

# Study of Moto logger's OFF-CAMERA behavior and its effect on the followers

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## **Abstract**

Before popular journalism and even before popular social networking sites like MySpace and Facebook were created in the initial stages of the internet, people saw the internet as an opportunity for their voices to be heard in a wider spectrum than ever before. But what began as a small field for aspiring, writers and journalists or even channel for innovative technological capitalists has since turned into free-for-all outlet for the everyday media user and if you think about in today's society it seems like everybody's a blogger .In Digital Era, Vloggers or Video loggers are very popular platform for the youth as well as for adults where they can share their experience and message to the society. Motovloggers is one of the upcoming technologies. In last 5

years, Motovloggers has been most popular among the youth and adults both. People try to imitate them, get inspired by them, get motivated by them and also try to be like them. In today's era youngsters want to come on screen to be a famous and they are the easy target for upcoming technologies. It is very easy to make youngsters have faith on the people on screen. Everyone wants to get famous and inspirational people are followed by others, but sometime they are followed in a wrong way. This Research Paper shows the affect of Motovloggers off-camera behavior on its followers and people related to them. This Research paper shows the consequences of their behavior on the youngsters as there is more chances that youngsters might follow them blindly and harm them as well as to their family. This paper presents

a wide-ranging survey of Motovlogging as a new technological trend and challenges for Motovlogging as key issues for followers. This study shows the behavior of a Moto vlogger and its effects on its followers.

**Keywords:** Vloggers, Motovloggers, Behavior, Video loggers, Multimedia

### **Introduction:**

When the Web was pretend, basically all outlines of online media were still very much a one-way street. On the other hand, with the fast advance development and propagation of the World Wide Web, particularly with the emergence of Web 2.0 and beyond, we now have new resources by which to express our views and expand access to information immediately. Weblogs (blogs for short) are playing an increasingly significant role in realizing this objective. Like instant messaging, email, cell phones, and Web pages, blogs are a new form of conventional personal communication, allowing millions of people to make public and exchange knowledge/information, and to set up networks or build relationships in the blog world. Blogs began as a textual field of private publishing, but within this type visual expression, such as photoblogs, and the adaptation of sound and video were developed. By combining the omnipresent, popular blogging with the richness of expression available in video, video blogs

will be a significant strength in a future world of Web-based journalism and a powerful new media attachment to our alive televised news source.

V-logs are nothing but daily records and logs of people that they maintain whether it is in form of a diary or a video or audio or anything. The concept of V-logs came into being with the rise of YouTube. People around the world jumped right into it, sharing their life experiences and everything that happened in a day. Such records of videos are called as V-logs and people love it over the internet. Moto V-logging is a similar growing concept which has found its own fan base across the internet. It's same as V-log but instead of recording the whole day, you do it on Motor vehicle, bikes are preferred more and you just talk to yourself about your experiences and everything that happened over the weekend.

**Motovlogging is a way to records events while riding a motorcycle to preserve the memories or to documents events in a video format.**

Moto V-logs have grown quite a lot since its inception. It has grown its roots in India as well and we have amassed a list of such indigenous you tubers who put up such content on a weekly basis. If this has piqued your interest then you should pay their channels a visit.

### Aim and Objectives

1. To find out the behaviors difference of on and off - camera Motovloggers.
2. To find out the impact /effect on this behavior difference in the followers.

### Hypothesis

- H0: Motovloggers off- camera behavior affects the followers.  
H2: Vloggers off camera behavior are responsible for changing attitude of followers towards Motovloggers.  
H5: Do you think people should not follow the Motovloggers?  
H4: The numbers of followers are increasing for Motovloggers

### Research Methodology

In this research, survey methodology has been used. During the survey sampling of 100 individual units of population has taken into account and information has gathered by subscribing of Motovloggers and getting questionnaire from them. Result has been found on the basis of answering the questionnaire. For this research 100 samples include Motovloggers and followers both. The followers' age varies between 19 years to 39 years and above 40. Survey has been completed among the people belonging to different occupation like student, job, businessman and freelancers. For this research Male and Female both gender has been considered as a sample.

