

FRAMING COSMETIC SURGERY: CONTENT ANALYSIS OF 62 YOUTUBE
VIDEOS BY 16 INFLUENCERS



FRAMING COSMETIC SURGERY: CONTENT ANALYSIS OF 62 YOUTUBE
VIDEOS BY 16 INFLUENCERS

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ABSTRACT

This article explores how cosmetic surgery was represented in YouTube videos. It borrowed Sun et al. (2020)'s the systematic examination of the cosmetic surgery frame in Chinese news to examine portrayals of cosmetic surgery on 62 YouTube videos by 16 influencers. The result shows that most of the videos focused on nose surgery content by using the case of patient issues that patients themselves reported. The benefit-focused frame dominated the sampled videos, and the major driver of cosmetic surgery was to pursue the ideal of beauty. Cosmetic surgery had a significant impact on physical aspects rather than psychological and social aspects of patients' lives. The article concludes that influencers expressed a relatively positive attitude towards cosmetic surgery, evidenced by using the benefit-focused frame as the mainframe by all types of influencers. Implementation of online rules and regulations in each country could use the insight as a foundation to further explore how benefit-focused should be appropriately framed. Otherwise, overclaimed and misleading information may occur.

Keywords: Content Analysis, Cosmetic Surgery, Influencers, Media Frame, YouTube

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Dan Luo

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CHAPTER 1

INTRODUCTION

This research examines how cosmetic surgery was represented in YouTube videos and learns how influencers from different categories frame cosmetic surgery content for YouTube audiences through an analysis of 62 videos by 16 influencers. This chapter provides the background information of this study, including rationale and problem statement, objectives of the study, scope of the study, research questions, significance of the study, and definition of the terms.

1.1 Background of the Study

The cosmetic surgery trends have been a massive rise, evidenced by 11,363,569 total surgical procedures performed worldwide and 13,618,735 total non-surgical procedures performed worldwide (ISAPS, 2019). The five most common surgical cosmetic procedures worldwide are breast augmentation, liposuction, eyelid surgery, abdominoplasty, and rhinoplasty. The five most common non-surgical procedures performed worldwide are botulinum toxin, hyaluronic acid, hair removal, non-surgical fat reduction, and photo rejuvenation (ISAPS, 2019). The countries with the highest number of cosmetic procedures are led by the U.S., with 3,982,749 procedures (ISAPS, 2019). Cosmetic surgery is mainly motivated by improving appearance and form (Chrysopoulo, 2018). Cosmetic surgery is generally associated with life opportunities and good relationships. In China, women were faced with fierce competition for job hunting. More people regard their physical appearance as a source of leverage and turn to cosmetic surgery to boost their

resources for performance (Hua, 2009). In line with Korean people's perspectives on cosmetic surgery, Korean people perceived cosmetic surgery as concerning job opportunities and popularity in terms of social relations (Ghotbi & Khalili, 2017). Therefore, good-looking capital was necessary for life to thrive (Hua, 2009).

An essential factor of cosmetic surgery undergoes driven by media exposure (Delinsky, 2005; Furnham & Levitas, 2012). The media exerted a strong influence on face and body image perception. Body dissatisfaction could occur when a person engages in appearance comparison by internalizing beauty ideals portrayed by the media (Thompson, Heinberg, Altabe & Tantleff-Dunn, 1999). K-pop culture and media advertising have become significant factors for the continued expansion of the cosmetic surgery industry.

K-pop stars sold cultural performances or products and good-looking appearances (Wang, 2015). Reality television played a role in influencing young women and children (Uhls & Greenfield, 2011). In particular, the amount and frequency of time spent watching reality television impact sexual attractiveness. Past research also indicated that watching even small music videos contributed to negative body image (Bell, Lawton & Dittmar, 2007; Tiggemann & Slater, 2004).

1.2 Rationale and Problem Statement

The rise of the Internet live platform was also another important factor leading to the popularity of cosmetic surgery. Because of the "live" nature, people can no longer use applications to modify their looks in still photos. Consequently, some online hosts, aged between 15 and 21 years old, claimed a need to undergo

cosmetic surgery to keep the fan's base and maintain their rating so that their online channel continues to grow (Zipser & Poh, 2021).

Vardanian, Clayton & Roostaeian (2011) found that social media play a significant role in cosmetic surgery. Also, recent studies pointed out that the board-certificated plastic surgeons were underrepresented amongst individuals posting public-directed marketing plastic surgery-related content on the social media platform. Research showed that the importance of appearance information conveyed by media in today's society has become more critical than ever before. It was particularly prominent on social networking sites and emerging media that young people often use (Fardouly & Vartanian, 2016). As a free social network platform, Instagram was different from other platforms (such as Facebook and Twitter) in that it focuses on images instead of written text. At the same time, it can post comments and likes under relevant pictures. Other users were viewed photos and commented on them. Comment also played a vital role in influencing personal appearance and thoughts. For example, a researcher found that British girls report receiving comments about their physical attractiveness on social media. Therefore, our perception of the outside world may come from related content on SNS because these influences will encourage people to make some changes under its influence (DeVries, McGuire, Steensma, Wagenaar, Doreleijers & Cohen-Kettenis, 2014).

Studies have pointed out that among cosmetic surgery patients, the higher the usage and participation of Facebook, YouTube, and Instagram, the more relevant information can be obtained, such as before and after photos, competitions are more likely to affect cosmetic surgery patients (Sorice, Li, Gilstrap, Canales & Furnas, 2017).

1.3 Objectives of Study

This study aims to achieve the following two objectives.

To explore how influencers frame cosmetic surgery content for YouTube audiences.

To explore how influencers from different categories frame cosmetic surgery for YouTube audiences.

1.4 Research Questions

This study aims to explore the following two research questions.

RQ1: How do influencers frame cosmetic surgery content for YouTube audiences?.

RQ2: How do influencers from different categories frame cosmetic surgery content for YouTube audiences?.

1.5 The Scope of Study

This research explores the frame of cosmetic surgery content on YouTube by influencers. A content analysis of 62 YouTube videos by 16 influencers was conducted. The 16 channels were owned by influencers who were surgeons, patients (who had direct experiences with cosmetic surgery), and those who were interested in or had indirect experiences with cosmetic surgery. They had a reputation on the Internet regarding lifestyle, photography, traveling, fashion, music, dance, and news. The influencers had between 346 and 1.14 million followers, categorized as mega-influencers, macro-influencers, micro-influencers, and nano-influencers. Their countries of origin ranged from Australia, China, South Korea, and the U.S.A.

Their videos were published between June 24, 2016, and December 12, 2020.

Therefore, this study analyzed 62 YouTube videos by 16 influencers from YouTube.

1.6 Significance of the Study

Extant research on framing cosmetic surgery highlights benefit-focused and risk-focused in media content. The benefit-focused frame pointed to ideal beauty achievement, ease of procedures, and innovation (Brooks, 2004; Cho, 2007; Crockett, Iturbide, Torres Stone, McGinley, Raffaelli & Carlo, 2007; Nabi, 2009), while the risk-focused frame mainly highlights safety concerns (Crockett et al., 2007).

However, empirical works collected data from only news reports in the newspaper or on television (Cho, 2007), reality show television programs (Crockett et al., 2007; Nabi, 2009), and magazines (Brooks, 2004).

While the cosmetic surgery frame has been examined using various forms of traditional media, less was known about how cosmetic surgery was framed in new media, such as social media. This research borrowed Sun, He, Yang & Wang (2020)'s systematic examination of the cosmetic surgery frame in Chinese news to examine portrayals of cosmetic surgery on 62 YouTube videos by 16 influencers. It mainly contributes a new perspective on cosmetic surgery frames by influencers on the YouTube platform. It mainly contributes a new perspective on cosmetic surgery frames by influencers on the YouTube platform.

1.7 Definitions of Terms

1.7.1. Cosmetic surgery:

Cosmetic surgery refers to a cosmetic procedure, both surgical and non-surgical, to enhance facial appearance. Non-surgical treatments change the structure of body tissues without requiring surgery (Medical News Today, 2017).

1.7.2 Physical appearances:

Physical appearances are traits or features of a person's body. They are a variety of aspects of appearance that are visually apparent to others (White, n.d.).

1.7.3 Breast augmentation:

Breast augmentation is an operation that can increase the size of breasts with breast implants or restore breast volume lost due to weight loss or pregnancy, correct natural breast size asymmetry, and achieve a more rounded breast shape (American Society of Plastic Surgeons, n.d.).

1.7.4 Liposuction:

Liposuction is a cosmetic technique that eliminates fat that resists diet and exercise (WebMD, n.d.).

1.7.5 Eyelid surgery:

Eyelid surgery, also called blepharoplasty, is a procedure that can cause the removal of extra skin muscle and from the upper and lower eyelids (Mayo Clinic, n.d.).

1.7.6 Abdominoplasty:

“Abdominoplasty is a surgery performed to tighten loose muscles and remove fat and excess skin from the abdomen” (Better Health Channel, n.d.).

1.7.7 Rhinoplasty:

Rhinoplasty is a procedure that can improve facial harmony and the nose's proportions and help with breathing problems caused by structural flaws in the nose (American Society of Plastic Surgeons, n.d.).

1.7.8 Framing:

Framing is a process to promote a particular problem definition, causal interpretation, moral evaluation, and treatment recommendation for the item described (Entman, 1993).

1.7.9 Influencers:

Influencers are “everyday, ordinary Internet users who accumulate a relatively large following on blogs and social media through the textual and visual narration of their personal lives and lifestyles, engage with their following in digital and physical spaces, and monetize their following by integrating “advertorials” into their blog or social media posts” (Abidin, 2015a).

1.7.10 YouTube:

YouTube is an American online video sharing and social media platform. These channels foster diversity, evidenced by more than two billion users from more than 100 countries (YouTube About, 2021).

CHAPTER 2

LITERATURE REVIEW

This chapter reviews literature and theory related to the topic of the study. Chapter two includes literature about cosmetic surgery, international influencers, social media, media consumers, advertisement appeals, cosmetic surgery content on social networks, and international influencers' curating techniques for cosmetic surgery content.

2.1 Review Literature of Related Studies

2.1.1 Cosmetic Surgery and Media Exposure

Henriques & Patnaik (2020) found that the media played a significant role in the concept of beauty. Through the process in which we gain information from the media, the message on the media can easily influence our opinion, shape our values and impact us by helping us evaluate ourselves through what the media showed to us. The research found that the media played an essential role in our cognitive process.

Meanwhile, Henriques & Patnaik (2020) maintained that many industries sought high profit by convincing people that they do not look "good enough," saying that they can help them amend their bodies, ultimately making them more acceptable. Women have been forced to accept information and shape their beauty and body to meet the media construction of beauty.

Ashikali (2014) found that advertising of cosmetic surgery and messages provided in the media harmed women's and girls' body image. Barbara, Facchin, Buggio, Alberico, Frattaruolo & Kustermann (2017) found that women self-examined

through media exposure. Most of the surgery was conducted because of social pressure from the Internet. Ashikali (2014) pointed out that girls' reactions to plastic surgery advertisements or reality shows were based on their apparent self-worth, but their roles in the responses were inconsistent. Researchers investigated how different media descriptions of cosmetic surgery affected girls' perceptions of body image and attitudes towards cosmetic surgery. According to Barbara et al. (2017), there was no evidence that the patients always received effective surgery.

Lee (2010) found that the high media content, the high exposure to cosmetic surgery, and media messages were directly connected to consumer behavior.

The researcher used a survey to randomly pick up 26 African-American women and 54 Caucasian women to investigate the media's influence and compare them.

Lee (2010) found out that American women were more culturally appropriate than Caucasian women. High media exposure to cosmetic surgery media messages played a significant role. High media content and high exposure to cosmetic surgery media messages were directly related to American Women.

Sun et al. (2020) stated that the number of studies on cosmetic surgery had risen slightly over the last two decades. The types of procedures covered in the media had no statistically significant difference. Around 52% of papers listed particular forms of surgery (e.g., breast augmentation, eyelid surgery), while 48% mentioned cosmetic surgery. When constructing frames, Chinese media tended to rely more on quoted experts (72%) as well as patients (52%). Sun et al. (2020) proposed a systematic examination of media framing of cosmetic surgery in Chinese news during 2000–2019. The study found that the risks of cosmetic surgery were more frequently framed as opposed to its benefits.

