, with 3.05% and 4.35%, compared to challenge videos, which have 2.93% and 3.76%, respectively. This could indicate that non-challenge videos, despite having fewer views, might foster a stronger connection with viewers or cater to a more dedicated audience on a per-view basis. Nevertheless, challenge videos still manage to attract more overall engagement due to their higher view counts.

The average duration for challenge videos (14:40) is also longer than non-challenge videos (12:40), which might contribute to their higher view count, as our previous analysis demonstrated that videos with durations between 12 and 18 minutes tend to receive higher engagement. This finding suggests that MrBeast has optimized the duration of his challenge-themed videos to align with viewer preferences and attention spans, further enhancing their appeal and success.

Philanthropy Videos	<i>24 videos</i>	Spending Money Videos	<i>24 Videos</i>
<i>Views Average</i>	69,600,000	<i>Views Average</i>	91,900,000
<i>Likes Average</i>	2,200,000	<i>Likes Average</i>	2,400,000
<i>Comments Average</i>	135,300	<i>Comments Average</i>	93,500
<i># of Views 1 Day After Published Avg</i>	1,900,000	<i># of Views 1 Day After Published Avg</i>	2,200,000
<i># of Views 2 Day After Published</i>	10,400,000	<i># of Views 2 Day After Published Avg</i>	10,500,000
<i># of Views 3 Day After Published Avg</i>	13,400,000	<i># of Views 3 Day After Published Avg</i>	13,400,000
<i># of Views 7 Day After Published Avg</i>	17,900,000	<i># of Views 7 Day After Published Avg</i>	17,900,000
<i># of Views 28 Day After Published Avg</i>	23,200,000	<i># of Views 28 Day After Published Avg</i>	22,500,000
<i>VidIQ Score Average</i>	91	<i>VidIQ Score Average</i>	91
<i>Duration Average</i>	12:56:00	<i>Duration Average</i>	14:11:00
<i>Views Ratio Avg</i>	53.13%	<i>Views Ratio Avg</i>	71.47%
<i>Likes Ratio Avg</i>	3.51%	<i>Likes Ratio Avg</i>	2.80%
<i>Engagement Rate Avg</i>	5.36%	<i>Engagement Rate Avg</i>	3.81%

Table 6.3

Upon analyzing the data comparing philanthropy-themed videos and spending money-themed videos on MrBeast's channel, the following observations can be made:

- Spending money-themed videos tend to have higher average view counts (91,900,000) compared to philanthropy-themed videos (69,600,000). This could be attributed to the appeal of watching extravagant spending, which might draw more attention from viewers.
- Philanthropy-themed videos have a higher average engagement rate (5.36%) than spending money-themed videos (3.81%). This suggests that philanthropy videos create a stronger emotional connection with the audience, resulting in higher engagement.
- The average number of views after 1, 2, 3, and 7 days of being published are relatively similar between the two categories, indicating that both types of videos maintain a consistent level of interest from viewers in the initial days after being posted.
- The average VidIQ score for both categories is the same (91), indicating that both types of videos are optimized equally well for visibility on YouTube.
- Philanthropy videos have a higher average likes ratio (3.51%) compared to spending money videos (2.80%). This could be due to the positive impact of philanthropic content, which might resonate more with viewers and prompt them to like the videos.
- The average views ratio is higher for spending money-themed videos (71.47%) than for philanthropy-themed videos (53.13%). This indicates that spending money on videos are more effective in attracting viewership relative to their total subscriber base, possibly due to the attention-grabbing nature of the content.
- The average duration of spending money-themed videos (14:11) is longer than that of philanthropy-themed videos (12:56). Longer video duration can result in more watch

time, which may positively affect the YouTube algorithm, possibly contributing to the higher view count for spending money-themed videos.

- The number of views on the 28th day after being published is slightly higher for philanthropy videos (23,200,000) compared to spending money videos (22,500,000). This may indicate that philanthropy videos have a longer-lasting impact on viewers, leading to sustained interest and views over time.

It is worth noting that there are some outliers in the philanthropy-themed videos category that may influence these statistics. For instance, the MrBeast video with the most comments is related to philanthropy, specifically "I Opened A Restaurant That Pays You To Eat There," which has 741,900 comments. This video significantly skews the average comments for philanthropy videos. When this outlier is removed, the average comments for philanthropy videos rise to 107,400. However, there is still one more outlier: MrBeast's most recent video, released on January 28, 2023, titled "I cured 1000 people's blindness." This video has swiftly become the third most remarked video with 381,000 comments, just one month after its release, significantly increasing the number of comments for videos on philanthropy. Removing this video as well brings the new average number of comments on philanthropy-themed videos to 94,500.

Philanthropy Videos/ without 2 videos	<i>22 videos</i>	Spending Money Videos	<i>24 Videos</i>
<i>Views Average</i>	64,200,000	<i>Views Average</i>	91,900,000
<i>Likes Average</i>	2,100,000	<i>Likes Average</i>	2,400,000
<i>Comments Average</i>	96,500	<i>Comments Average</i>	93,500
<i># of Views 1 Day After Published</i>	1,800,000	<i># of Views 1 Day After Published Avg</i>	2,200,000
<i># of Views 2 Day After</i>	8,800,000	<i># of Views 2 Day After</i>	10,500,000

<i>Published</i>		<i>Published Avg</i>	
<i># of Views 3 Day After Published</i>	11,200,000	<i># of Views 3 Day After Published Avg</i>	13,400,000
<i># of Views 7 Day After Published</i>	14,500,000	<i># of Views 7 Day After Published Avg</i>	17,900,000
<i># of Views 28 Day After Published</i>	18,500,000	<i># of Views 28 Day After Published Avg</i>	22,500,000
<i>VidIQ Score Average</i>	90	<i>VidIQ Score Average</i>	91
<i>Duration Average</i>	13:15:00	<i>Duration Average</i>	14:11:00
<i>Views Ratio</i>	49.48%	<i>Views Ratio Avg</i>	71.47%
<i>Likes Ratio</i>	3.34%	<i>Likes Ratio Avg</i>	2.80%
<i>Engagement Rate</i>	4.98%	<i>Engagement Rate Avg</i>	3.81%

Table 6.4

Upon adjusting the data by removing the outliers, the gap between philanthropy-themed and spending money-themed videos widens in most categories. However, philanthropy videos still maintain the edge in terms of average comments, likes ratio, and engagement rate. This indicates that despite the increased gap in certain categories, the philanthropy content continues to resonate more with the audience, fostering stronger emotional connections and encouraging more interaction.

In the data analysis, we found a statistically significant difference between the engagement rates of spending money videos and philanthropy videos. The p-value of 0.0008, which is less than the commonly used threshold of 0.05, indicates that the observed difference in engagement rates is unlikely to have occurred by chance. On average, philanthropy videos receive higher engagement rates than spending money videos, demonstrating that viewers tend to engage more with philanthropy-related content through likes, shares, and comments.

This finding holds significance for content creators seeking to optimize their videos for audience engagement. By producing more philanthropy-focused content, they can potentially boost engagement rates, which in turn could increase their reach and influence within their target audience.

