

## Exploring Charity Drive Content on YouTube: Focus on Shoot for Love

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### **Abstract**

*This study explores one of charity drive contents on YouTube channel. Due to the advance of science and technology, ordinary people come to make their own video content online, usually via YouTube. YouTube becomes number one online video storage/streaming platform, and many people upload their own video and they get attention and fame. This study analyzes various aspects of Shoot for Love, soccer-based charity drive videos shown on YouTube channel created in South Korea. Unlike popular videos in YouTube, Shoot for Love centers on charity by casting popular soccer players and celebrities. Especially, this study researches 1) Components 2) Traits of Components 3) Contents of Components in Shoot for Love. Throughout this, it not only analyzes unique aspects of Shoot for Love that show how and why YouTube content matters, but also suggest plausible methods to drive charity and institution are suggested that appeal to the public.*

**Keywords:** *Charity Drive, YouTube, Content, Shoot for Love, Soccer*

### **1. Introduction**

Today, one of the most popular entertainments worldwide is YouTube, which is online streaming and storage platform. Unlike the past when people simply watched TV programs, people nowadays come to create and produce their own contents leveraging on advanced technology. Especially, YouTube has become the most popular online streaming and storage platform with state-of-the-art technology. Videos of which lengths are 400 hours in total are uploaded on YouTube every minute. In 2015, people from 18 years through 49 years spent 4% less time watching TV, while they spent 74% more time on YouTube [1]. Moreover, YouTube videos are more accessible via smartphones which are ubiquitous in our lives. Indeed, 70% of YouTube views are from mobile devices [1]. People watch and also make their own contents.

This study focuses on YouTube channel with videos that drive donation, which are not so popular on YouTube. People generally get access to popular YouTube channels and believe that those channels are entertaining. There is a study that explores top 100 YouTube channels in South Korea and concludes that the popular genre is music in the both categories of Most Subscribed and Most Viewed [2]. However, like TV

programs that are qualified as the public services, YouTube channels and contents nowadays should also be considered as the public services since the influence of YouTube has augmented. Among various YouTube channels, the aim of this study is to scrutinize *Shoot for Love*, which raises money for donation with the various contents related to soccer. This study not only analyzes the unique aspects of *Shoot for Love*, but also suggests plausible methods to drive donation.

## 2. Questions

As mentioned, the target of this study to analyze is *Shoot for Love*, a soccer-based charity channel on YouTube. *Shoot for Love* was established by South Korean social enterprise, Be Kind, in 2012, and they started to upload various videos on YouTube since June 2014. *Shoot for Love* seeks for donation to help and support children suffering from tumor. *Shoot for Love* is also supported by several companies and institutions including Playdog Soft, Mom's Touch, and Jaseng Oriental Hospital. Because they record diverse videos and upload them on YouTube, the audience can watch them with ease at no cost. Even, these days, many people have a smartphone with Wi-Fi and LTE so that they have high accessibility to watch those YouTube videos. The basic format of its contents is to liaise famous soccer players both in domestic and in worldwide and ask them to play distinct types of challenges such as shooting at the targets or demonstrating their soccer skills. For some types of challenges, even professional soccer players feel difficult and they show the spirit of challenge. *Shoot for Love* is gaining its reputation in the public with an increasing exposure on Korean media. Even *Shoot for Love* is mentioned in South Korean textbook [3] as a respectable donation organization, and British news media, Mirror, also referred one of its content where Brazilian soccer player Kaka participated [4]. In this sense, *Shoot for Love* is a prospective channel worldwide, and this study further explores several distinct aspects of it.

The research questions of this study are listed as follows:

*Question 1: What are components in Shoot for Love?*

*Question 2: What are traits of components in shoot For Love?*

*Question 3: What are contents of components in Shoot for Love?*

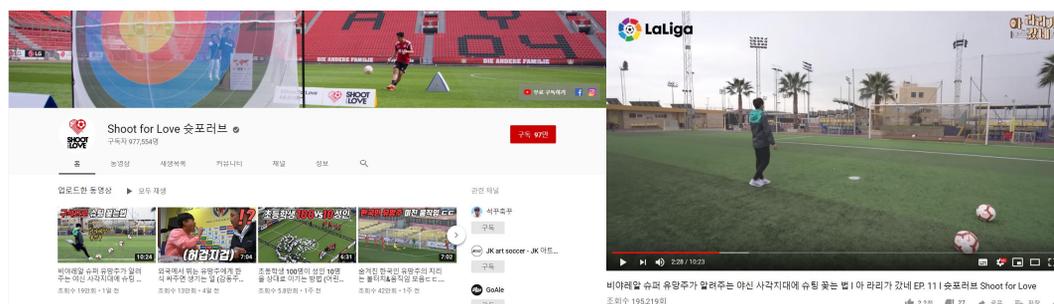


Figure 1. Scenes of *Shoot for Love* (Main Screen and Particular Video)

### 3. Method, Results and Discussion

The method of the study is simply to visit *Shoot for Love* YouTube channel [5], collect data from May 18, 2019 to May 19, 2019, and answer the abovementioned questions.