Interestingly, the coverage by commercial newspapers focused more on the benefits and lessened the risks, compared with the coverage by government-sponsored media. In terms of information sources, experts' quotes were most commonly found in the news. Chinese media preferred to quote experts (72%), as well as patients (52%) (Cho, 2007). Frames and information sources seemed to differ across media and community. Cho (2007) discovered that American TV networks' recent coverage focused on the risks associated with cosmetic surgery and that it relied heavily on experts from other fields in its reporting (Cho, 2007). According to Wen, Chia & Hao (2017), nearly 60% of YouTube videos promoting cosmetic surgery emphasized its positive benefits, while only 9% emphasized its risks (Wen et al., 2017). This article stated the gender differences in Chinese young people's attitudes towards cosmetic surgery and the comprehensive influence of the media and peers on their attitudes towards cosmetic surgery. The results showed that young people of both sexes generally had positive attitudes toward cosmetic surgery when the presumed media influence model was tested (Sun et al., 2020).

More interestingly, among all the reasons for getting cosmetic surgery, boosting career morale came out on top, followed by the effects of mates, and the motivations for beauty standards came in last. As Hua (2009) pointed out, "Good-looking is capital." Faced with fierce competition, job seekers in China must use all means at their disposal to secure a decent position. As a result, more people regarded their physical appearance as a source of leverage and turned to cosmetic surgery to boost their resources for performance (Furnham & Levitas, 2012). On the other hand, this result contrasted with those seen in Western cultures, where media icons or

celebrities acted as body standards motivating consumers to have cosmetic surgery (Elliott, 2011).

Accordingly, cosmetic surgery has earned little coverage in Chinese newspapers despite a slight increase in popularity over the last decade. The majority of cosmetic surgery stories in the media were short, scattered, or even tabloidized.

2.1.2 Cosmetic Surgery and Influencers

Influencers always share their daily life with their followers for their posts. In his respect, they are perceived as more “organic” than celebrities or actors, thus making them more relatable to the everyday consumers watching their content. Influencers could monetize their content through advertorials. Most of them offered “highly personalized, opinion-laden promotions of products/services that influencers personally experience for a fee” (Abidin, 2015b).

According to Ismail (2018), influencers are categorized into four categories, which are mega-influencers, macro-influencers, micro-influencers, and nano-influencers. Mega-influencers attract at least 1 million followers; macro-influencers have between 100,000 to 1 million followers, and micro-influencers have 1,000 to 100,000 followers. Moreover, nano-influencers have less than 1,000 followers.

In addition to the number of followers, other variables, such as monthly viewers, posting frequency, number of likes, interaction, and social aggregation rate (Booth & Matic, 2011), can be used to calculate the ranking of influencers. When it comes to influencers, macro-influencers outperformed micro-influencers in advertising effectiveness. Simultaneously, credibility was an essential factor in achieving this goal. According to research, influencers were more effective than

celebrities, and macro-influencers were more effective than micro-influencers or celebrities (Verger, 2012).

2.2 Review Literature of Related Theory

2.2.1 Frame Theory

Research demonstrating framing effects was theoretically and empirically problematic because of vague, inconsistent, and “scattered conceptualization” (Entman, 1993) of the term framing. However, frame definitions share major assumptions: constructing reality within media accounts and shaping the public consciousness about the stories (Tuchman, 1978). Entman (1993) defined frame as “select some aspect of a perceived reality and make [it] more salient in a communicating text, in such a way as to promote a particular problem definition, causal interpretation, moral evaluation, and treatment recommendation for the item described” (p. 52). A frame is a central concept that has been structured using selection, focus, exclusion, and elaboration to provide meaning and report on a topic (Reese, Gandy & Grant, 2001). There are two types of definitions. General definitions defined the term “frame” without providing specific operational guidelines. Frames, for example, are “principles of collection, focus, and presentation composed of little tacit theories about what exists, what happens, and what matters,” according to Gitlin & Tuchman (1980). Other concepts detail what frames do in general, such as identifying problems, making moral decisions, and advocating for solutions (Entman, 1993). Such definitions provided detailed operational guidance, allowed “inferences that distinguish framing from themes, arguments, assumptions, and other under-theorized concepts,” as well as “inferences that distinguish framing from themes,

arguments, assertions, and other under-theorized concepts” (Entman, 1993).

News media brought public issues into the spotlight through framing, as framing can influence public understanding and new policies forming (Gitlin & Tuchman, 1980). News media framed public issues in different ways, such as framing nanotechnology as progress and generic risk (Weaver, Lively & Bimber, 2009) and framing breast cancer in terms of coping with its effects, personal experiences, and risk factors (Andsager & Powers, 2001). At various discourse units, scholars have conceptualized news frames in multiple ways (units of analysis). Some research used news stories or documents as discourse units (Husselbee & Elliott, 2002), while others relied on visual characteristics (King & Lester, 2005). When judging material analytical framing analysis, the use of theory was crucial. The structure and nature of frames were hypothesized in some studies (Borah, 2011). Others create research questions based on a desire to learn more about how news is defined (Greenberg, 2000). “Most of the literature on media framing is still fairly descriptive and relatively atheoretical.” (Entman, 1993).

2.2.2 Framing Cosmetic Surgery

Cosmetic surgery has been portrayed in news coverage and advertisements. Vogue, Harper’s Bazaar, US Weekly, and People magazines from October 2001 to June 2003 positively depicted cosmetic surgery (Brooks, 2004). Two dominant frames of cosmetic surgery were cosmetic surgery as new technology and candid first-person accounts of cosmetic surgery. The first frame highlighted the narrative of cosmetic surgery as new technology associated with scientific wonder, innovation, and progress; simple accessibility; medical expertise, and health. The second frame

focused on candid accounts related to courage and virtue, a gift or treat; independence and rebellion; common sense, and pro-activity (Brooks, 2004).

In the newspaper or on television, safety issues were the primary concern for the news reports (Cho, 2007). However, a reality-based television program featuring makeover procedures portrays cosmetic surgery procedures as relatively low risk (Nabi, 2009). Whether the frame was benefit-focused or risk-focused, some scholars found culture as an influencing factor. Traditional media frame by the Western media was rather benefit-focused. Goodman (2014) found that the coverage of cosmetic surgery in the Western media was likely to portray cosmetic surgery by using a benefit frame rather than a risk frame, such as ideal beauty achievement, ease of procedures. A researcher claimed that regular viewers of the popular Cosmetic Surgery Makeover TV programs tend to undergo cosmetic surgeries than lighter viewers (Crockett et al., 2007)

Traditional media framed by the Eastern media was rather risk-focused. Sun et al. (2020) proposed a systematic examination of media framing of cosmetic surgery in Chinese news during 2000–2019. The study found that the risks of cosmetic surgery were more frequently framed as opposed to its benefits.

Interestingly, the coverage by commercial newspapers focused more on the benefits and lessened the risks, compared with the coverage by government-sponsored media. In terms of information sources, experts' quotes were most commonly found in the news.

2.2.3 Influencers

Influencers are “everyday, ordinary Internet users who accumulate a relatively large following on blogs and social media through the textual and visual

narration of their personal lives and lifestyles, engage with their following in digital and physical spaces, and monetize their following by integrating “advertorials” into their blog or social media posts” (Abidin, 2015a). Influencers shared their daily life to their followers. This way allowed their posts to be perceived as more “organic” than celebrities or actors, thus, making them more relatable to the everyday consumers watching their content. Influencers could monetize their content through advertorials. Most of them offered “highly personalized, opinion-laden promotions of products/ services that influencers personally experience for a fee” (Abidin, 2015b).

According to Ismail (2018), influencers were categorized into four categories: mega-influencers, macro-influencers, micro-influencers, and nano-influencers. To clarify, mega-influencers attract at least 1 million followers; macro-influencers have between 100,000 to 1 million followers; micro-influencers have between 1,000 to 100,000 followers, and nano-influencers have less than 1,000 followers.

In addition to the number of followers, other variables, such as monthly viewers, posting frequency, number of likes, interaction, and social aggregation rate (Booth & Matic, 2011), can be used to calculate the ranking of influencers. When it came to influencers, macro-influencers outperformed micro-influencers in advertising effectiveness. Simultaneously, credibility was an essential factor in achieving this goal. According to Verger (2012), influencers were more effective than celebrities, and macro-influencers were more effective than micro-influencers or celebrities.

2.2.4 YouTube

YouTube was the world’s top social media platform for video-sharing, with over 2 billion users from more than 100 countries (YouTube About, 2021). It was the

second-most popular search engine after Google (Global Reach, 2020). YouTube audiences daily spend more than a billion hours watching video content on YouTube. Therefore, the YouTube phenomenon generated billions and billions of views every day (YouTube Official Blog, 2021).

Technologically afforded as a video-sharing platform, YouTube was considered a source of public health information (Vance, Howe & Dellavalle, 2009). It host diverse video content that portrays the procedures and before vs. after experiences. In particular, cosmetic surgery procedures and effects were portrayed through vivid images and narratives (Vance et al., 2009). Wen et al. (2015) mainly chose YouTube as a platform to recruit videos about cosmetic surgery because of the availability of cosmetic surgery videos on YouTube, content diversity (e.g., procedures, benefits, risks of plastic surgery), and message source diversity (e.g., experts, patients).

The research found that benefits of cosmetic surgery and expert sources were predominantly used in the videos. Typical-consumer sources or patients tended to generate interest in cosmetic surgeries more than other types of message sources (Wen et al., 2015).

CHAPTER 3

METHODOLOGY

This chapter describes research methodology, including research design, population and sample selection, research procedure, instrument, data analysis, and validity.

3.1 Research Design

The authors used a quantitative method to explore how influencers framed cosmetic surgery. A content analysis of 62 videos on YouTube by 16 influencers was conducted. Content analysis provides a systematic and objective means of describing and quantifying phenomena (Downe-Wamboldt, 1992). The method fits the purpose of this research which aimed to reveal how influencers framed cosmetic surgery.

Seven aspects of the video content were coded:

- 1) Type of influencers
- 2) Types of surgeries
- 3) Issue category
- 4) Reporting angles
- 5) Types of primary information sources
- 6) Motivations for cosmetic surgery
- 7) Impacts

The coding scheme was developed by Sun et al. (2020).

3.2 Research Data and Sample Selection

This study used purposive sampling as the author intended to choose population members to participate in the sample based on their judgment (Dudovskiy, 2018). Short videos by influencers were recruited from YouTube. The influencers had a reputation on the Internet regarding lifestyle, photography, traveling, fashion, music, dance, and news. The influencers had between 1.14 million and 346 followers, categorized as mega-influencers, macro-influencers, micro-influencers, and nano-influencers. Their videos were published between June 24, 2016, and December 12, 2020. Therefore, this study analyzed 62 YouTube videos by 16 influencers from YouTube.

The authors recruited 62 videos by 16 influencers on the YouTube platform (as shown in Table 3.1) because of many reasons. First, the content on YouTube is considered user-generated content, which refers to “the various types of media content produced for the public’s consumption, including images, videos, text, and power-point presentations” (Kaplan & Haenlein, 2010) by YouTube users. There is a divide between personal content creators who produce content regularly and public content creators who have taken over YouTube and have become celebrities in their own right (Simonsen, 2011). This research focused on analyzing the videos by creators who attracted sizable audiences. Second, YouTube channels foster diversity, evidenced by more than 2 billion users from more than 100 countries (YouTube About, 2021). This research aimed at recruiting user-generated content focusing on cosmetic surgery from different sources. Therefore, the content on YouTube by surgeons, patients (who had direct experiences with cosmetic surgery), and those interested in or had indirect experiences with the cosmetic surgery were recruited.

Table 3.1: 16 YouTube Influencers

No	YouTube Page's Name	Country of Origin	Number of Subscribers
1.	Anthony Youn, MD	America	1.14M
2.	Alana Arbucci	America	498.0K
3.	Cluam Sutherland	Australia	247.0K
4.	Yaki Wong	China	242.0K
5.	Lorry Hill	America	160.0K
6.	愛美教主 Cherry Queen	China	107.0K
7.	葉 SuJi	China	33.5K
8.	Nissie 陳妮絲	China	22.5K
9.	Seoul Guide Medical	South Korea	20.3K
10.	Sorry, it's Jenni	America	15.2K
11.	謝東穎整形外科	China	4.4K
12.	Haydie May Bird	America	4.12K
13.	网红视频分享 Chinese Beauty	China	3.78K
14.	痣多馨 koko	China	2.21K
15.	Carey oppa	China	1.62K
16.	蓝色飞扬 (Blue Fly)	China	345

The profile of 16 influencers is presented as following:

1) Anthony Youn, MD (America), (YouTube ID: Anthony Youn, MD, 1.14 million followers), as America's holistic plastic surgeon post on his home page in Youtube channel "I help health-conscious men and women look their best by teaching them a holistic approach to health and beauty" .