24hr Videos	<i>18 videos</i>	Prank Videos	<i>21 Videos</i>
<i>Views Average</i>	110,500,000	<i>Views Average</i>	70,500,000
<i>Likes Average</i>	2,500,000	<i>Likes Average</i>	1,800,000
<i>Comments Average</i>	100,800	<i>Comments Average</i>	65,600
<i># of Views 1 Day After Published</i>	2,000,000	<i># of Views 1 Day After Published</i>	1,300,000
<i># of Views 2 Day After Published</i>	10,500,000	<i># of Views 2 Day After Published</i>	6,900,000
<i># of Views 3 Day After Published</i>	13,100,000	<i># of Views 3 Day After Published</i>	8,300,000
<i># of Views 7 Day After Published</i>	16,200,000	<i># of Views 7 Day After Published</i>	10,700,000
<i># of Views 28 Day After Published</i>	20,400,000	<i># of Views 28 Day After Published</i>	14,000,000
<i>VidIQ Score Average</i>	96	<i>VidIQ Score Average</i>	94
<i>Duration Average</i>	14:11:00	<i>Duration Average</i>	13:08:00
<i>Views Ratio</i>	85.93%	<i>Views Ratio</i>	58.12%
<i>Likes Ratio</i>	3.48%	<i>Likes Ratio</i>	2.66%
<i>Engagement Rate</i>	3.18%	<i>Engagement Rate</i>	3.52%

Table 6.5

In the analysis of MrBeast's videos, we compared two different video themes: 24hr videos and prank videos. A total of 18 videos fall under the 24hr category, while there are 21 prank videos.

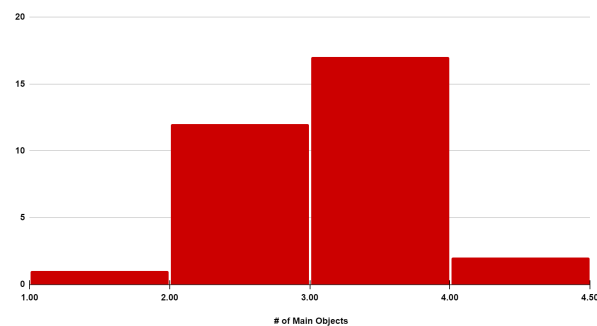
- The 24hr videos consistently outperform prank videos in terms of average views (110,500,000 vs. 70,500,000), average likes (2,500,000 vs. 1,800,000), and average comments (100,800 vs. 65,600).
- When comparing views over time, the 24hr videos experience a more rapid initial growth in the first few days after being published, with 2,000,000 views on day 1, 10,500,000 on day 2, 13,100,000 on day 3, and continuing to increase up to 20,400,000 views by day 28. Prank videos, on the other hand, have a slower growth rate, with 1,300,000 views on day 1, 6,900,000 on day 2, 8,300,000 on day 3, and reaching 14,000,000 views by day 28.
- 24hr videos have a higher average VidIQ score (96 vs. 94) and views ratio (85.93% vs. 58.12%).
- The average duration of 24hr videos is 14 minutes and 11 seconds, while prank videos have a slightly shorter duration of 13 minutes and 8 seconds.
- In terms of engagement, 24hr videos have an average likes ratio of 3.48% and an engagement rate of 3.18%. Prank videos, in contrast, have a slightly lower likes ratio of 2.66% but a marginally higher engagement rate of 3.52%. This could indicate that while viewers of 24hr videos are more likely to like the content, they might be less likely to engage with it in other ways (e.g., commenting or sharing), compared to the viewers of prank videos.

- No significant difference in engagement rates between 24hr and prank videos (p-value > 0.05).

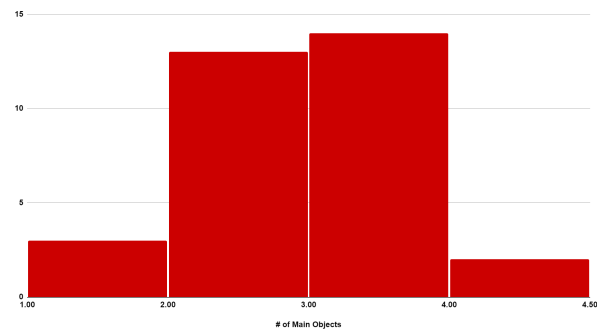
It's also important to note that the last time either 24hr videos or prank videos were featured on MrBeast's channel was in 2020. This observation suggests that MrBeast may have shifted his content strategy since then, focusing on other video themes or exploring new concepts. Understanding the evolution of a creator's content can provide valuable insights into the factors that contribute to their success and help identify potential trends or areas for future growth.

IV. Major Objects in Thumbnail

TOP 50 VIEWED: # OF MAIN OBJECTS IN THUMBNAIL



TOP 50 LIKED: # OF MAIN OBJECTS IN THUMBNAIL



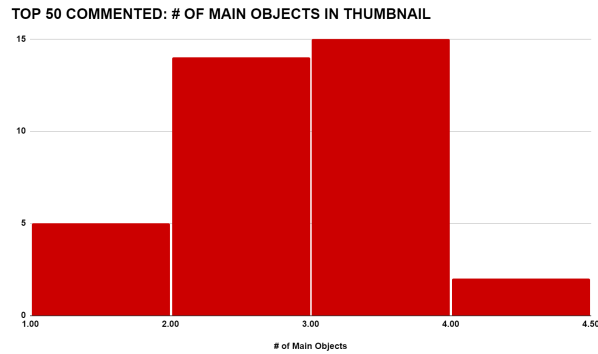


Figure 6.5 | Figure 6.6 | Figure 6.7

After analyzing the number of main objects in the thumbnails of MrBeast's top 50 videos in terms of views, likes, and comments, the following patterns were noticed:

- **Most Viewed Videos:** The majority (17) of these videos feature 3 main objects in the thumbnail. This is followed by 12 videos with 2 main objects and just 1 video with a single main object.
- **Most Liked Videos:** The distribution is quite similar to the most viewed videos, with 14 videos having 3 main objects in the thumbnail. This is followed by 13 videos with 2 main objects and 3 videos with a single main object.
- **Most Commented Videos:** The trend is again similar, with 15 videos featuring 3 main objects in the thumbnail. This is followed by 14 videos with 2 main objects and 5 videos with a single main object.

V. If Text on Thumbnail

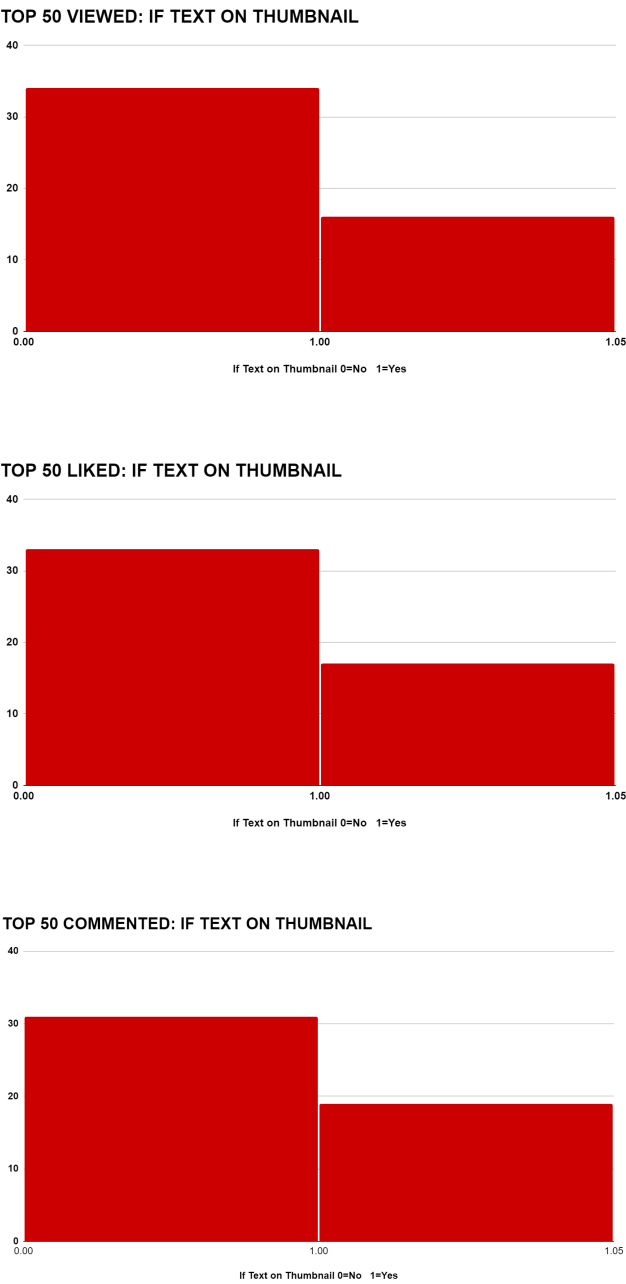


Figure 6.8 | Figure 6.9 | Figure 6.10

After examining the presence of text on the thumbnails of MrBeast's top 50 videos in terms of views, likes, and comments, the following patterns were observed:

- For the top 50 most viewed videos, 34 videos do not have text on the thumbnail, while 16 videos do.
- For the top 50 most liked videos, 33 videos do not have text on the thumbnail, and 17 videos do.
- For the top 50 most commented videos, 31 videos do not have text on the thumbnail, and 19 videos do.

