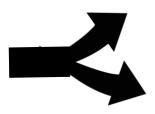
## The Digital Media Phenomenon of YouTube Beauty Gurus: The case of Bubzbeauty

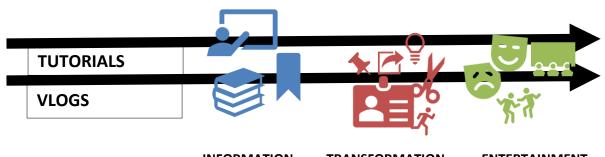


## 2008

## **FAME CYCLE - POPULARITY AND LIFE MILESTONES**



## **CONTENT AND USES**



INFORMATION

**TRANSFORMATION** 

**ENTERTAINMENT** 

knowledge

creativity, identity work inspiration

pastime, fun