Figure 3.1: Anthony Youn 's channel page

Source: YouTube. (2021b). *Anthony Youn 's channel page*. Retrieved from <https://www.youtube.com/c/tonyyounmd>.

2) Alana Arbucci (America), (YouTube ID: Alana Arbucci, 498k followers), a YouTuber who makes videos on topics that correlated with her life and lessons learned along the way: beauty, fashion, lifestyle, relationship.

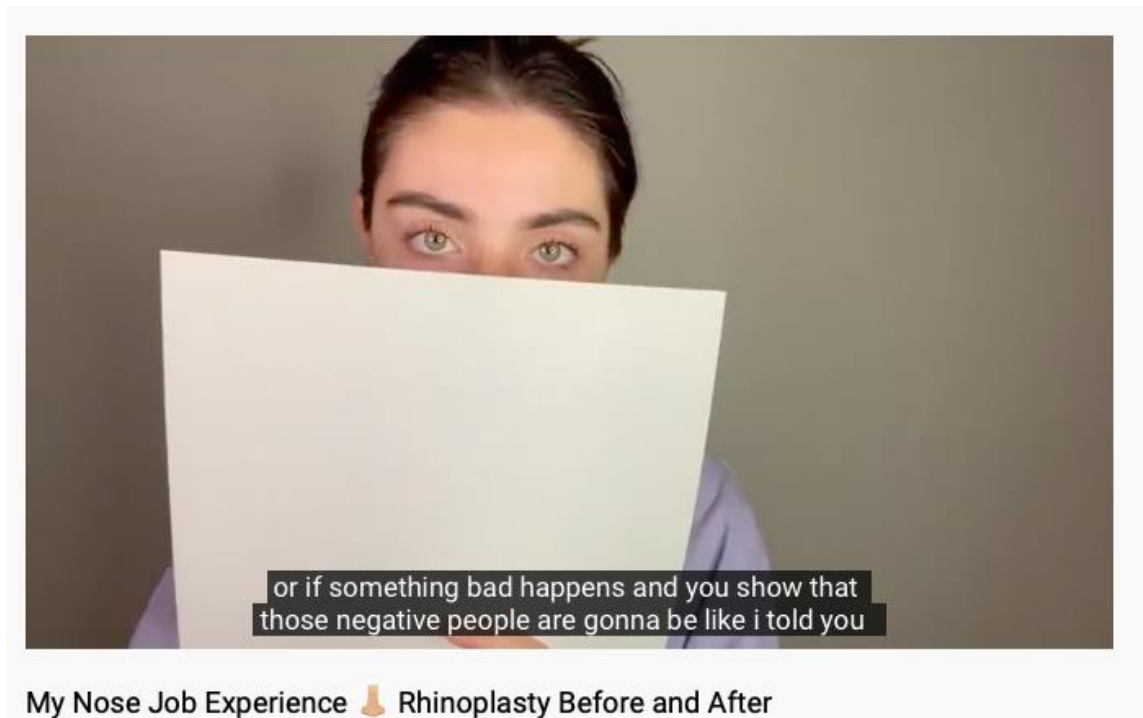


Figure 3.2: Alana Arbucci's channel page

Source: YouTube. (2021a). *Alana Arbucci's channel page*. Retrieved from <https://www.youtube.com/channel/UCy4y-P3oyDIEqHPacAc0m3Q>.

3) Cluam Sutherland (Australia), (YouTube ID: Cluam Sutherland, 247k followers), a YouTube blogger who loved travel.

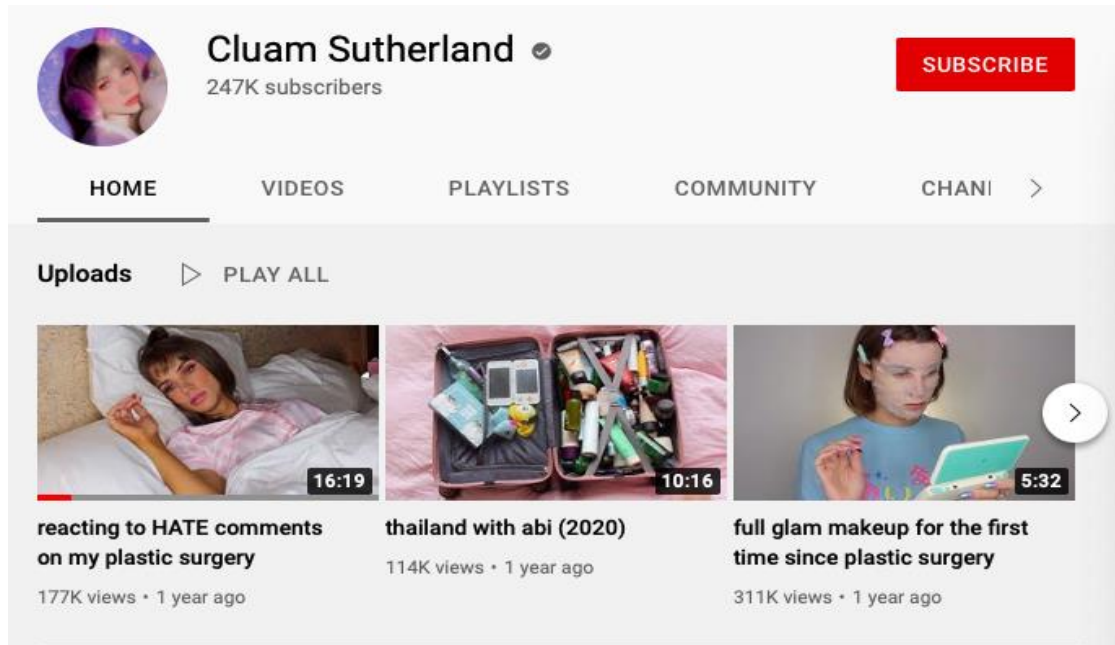


Figure 3.3: Cluam Sutherland's channel page

Source: YouTube. (2021d). *Cluam Sutherland's channel page*. Retrieved from <https://www.youtube.com/watch?v=IhG1QLWg-bI>.

4) Yaki Wong (China), (YouTube ID: Yaki Wong, 242k followers), a beauty Youtuber.



Figure 3.4: Yaki Wong's channel page

Source: YouTube. (2021k). *Yaki Wong's channel page*. Retrieved from <https://www.youtube.com/user/YINGYING295>.

5) Lorry Hill (America), (YouTube ID: Lorry Hill, 160k followers), a doctor who has an extremely well-informed opinion garnered from her own plastic surgeries, coupled with a talent for discerning what facial feature combinations were objectively beautiful.



Figure 3.5: Lorry Hill's channel page

Source: YouTube. (2021f). *Lorry Hill's channel page*. Retrieved from <https://www.youtube.com/c/LorryHill>.

6) 爱美教主 Cherry Queen (China), (YouTube ID: 爱美教主 Cherry Queen, 107k), as a makeup and cosmetic surgery patient experience blogger.



Figure 3.6: 爱美教主 Cherry Queen's channel page

Source: YouTube. (2021n). 爱美教主 *Cherry Queen's* channel page. Retrieved

From <https://www.youtube.com/channel/UC76G5sz2iIXyWk7bOXK2j6g>.

7) 葉 SuJi (China), (YouTube ID: 葉 SuJi, 33.5k followers), a daily life YouTuber focused on fashion, beauty, and cosmetic surgery.

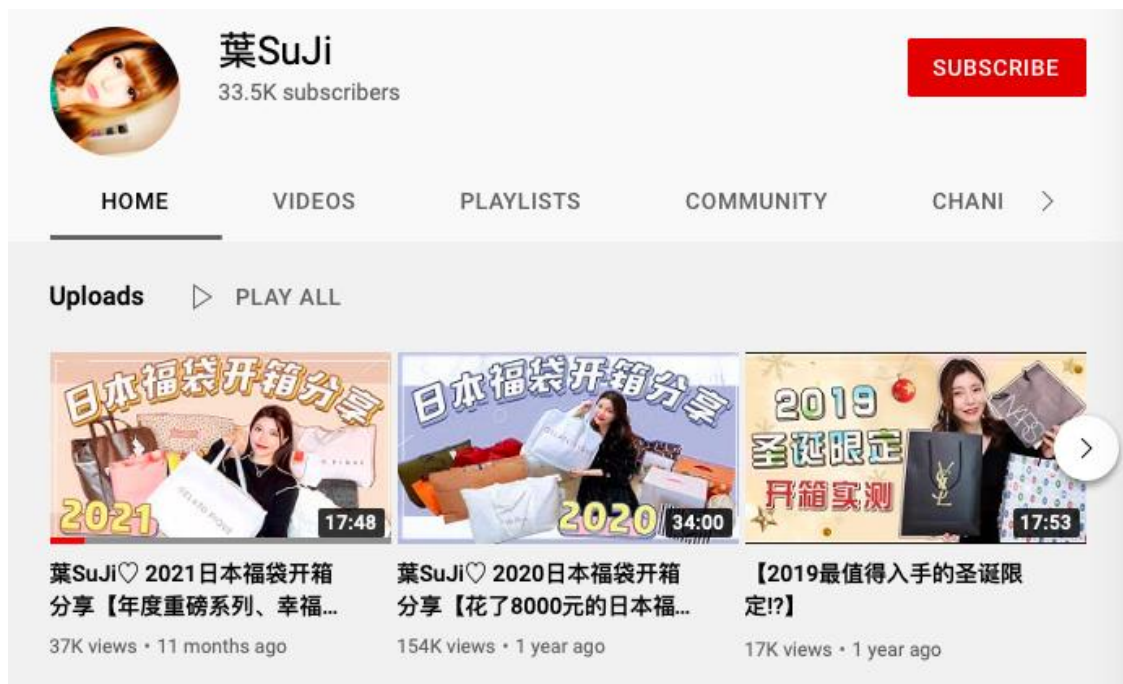


Figure 3.7: 葉 SuJi's channel page

Source: YouTube. (2021q). 葉 SuJi 's channel page. Retrieved from

https://www.youtube.com/channel/UCL9w-ngse_VworoqS1s6nng.

8) Nissie 陳妮絲 (China), (YouTube ID: Nissie 陳妮絲, 22.5k followers), an influencer who posts her idea of fashion and experience of cosmetic surgery.

Nissie 陳妮絲
22.5K subscribers

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Video Title	Duration	Views	Time Ago
成立YT工作室【一天花40萬】ROOM TOUR 全新首度...	9:25	5.3K views	1 day ago
改變我人生的十個觀念！我是如何幫助自己走出憂鬱的？ ...	12:16	5.6K views	5 days ago
我不是天生瘦！「減肥必看 Q&A」復胖、暴食怎麼辦？ ...	10:00	12K views	11 days ago

Figure 3.8: Nissie 陳妮絲 's channel page

Source: YouTube. (2021g). *Nissie 陳妮絲's channel page*. Retrieved from

<https://www.youtube.com/c/Nissie 陳妮絲>.

9) Seoul Guide Medical (South Korea), (YouTube ID: Seoul Guide Medical, 20.3k followers), as top government approved Medical Tourism Agency in Seoul with insider knowledge and access to all hospitals and doctors in Korea. Through this channel, they will bring information on: plastic surgery, general hospital treatment, dental treatment, dermatology and vision correction.



Figure 3.9: Seoul Guide Medical's channel page

Source: YouTube. (2021i). *Seoul guide medical's channel page*. Retrieved from <https://www.youtube.com/c/SeoulGuideMedical>.

10) Sorry, it's jenni (America), (YouTube ID: sorry, it's jenni, 15.2k followers), as a beauty and lifestyle YouTuber.