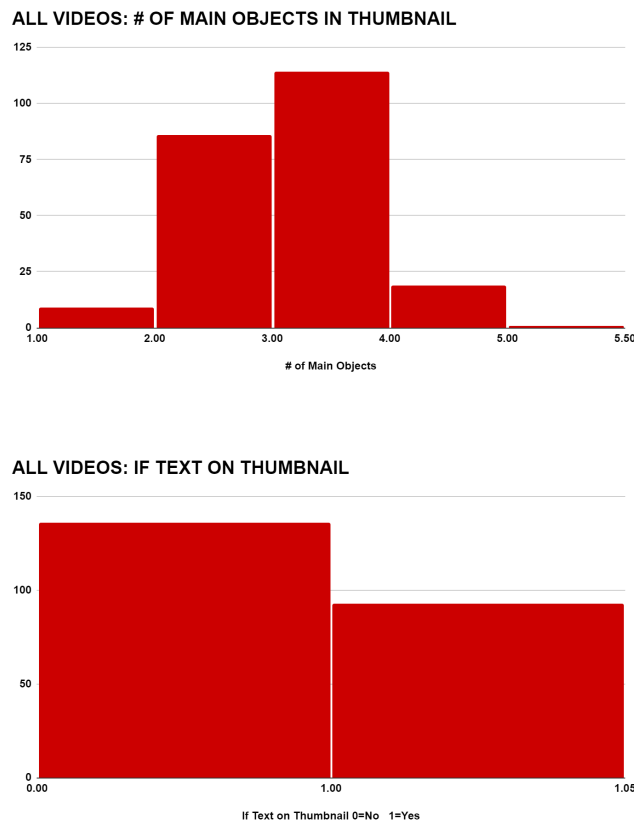


Figure 6.11 | Figure 6.12

While the data indicates that thumbnails with 2 or 3 main objects and no text are more prevalent among top-performing videos in terms of views, likes, and comments, it is important to

consider the context of MrBeast's channel. For all of his videos, the majority also feature 2 or 3 main objects in the thumbnail, with 86 videos having 2 main objects and 114 videos with 3 main objects. Furthermore, a larger proportion of his videos (136) do not have text on their thumbnails compared to those with text (93).

VI. Views Ratio

In this analysis, we will examine the relationship between thumbnail factors and views ratio, as defined by NoxInfluencer, for MrBeast's videos. The views ratio is considered an indicator of a video's reach and its ability to engage a broader audience. To better understand how thumbnail factors may contribute to the views ratio, we will compare videos with a 100% views ratio to those with a views ratio below 50%. By identifying any correlations between thumbnail factors and views ratio, we can gain insights into the potential impact of thumbnail design on audience engagement and video performance. In the following sections, we will present the data and analyze the findings in more detail.

Upon analyzing the data provided for MrBeast's videos, several key observations can be made regarding the differences between videos with a 100% views ratio and those with a views ratio below 50%. These insights can potentially shed light on the impact of thumbnail factors on the views ratio and overall video performance.

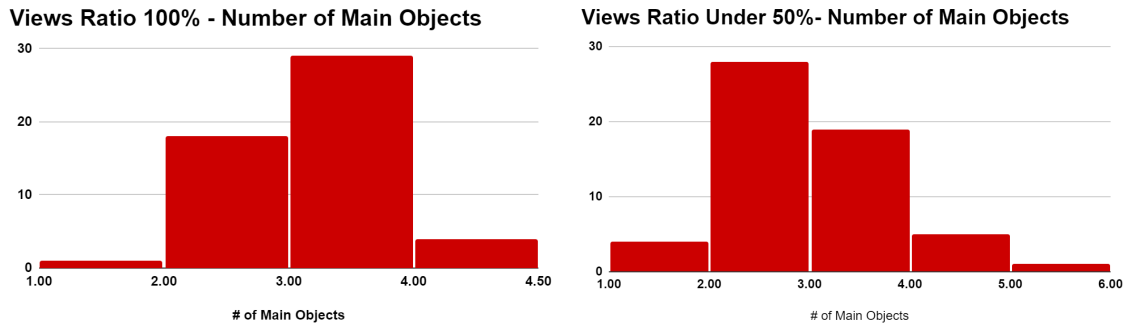


Figure 6.13 | Figure 6.14

Analyzing the data collected from the histograms, we can observe a correlation between the number of main objects in a thumbnail and the views ratio. Videos with a 100% views ratio tend to have a higher concentration of thumbnails featuring 2 or 3 main objects (18 and 29 videos, respectively). This contrasts with videos that have a views ratio below 50%, which show a more even distribution, with the highest number of videos (28) having 2 main objects and 19 for 3 main objects.

The importance of this observation lies in the potential influence of thumbnail composition on audience engagement and views ratio. Thumbnails with 2 or 3 main objects might be more effective in capturing the audience's attention, as they provide a clear focus and visual interest without overwhelming the viewer. This can lead to higher views ratios, suggesting that optimizing thumbnail composition by featuring 2 or 3 main objects could be a crucial factor in driving audience engagement and improving overall video performance.

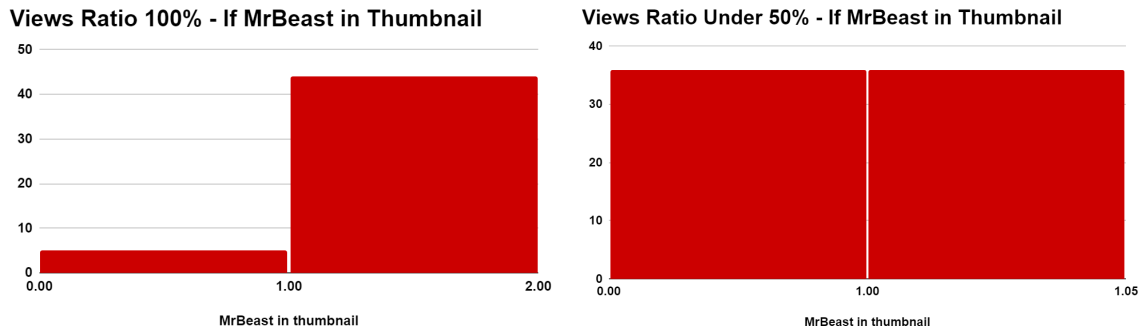


Figure 6.15 | Figure 6.16

Upon analyzing the histograms comparing the presence of MrBeast in the thumbnails, there is a noticeable difference between videos with a 100% views ratio and those with a views ratio below 50%. In the videos with a 100% views ratio, MrBeast appears in the thumbnail in 44 out of 52 videos (84.6%). This suggests a strong correlation between the presence of MrBeast in the thumbnail and a high views ratio. The familiarity and popularity of MrBeast as a content creator might contribute to the increased viewership of these videos, as his presence in the thumbnail may evoke a sense of excitement or anticipation among his audience.

