



Evaluation of the Formation of Intrinsic Values of Psychological Contract of Hong Kong You Tuber and their Viewers

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Abstract: The paper is to evaluate the formation of intrinsic values of psychological contract of Hong Kong Youtubers and their viewers. The method of this research is through in-depth interview for them to tell their conception and method to form the bonding with their viewers. In order to obtain meaningful result, the youtubers interviewed have at least 100,000 followers with active video uploading. Their topics cover a great range of political, sports, entertainment, finance, property, and makeup. These youtube accounts are either fee-paid subscriptions or through products sold from the channel so that their income is entirely based on popularity. Therefore, the formation of intrinsic psychological contract is their only bond in connection with viewers which generates income.

Psychological contract is consisted of extrinsic values and intrinsic values. The paper will focus values because youtubers are paid by advertisers and commission rebate for their products introduced through their channel. The revenue of youtubers have direct connection with the bond with their viewers although these viewers are the clientele base of their revenue.

Keywords: Psychological Contract, Youtuber, Hong Kong.

1. INTRODUCTION

Youtuber is now one of the most popular channel for Key Opinion leaders to get directly in touch with their followers. It is a direct platform for the content provider and content receiver to communicate. This departs from the previous Media system that content provider and content receiver needs to have an agent platform including newspaper, television, radio, and magazine so that both parties can receive direct response over the popularity of their content without being censored or distorted at the agency level.

The traditional media model needs content provider to find one set of psychological contract with third party agency and the editorial staff on the agency is to one to decide whether the content provided is suitable for the content receiver. Therefore, there are two separate sets of intrinsic values of psychological contract. However, the set A of psychological contract between content provider and editors has no direct relevance between set B of psychological contract between editors and content receivers. As such, content provider's job is not to provide content which appeals to content receivers but to only appeals to the agency.

The original of psychological contract is developed by Denise (1989) which represents the mutual beliefs, perceptions and informal obligations between an employer and an employee. It sets the dynamics for the relationship and defines the detailed practicality of the work to be done. It only focuses on the written contract of employment between a company and an employee.

Denise (1998) extends the scope of Psychological contracts as they formed by beliefs about exchange agreements and may arise in a large variety of situations that are not necessary employer-employee.

(Turnley et al 2000) further defines psychological contract as social exchange relationship which covers any bonding of any social relationship beyond the traditional employer and employee. (Gautier 2015). Parallels are drawn between the psychological contract and social exchange theory.

George, Christeen (2010) There are two types of contracts depending on the nature. These are relational psychological contracts and transactional psychological contracts. Transactional psychological contract: focuses more on the explicit elements of the contract. Relational psychological contract: stresses interdependence of the organization and level of social exchange. These psychological contracts tend to be longer term in nature.

(George 2016) defines that the the implicit nature of the psychological contract makes it difficult to define, although there is some general consensus on its nature. This consensus identifies psychological contracts as "promissory, implicit, reciprocal, perceptual, and based on expectations.

George defines that participative management emphasizes leadership and has similarities with relational psychological contracts in their common emphasis on commitment and belief in the intrinsic values of people to want to work for something beyond than monetary reasons. Relational contracts are found to be associated with trust and increased acceptance of change.

Therefore, it will be difficult if not impossible for content provider to directly form psychological contract with content receiver as there is a possibility of distortion of genuine intrinsic values of psychological contract between content provider and content receiver.

Traditional Model

	Third Party Agency	
Content provider	newspaper, television, radio, and magazine	Content Receiver

However, the current model via youtube is direct communication between content provider and content receiver without third party agency distorting or interfering the intrinsic values of both parties. Therefore, the popularity and suitability of the content provided is genuinely reflected on the view rates.

Current Model

	No Agency but only platform	
Content Provider	Youtube	Content Receiver

Therefore, this paper is to apply participative management (George 2016) for the formation of psychological contract on participative management emphasizes leadership and has similarities with relational psychological contracts in their common emphasis on commitment and belief in the intrinsic values of people to want to work for something beyond than monetary reasons.

Youtuber’s success is dependent on the popularity of its channel viewed by viewer. Without viewer’s support and viewing, Youtuber’s contribution is not able to generate monetary reasons. Since viewers do not pay youtubers on this research content, reviewers exercise participative management on youtuber’s work because (Van et, al 2015) noted that if employees and employers perceive a breach on what they perceive was promised or vice versa, the breach is likely to respond negatively as it may oftentimes result in an immediate response of mistrust from the other side.

Since viewer can not fire youtuber, the breach in the intrinsic values of psychological contract may result in deleting channel subscription, or unfollowing the youtuber’s future posts. On the monetary base, it thereby undermines the popularity’s of an youtuber and negatively results in their earning ability. As such, it is similar to terminating psychological contract on social exchange relationship.

