

Project Title:

“Why Do Women Steal Away Men’s Joy?” – A qualitative visual-verbal video content analysis of manfluencers discourse on YouTube short content

Institution:

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What is this research about?

This project explores how manfluencers’ content is expressed on YouTube via YouTube Short Videos, analysing multimodalities of such videos in combination with speech. The goal is to understand how this content looks like in an explorative, qualitative way. It tries to understand what are the general, multimodal, characters, and dispositional characteristics in which discourse is shared in such content, and how manfluencers strategically use different persuasive strategies to persuade their followers of such discourse in connections with the characteristics of which above.

What data are used in this research?

I collect and analyze publicly available content from YouTube short videos, with no download and storage of videos. This includes transcripts of speech, general characteristics such as views, comments, and likes, as well as the use of different

editing styles, use of music and titles. No private messages or restricted content are accessed.

The following categories of data may be processed:

- General Characteristics: such as likes, comments, visuals
- Characteristics of primary and secondary characters: such as clothing, speech, gestures, and general look
- Expressions of personal opinions or ideological viewpoints
- Multimodal Characteristics: such as captions, music, setting and background.
- Visual Characteristics: Camera angles and editing, tone and message
- Compositional Characteristics: Themes and topics emerging from the discourses enacted in the content
- Potentially sensitive content (e.g., related to gender, politics, or cultural identity)

No usernames or direct identifiers are stored or published as part of this research.

All data is pseudonymized and decontextualized where necessary to prevent reverse identification.

Legal basis for data processing:

This study is conducted under the legal basis of the following regulations:

- Digital Services Act (DSA): According to the DSA, YouTube is a Very Large Online Platform (VLOP). The DSA states that VLOPs have to give access to their data to researchers helping to identify, assess or mitigate systemic risks. Those risks include:
 - The dissemination of illegal content;
 - Negative effects for the exercise of fundamental rights;
 - Negative effects on civic discourse, electoral processes, and public

security; and

- Negative effects in relation to gender-based violence, the protection of public health and minors, and serious negative consequences to physical and mental well-being.
- Article 6(1)(e) GDPR – processing is necessary for a task carried out in the public interest (i.e., scientific research);
- Article 9(2)(j) GDPR, AVG in conjunction with Article 89 GDPR and Article 24 UAVG – processing of sensitive personal data is permitted when carried out with appropriate safeguards for scientific purposes.

User consent

Under article 14 AVG, an exemption to informing individuals about the research is given and exemption for cases where providing the information to the data subjects is likely to render impossible or seriously impair the achievement of the objectives of that research. The data subjects of this research can be considered groups having a history of antagonizing academic research and institutions.

Insofar, engagement with the community could create safety risks for the researcher, obtaining individual consent is not feasible.

To protect users' privacy, all usernames are omitted or coded, quotations are paraphrased or anonymized, and efforts are made to deanonymize individuals.

The research is based exclusively on content already made public by profiles on YouTube, following YouTube's content policy.

Data protection and retention:

All data are stored securely using institutional platforms (e.g., SURFdrive and EUR related drives). Identifiers are removed from all transcripts and working documents. Only the researchers directly involved in the project have access to raw data.

Use of data and publication:

Findings will be published in academic outlets such as journals, books, or conference proceedings. No names, usernames, or directly identifying quotations will be published. All excerpts will be paraphrased or stripped of identifying context to ensure user (pseudo)anonymity.

Want to know more or have concerns?

If you have questions about this study or your privacy rights (such as accessing, correcting, or objecting to the use of your data), you may contact:

Matteo Rinaldi – rinaldi@eshcc.eur.nl

Data Protection Officer – fg@eur.nl

Dutch Data Protection Authority – www.autoriteitpersoonsgegevens.nl

Ethics Approval

This research has been reviewed and approved by the Ethics Review Committee of Erasmus University Rotterdam (approval number: ETH2425-0737). This committee ensures that research is conducted responsibly and ethically.