On the other hand, for videos with a views ratio below 50%, the presence of MrBeast in the thumbnail is more evenly distributed. He appears in 36 out of 72 videos (50%), while he is not present in the other 36 videos (50%). This implies that the presence of MrBeast in the thumbnail may not be as significant a factor in determining the views ratio for these videos. It could be that other aspects, such as the content or theme of the video, might have a more substantial influence on the views ratio in this category.

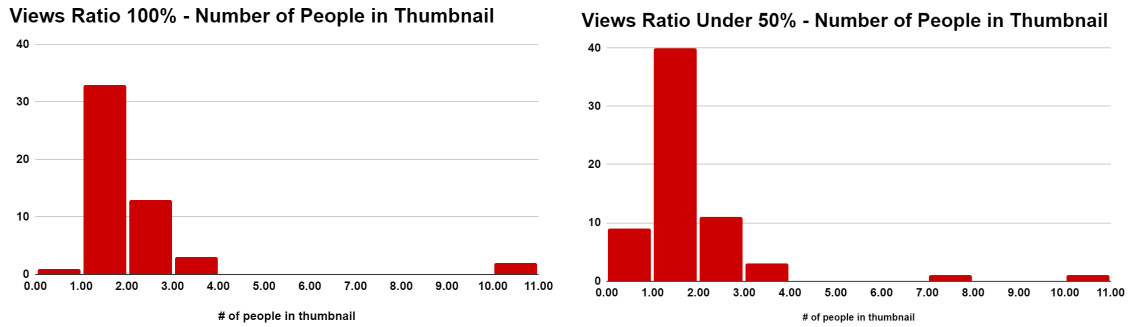


Figure 6.17 | Figure 6.18

When examining the number of people in the thumbnail, we can observe some interesting patterns between the two categories of videos. In the videos with a 100% views ratio, there is a higher concentration of thumbnails featuring one person (33 out of 52 videos, or 63.5%). This contrasts with the videos with a views ratio below 50%, where the percentage of thumbnails with one person is slightly lower (40 out of 72 videos, or 55.6%).

There is no significant difference in the number of people featured in the thumbnail between the videos with a 100% views ratio and those with a views ratio below 50%. In both categories, three videos feature three people in the thumbnail. While the percentages differ (5.8% for the 100% views ratio category and 4.2% for the below 50% views ratio category), this difference is due to the varying total number of videos in each category.

The fact that there is no significant difference in the number of people featured in the thumbnails between the two categories of videos suggests that this factor may not have a substantial impact on the views ratio. The presence of one person in the thumbnail, typically MrBeast, seems to be more common in videos with a 100% views ratio, but the difference is not substantial enough to draw any strong conclusions. It is important to note that while there may not be a significant difference in this aspect, it does not mean it is irrelevant. The composition of

the thumbnail, including the number of people, may still contribute to the overall appeal and success of a video, but its influence may be less prominent compared to other factors such as content, theme, or the presence of MrBeast in the thumbnail.

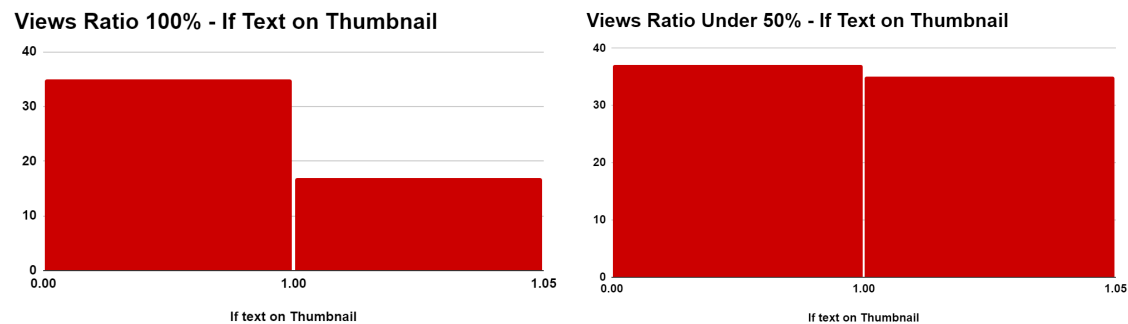


Figure 6.19 | Figure 6.20

The analysis of thumbnail design choices suggests that the presence or absence of text may impact the views ratio differently depending on the video's performance level. Thumbnails without text are more prevalent in videos with a 100% views ratio (67.3%), indicating that a clean and uncluttered thumbnail might be more effective in capturing the audience's attention and driving higher views ratios. In contrast, for videos with a views ratio below 50%, the presence or absence of text on the thumbnail does not significantly affect the video's performance, as the distribution is almost even between videos with text (48.6%) and without text (51.4%). This difference in the impact of text presence in thumbnails between high and low views ratio videos could imply that other factors, such as the video's theme or content, may be more influential in determining the views ratio for videos with a lower views ratio.

VII. Engagement Rate

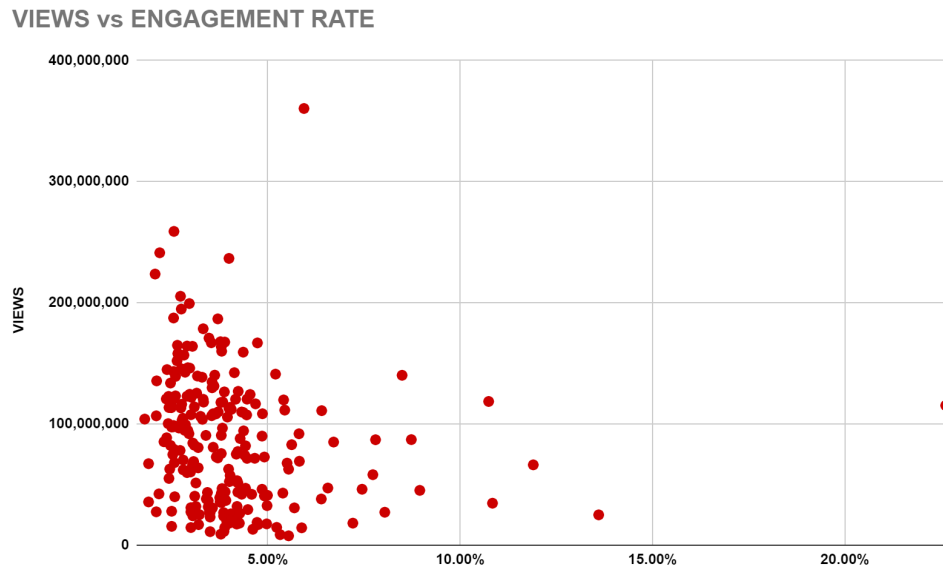


Figure 6.21

Upon examining the scatterplot of views versus engagement rate, it is apparent that the majority of the videos have an engagement rate below 5%, with only a few surpassing this threshold. The Squid Games video, which is his most viewed video, stands out as having an engagement rate over 5%. However, the next highest video with an engagement rate above 5% has only 140,000,000 views.

It is interesting to note that the majority of the videos with an engagement rate over 5% have fewer than 140,000,000 views, suggesting that as view counts increase, it may become possible but more challenging to maintain a high engagement rate. This observation could appear contradictory since his most viewed video has an engagement rate above 5%. However, this might be attributed to the video's exceptional quality or appeal, leading to both high views and high engagement while still being a rare occurrence.