In terms of the first and the second question, this study investigates 34 different components of videos on *Shoot for Love*. This study excludes the component, Please, do celebration if you are a Korean since its videos is not currently available. This study also does not consider Private Videos and Deleted Videos into account simply because it is not able to watch those videos. The attributes of each component of videos are as follow:

**Table 1. Traits of Components of *Shoot for Love***

Component	Number of Videos	Average Length	Average Views	Average Like
Penalty Kick Challenge	3	01Min. 39Sec.	146794.33	651.00
Shoot for Love vs.	3	05Min. 06Sec.	109361.33	958.33
Soccer Player vs. Baseball Player	5	04Min. 24Sec.	1533705.20	4980.00
Shoot Forrest Gump	14	03Min. 55Sec.	542243.29	2886.43
Rio Chun-Soo goes	8	02Min. 33Sec.	1212077.00	4062.50
Earth Saver FC	17	05Min. 07Sec.	785820.35	3657.06
Long Ball Soccer Film	16	04Min. 35Sec.	375175.44	3535.81
Shoot for Love Challenge	24	03Min. 24Sec.	441681.21	2158.13
Hidden Camera for Liverpool Ambassador Gamst	3	06Min. 42Sec.	1311029.67	13266.67
PyeongChang Hustler	7	04Min. 05Sec.	286600.00	2728.57
Chun-Soo Lee's Fundamental Tour	12	05Min. 48Sec.	1118467.58	7000.00
Everyone is crazy once	5	10Min. 55Sec.	824169.60	6960.00
Direct Cam for our Heung-Min Son	6	04Min. 15Sec.	1577266.17	13066.67
The Legend Class with Ji-Sung Park	11	06Min. 26Sec.	793292.27	5990.91
Hello Buffon & Rabiot	5	06Min. 53Sec.	330644.00	4940.00
School Attack Point	15	06Min. 28Sec.	1232396.47	5353.33
Ji-Sung Park's Debut on Morning Soccer Club	2	08Min. 46Sec.	3746505.50	25650.00
Hyun-Woo Cho vs. Extreme Limit	4	06Min. 06Sec.	1776925.25	21275.00
Does Liverpool Legend visit South Korea?!	3	07Min. 58Sec.	271953.33	3033.33
Dream Comes True	3	06Min. 15Sec.	195744.33	4600.00
I Love My Team	13	12Min. 56Sec.	606428.15	6069.23
Football Magazine Goal! x Shoot for Love	3	10Min. 05Sec.	561229.00	4533.33
Soccer Academy	24	07Min. 09Sec.	783105.96	5250.00
Impossible Mission	55	04Min. 02Sec.	1560705.96	8644.40
U20 Chun-Soo Lee goes	6	04Min. 29Sec.	135404.83	1163.00
Front Pressure in Indonesia	14	05Min. 07Sec.	738207.93	7735.71
Back Build-up in Russia	22	05Min. 04Sec.	754059.86	6918.18
Central Domination in UAE	18	07Min. 14Sec.	502014.44	6844.44

Component	Number of	Average	Average	Average
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	Videos	Length	Views	Like
Nice on Sonny, nice on Son	4	07Min. 11Sec.	1995188.75	39750.00
Kkong Byung-Ji TV vs. Shoot for Love	5	10Min. 37Sec.	536877.60	3940.00
Truth of Legend Picture	8	06Min. 24Sec.	1625945.25	12625.00
Arari goes	12	06Min. 57Sec.	368010.67	3950.00
Novice No Longer	10	08Min. 22Sec.	373788.60	3240.00
Let's Play Soccer as the Weather Is Good	2	09Min. 35Sec.	686297.00	6000.00

For the third question, the contents of each components of videos are investigated. As mentioned, there are 34 different components in *Shoot for Love*, but all videos need to be categorized to comprehend their contents type. Some contents of components may have multiple contents due to wide ranges of their practices. However, for clarity and simplicity, this study decides to assume that each content has only single type of content. After careful consideration, this study concludes that categories of components are divided into nine: Challenge, Cheer, Competition, Humor, Information, Interview, Tour, and Video Game. The specific result is as follows:

**Table 2. Contents of Components of *Shoot for Love***

Types of Contents	Component(s)
Challenge (N=9)	Penalty Kick Challenge/Shoot Forrest Gump/Shoot for Love Challenge/Hyun-Woo Cho vs. Extreme Limit/Soccer Academy/Impossible Mission/Kkong Byung-Ji TV vs. Shoot for Love/Novice No Longer/Let's Play Soccer as the Weather Is Good
Cheer (N=1)	Dream Comes True
Competition (N=6)	Shoot for Love vs./Soccer Player vs. Baseball Player/Earth Saver FC/School Attack Point/Ji-Sung Park's Debut on Morning Soccer Club/Football Magazine Goal! x Shoot for Love
Humor (N=4)	Hidden Camera for Liverpool Ambassador Gamst/Everyone Is Crazy Once/Does Liverpool Legend visit South Korea?!/Truth of Legend Picture
Information (N=2)	Long Ball Soccer Film/The Legend Class with Ji-Sung Park
Interview (N=3)	Direct Cam for Our Heung-Min Son/Hello Buffon & Rabiot/Nice on Sonny, Nice on Son
Tour (N=8)	Rio Chun-Soo goes/PyeongChang Hustler/Chun-Soo Lee's Fundamental Tour/U20 Chun-Soo Lee goes/Front Pressure in Indonesia/Back Build-up in Russia/Central Domination in UAE/Arari goes
Video Game (N=1)	Love My Team

