

Appendix

Typical vlogs and vloggers (with a preference) for each cluster:

Cluster 1: Downhill from here

- Typical vlog: <https://www.youtube.com/watch?v=fgxNpYkI1t8> (SuperwomanVlogs)
- Typical vlogger: MoreMarcus (<https://www.youtube.com/user/MoreMarcus>)

Cluster 2: Mood swings

- Typical vlog: <https://www.youtube.com/watch?v=yFFBHh1sAW4> (Ellie and Jared)
- Typical vlogger: VitalyzdTvSecond (<https://www.youtube.com/user/VitalyzdTvSecond>)

Cluster 3: Rags to riches

- Typical vlog: <https://www.youtube.com/watch?v=iKtEceH6Rno> (MoreJStu)
- Typical vlogger: MoreTDM (<https://www.youtube.com/user/MoreTDM>)

Cluster 4: Riches to rags

- Typical vlog: <https://www.youtube.com/watch?v=1BKepWceTt0> (Adam Saleh Vlogs)
- Typical vlogger: SuperwomanVlogs (<https://www.youtube.com/user/SuperwomanVlogs>)

Cluster 5: Bump in the road

- Typical vlog: https://www.youtube.com/watch?v=whvwDFG_DQ4 (Daily Bumps)
- Typical vlogger: JoJo Siwa Vlogs (<https://www.youtube.com/user/1jessalynn/>)

Cluster 6: End on a high note

- Typical vlog: <https://www.youtube.com/watch?v=6BHJrwJ8JXY> (Roman Atwood Vlogs)
- Typical vlogger: Tanner Braungardt (<https://www.youtube.com/user/edgarmcsteelpotco>)

Cluster 7: Twin peaks

- Typical vlog: <https://www.youtube.com/watch?v=Ib97I3001ZY> (Brataylay)
- Typical vlogger: Andrew Schrock (<https://www.youtube.com/user/AndrewSchrock>)