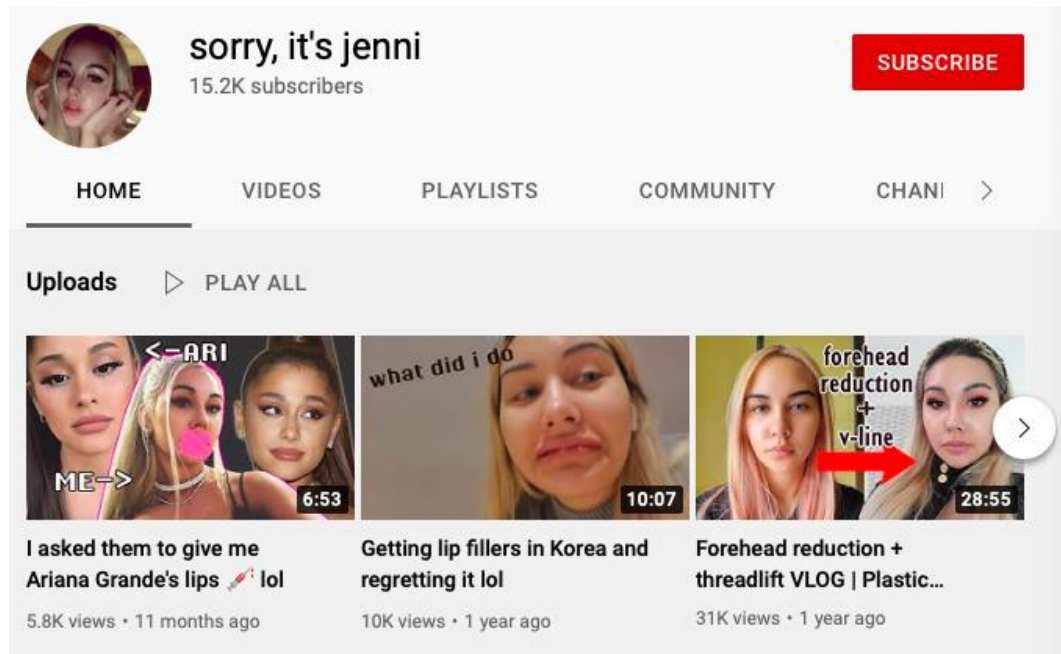


Figure 3.10: Sorry, it's jenni's channel page

Source: YouTube. (2021j). *Sorry, it's jenni's channel page*. Retrieved from <https://www.youtube.com/user/XxKamariKadenxX>.

11) 謝東穎整形外科 (China), (YouTube ID: 謝東穎整形外科, 4.4k followers), a doctor who shares cosmetic surgery case and ideas.



Figure 3.11: 謝東穎整形外科's channel page

Source: YouTube. (2021m). 謝東穎整形外科's channel page. Retrieved from https://www.youtube.com/results?search_query=謝東穎整形外科.

12) Haydie May Bird (America), (YouTube ID: Haydie May Bird, 4.12k followers), as a daily life YouTuber.

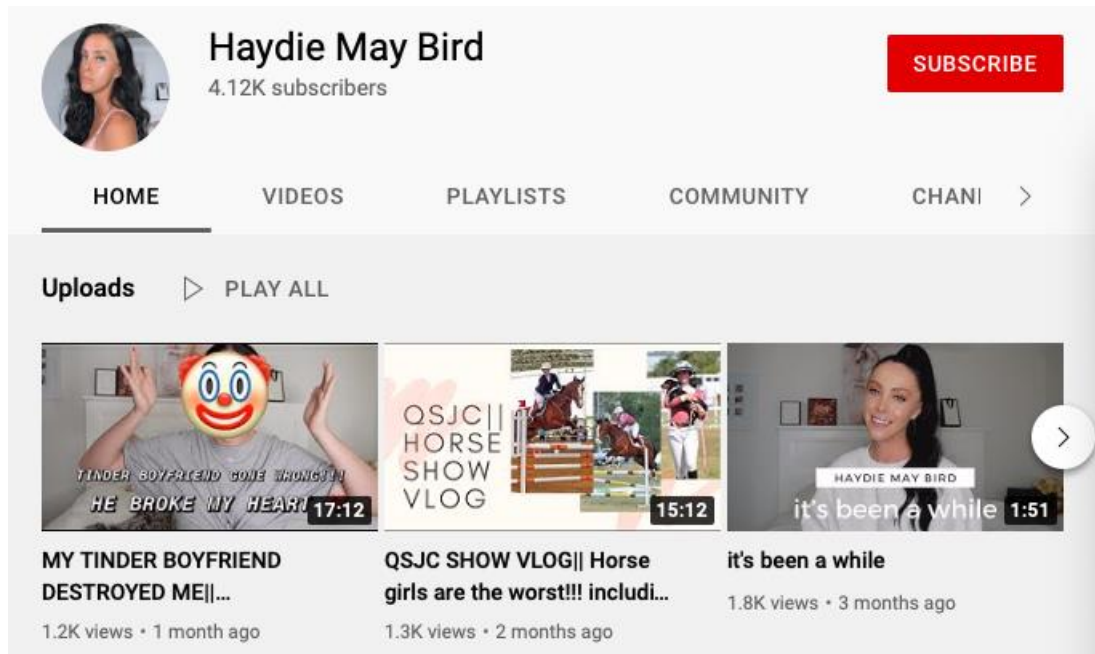


Figure 3.12: Haydie May Bird's channel page

Source: YouTube. (2021e). *Haydie May Bird's channel page*. Retrieved from <https://www.youtube.com/channel/UCEMgdmnYdD5h1XEIAHkasoA>.

13) 网红视频分享 Chinese Beauty (China), (YouTube ID: 网红视频分享 Chinese Beauty, 3.78k followers), as a Chinese beauty girls' cosmetic surgery experience and daily life YouTuber.

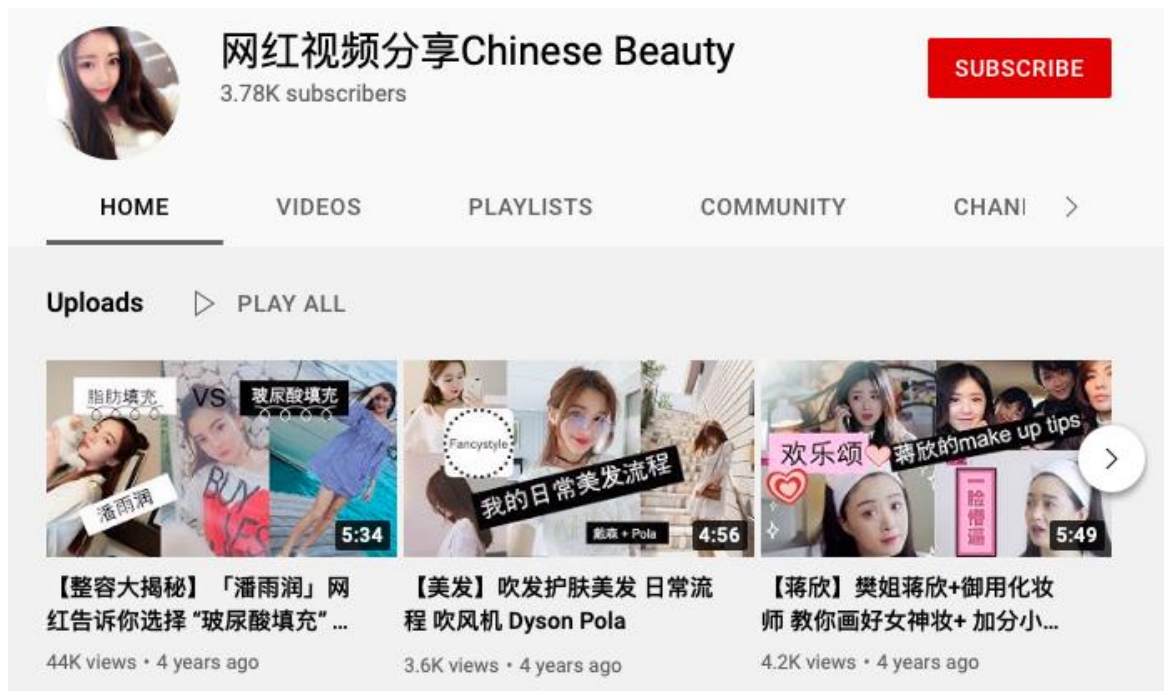


Figure 3.13: 网红视频分享 Chinese Beauty 's channel page

Source: YouTube. (2021o). *网红视频分享 Chinese Beauty 's channel page*.

Retrieved from <https://www.youtube.com/channel/UC-qtEet9b>

SXoaHCsoXPYPFg.

14) 痣多馨 koko (China) , (YouTube ID: 痣多馨 koko, 2.21k followers), as a make up YouTuber.

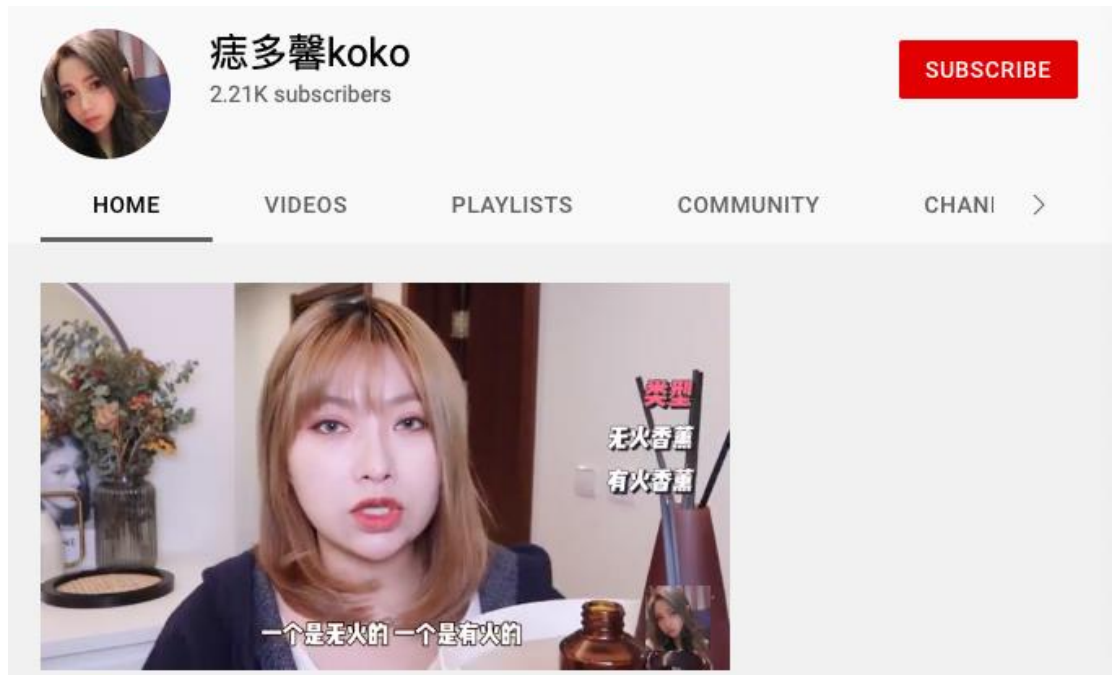


Figure 3.14: 痣多馨 koko's channel page

Source: YouTube. (2021p). 痣多馨 koko's channel page. Retrieved from <https://www.youtube.com/channel/UC3lk-fDhsjEQqRCUULjxiCQ>.

15) Carey oppa (China), (YouTube ID: Carey oppa, 1.62k followers),
as a beautiful culture of Korea and China YouTuber.

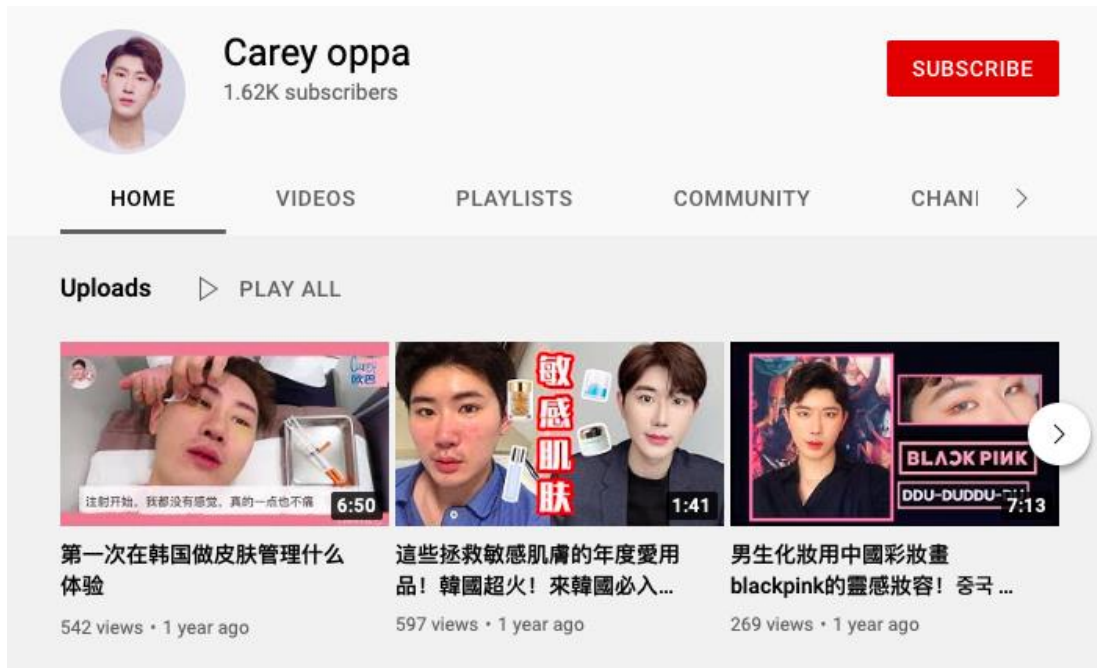


Figure 3.15: Carey oppa's channel page

Source: YouTube. (2021c). *Carey oppa's channel page*. Retrieved from

<https://www.youtube.com/channel/UCmZTA0YGkbqKdInW5Ln8LIA>.