VIII. If MrBeast is in Thumbnail

X axis: Date Published

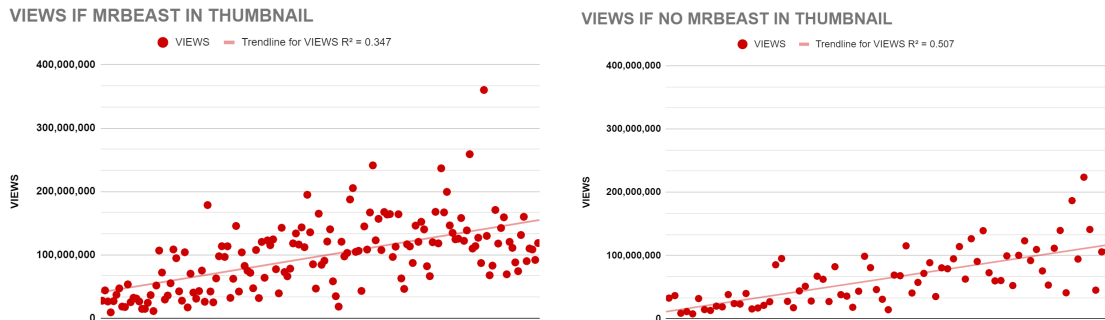


Figure 6.22 | Figure 6.23

Analyzing the scatterplots of videos with and without MrBeast in the thumbnail reveals some trends in view counts. Videos featuring MrBeast in the thumbnail have an average of 97,860,174 views, with the trendline extending up to approximately 150,000,000 views and an R^2 value of 0.347. This indicates a moderate positive correlation between MrBeast's presence in the thumbnail and higher view counts.

In contrast, videos without MrBeast in the thumbnail show a lower average view count of 64,252,249. The trendline for these videos reaches around the 115,000,000 view mark, with an R^2 value of 0.507. This suggests a moderate positive correlation within this group, but with lower overall view counts.

These trends imply that featuring MrBeast in the thumbnail might lead to higher average view counts. However, the R^2 values for both groups suggest that the correlation between the variables is not particularly strong.

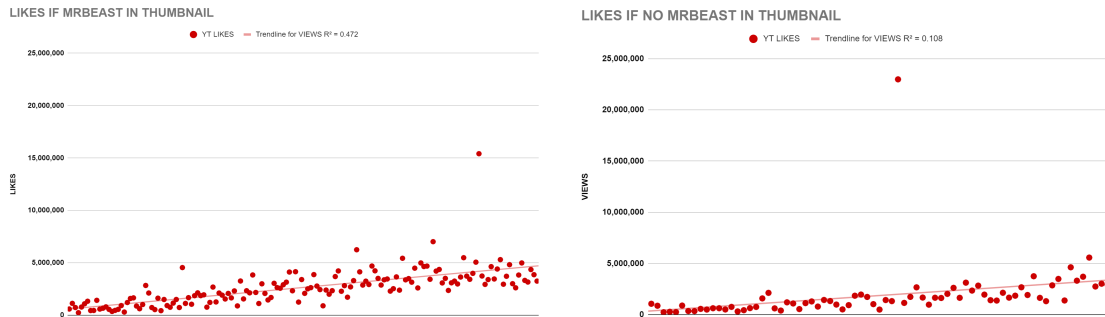


Figure 6.24 | Figure 6.25

Videos with MrBeast in the thumbnail generally have higher average likes, reaching 2,638,648, and display an upward trend on the scatterplot that ends just under the 5,000,000 mark. In this category, a video with an impressive 15 million likes stands out as his most viewed video ever, highlighting the positive impact of MrBeast's presence in the thumbnail on audience engagement.

In contrast, videos without MrBeast in the thumbnail have a lower average likes count of 1,864,280. The corresponding trendline on the scatterplot reaches around the 3,000,000 mark, showing a less steep upward trend compared to videos featuring MrBeast. Despite this, these videos also exhibit a consistent increase in likes. Notably, the most liked video has a unique premise and title aimed at making it the most liked video ever. With a remarkable 22,000,000 likes, it is his most liked video to date.

By comparing the two categories, it's clear that MrBeast's presence in the thumbnail typically leads to improved audience engagement in terms of average likes and an upward trend on the scatterplot. However, this doesn't mean that videos without MrBeast in the thumbnail can't perform well. The exceptional performance of the video with 22,000,000 likes, despite not featuring MrBeast, emphasizes the importance of factors beyond the thumbnail, such as creative

concepts or unique video titles, which can also drive significant engagement. This indicates that while MrBeast's presence in the thumbnail may contribute to higher likes and engagement, other aspects of the video can play a crucial role in determining its success, as seen with his most viewed and most liked videos.

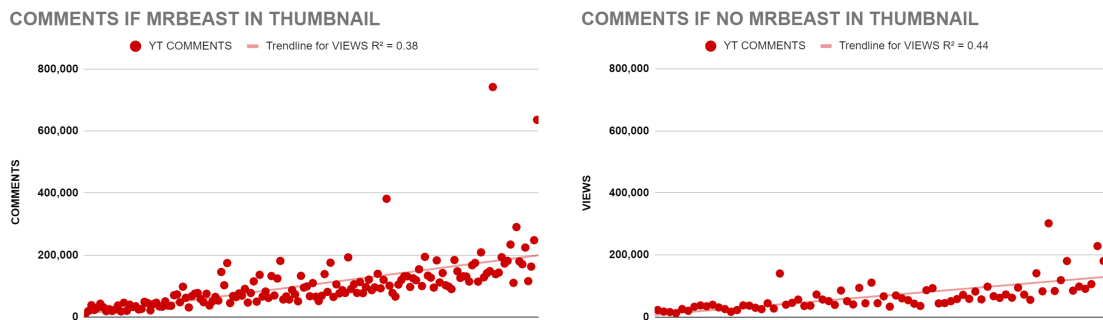


Figure 6.26 | Figure 6.27

Examining the comments data reveals noticeable differences between videos that feature MrBeast in the thumbnail and those that don't. Videos with MrBeast in the thumbnail have an average of 104,272 comments, and their trendline ends around the 180,000 mark. Notably, two videos in this category have an extraordinary number of comments, exceeding 600,000.

Conversely, videos without MrBeast in the thumbnail show a lower average number of comments at 69,155. The trendline for this group ends around the 120,000 mark, signifying a less steep upward trend compared to videos with MrBeast in the thumbnail. Additionally, the highest number of comments in this category reaches only 302,000, significantly lower than the peak number of comments for videos featuring MrBeast in the thumbnail.

In conclusion, MrBeast's presence in the thumbnail seems to positively influence audience engagement in terms of comments, resulting in higher average numbers and a more pronounced upward trend in the data.

The analysis of MrBeast's video thumbnails reveals several key trends that can impact audience engagement and video performance. Videos with MrBeast in the thumbnail generally exhibit higher average view counts, likes, and comments, suggesting that his presence positively influences audience engagement.

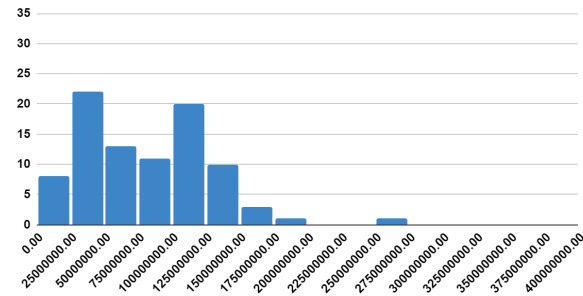
For videos featuring MrBeast in the thumbnail, there is a moderately strong positive correlation between his presence and higher view counts, with an average of 97,860,174 views. In terms of likes, these videos have a higher average of 2,638,648 and an upward trend on the scatterplot, indicating increased engagement. Moreover, the average number of comments for this category is 104,272, further highlighting the positive impact of featuring MrBeast in the thumbnail.