In this respect, this study provides several meaningful implications. First of all, *Shoot for Love* has various components of videos as well as its types of contents. *Shoot for Love* is selected as a target of analysis, because well-known soccer players participate to increase donation for children suffering from tumor. *Shoot for Love* contains entertaining videos, including tour videos that introduce diverse soccer skills and bring

players from different countries together in one stage. The organization has visited the places where Olympic, World Cup, and Asian Game were held. They once visited Spain with Chun-Soo Lee, who played in the Spain League, La Liga, but he unfortunately lost his career there. It was tragic but offered meaningful lessons. In other words, *Shoot for Love* is a multi-dimensional YouTube channel. Moreover, it also interviews popular soccer players, asking straightforward questions which are not held in common. It is possible due to the informal environment of online contents. There are many unanswered questions that people want to know.

Secondly, there are certain distinguishable components of videos, which usually invited renowned soccer players and celebrities. The following table summarizes the attributes of the components of videos that views and likes above average:

**Table 3. Top Average View and Top Average Like Videos of *Shoot for Love***

Top Average View	Type of Content	Top Average Like	Type of Content
Ji-Sung Park's Debut on Morning Soccer Club	Competition	Nice on Sonny, Nice on Son	Interview
Nice on Sonny, Nice on Son	Interview	Ji-Sung Park's Debut on Morning Soccer Club	Competition
Hyun-Woo Cho vs. Extreme Limit	Challenge	Hyun-Woo Cho vs. Extreme Limit	Challenge
Truth of Legend Picture	Humor	Hidden Camera for Liverpool Ambassador Gamst	Humor
Direct Cam for Our Heung-Min Son	Interview	Direct Cam for Our Heung-Min Son	Interview

This represents that the types of content are diverse within popular videos. It also indicates that the videos that invites well-known celebrities or soccer players, including Ji-Sung Park, Heung-Min Son, Hyun-Woo Cho, and Gamst (A soccer maniac who does Internet broadcasting) are popular. It is probably because lots of people already know celebrities and so they are likely to watch videos with those people. And since *Shoot for Love* is produced by South Koreans, it is reasonable to think that South Korean players and celebrities are popular.

Last but not least, *Shoot for Love* shows the importance of sponsor in charity drive and they result better throughout diverse sponsors. As mentioned before, *Shoot for Love* is supported by several companies and institutions such as Playdog Soft, Mom's Touch, and Jaseng Oriental Hospital, etc. And it is important to get those sponsors for the financial reason. Especially, Playdog Soft decides to support *Shoot for Love* a lot to become a global campaign [6]. It is not only because people need to have some financial support to start charity drive, but also because it costs money in reality to liaise popular soccer players even though challenges of *Shoot for Love* is a volunteer. In this sense, those who want to think of create charity drive contents on YouTube need to think of ways of getting sponsors seriously.

#### 4. Conclusion

This study introduces several features of videos by *Shoot for Love*. *Shoot for Love* is distinguished from other YouTube channels that it handles contents that drive donation. Thus, the audience are led to consider the proper ways to increase donation via watching their videos, which focuses on soccer-related contents.

Although to increase donation may seem somewhat difficult, *Shoot for Love* has distinct entertaining aspects. Moreover, indeed, it has diverse components of videos and contents that invite famous soccer players. It implies that having diversity in YouTube contents is seminal, as it has social influences [7]. Lots of people nowadays wish to become professional YouTubers. In that sense, watching *Shoot for Love* would be helpful for those who want to enter YouTube industry. YouTube is where people upload user-generated videos [8], and people should get inspiration and ideas from YouTube channels itself before they consider uploading their own videos.

However, unfortunately, this study has some limitations. First of all, this study is dearth of comparison with other contents that drive donation. Although it successfully investigates on certain topic, theme, and substance, it would have been better if it had some comparison with other similar contents. Secondly, *Shoot for Love* is more likely to invite famous soccer players and celebrities than common citizens. Although famous players and celebrities attract viewers, whether common citizens have donated to the charity is obscure. Thirdly, this study does not include a specific standard when analyzing the attributes of components of videos uploaded by *Shoot for Love*. It simply analyzes the number of videos, the average length, the average views, and the average likes along with the title. It does not include more details, such as the minimum, the maximum, and the median of length, views, and likes. Lastly, this study does not explore the basic soccer rules. Although soccer is one of the popular sports in South Korea, there are readers who are not familiar with it. In fact, some videos such as, The Legend Class with Ji-Sung Park, may require professional knowledge in soccer. So, this study should might have explained some aspects of soccer.

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