This paper now examines how the popular youtuber conceives the successful formation of intrinsic values with their viewers and what are the possible breach on this social exchange relationship.

2. METHOD OF RESEARCH

The method of this research is through in-depth interview for them to tell their conception and method to form the bonding with their viewers. In order to obtain meaningful result, the youtubers interviewed have at least 100,000 followers with active video uploading. Their topics cover a great range of political, sports, entertainment, finance, property, and makeup.

3. QUESTION SETTING

Questions One

What are the sources of your income from Youtube (Extrinsic values)?

Question Two

What are the elements you consider important as maintaining the psychological contract with your viewers (intrinsic values)?

Questions Three

Have there been any important breaches of psychological contract which result in termination of your account follower?

4. RESPONSE FROM YOUTUBERS

First youtuber is a political commentator with daily uploading on Hong Kong political comments.

	Response
Questions One What are the sources of your income from Youtube (Extrinsic values)?	The income solely relies on the donation
Question Two What are the elements you consider important as maintaining the psychological contract with your viewers (intrinsic values)?	My view is liberal to support democratic camp. Therefore, I noticed that comments left on my your youtube are almost people with similar minds and political preference. In many political incidents, I have to make a clear side and even echoes more extremist view than other youtuber in many political spectrum in order to maintain the status quo as the Key opinion leader in the liberal end of youtube commentary industry. I believe people are giving me donation only because I am vocal and is not afraid of saying things which viewers are afraid of saying such things themselves. Therefore, I believe myself to perform a fixed role of the voice of viewer’s mind which may not 100% be my opinion
Questions Three Have there been any important breaches of psychological contract which result in termination of your account follower?	Yes, as I have chosen the liberal pro democratic camp with basically all of my followers share similar political ideology. Any view deviates from Viewer’s favor will immediately receive hatred comments on my youtube channel and reports to my channel to youtube administrator for suspension.

Second Youtuber is a Hong Kong travel vlog with focus on in-depth travel and living in Taiwan for Hong Kong viewer.

	Response
Questions One What are the sources of your income from Youtube (Extrinsic values)?	My incomes is on the commission rebate from hotel sponsor and tour package I have introduced on my youtube channel
Question Two What are the elements you consider important as maintaining the psychological contract with your viewers (intrinsic values)?	My target viewers are mainly university student and youngsters aged below 25 years old. They have tight budget but are eager to travel. My youtube channel offers them discount ticket and insight on minimum spending with quality travel. Therefore, viewers consider my vlog as their travel guide to save timing information collection and a platform for bargain hungering.
Questions Three Have there been any important breaches of psychological contract which result in termination of your account follower?	The rebate rate from hotel and tour package was leaked on forum so my viewers consider a serious breach of psychological contract because they consider me as their friend and they feel hurt when they realize that I took benefit from them

Third youtuber is a Hong Kong immigrant to Canada with immigration and living advice

	Response
Questions One What are the sources of your income from Youtube (Extrinsic values)?	My income is through commission charged for immigration advisory service

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<p>Question Two What are the elements you consider important as maintaining the psychological contract with your viewers (intrinsic values)?</p>	<p>Viewers watch my channel for free and they are either Hong Kong immigrant living in Canada or Hong Konger prepared to move to Canada. My content is all specially made for this community so that viewers from other Chinese speaking regions such as China, Taiwan, Macau, Singapore and Malaysia will have not been active on my channel. There have been series which I tried to extend my content to other Chinese speaking region. Instantly, the view rates dropped so that my content is now only limiting to Hong Kong audience as there are similar channel made by people from other regions catered for their market.</p>
<p>Questions Three Have there been any important breaches of psychological contract which result in termination of your account follower?</p>	<p>No negative comment on living in Canada is welcomed because for those who have moved to Canada, they consider this to be a wise choice. For those considering moving to Canada, they consider moving to Canada as their escape from the stressful Hong Kong working life. However, the viewer most care about the information accuracy and any inaccurate content constitutes breaches on the psychological contract because it led to failure of the immigration plan.</p>

Forth youtuber is a property investment adviser and mortgage broker

	Response
<p>Questions One What are the sources of your income from Youtube (Extrinsic values)?</p>	<p>My income is through offline course to tell property investment strategy in class</p>
<p>Question Two What are the elements you consider important as maintaining the psychological contract with your viewers (intrinsic values)?</p>	<p>My channel talks about strategies of using mortgage to leverage buyer's purchasing power to own an asset with liabilities from mortgage to be paid off my tenants. This is only successful on an upward market with inflation because the debts owed to bank will eventually be eroded by inflation and be paid by my tenants so that the whole asset becomes the buyer's</p>
<p>Questions Three Have there been any important breaches of psychological contract which result in termination of your account follower?</p>	<p>Viewers hate to see content talking about property market crash because only people with enthusiasm on property investment views my channel. An analysis or comment on the downfall on property market has resulted in great drop of numbers on subscription. However, most important is the accuracy of mortgage policy.</p>