16) 蓝色飞扬 Blue Fly (China) , (YouTube ID: 蓝色飞扬(Blue Fly), 345 followers), a news YouTuber who shares cosmetic surgery case.



Figure 3.16: 蓝色飞扬 Blue Fly's channel page

Source: YouTube. (2021). *蓝色飞扬 Blue Fly's channel page*. Retrieved from https://www.youtube.com/channel/UClcD0UXSn_G5e0Lj67I2Qzg.

3.3 Research Procedures

Initially, the author used keywords to search for videos on YouTube. Examples of keywords were “influencers,” “cosmetic surgery experience sharing,” and “plastic surgery people.” The results were shown based on the ranking of video views. The authors tracked the channels that the videos belonged to and the numbers of subscribers for each channel. The media were owned by influencers who were surgeons, patients (who had direct experiences with cosmetic surgery), and those

who were interested in or had indirect experiences with cosmetic surgery.

A sample of 16 YouTube videos was recruited for a pilot test. Two coders who were graduate students in the Master of Arts in Global Communication program at Bangkok University coded the videos to ensure intercoder reliability. They recorded the frequency of each element found in the videos in Microsoft Excel.

3.3.1. Coding scheme based on general information: influencers' countries of origin, number of views, number of likes, and content of videos.

3.3.2 Coding scheme based on reviewed literature (Ismail, 2018; Sun et al., 2020): types of influencers, types of surgeries, issue category, reporting angles, types of main information sources, motivations for cosmetic surgery, and impacts for cosmetic surgery.

As shown in Table 3.2, they were based on theories discussed in selections of the literature review. To clarify, RQ1 analyzed the cosmetic surgery frame by influencers on YouTube. The authors relied on the coding scheme based on the type of surgeries, issue category, reporting angles, types of main information sources, motivation for cosmetic surgery, and impacts for cosmetic surgery (Sun et al., 2020). RQ2 compared the cosmetic surgery frame by different categories of influencers. The authors relied on Ismail (2018), which offered the following categories: mega-influencers, macro-influencers, micro-influencers, and nano-influencers.

Table 3.2: Coding Scheme

Influencers' Countries of Origin	America	CO1
	Australia	CO2
	South	CO3
	Korea	CO4
	China	CO5
Types of Content	Lifestyle	TY1
	Health	TY2
	News	TY3
	Fashion	TY4
	Acting	TY5
Types of Surgeries	Eye Surgery	TS1
	Butt Injections	TS2
	Eyelid Surgery	TS3
	Face Surgery	TS4
	Breast Surgery	TS5
	Botox Injections	TS6
	Nose Surgery	TS7
	Filler Injections	TS8
	Liposuction	TS9
	Lip Surgery	TS10

(Continued)

Table 3.2 (Continued): Coding Scheme

Issue Category	Exemplars	IC1
	Case of Patients	IC2
	Litigation	IC3
	Lawsuits	IC4
	Safety and Risk	IC5
	Concern	
Popularity of Cosmetic Surgery		IC6
Reporting Angles	Benefit-Focused	RA1
	Risk-Focused	RA2
	Neutral	RA3
Types of Main Information Sources	Experts	MIS1
	Patients	MIS2
	Other	MIS3
Motivation for Cosmetic Surgery	Help Career	MCS1
	Development	
	Pursue Domestic	MCS2
	Ideal of Beauty	
	Influenced by Friends	MCS3
Impacts of Cosmetic Surgery	Physical	ICS1
	Psychological	ICS2
	Social	ICS3

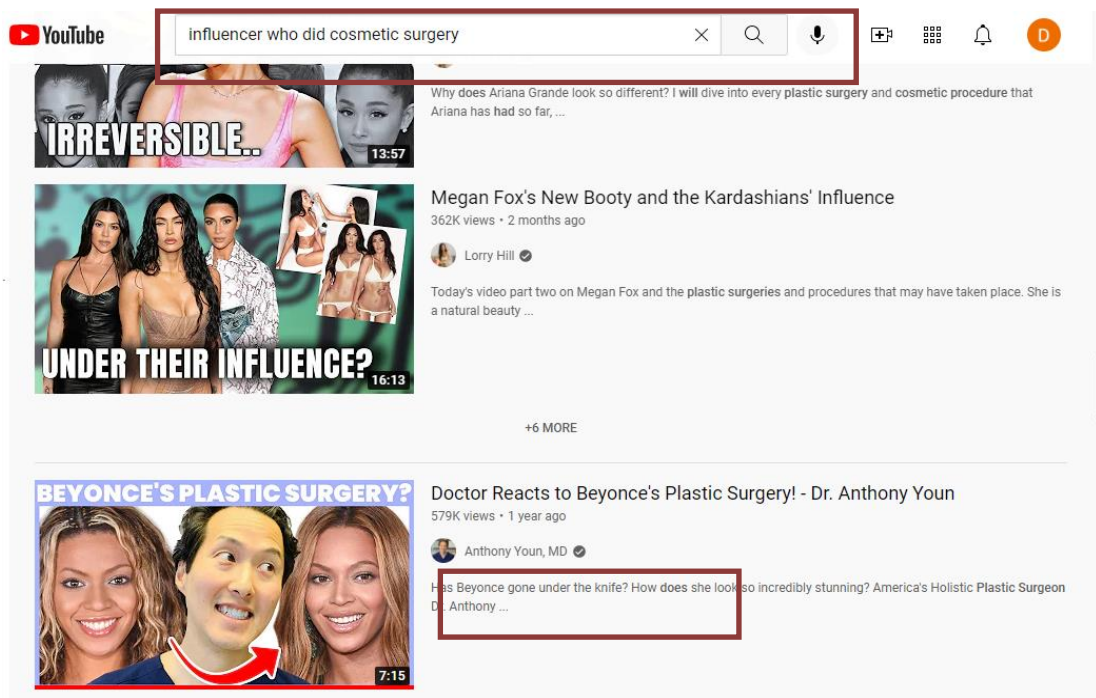


Figure 3.17: Steps to Select International Influencer Videos

Source: YouTube. (2021h). *Result of influencer who did cosmetic surgery*. Retrieved from https://www.youtube.com/results?search_query=influencer+who+did+cosmetic+surgery.

3.4 Research Instrument and Data Analysis

According to the above coding guidelines, the researcher recorded the results and calculations in Microsoft Excel.

First, collect videos from YouTube and record the frequency of items guided by the coding scheme.

Second, to report types of surgeries, issue categories, reporting angles, types of main information sources, motivations for cosmetic surgery, and impacts for cosmetic surgery.

Third, to compare the frequency of the following items in videos by different categories of influencers: types of surgeries, issue categories, reporting angles, types of information sources, motivations for cosmetic surgery, and impacts for cosmetic surgery.

3.5 Validity

To ensure the validity of this study, the coding scheme was borrowed from Sun et al. (2020), which examined the portrayal of cosmetic surgery in Chinese news during 2000-2019.

To ensure the reliability of the measurement, this research invited another coder to code a sample of the pilot test. Two coders who were graduate students in the Master of Arts in Global Communication program at Bangkok University coded the videos to ensure intercoder reliability.

CHAPTER 4

FINDING

This chapter reports the content analysis results of 62 videos on YouTube published between June 24, 2016, and December 19, 2020, by 16 influencers.

The findings were presented based on the two major research questions.

4.1 General Information of Sample

The results shown in Table 4.1 indicated that among 16 influencers who published videos on YouTube, most of the influencers were categorized as macro-influencers (50%) with 100,000 to 1 million followers accounted for the highest proportion, followed by mega-influencers (25.8%) with at least one million followers, micro-influencers (22.6%) with 1,000 to 100,000 followers, and nano-influencers (1.6%) with less than 1,000 followers as shown in Table 4.1.

Table 4.1: Categories of Influencers

Categories of Influencers	No of Influencers	Percentage	No of Posts	Percentage
Mega-Influencers <i>at least 1 million followers</i>	1	6.3%	16	25.8%
Anthony Youn, M.				
Macro-Influencers <i>100,000 to 1 million followers</i>	8	50.0%	31	50.0%
Lorry Hill				
Cluam Sutherland				
Alana Arbucci				
Seoul Guide Medical				
Sorry, It's jenni				
Nissie 陈妮丝				
葉 SuJi				
Yaki Wong				

(Continued)

Table 4.1(Continued): Categories of Influencers

Micro-Influencers				
<i>1,000 to 100,000 followers</i>	6	37.4%	14	22.6%
Haydie May Bird				
网红视频分享 Chinese				
Beauty				
謝東穎整形外科				
Carey Oppa				
痣多馨 Koko				
愛美教主 Cherry Queen				
Nano-Influencers				
<i>less than 1,000 followers</i>	1	6.3%	1	1.6%
蓝色飞扬 (Blue Fly)				
Total	16	100%	62	100.0%

Regarding types of content, the influencers created health-oriented content (44.2%), followed by lifestyle-oriented (35.0%), fashion-oriented (16.9%), acting-oriented (2.6%), and news-oriented (1.3%) as shown in Table 4.2.

Table 4.2: Frequency of Types of Content (n = 62)

Types of Content	Frequency	Percentage (%)
Lifestyle	27	35.0%
Health	34	44.2%
News	1	1.3%
Fashion	13	16.9%
Acting	2	2.6%
Total	77	100.0%

Multiple counts permitted

4.2 Findings

The data analysis yielded the following findings based on two research questions.

RQ1: How do influencers frame cosmetic surgery content for YouTube audiences?.

Regarding types of surgeries, the influencers focused on nose surgery (21.8%), followed by face surgery (15.5%), Botox injections (14.6%), lip surgery (14.1%), filler injections (11.7%), eye surgery (6.8%), breast surgery (5.8%), butt injections (5.3%), liposuction (3.4%), and eyelid surgery (1.0%) as shown in Table 4.3.

Table 4.3: Frequency of Types of Surgery (n = 62)

Types of Surgeries	Frequency	Percentage (%)
Eye Surgery	14	6.8%
Butt Injections	11	5.3%
Eyelid Surgery	2	1.0%
Face Surgery	32	15.5%
Breast Surgery	12	5.8%
Botox Injections	30	14.6%
Nose Surgery	45	21.8%
Filler Injections	24	11.7%
Liposuction	7	3.4%
Lip Surgery	29	14.1%
Total	206	100.0%

Multiple counts permitted

Regarding issue category, the influencers used case of patients (36.0%), followed by exemplars (28.0%), safety and risk concern (17.3%), popularity of cosmetic surgery (13.3%), lawsuits (4.7%), and litigation (0.7%) as shown in Table 4.4.

Table 4.4: Frequency of Issue Category (n = 62)

Issue Category	Frequency	Percentage (%)
Exemplars	42	28.0%
Cases of Patients	54	36.0%
Litigation	1	0.7%
Lawsuits	7	4.7%
Safety and Risk Concern	26	17.3%
Popularity of Cosmetic Surgery	20	13.3%
Total	150	100.0%

Multiple counts permitted

Regarding reporting angles, the influencers reported the benefit-focused angles (64.9%), risk-focused angles (20.3%), and neutral angles (14.8%) as shown in Table 4.5.

Table 4.5: Frequency of Reporting Angles (n = 62)

Reporting Angles	Frequency	Percentage (%)
Benefit-Focused	48	64.9%
Risk-Focused	15	20.3%
Neutral	11	14.8%
Total	74	100.0%

Multiple counts permitted

Regarding types of main information sources, the influencers showed that patients (48.4%), followed by the expert (29.7%), and other types of main information sources (21.9%) as shown in Table 4.6.