Conversely, videos without MrBeast in the thumbnail have lower average view counts, likes, and comments. However, it is important to note that these videos can still perform well, as evidenced by the most liked video in this category, which garnered an exceptional 22,000,000 likes without featuring MrBeast. This suggests that factors beyond the thumbnail, such as creative concepts or unique video titles, can also drive significant engagement.

IX. If Thumbnail has Blue, Red, Yellow, or None

OF VIEWS: IF THUMBNAIL HAS BLUE

Number of Videos: 89



OF VIEWS: IF THUMBNAIL HAS BLUE

Number of Videos: 89

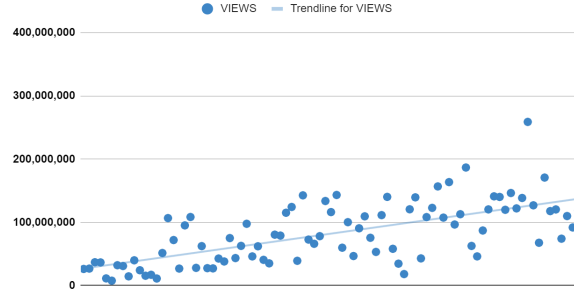
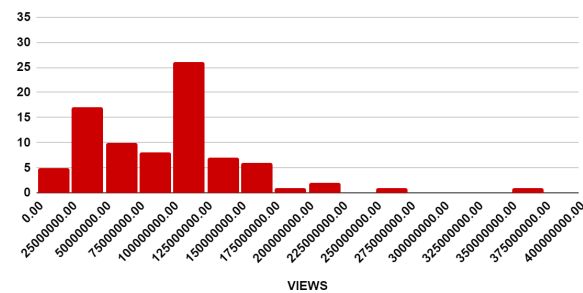


Figure 6.28 | Figure 6.29

Videos featuring the color blue in the thumbnail had an average of 82,091,588 views. Out of 89 videos, 35 exceeded 100,000,000 views, while the remaining 54 had fewer than 100 million views. The trendline for the blue category ends at the 130,000,000 view mark.

OF VIEWS: IF THUMBNAIL HAS RED

Number of Videos: 84



OF VIEWS: IF THUMBNAIL HAS RED

Number of Videos: 84

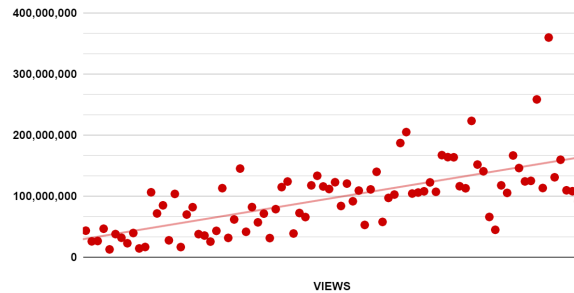


Figure 6.30 | Figure 6.31

For videos with red thumbnails, the average view count was 97,058,454. Of the 84 videos in this category, 44 surpassed 100,000,000 views, while 40 did not. The trendline for the red category ends at the 170,000,000 view mark.

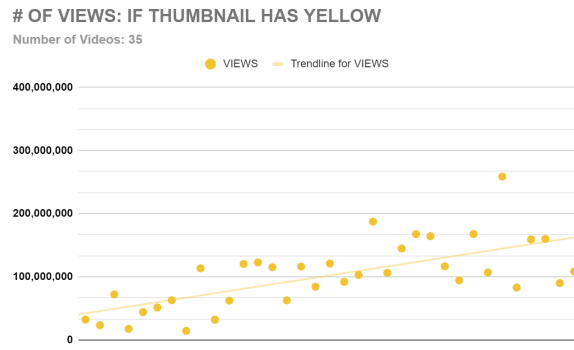
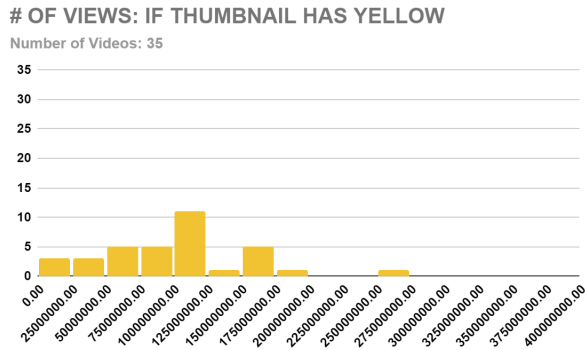


Figure 6.32 | Figure 6.33

The yellow thumbnail category had a smaller sample size but was still noteworthy. Nineteen out of 34 videos exceeded the 100,000,000 view mark, accounting for more than half of the sample. The trendline for the yellow category ends around the same point as the red category, at approximately 170,000,000 views.

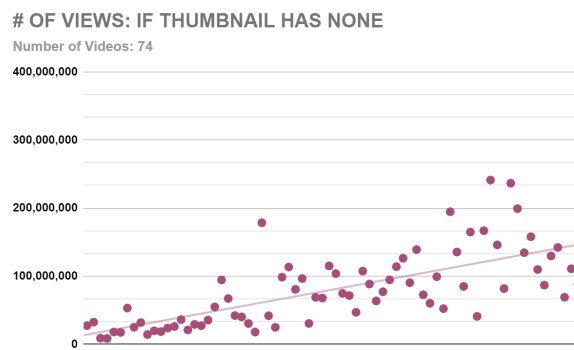
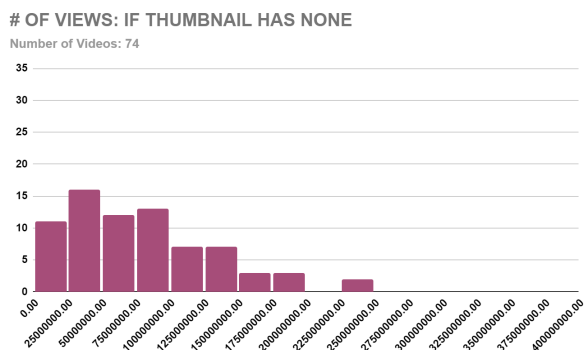


Figure 6.34 | Figure 6.35

Finally, videos without any of the specified colors in the thumbnail had the lowest average view count of 80,395,404. Of the 74 videos in this group, 22 surpassed the 100,000,000

view mark, representing the smallest percentage among the categories. The trendline for this group falls between the yellow and blue categories.

When analyzing average views, it becomes evident that videos with red and yellow thumbnails generally have higher view counts compared to those with blue or no specific color. The yellow category takes the lead with an average view count of 102,162,665, followed by the red category at 97,058,454, the blue category at 82,091,588, and finally, the category with no specific color, which has the lowest average view count at 80,395,404.

In terms of the percentage of videos exceeding 100 million views, the yellow category came out on top with 55.88%, followed by the red category at 52.38%, the blue category at 39.33%, and lastly, the category without any specific color, which had the lowest percentage at 29.73%.

When examining the trendlines, which represent the general direction of view counts for each category, the red and yellow categories share a similar trendline, ending around the 170 million view mark. This suggests that videos with red or yellow thumbnails tend to achieve higher view counts. In contrast, the blue category's trendline ends at the 130 million view mark, while the trendline for the category without any specific color falls between the yellow and blue categories, ending around the 150 million view mark.

It's crucial to acknowledge that the trends observed might be influenced by the different sample sizes of each category. The blue category has the largest sample size with 89 videos, whereas the yellow category has the smallest with only 34 videos. This discrepancy in sample sizes could potentially affect the observed trends and the applicability of the findings.

For example, the higher percentage of videos in the yellow category surpassing 100 million views could be partially attributed to its smaller sample size, making it easier for a larger

proportion of videos to reach this milestone and resulting in higher percentages. On the other hand, the blue category, with a more extensive sample size, might feature a wider range of view counts, leading to a lower overall percentage of videos exceeding the 100 million view mark.