### Data Analysis and Interpretation

#### 1. Age Group of the Followers:

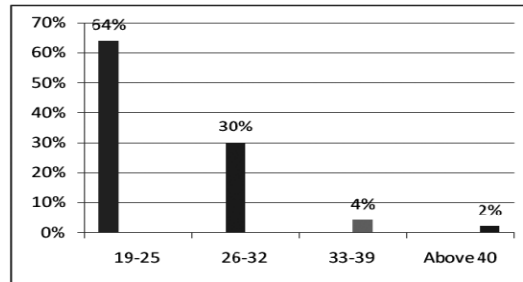


Figure 1: Age wise Followers

From figure 1 it reveals that more numbers of Motovloggers followers lies between of 19 years to 25 years age, which is 64Percent. Remaining 30Percent followers are of age between 26 years to 32 years. From above graph it is observed that youngsters are more active followers of Motovloggers.

#### 2. Gender Percentage of Followers

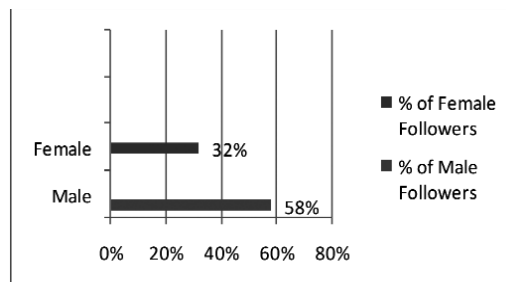


Figure 2: Gender Percentage of Followers

Figure 2 shows male and female percentage of the followers and it exposes that 58Percent male and 32Percent female audience are the active followers for Motovloggers. It is concluded here that now even equally female are also taking a lot of interest to be an active followers.

### 3.Occupation wise Followers

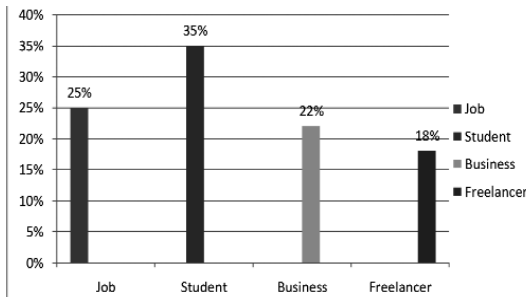


Figure 3: Occupation wise Followers

Figure 3 shows percentage of the followers of having different occupation and it has been observed from graph that 25Percent followers are doing private and government jobs, 35Percent are students , 22Percent people are businessman and remaining 18Percent are freelancer.

### 4.Does the Vloggers off- camera behavior affect the followers?

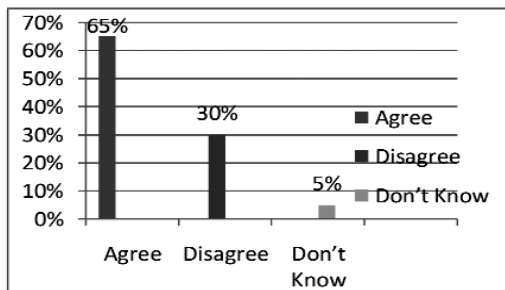


Figure 4: Vloggers off- camera behavior Affect

Figure 4 shows percentages of the followers who are agree and disagree about that Vloggers off-camera behavior really affect the followers. From above graph it has been observed that 65Percent people think that they are affected because of dif-

ferent off-camera behavior of Motovloggers and 30Percent are completely disagree with this statement and remaining 5Percent does not have any opinion on that.

### 5.Does the Motovloggers off- camera behavior shows the positive attitude.

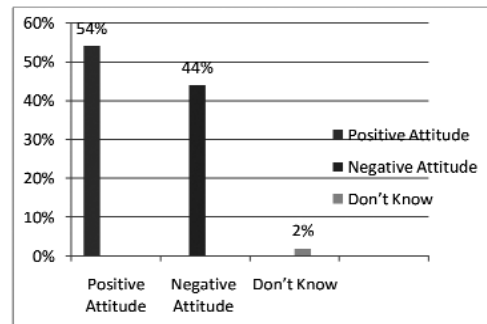


Figure 5: Attitude of Motovloggers Off-camera Behavior

From above graph shown in figure 5, it has been observed that 54 Percent people think that Motovloggers off-camera behavior shows the positive attitude and 44 Percent are completely agreed that Motovloggers off-camera behavior shows negative attitude and remaining 2 Percent do not have any opinion on that.