Table 4.6: Frequency of Main Information Sources (n = 62)

Types of Main Information Sources	Frequency	Percentage (%)
Experts	19	29.7%
Patients	31	48.4%
Other	14	21.9%
Total	64	100.0%

Multiple counts permitted

Regarding motivations for cosmetic surgery, the influencers revealed that the factors that motivate people to undergo cosmetic surgery were pursue domestic ideal of beauty (73.4%), followed by help career at development (16.5%), and being influenced by friends (10.1%) as shown in Table 4.7.

Table 4.7: Frequency of Motivation for Cosmetic Surgery (n = 62)

Motivations for Cosmetic Surgery	Frequency	Percentage (%)
Help Career Development	13	16.5%
Pursue Domestic Ideal of Beauty	58	73.4%
Influenced by Friends	8	10.1%
Total	79	100.0%

Multiple counts permitted

Regarding impact for cosmetic surgery, the influencers focused on the physical impact (58.5%), followed by psychological impact (24.5%), and social impact (17.0%) as shown in Table 4.8.

Table 4.8: Frequency of Impacts for Cosmetic Surgery (n = 62)

Impact of Cosmetic Surgery	Frequency	Percentage (%)
Physical	55	58.5%
Psychological	23	24.5%
Social	16	17.0%
Total	94	100.0%

Multiple counts permitted

RQ2: How do influencers from different categories frame cosmetic surgery content for YouTube audiences?.

Table 4.9: Types of Surgery Found in the Videos by Different Categories of Influencers

Types of Surgeries	Posts by Mega-Influencers ^a n = 16		Posts by Macro-Influencers ^a n = 31		Posts by Micro-Influencers ^a n = 14		Posts by Nano-Influencers ^a n = 1	
	^b n	%	^b n	%	^b n	%	^b n	%
Eye Surgery	1	2.1	12	10.1	0	0	1	12.5
Butt Injections	3	6.4	5	4.2	2	5.7	1	12.5
Eyelid Surgery	0	0	1	0.8	0	0	1	12.5
Face Surgery	5	10.6	18	15.1	8	22.9	1	12.5
Breast Surgery	1	2.1	6	5.1	4	11.4	1	12.5
Botox Injections	8	17.0	17	14.2	7	20.0	1	12.5
Nose Surgery	11	23.4	24	20.2	9	25.7	1	12.5
Filler injections	8	17.0	16	13.4	0	0	0	0
Liposuction	2	4.3	5	4.2	0	0	0	0
Lip Surgery	8	17.0	15	12.6	5	14.3	1	12.5
Total	47	100.0	119	100.0	35	100.0	8	100.0

^an = number of posts

^bn = numbers of Surgeries found in the videos

Multiple counts permitted

Table 4.9 shows types of surgeries found in the videos by different categories of influencers.

Regarding types of surgeries appeared in the videos by mega-influencers, the influencers focused on nose surgery (23.4%), followed by Botox injections (17.0%), filler injections (17.0%), lip surgery (17.0%), face surgery (10.6%), butt injections (6.4%), liposuction (4.3%), eye surgery (2.1%), and breast surgery (1.6%).

Regarding types of surgeries appeared in the videos by macro-influencers, the influencers focused on nose surgery (20.2%), followed by face surgery (15.1%), Botox injections (14.2%), filler injections (13.4%), lip surgery (12.6%), eye surgery (10.1%), breast surgery (5.1%), butt injections (4.2%), liposuction (4.2%), and eyelid surgery (0.8%).

Regarding types of surgeries appeared in the videos by micro-influencers, the influencers focused on nose surgery (25.7%), followed by face surgery (22.9%), Botox injections (20%), lip surgery (14.3%), breast surgery (11.4%), and butt injections (5.7%).

Regarding types of surgeries appeared in the videos by nano-influencers, the influencers focused on eye surgery, butt injections, eyelid surgery, face surgery, breast surgery, botox injections, nose surgery, and lip surgery. Each type of surgeries was accounted for 12.5%.

Table 4.10: Issue Category Found in the Videos by Different Types of Influencers

Issue Category	Posts by Mega- Influencers ^a n = 16		Posts by Macro- Influencers ^a n = 31		Posts by Micro- Influencers ^a n = 14		Posts by Nano- Influencers ^a n = 1	
	^b n	%	^b n	%	^b n	%	^b n	%
Exemplars	16	38.1	23	31.1	2	7.1	1	33.3
Cases of Patients	16	38.1	24	32.4	11	39.3	0	0
Litigation	0	0	0	0	0	0	1	33.3
Lawsuits	1	2.4	5	6.8	1	3.6	0	0
Safety and Risk Concern	6	14.3	13	17.6	7	25.0	0	0
Popularity of Cosmetic Surgery	3	7.1	9	12.2	7	25.0	1	33.3
Total	42	100.0	74	100.0	28	100.0	3	100.0

^an = number of posts

^bn = numbers of Surgeries found in the videos

Multiple counts permitted

Table 4.10 shows issue category found in the videos by different categories of influencers.

Regarding issue category appeared in the videos by mega-influencers, the influencers used exemplars (38.1%) and cases of patients (38.1%), followed by safety and risk concern (14.3%), popularity of cosmetic domestic (7.1%), and lawsuits (2.4%).

Regarding issue category appeared in the videos by macro-influencers, the influencers used cases of patients (32.4%), followed by exemplars (31.1%), safety and risk concern (17.6%), popularity of cosmetic surgery (12.2%), and lawsuits (6.8%).

Regarding issue category appeared in the videos by micro-influencers, the influencers used cases of patients (39.3%), followed by safety and risk concern (25%) and popularity of cosmetic surgery (25%), exemplars (7.1%), and lawsuits (3.6%).

Regarding issue category appeared in the videos by nano-influencers, the influencers used exemplars, litigation, and popularity of cosmetic surgery. Each issue category was accounted for 33.3%.

Table 4.11: Reporting Angles Found in the Videos by Different Types of Influencers

Reporting Angles	Posts by Mega- Influencers ^a n = 16		Posts by Macro- Influencers ^a n = 31		Posts by Micro- Influencers ^a n = 14		Posts by Nano- Influencers ^a n = 1	
	^b n	%	^b n	%	^b n	%	^b n	%
Benefit-Focused	15	71.4	20	80.0	13	76.5	0	0
Risk-Focused	4	19.0	6	24.0	4	23.5	1	100.0
Neutral	2	9.5	9	36.0	0	0	0	0
Total	21	100.0	25	100.0	17	100.0	1	100.0

^an = number of posts

^bn = numbers of Surgeries found in the videos

Multiple counts permitted

Table 4.11 shows reporting angles found in the videos by different types of influencers.

Regarding reporting angles appeared in the videos by mega-influencers, the influencers reported benefit-focused (71.4%), followed by risk-focused (19.0%), and neutral (9.5%).

Regarding reporting angles appeared in the videos by macro-influencers, the influencers reported benefit-focused (80%), followed by neutral (36%), and risk-focused (24%).

Regarding reporting angles appeared in the videos by micro-influencers, the influencers reported benefit-focused (76.5%), and risk-focused (23.5%).

Regarding reporting angles appeared in the videos by nano-influencers, the influencers reported only risk-focused (100%).

Table 4.12: Types of Main Information Sources Found in the Videos by Different Types of Influencers

Types of Main Information Sources	Posts by Mega-Influencers ^a n = 16		Posts by Macro-Influencers ^a n = 31		Posts by Micro-Influencers ^a n = 14		Posts by Nano-Influencers ^a n = 1	
	^b n	%	^b n	%	^b n	%	^b n	%
Experts	16	100.0	2	6.1	0	0	1	33.3
Patients	0	0	20	60.6	10	83.3	1	33.3
Other	0	0	11	33.3	2	16.7	1	33.3
Total	16	100.0	33	100.0	12	100.0	3	100.0

^an = number of posts

^bn = numbers of Surgeries found in the videos

Multiple counts permitted

Table 4.12 shows types of main information sources found in the videos by different types of influencers.

Regarding types of main information sources appeared in the videos by mega-influencers, the influencers only focused on experts (100%).

Regarding types of main information sources appeared in the videos by macro-influencers, the influencers focused on patients (60.6%), followed by other (33.3%), and experts (6.1%).

Regarding types of main information sources appeared in the videos by micro-influencers, the influencers focused on patients (83.3%), and other (16.7%).

Regarding types of main information sources appeared in the videos by nano-influencers, the influencers focused on experts, patient, and other. Each type of main information sources was accounted for 33.3%.

Table 4.13: Motivation for Cosmetic Surgery Found in the Videos by Different Types of influencers

Motivation for Cosmetic Surgery	Posts by Mega-Influencers ^a n = 16		Posts by Macro-Influencers ^a n = 31		Posts by Micro-Influencers ^a n = 14		Posts by Nano-Influencers ^a n = 1	
	^b n	%	^b n	%	^b n	%	^b n	%
Help Career Development	8	32.0	4	10.0	0	0	1	33.3
Pursue Domestic Ideal of Beauty	16	64.0	31	77.5	10	90.9	1	33.3
Influenced by Friends	1	4.0	5	12.5	1	9.1	1	33.3
Total	25	100.0	40	100.0	11	100.0	3	100.0

^an = number of posts

^bn = numbers of Surgeries found in the videos

Multiple counts permitted

Table 4.13 shows motivations for cosmetic surgery found in the videos by different categories of influencers.

Regarding motivation for cosmetic surgery in the videos by mega-influencers, the influencers revealed that the factors that motivated people to undergo cosmetic surgery were pursue domestic ideal of beauty (64%), followed by help career development (32%), and influenced by friends (4%).

Regarding motivation for cosmetic surgery in the videos by macro-influencers, the influencers revealed that the factors that motivated people to undergo cosmetic surgery were pursue domestic ideal of beauty (77.5%), followed by influenced by friends (12.5%), and help career development (10%).

Regarding motivation for cosmetic surgery in the videos by micro-influencers, the influencers revealed that the factors that motivated people to undergo cosmetic surgery were pursue domestic ideal of beauty (90.9%), and influenced by friends (9.1%).

Regarding motivation for cosmetic surgery in the videos by nano-influencers, the influencers revealed that the factors that motivated people to undergo cosmetic surgery were pursue domestic ideal of beauty, help career development, and influenced by friends. Each motivation for cosmetic surgery was accounted for 33.3%.

Table 4.14: Impacts for Cosmetic Surgery Found in the Videos by Different Types of Influencers

Impact for Cosmetic Surgery	Posts by Mega- Influencers ^a n = 16		Posts by Macro- Influencers ^a n = 31		Posts by Micro- Influencers ^a n = 14		Posts by Nano- Influencers ^a n = 1	
	^b n	%	^b n	%	^b n	%	^b n	%
Physical	16	59.2	27	57.4	11	64.7	1	33.3
Psychological	4	14.8	13	27.7	5	29.4	1	33.3
Social	7	25.9	7	14.9	1	5.9	1	33.3
Total	27	100.0	47	100.0	17	100.0	3	100.0

^an = number of posts

^bn = numbers of Surgeries found in the videos

Multiple counts permitted

Table 4.14 shows impact for cosmetic surgery found in the videos by different categories of influencers.

Regarding impact for cosmetic surgery in the videos by mega-influencers, the influencers focused on physical impacts (59.2%), followed by social impacts (25.9%), and psychological impacts (14.8%).

Regarding impact for cosmetic surgery in the videos by macro-influencers, the influencers focused on physical impacts (57.4%), followed by psychological impacts (27.7%), and social impacts (14.9%).

Regarding impact for cosmetic surgery in the videos by micro-influencers, the influencers focused on physical impacts (64.7%), followed by psychological impacts (29.4%), and social impacts (5.9%).

Regarding impact for cosmetic surgery in the videos by nano-influencers, the influencers focused on physical impacts, psychological impacts, and social impacts. Each impact for cosmetic surgery was accounted for 33.3%.



CHAPTER 5

DISCUSSION

This chapter summarizes findings related to two major research questions, literature review and methodology. Managerial implications, limitations, and suggestions for further research are provided.

5.1 Summary of Findings

A content analysis of 62 YouTube videos published between June 24, 2016, and December 19, 2020, by 16 influencers was conducted. The findings showed five points.