Despite the differences in sample sizes, it's particularly striking that the red and blue categories, which have comparable sample sizes (84 and 89 videos, respectively), exhibit distinct trends. The red category boasts a higher average view count and a larger percentage of videos surpassing the 100 million view mark compared to the blue category. This observation suggests that there may still be a connection between thumbnail color and video performance, particularly when comparing categories with similar sample sizes.

Chapter 7 – Results

In this results section, we aim to present the findings from our content analysis of MrBeast's YouTube videos. Our objective is to identify patterns and trends in his content, such as topics, duration, and video themes, to better understand the factors contributing to his success and audience engagement. The insights derived from this analysis will help address our research questions, ultimately shedding light on the strategies employed by MrBeast and their impact on his YouTube channel's performance.

In our analysis, we examined a total of 229 videos published on MrBeast's primary YouTube channel between January 2018 and January 2023. This comprehensive dataset allowed us to gain insights into the content trends, audience preferences, and strategic choices made by MrBeast during this five-year period, ultimately informing our understanding of the factors behind his success on the platform.

I. Topics

Out of the 229 videos posted during the five-year timeframe, 85% (196) of them fell under the lifestyle category. This broad topic encompasses various sub topics such as challenges, pranks, and charity projects, which constitute a significant portion of MrBeast's content. The data suggests that by concentrating on lifestyle-oriented material, MrBeast has successfully attracted a vast audience. This information could prove valuable for marketers and content creators seeking to engage with similar audiences and produce content in related areas

II. Duration

The analysis of MrBeast's top 50 most viewed, liked, and commented videos revealed a notable trend in video duration. A majority of these videos fell within the 12-18 minute range, suggesting an optimal length for maximizing audience engagement and retention. This observation indicates that MrBeast has strategically adjusted the duration of his videos to align with viewer preferences and attention spans. Videos within the 12-18 minute range seem to strike a balance between providing engaging, comprehensive content and maintaining brevity, ensuring sustained audience attention.

III. Video Theme

A. Challenge Videos Vs Non Challenge Videos

The analysis revealed that challenge-themed videos consistently generate higher engagement rates than non-challenge videos. On average, challenge videos attract significantly more views, likes, and comments, and boast a higher average VidIQ score, indicating superior visibility and performance.

Interestingly, non-challenge videos exhibit a slightly higher likes ratio and engagement rate compared to challenge videos. This suggests that while non-challenge videos may garner fewer views, they may foster a stronger connection with viewers or cater to a more dedicated audience on a per-view basis. However, challenge videos still achieve greater overall engagement due to their higher view counts.

B. Philanthropy Videos Vs Spending Money Videos

The analysis comparing philanthropy-themed and spending money-themed videos on MrBeast's channel reveals key differences in viewer engagement and preferences. Spending money-themed videos typically attract higher average view counts, which could be due to the appeal of watching extravagant spending that captures viewers' attention. However, philanthropy-themed videos have a higher average engagement rate, indicating that they foster a stronger emotional connection with the audience.

Both types of videos maintain a consistent level of interest from viewers in the initial days after being posted, as evidenced by similar average view counts after 1, 2, 3, and 7 days of being published. Additionally, both categories have the same average VidIQ score, suggesting equal optimization for visibility on YouTube.

Philanthropy videos have a higher average likes ratio, which could be attributed to the positive impact of philanthropic content resonating more with viewers, while spending money-themed videos have a higher average views ratio, possibly due to the attention-grabbing nature of the content. Although there is a significant difference in view counts between the two themes, the likes and comments are closely competing on both tables, indicating that both types of content generate strong audience engagement in their respective ways.

Although spending money-themed videos have a longer average duration, which may positively affect the YouTube algorithm, philanthropy videos display slightly higher view counts on the 28th day after being published. This suggests that philanthropy videos have a longer-lasting impact on viewers, leading to sustained interest and views over time.

After adjusting the data by removing outliers, philanthropy videos maintain the edge in terms of average comments, likes ratio, and engagement rate, highlighting the continued

resonance of philanthropy content with the audience, fostering stronger emotional connections and encouraging more interaction. Conversely, spending money-themed videos have widened the gap in views and outperform philanthropy videos in every average view count category, which demonstrates the strong appeal of spending money on content in attracting viewership.

` The statistically significant difference between the engagement rates of spending money and philanthropy videos, with a p-value of 0.0008, demonstrates that viewers tend to engage more with philanthropy-related content. This insight is valuable for content creators seeking to optimize their videos for audience engagement, as producing more philanthropy-focused content could potentially boost engagement rates, and in turn, increase their reach and influence within their target audience.

C. 24 Hour Videos Vs Prank Videos

In our analysis of 229 MrBeast videos, we compared the performance of two distinct video themes: 24-hour videos and prank videos. 24-hour videos consistently outperformed prank videos in terms of average views, likes, and comments. This finding suggests that the 24-hour format is more appealing to viewers, likely due to the unique challenges and experiences presented in these videos. When comparing the initial growth in views over the first few days after being published, 24-hour videos experienced a more rapid increase than prank videos. This observation indicates that the 24-hour video format may have a stronger initial impact on the audience, generating higher viewership.

In terms of engagement, 24-hour videos had a higher average likes ratio, while prank videos had a slightly higher engagement rate. This finding suggests that although viewers of 24-hour videos may be more likely to like the content, they might be less likely to engage with it

in other ways, such as commenting or sharing, compared to viewers of prank videos. There was no significant difference in engagement rates between 24-hour and prank videos, indicating that both types of content can generate similar levels of audience interaction. It's important to note that the last time either 24-hour videos or prank videos were featured on MrBeast's channel was in 2020. This observation suggests that MrBeast may have shifted his content strategy since then, focusing on other video themes or exploring new concepts. Understanding the evolution of a creator's content can provide valuable insights into the factors that contribute to their success and help identify potential trends or areas for future growth.

IV. Major Objects in Thumbnail

V. If Text on Thumbnail

For most viewed, most liked, and most commented videos, the majority feature 2 or 3 main objects in the thumbnail. This trend suggests that thumbnails with 2 or 3 main objects may be more effective in capturing viewer attention and driving engagement. Content creators may consider designing thumbnails with a limited number of main objects to optimize their videos' performance.

The analysis reveals that, across the top 50 most viewed, most liked, and most commented videos, a larger proportion of thumbnails do not have text. This indicates that thumbnails without text may be more visually appealing to viewers or better convey the video's content without the need for additional text elements. Content creators may want to consider limiting the use of text in their thumbnails to enhance their videos' visual appeal.

It is crucial to consider the context of MrBeast's channel when interpreting these results. The majority of his videos feature 2 or 3 main objects in the thumbnail and do not have text. This

could indicate that these characteristics are more representative of MrBeast's overall content strategy rather than specific factors that drive video performance. Nonetheless, these observations can still provide insights into the preferences of MrBeast's audience and potentially guide other content creators in designing their thumbnails. Additionally, the fact that these patterns are present in his top 50 videos may further support their effectiveness in resonating with viewers.

VI. Views Ratio

Videos with a 100% views ratio tend to have a higher concentration of thumbnails featuring 2 or 3 main objects (18 and 29 videos), compared to videos with a views ratio below 50%, which show a more even distribution, with the highest number of videos (28) having 2 main objects and 19 for 3 main objects. This suggests that featuring 2 or 3 main objects in the thumbnail might be more effective in capturing the audience's attention and increasing the views ratio. Additionally, the data indicates that featuring 3 main objects might be more effective in terms of views ratio compared to 2 main objects.

MrBeast appears in the thumbnail in 84.6% of videos with a 100% views ratio, suggesting a strong correlation between his presence in the thumbnail and a high views ratio. For videos with a views ratio below 50%, the presence of MrBeast is more evenly distributed with 36 videos appearing in them and 36 not appearing in the thumbnails.