### 6.Do you think people should not follow the Motovloggers?

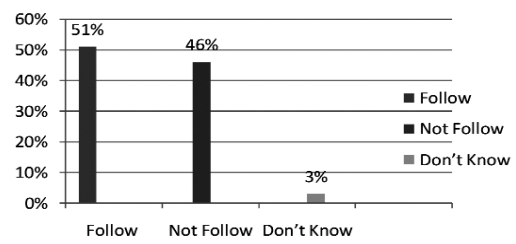
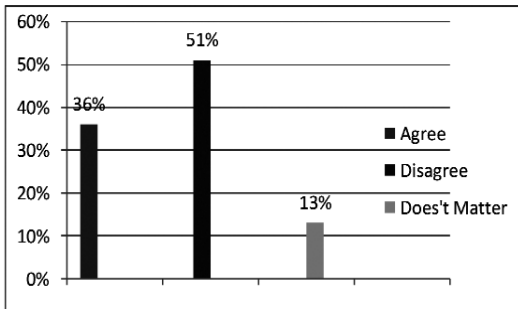


Figure 6: Motovloggers' Following

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 From above graph shown in figure 6, it has been observed that somewhere equal opinion people have about the above statement. Here 51 Percent people are agreed that they should follow the Motovloggers and 46 Percent people think that they should not and remaining 3 Percent do not have any opinion on that.

**7. Do you think Motovloggers should change their behavior?**

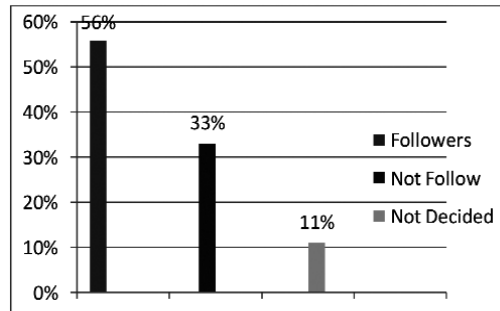


**Figure 7: Motovloggers' Behavior**

From above graph shown in figure 7, it has been revealed that 51 percent people are completely disagreed about that Motovloggers should change their attitude but 36 Percent people are agreed that they should change their attitude and 13Percent people think it does not matter.

**8. Will you be followers of Motovloggers in future?**

From above graph shown in figure 8, it has been observed that 56 percent people are to be followers in the



**Figure 8: Motovloggers' Followers**

future but 33 Percent people will not follow the Motovloggers in their future and remaining 11 percent people yet have not decided.

**Findings**

From the analysis of graph shown in figure 4, it has been concluded here that Motovloggers off-camera behavior affect the behavior of the followers so Hypothesis H1 is true. From analysis of graph shown in figure 5, it is conclude that most of the people think Motovloggers shows positive attitude and in the same proportion other people think that Motovloggers shows negative attitude and because of that attitude of the followers is being changed towards the Motovloggers hence Hypothesis H2 is partially true. From the analysis of graph shown in figure 6, it has been conclude that 51 percent people are agreed that they should follow the Motovloggers and 46 percent people do not agree with this statement. Hence Hypothesis H3 is partially true. From figure 2, it has been observed that 32 percent female are the active followers of the Moto

Vloggers hence here Hypothesis H4 is true.

### Conclusion

From the analysis of the all above data, it is concluded here that, Motovloggers off-camera behavior affect the behavior of the followers and it has been found that day by day numbers of the female followers are being increased. From this study this is also found that young generation between the age of 19 years to 25

years are the most active followers of Motovloggers and they are fully influenced by their attitude. Motovloggers are responsible to inspire the young generation to be a famous on the screen and as well as to change their attitude towards Motovloggers' behavior. In this study, researcher had made four hypotheses. Out of four hypotheses two hypotheses were totally true and two hypotheses were partially true.

### References:

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