Fifth youtuber is automobile vlogger

	Response
<p>Questions One What are the sources of your income from Youtube (Extrinsic values)?</p>	<p>I am only paid by the google based on the view rate to offer independent advisory on the selection of automobile purchase and functionality of different car model.</p>
<p>Question Two What are the elements you consider important as maintaining the psychological contract with your viewers (intrinsic values)?</p>	<p>My channel offer independent assessment so that no advertisement is paid by any automobile brand. The independence is really everything of this channel but people trust the content based on the objective assessment</p>
<p>Questions Three Have there been any important breaches of psychological contract which result in termination of your account follower?</p>	<p>I have attempted to post discount coupon for automobile sales but received negative comments so that I have stopped.</p>

Sixth youtuber is makeup specialist

	Response
<p>Questions One What are the sources of your income from Youtube (Extrinsic values)?</p>	<p>My income relies on the sales of cosmetic product referred through my youtube channel</p>
<p>Question Two What are the elements you consider</p>	<p>People consider my make-up skills with knowledge of cosmetic product and they trust me to follow the way I makeup and products</p>

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important as maintaining the psychological contract with your viewers (intrinsic values)?	used. The cosmetic sold through my channel is much cheaper than retail stores and online shops so that my channel is informative to them with lots of bargain offer. They consider my channel as a saving platform and offers values to them.
Questions Three Have there been any important breaches of psychological contract which result in termination of your account follower?	The cosmetics products sold through my platform has to be the cheapest in the market. Otherwise, there will have no value for the existence of my platform.

Seventh youtuber is bond market analyst

	Response
Questions One What are the sources of your income from Youtube (Extrinsic values)?	The income is through online course subscription and additional content is accessible for fee-paying viewer.
Question Two What are the elements you consider important as maintaining the psychological contract with your viewers (intrinsic values)?	My channel is for bond trading expert and the additional content is for people with expertise in the market. Therefore, the bond with viewer is my in-depth analysis which outperform their own portfolio. Therefore, they buy more knowledge and youtube is a convenient platform .
Questions Three Have there been any important breaches of psychological contract which result in termination of your account follower?	There has been criticism over my judgment on the direct interest rate direction which results in the losses of my followers. Since I only provide analysis, it is up to viewers to decide their own investment decision.

5. ANALYSIS

Income model of youtuber (Extrinsic Values)

Youtuber	Income Model
1	The income solely relies on the donation
2	My incomes is on the commission rebate from hotel sponsor and tour package I have introduced on my youtube channel
3	My income is through commission charged for immigration advisory service
4	My income is through offline course to tell property investment strategy in class
5	I am only paid by the google based on the view rate to offer independent advisory on the selection of automobile purchase and functionality of different car model.
6	My income relies on the sales of cosmetic product referred through my youtube channel
7	The income is through online course subscription and additional content is accessible for fee-paying viewer.

Intrinsic Values

Youtuber	Keyword
1	Same line of Political Stand
2	Discount and Bargain
3	Information on Immigration policy
4	Mortgage Knowledge
5	Independent assessment
6	Skills of Makeup and discount on cosmetic products
7	Depth of bond knowledge

Breach

Youtuber	Keyword
1	Different political stand
2	Rebate rate linkage
3	Inaccuracy of immigration policy
4	Inaccuracy of mortgage policy
5	Biased assessment on product
6	Overprice product
7	Misjudgment on market

6. SUMMARY

The elements of breach of intrinsic values of Psychological contract is the flip-side of those values of the formation of psychological contract. Youtubers depending on youtuber as the platform for the source of earnings are bound by those values because this is the bond between youtuber and viewer.

This bond is formed through participative management (George 2016) for the formation of psychological contract on participative management which has similarities with relational psychological contracts in their common emphasis on commitment and belief in the intrinsic values of people to want to work for something beyond than monetary reasons.

Since youtuber needs to ensure the popularity of their channel, the expectations from viewers are decisive to the fulfillment of perceived promise of intrinsic values and this is not to be construed from in another way round. Therefore, the breach is likely to respond negatively as it results in an immediate response of mistrust from the other side.

The extrinsic values from the psychological contract offer monetary return to youtubers from the successful formation of intrinsic values with their viewers as the clientele base for their various form of business models which directly derives from the bond between youtubers and their viewers.

All in all, the popularity of youtubers can generate income from service, products, google rebate and advisory fee from their viewers. The intrinsic values formed is both transactional (long term) and relational (short term) of psychological contract through interdependence of the organization and level of social exchange.

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