RUNNING HEAD: INTERNET CULTURE AND SOCIAL MEDIA

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In the current era, one of the easiest ways to gain popularity is by using YouTube. If your channel is creating content that is interesting and you are getting enough views, then that means that you are using the right tricks. Especially in the beauty industry, the use of YouTube by so-called beauty bloggers or fashion influencers is becoming common and it is helping them to gain success by creating interesting content (“James Charles subscriber count plummets on YouTube - The Washington Post,” n.d.). It is important to note here that the majority of these beauty bloggers collaborate with each other and they become friends and it is not only their collaboration that earns views, but when differences occur and a so-called YouTube drama begins, then it gets more views and in some cases it breaks all pre-existing records (Alexander, 2019). The current YouTube drama of James Charles and Tatti is one of the most recent and interesting dramas, in which both parties were on the losing end. James lost millions of subscribers and some of the most prominent actresses distanced themselves from him. Other YouTubers started to comment on the whole situation and in this way, they not only got millions of views, but they also gained popularity by getting subscribers. These channels never missed a chance to add spice on the entire drama of James and Tatti, and for a few weeks, this was the hot topic on YouTube. Even new YouTubers took the advantage of this drama and gained followers by explaining the situation (Ohlheiser, 2019).

It is quite apparent from this incident that YouTube is a platform that is more of an attention-grabbing site, and it sets trends quite easily. This is a platform which is very easily accessible even by teenagers therefore, the effect it can have on their minds is deep. Therefore, it is the responsibility of the content creators to keep their audience in mind. Also, the beauty industry at large is successfully using it for advertising their products. A prominent example, Kylie cosmetics and collaborations between Kim Kardashian and various other beauty bloggers. By using these platforms, beauty bloggers gain success and recognition. They are then invited to events. James also started his channel on YouTube and later he was invited to MetGala. It is safe to say that YouTube is a very effective community and everyone should use it sensibly.

**References**

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Ohlheiser, A., 2019. Analysis | The new hot thing on YouTube is destroying someone else. Wash. Post.