There is no significant difference in the number of people featured in the thumbnails between videos with a 100% views ratio and those with a views ratio below 50%. While the presence of one person in the thumbnail, typically MrBeast, is more common in videos with a 100% views ratio, the difference is not substantial enough to draw any strong conclusions.

Thumbnails without text are more prevalent in videos with a 100% views ratio (67.3%), indicating that a clean and uncluttered thumbnail might be more effective in capturing the audience's attention and driving higher views ratios. For videos with a views ratio below 50%, the presence or absence of text on the thumbnail does not significantly affect the video's performance.

VII. Engagement Rate

One notable finding is the scatterplot of views versus engagement rate, which indicates that maintaining a high engagement rate becomes more challenging as view counts increase. This suggests that content creators may need to find a balance between views and engagement to optimize their videos for maximum impact. It is also worth noting that the majority of videos have an engagement rate below 5%, indicating that achieving high engagement rates can be a challenge. However, MrBeast's most viewed video, Squid Games, stands out with an engagement rate over 5%. This suggests that exceptional quality or appeal can drive both high views and high engagement, even for videos with a high view count.

Furthermore, it is interesting to observe that the majority of videos with an engagement rate over 5% have fewer than 140,000,000 views. This suggests that maintaining a high engagement rate becomes increasingly difficult as view counts increase, possibly due to a larger and more diverse audience. This finding could have implications for content creators seeking to balance views and engagement and highlights the importance of creating engaging content that resonates with a specific audience.

VIII. If MrBeast is in Thumbnail

Our analysis of MrBeast's video thumbnails revealed several key trends that can impact audience engagement and video performance. Overall, MrBeast's presence in the video thumbnail seems to have a positive influence on audience engagement, as evidenced by higher average view counts, likes, and comments in videos that feature him compared to those that don't.

Specifically, videos featuring MrBeast in the thumbnail have an average of 97,860,174 views, which is significantly higher than the average of 64,252,249 views for videos without him in the thumbnail. Similarly, videos with MrBeast in the thumbnail generally exhibit higher average likes, reaching 2,638,648, compared to the lower average likes count of 1,864,280 for videos without him in the thumbnail. Notably, videos featuring MrBeast in the thumbnail also display a more pronounced upward trend on the scatterplot, indicating increased engagement. However, it's important to note that videos without MrBeast in the thumbnail can still perform well, as evidenced by the exceptional performance of the most liked video in this category, which garnered 22,000,000 likes. Examining the comments data, it was found that videos with MrBeast in the thumbnail have an average of 104,272 comments, significantly higher than the average of 69,155 comments for videos without him in the thumbnail.

IX. If Thumbnail has Blue, Red, Yellow, or None

The data shows that videos featuring red and yellow thumbnails generally have higher view counts than those with blue or no specific color. The yellow category had the highest percentage of videos exceeding 100 million views, followed closely by the red category. In terms of average view count, the yellow category took the lead, followed by the red, blue, and no

specific color categories. The trends observed suggest that videos with red or yellow thumbnails tend to achieve higher view counts, while those with blue or no specific color tend to have lower view counts. This has significant implications for businesses and content creators seeking to optimize their YouTube performance, as thumbnail color selection can play a crucial role in attracting viewers and maximizing engagement.

It's important to note that the differences in sample sizes may have influenced the observed trends. The blue category had the largest sample size, while the yellow category had the smallest. However, even with comparable sample sizes, the red and blue categories exhibited distinct trends, with the red category performing better than the blue category. These findings suggest that thumbnail color can play a significant role in a video's success on YouTube and should be taken into consideration by content creators and marketers.

Chapter 8 – Conclusion

In this study, it was set out to analyze MrBeast's YouTube content and identify the factors that contribute to his success and audience engagement. Through a content analysis of 229 videos published between January 2018 and January 2023, we have gained valuable insights into the content trends, audience preferences, and strategic choices made by MrBeast, ultimately informing our understanding of the factors behind his success on the platform.

The findings have several important implications for content creators and marketers seeking to optimize their YouTube performance and better understand their target audience's preferences. By incorporating these insights into their content strategies, they may be able to enhance their videos' appeal, engagement, and overall impact on the platform. Firstly, the analysis highlights the importance of focusing on popular and engaging content themes. MrBeast's success can be partly attributed to his concentration on lifestyle-oriented material, particularly challenge and philanthropy videos. Content creators and marketers can benefit from understanding their target audience's preferences and producing content that resonates with them, both in terms of topics and themes.

The findings provide insight into key elements that contribute to MrBeast's success, including thumbnail optimization, video length, and content variety. Understanding these factors can help content creators make informed decisions when creating and promoting their videos, ultimately resulting in increased viewer engagement and growth. By analyzing the characteristics of MrBeast's content and identifying common themes, our study offers a roadmap for other creators seeking to replicate his success on the YouTube platform.

This study highlights the importance of a data-driven approach to content creation on YouTube. By examining the factors contributing to the success of a top creator like MrBeast, we

have identified actionable strategies that can be applied by other content creators to improve their performance on the platform. This research expands our understanding of how YouTube's algorithms and user preferences interact, providing a foundation for future studies and practical applications.

Potential Applications and Recommendations

Content creators: By incorporating the insights from this study into their content strategies, creators can enhance their videos' appeal and engagement. This includes designing compelling thumbnails, tailoring video length, emphasizing unique value propositions, and balancing content variety. Additionally, understanding their target audience's preferences can help creators better cater to their viewers.

Viewers: The findings can help viewers identify the factors that contribute to their enjoyment of YouTube content, allowing them to make more informed decisions when selecting which channels to follow and engage with. By understanding the factors that drive content creator success, viewers can also provide constructive feedback to their favorite creators, fostering a more engaged and supportive community.

Collaboration and networking: Future research could explore the role of collaboration and networking, such as MrBeast's collaborations with other content creators and influencers, in enhancing a creator's visibility, reach, and overall success.

Video production quality: Future research could analyze the importance of production value, including editing, special effects, and sound design, in attracting and retaining viewers, as this study did not assess the impact of video production quality on MrBeast's success.

Platform developers and marketers: Understanding the factors contributing to a creator's success can inform platform development and marketing strategies. For instance, YouTube could use these insights to refine its algorithms to better recommend content that aligns with user preferences. Additionally, marketers can leverage these findings to more effectively collaborate with content creators, ensuring that sponsored content aligns with the creator's audience and style.

Policy and decision-makers: The insights gained from this study can also inform policy and decision-making within the YouTube ecosystem. For example, understanding the factors that contribute to content creator success can help guide decisions on monetization policies, platform features, and user experience improvements.

Although this study has its limitations, such as relying on publicly available data and not exploring factors like cross-platform presence and collaborations, it serves as a foundation for future research. Expanding on these findings and addressing the identified limitations can lead to a more comprehensive understanding of the factors that contribute to content creator success on YouTube.

As the digital landscape continues to evolve, it is crucial for content creators and stakeholders to adapt and innovate to maintain their relevance and success. This study highlights

the importance of continuous learning, experimentation, and growth in the fast-paced world of online content creation. MrBeast's generosity and philanthropy are prime examples of how success on platforms like YouTube can be harnessed for good, leading to significant positive impacts in the world. By giving out millions of dollars, curing blindness for thousands of people, building wells in Africa, and contributing to ocean cleanup efforts, he demonstrates the potential for creators to make a difference on a global scale.

In conclusion, further discussion and exploration of this topic, as understanding the keys to success on platforms like YouTube can significantly impact not only individual creators but also the broader digital media ecosystem and the world at large. By studying and emulating successful creators like MrBeast, others can potentially leverage their platforms to drive positive change and create a better future for all.

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