Appendix

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

Cluster 1: Downhill from here
- Typical vlog: https://www.youtube.com/watch?v=fgxNpYkIlt8 (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/ljessalynn/)

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=1b97I3001ZY (Brataylay)
- Typical vlogger: Andrew Schrock (https://www.youtube.com/user/AndrewSchrock)