

Archetypes of Social Media Influencers on YouTube and User Engagement

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Abstract

Social media influencers have become a global phenomenon. However, current marketing literature needs to provide a clearer picture of how influencer profiles with specific patterns of personal characteristics and linguistic styles impact user engagement. To help solve this gap, we collected data from 11,177 videos and 134 YouTube channels belonging to the world's top influencers. We then processed this data using machine learning techniques, automated content analysis, manual coding, and clustering analysis. As a result, we identified six different archetypes of influencer behaviour based on their personal characteristics and the linguistic style of their content. Furthermore, by showing that each archetype is significantly associated with varying levels of user engagement, our results inform the literature on influencer marketing and assist marketing planners aiming for different objectives in their campaigns.

Subject Areas: *Electronic Commerce and Internet Marketing, Promotion, Recommendation Systems*

Track: Digital Marketing & Social Media