5.1.1 Framing cosmetic surgery on YouTube videos

The majority of the videos focused on nose surgery content by using the case of patient issues that the patients themselves reported. The benefit-focused frame dominated the sampled videos, and the major motivation of cosmetic surgery was to pursue the ideal of beauty. Cosmetic surgery had a major impact on physical aspects rather than psychological and social aspects of patients' lives.

5.1.2 Framing cosmetic surgery on YouTube videos by mega-influencers

The majority of the videos focused on nose surgery content by using the case of patient issues and exemplars that experts reported. The benefit-focused frame dominated the sampled videos, and the major motivation of cosmetic surgery was to pursue the ideal of beauty. Cosmetic surgery had a major impact on physical aspects rather than psychological and social aspects of patients' lives.

5.1.3 Framing Cosmetic Surgery on YouTube videos by macro-influencers

The majority of the videos focused on nose surgery content by using the case of patient issues that patients themselves reported. The benefit-focused frame dominated the sampled videos, and the major motivation of cosmetic surgery was to pursue the ideal of beauty. Cosmetic surgery had a major impact on physical aspects rather than psychological and social aspects of patients' lives.

5.1.4 Framing cosmetic surgery on YouTube videos by micro-influencers

The majority of the videos focused on nose surgery content by using the case of patient issues that patients themselves reported. The benefit-focused frame dominated the sampled videos, and the major motivation of cosmetic surgery was to pursue the ideal of beauty. Cosmetic surgery had a major impact on physical aspects rather than psychological and social aspects of patients' lives.

5.1.5 Framing cosmetic surgery on YouTube videos by nano-influencers

Most of the videos focused on eye surgery, butt injections, eyelid surgery, face surgery, breast surgery, botox injections, nose surgery, and lip surgery content. The videos mainly used the exemplars, litigation, and popularity of cosmetic surgery that experts reported, patient, and others. The risk-focused frame dominated the sampled videos, and the major motivation of cosmetic surgery was to pursue the ideal of beauty, help career development, and be influenced by friends. Cosmetic surgery had a significant impact on patients' lives' physical, psychological, and social impacts.

5.2 Discussion

This research has provided insightful points to discuss as follows.

Regarding RQ1, YouTube influencers mainly focused on nose surgery in their frame. Influencers expressed a relatively positive attitude towards cosmetic surgery, evidenced by the benefit-focused frame as the significant frame. The patients themselves mainly reported the content. The findings of this study differed from those of Cho (2007) and Sun et al. (2020) research in that the media tended to focus on the safety issue when it came to news coverage, and the framing depended on experts in its news reporting.

Content by YouTube influencers from diverse countries mainly relied on advertiser-friendly content guidelines which the following topics are not permitted: inappropriate language, violence, adult content, shocking content, harmful or dangerous acts, hateful and derogatory content, recreational drugs, and drug-related content (YouTube Help, n.d.). The cosmetic surgery content that was not categorized as inappropriate still appeared on YouTube. The findings of this study aligned with those of Wen, Chia & Hao (2015) research in that video content contributed by surgeons or patients tended to focus on the benefits of cosmetic surgery than video content contributed by other parties.

However, the construction and application of the risk-focused frame and experts-focused frame in Chinese news reports (Cho, 2007; Sun et al., 2020) might be possibly affected by the restriction by the plastic service industry's regulatory policies. Due to numerous plastic surgery medical accidents in China, many policies have been issued to "standardize medical cosmetology services, promote the healthy development of medical cosmetology, and protect the legitimate rights and interests

of medical practitioners” (Leadleo, 2019). Medical treatment subjects must obtain Medical Institution Practicing License approved by the registration authority to conduct legal, medical beauty services. Severe punishment applied to illegal medical beauty institutions and beauty practices and illegal production and sales of chemicals that are part of the procedures of plastic surgeries (Leadleo, 2019; The Trend of Plastic, 2019). Therefore, the news reports lied primarily in the risks involved in cosmetic surgery and expert opinions.

Regarding RQ2, YouTube influencers from different types built frames using similar ways, as previously discussed in the paragraph mentioned above, except types of surgeries, issue category, and types of main information sources. Regarding types of surgery, mega-influencers, macro-influencers, and micro-influencers focused on nose surgery in their frame. However, nano-influencers focused on nose surgery, together with other types of surgery. Regarding the issue category, mega-influencers and nano-influencers use exemplars. The findings of this study aligned with those of Sun et al. (2020) research in that Chinese media used exemplars as their main strategies to appeal to audiences. They potentially improved the vividness, coherence, and appeal (Kim, Bigman, Leader, Lerman & Cappella, 2012). However, macro-influencers and nano-influencers focused on cases of patients. YouTube influencers were likely to share their personal views or direct experiences on cosmetic surgery through their self-made films. The videos positively promoted cosmetic surgery (Wen et al., 2015).

This research also observed some types of influencers using more than one issue category. In the case of the mega-influencers, Anthony Youn, M, an American plastic surgeon, equally used both exemplars and cases of patients

to frame cosmetic surgery content. One possible explanation was that surgeons or doctors appear qualified and credible to explain cosmetic surgery procedures and safety issues and share empirical cases of patients who show their consent to be shared about.

This research also showed that the nano influencers video that was recruited mainly focused on the negative impact of cosmetic surgery. The video was filmed in an interview format. The influencer 蓝色飞扬 (Blue Fly) was interviewing a boss of a web celebrity company who narrated her first cosmetic surgery at the age of 19 at an unlicensed plastic surgery hospital. The video content about her negative post-cosmetic surgery experiences and plastic surgery addiction yielded the results of multiple types of surgeries. Although only one of her videos was recruited due to the relevance with cosmetic surgery content, the content of the nano influencers video added a different frame of cosmetic surgery to the results.

Overall, this research indicated that influencers framed cosmetic surgery more frequently regarding its benefits instead of risks on YouTube videos. While surgeons used exemplars and cases of patients to frame the content, patients openly shared cases of themselves as patients who had undergone plastic surgery. The videos by patients outnumbered the videos by experts. The major motivation of cosmetic surgery was to pursue the ideal of beauty. Cosmetic surgery had a major impact on physical aspects rather than psychological and social aspects of patients' lives. The type of surgeries, issue category, reporting frames, source of information, motivation for surgery, and the impact of cosmetic surgery employed in the cosmetic surgery videos on YouTube was associated with the portrayals of cosmetic surgery in today's world. A comparison of results among different types of influencers showed

that despite having other followers, influencers tend to frame cosmetic surgery in a more positive light and rely on patients' cases. This trend has reflected more public acceptance of cosmetic surgery. A comparison of this study and prior research showed that frame-building varies across media and culture. For example, a news report in China is restricted by policies and regulations. The news frame is reported in the light of safety concerns and used only experts' quotes. However, video content on YouTube allowed for a diverse range of diverse sources. This study has found that video content by influencers used a more benefit-focused frame than the risk-focused and neutral-focused frame.

5.3 Limitations

This research has some limitations. First, the authors recruited videos from only one platform: YouTube. The selection limited the generalizability of these findings.

Second, the authors did not select equal numbers of videos by each influencer as they did not produce equal numbers of videos regarding cosmetic surgery content. The results of this study could be different with the different ways of selecting videos.

Third, this study examined online media content in an online social network site where user-generated content is constantly created and removed. The new study results that relied on data recruited in the different periods may yield different results.

5.4 Recommendation for Further Application

This research has implications for influencers, social media marketers, and advertising policymakers.

First, brands and promotional activities associated with cosmetic surgery should focus on the surgical content that cosmetic surgery consumers are most worried about, such as the nose.

Second, media content regarding cosmetic surgery on YouTube is a more benefit-focused frame that relies on the case of patients. Implementation of online rules and regulations in each country could use the insight as a foundation to further explore how benefit-focused should be appropriately framed. Otherwise, overclaimed and misleading information may occur.

5.5 Recommendation for Further Research

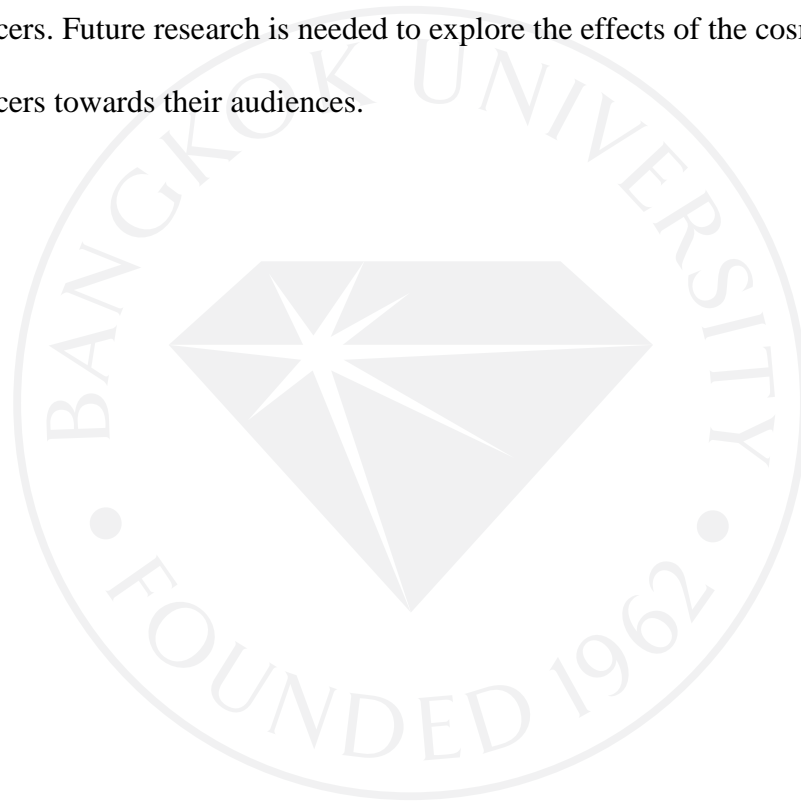
This research has implications for influencers, social media marketers, and advertising policymakers.

First, brands and promotional activities associated with cosmetic surgery should focus on the surgical content that cosmetic surgery consumers are most worried about, such as the nose.

Second, media content regarding cosmetic surgery on YouTube is a more benefit-focused frame that relies on the case of patients. Implementation of online rules and regulations in each country could use the insight as a foundation to further explore how benefit-focused should be appropriately framed.

Otherwise, overclaimed and misleading information may occur. Further research should consider exploring cosmetic frames in videos on other popular platforms, such as Weibo and Facebook.

Moreover, the results of this research show that the influencers mostly relied on the benefit-focused frame. Further research should further examine how the benefit-focused structure is used in media content, in particular, by different types of influencers. Future research is needed to explore the effects of the cosmetic frame by influencers towards their audiences.



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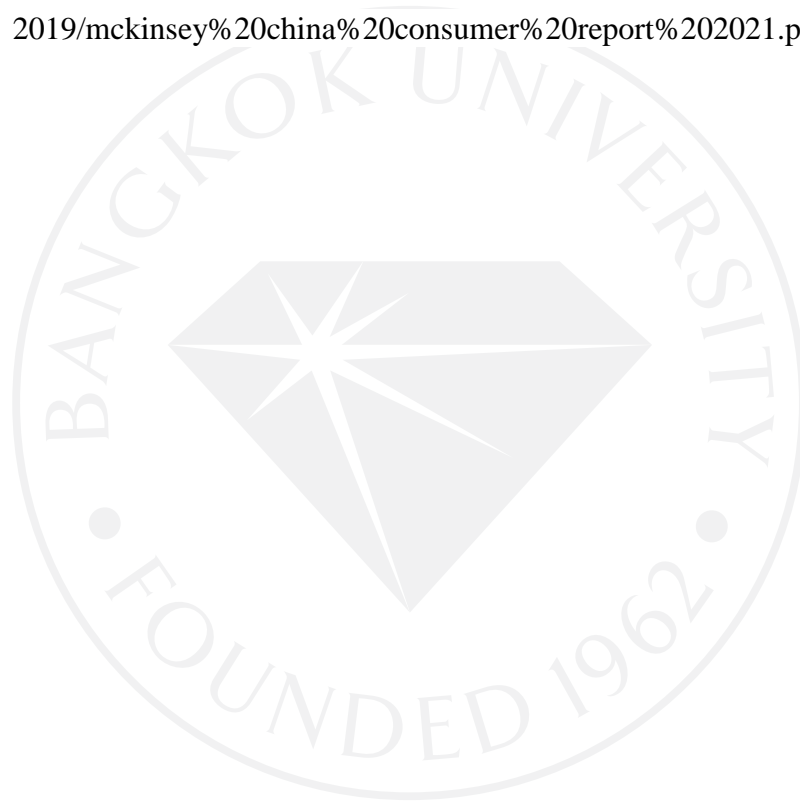
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APPENDIX

YouTuber	No: Video	Video Title	Link	Date	Views	Comments Amount
Anthony Youn,MD	NO:1-1	What Plastic Surgery Did Ariana Grande Have? A Plastic Surgeon's Opinion!	https://www.youtube.com/watch?v=5Au5fsXRIYU	18/12/2020	64924	2623
	NO:1-2	Did Kendall Jenner Have Plastic Surgery?	https://www.youtube.com/watch?v=Mn7ZAb3tN2U	18/10/2020	64924	5.6k
	NO:1-3	Did MEGHAN MARKLE Have PLASTIC SURGERY? One Plastic Surgeon's Opinion	https://www.youtube.com/watch?v=zV_eWQxX4tQ	06/9/2020	64924	3.9k
	NO:1-4	Doctor Reacts to Angelina Jolie's Plastic Surgery- How Does She Look So Good?	https://www.youtube.com/watch?v=J63T_0EdKCI	18/6/2020	64924	6.9k
	NO:1-5	Did Madison Beer Have Cosmetic Surgery? One Plastic Surgeon's Reaction!	https://www.youtube.com/watch?v=FKDFyyQsHmI	23/7/2020	69624	4.3k
	NO:1-6	Doctor Reacts to Simon Cowell's Plastic Surgery - Was it Botched?	https://www.youtube.com/watch?v=YJjg__AuIIE	3/5/2020	69624	9.6k
	NO:1-7	Doctor Reacts to Beyonce's Plastic Surgery!	https://www.youtube.com/watch?v=_BOoZO9CR90	17/4/2020	69624	8.4k
	NO:1-8	A Doctor Reacts to Kim Kardashian's Plastic Surgery	https://www.youtube.com/watch?v=7aLawaWOfOk	20/3/2020	64924	31k
	NO:1-9	Doctor Reacts to Celebrity Plastic Surgery Fails	https://www.youtube.com/watch?v=rWbzYIwge68	10/3/2020	64924	37k
	NO:1-10	Doctor Reacts to J. Lo's (Jennifer Lopez) Plastic Surgery - What Did She Have Done? My OPINION	https://www.youtube.com/watch?v=Iic43MhtM64	31/3/2020	1091426	19k
	NO:1-11	Plastic Surgeon Reacts to CHARLI D'AMELIO's Nose Surgery!	https://www.youtube.com/watch?v=W1dX73tuMY&list=PL3GZQ91XxfacMW6jXNgsH3eqRUQ11AU33&index=3	24/11/2020	340837	11k

	NO:1-12	Plastic Surgeon Reacts to J-Hope from BTS and Possible Cosmetic Surgery	https://www.youtube.com/watch?v=2HJr9yqjqzc&list=PL3GZQ91XxfacMW6jXNgsH3eqRUQ11AU33&index=13	18/1/2020	569360	22k
	NO:1-13	Who Has the Best Celebrity Plastic Surgery? And What Can You Learn From Them?	https://www.youtube.com/watch?v=3FAec1fafTM&list=PL3GZQ91XxfacMW6jXNgsH3eqRUQ11AU33&index=14	4/1/2020	691875	18k
	NO:1-14	Doctor Reacts to Kim Kardashian's Butt-How Did It Get So Big?	https://www.youtube.com/watch?v=11Xgk3sLWXw&list=PL3GZQ91XxfacMW6jXNgsH3eqRUQ11AU33&index=15	6/12/2019	1218345	27k
	NO:1-15	Kylie Jenner's Cosmetic Surgery: What Did She Have Done?	https://www.youtube.com/watch?v=xOREfyoYHF&list=PL3GZQ91XxfacMW6jXNgsH3eqRUQ11AU33&index=16	24/10/2019	1723370	37k
	NO:1-16	Doctor Reacts to Christie Brinkley's Plastic Surgery	https://www.youtube.com/watch?v=kyYQUVpjLNo	28/2/2020	1091426	3.6k
Alana Arbucci	NO:2-1	What I looked like before 9 cosmetic procedures!	https://www.youtube.com/watch?v=YLsnK4qKkFg	7/6/2019	132384	52k
	NO:2-2	Non-Surgical Nose Job 8 Months Later + Permanent Filler Before and After	https://www.youtube.com/watch?v=JY7I8O0espY	21/6/2018	132384	2.8k
	NO:2-3	UNDER EYE FILLER INJECTION for dark circles and bags!! Before & After	https://www.youtube.com/watch?v=b2KOnv2dHxk	19/7/2018	132384	4.8k
	NO:2-4	LIPS DONE Lip Injections Before and After LIVE FOOTAGE	https://www.youtube.com/watch?v=9KT TcYhw-bY	22/2/2018	132384	1.1k
	NO:2-5	I GOT FILLER IN MY CHEEKS! + Nose Filler Touch-Up	https://www.youtube.com/watch?v=3Z8u2fr7pcM	14/11/2017	132384	1.1k
	NO:2-6	Non-Surgical Nose Job Vlog I got my nose done *NOT CLICKBAIT*	https://www.youtube.com/watch?v=EDdlBtVTiMU	19/10/2017	132384	7.8k
	NO:2-7		https://www.youtube.com/watch?v=EDdlBtVTiMU	19/10/2017	132384	7.8k

Cluam Sutherland	NO:3-1	How to not FAIL your Facial Feminization Surgery in Korea Part 2	https://www.youtube.com/watch?v=XkA2WYexghw	6/4/2020	17264	210
Yaki Wong	NO:4-1	[整容經] misko 埋線隆鼻分享 (18+)	https://www.youtube.com/watch?v=0DX1k7RcWvI	7/6/2019	294756	3.2k
Lorry Hill	NO:5-1	Blackpink Lisa Manoban: Plastic Surgery (2016-2020) - Lifting the veil	https://www.youtube.com/watch?v=j-sGIUsoQas	6/9/2020	1091426	44k
	NO:5-2	Ariana Grande: Plastic Surgery Ariana Grande Had (2020)	https://www.youtube.com/watch?v=mMgSW-sFpUw	31/1/2020	1091426	23k
	NO:5-3	Kendall Jenner: Plastic Surgery	https://www.youtube.com/watch?v=-vfIKDmNRvg	12/2/2020	1091426	16k
	NO:5-4	Angelina Jolie: Plastic (Cosmetic) Surgery (2020)	https://www.youtube.com/watch?v=K6NoiRWD5XY	1/4/2020	1091426	12k
	NO:5-5	Khloe Kardashian: Plastic Surgery (2020)	https://www.youtube.com/watch?v=xMiBamExjRQ	25/5/2020	1091426	9.8k
	NO:5-6	Kylie Jenner: Transformation; Fillers and Plastic Surgery	https://www.youtube.com/watch?v=iEkV9ZrBUVA	16/2/2020	651999	13k
	NO:5-7	Kim Kardashian: Plastic Surgery (2000-2020) FACE Edition	https://www.youtube.com/watch?v=X6AbCty25H0	24/8/2020	640326	20k
愛美教主 Cherry Queen	NO:6-1	「妹子必看」花百萬整形！隆鼻經歷血淚史！【愛美美美系列 ep5】【愛美教主】	https://www.youtube.com/watch?v=zEqkjGEAixU	3/4/2020	664	2.2k
	NO:6-2	打破廣告不實！抽脂馬上變纖細？真實效果大公開！！脂肪消滅 ep2	https://www.youtube.com/watch?v=Zha9Vvybx0E	16/9/2020	664	240
葉 SuJi	NO:7-1	葉 SuJi 丑女大翻身 (女屌絲逆袭白富美)	https://www.youtube.com/watch?v=mJ8gKqPw618	19/12/2020	591	7
Seoul Guide Medical	NO:8-1	Korean Plastic Surgery Show Transforms Thai Girl's face Seoul Guide Medical	https://www.youtube.com/watch?v=v7INWY71-go	02/8/2019	422043	4.4K
	NO:8-2	Breast Augmentation, Brow Lift and Fat Grafting in Korea Seoul Guide Medical	https://www.youtube.com/watch?v=5Kkn49NVIRA	22/5/2020	132384	231

	NO:8-3	I Got Rhinoplasty in Korea - Before and After Seoul Guide Medical	https://www.youtube.com/watch?v=nQSCFvTcHKg	11/5/2020	132384	170
	NO:8-4	Rhinoplasty & Undereye Fat Repositioning 1 Month Later Seoul Guide Medical	https://www.youtube.com/watch?v=6h8o_F9wp1w	23/7/2020	3585	104
sorry, it's jenni	NO:9-1	Getting Plastic Surgery in Korea VLOG id Hospital	https://www.youtube.com/watch?v=hIClqM17BjU	24/2/2020	8465	146
	NO:9-2	Forehead reduction + threadlift VLOG Plastic Surgery	https://www.youtube.com/watch?v=KAXHU2YSrqU	30/5/2020	20307	434
	NO:9-3	Getting lip fillers in Korea and regretting it lol	https://www.youtube.com/watch?v=Q2EZEWU7g-k	13/6/2020	5588	94
Nissie 陳妮絲	NO:10-1	陳妮絲韓國整型全紀錄(削骨+重修眼鼻+下巴取異物)	https://www.youtube.com/watch?v=j-21CGpyex8	8/2/2020	605569	7k
	NO:10-2	陳妮絲整形失敗??	https://www.youtube.com/watch?v=1HmMaI6AGmA	24/6/2020	223803	5.4k
	NO:10-3	鼓起勇氣面對失敗(重修鼻頭+隱形提眉+法令紋墊片+線彫拉提)	https://www.youtube.com/watch?v=9kNFa7CVDts	18/10/2020	53680	583
謝東穎整形外科	NO:11-1	周子瑜不夠完美? 隆鼻後會更美!?	https://www.youtube.com/watch?v=iPUH2wX63Mo	11/11/2020	13321	417
	NO:11-2	如何化身 Angelababy 完美唇型? 縮唇、豐唇、微笑唇、嘴凸改善講解	https://www.youtube.com/watch?v=nF_OeiTFIRc	14/10/2020	4673	83
	NO:11-3	什麼是結構式隆鼻? 一次看懂! 各種隆鼻手術方式	https://www.youtube.com/watch?v=_BZeJRDcFdU	22/4/2020	8347	94
	NO:11-4	縮唇微笑唇手術完整解析! 哪些人適合? 縮唇後遺症? 是否留疤?	https://www.youtube.com/watch?v=R_jiwqd_AqM	21/10/2020	4483	41
Haydie May Bird	NO:12-1	6 MONTH POST OP FACIAL FEMINISATION SURGERY DR HARRISON LEE	https://www.youtube.com/watch?v=89xPEpAwU4Q	24/12/2019	29565	440
	NO:12-2	My Transgender Breast Augmentation	https://www.youtube.com/watch?v=DxQ8Ijzkm0A	12/8/2019	34252	433
	NO:12-3	I GOT FACIAL FEMINISATION SURGERY WITH	https://www.youtube.com/watch?v=KtKboiWORMS	24/6/2019	282868	3k

		DR HARRISON LEE AUSSIE TRANS GIRL IN BEVERLY HILLS				
网红视频分享 Chinese Beauty	NO:13-1	潘雨润告诉你网红整容的小秘密 My Plastic Survery story in China	https://www.youtube.com/watch?v=-COALTkITE4	24/6/2016	295264	2.4k
	NO:13-2	【整容大揭秘】「潘雨润」网红告诉你选择“玻尿酸填充”还是“自体脂肪填充” Hyaluronic acid VS Autologous fat	https://www.youtube.com/watch?v=1b3OvPnbH8A	28/5/2017	43755	265
痣多馨 koko	NO:14-1	【痣多馨 Koko】整容 vlog 鼻子整容过程记录	https://www.youtube.com/watch?v=QYMC0QYo7mY	2/6/2019	664	2.2k
Carey oppa	NO:15-1	韓國練習生整容前後差超多！韓國男士整容分享	https://www.youtube.com/watch?v=y5_XDcCFvhQ	9/2/2020	7066	111
	NO:15-2	韩国人超爱整形？韩国人如何看{我的ID是江南美人}	https://www.youtube.com/watch?v=jYofql53sDk	20/9/2018	664	7
蓝色飞扬 (Blue Fly)	NO:16-1	专访网红绝密整容爆料，SNH48 中枪	https://www.youtube.com/watch?v=o3RH4B1ZUKY	12/1/2017	272852	1.5k

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