

On-Cam Vs. Off-Cam: Understanding the Dual Identity and Challenges of Vloggers

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ABSTRACT

The rapid growth of vlogging in Cebu has reshaped how individuals present their identities in digital spaces, yet it also introduces challenges that affect their personal well-being. This study explored the lived experiences of vloggers, particularly their motivations for vlogging, challenges they encounter, coping mechanisms they use, and how they present themselves both online and offline. Drawing from Goffman's Self-Presentation Theory, Rogers' Theory of Incongruence, and Cooley's Looking-Glass Self, the research examined how vloggers balance the curated image shown to audiences in the digital world with their authentic selves in off camera. Using a qualitative phenomenological approach, the study gathered narratives from vloggers through semi-structured interviews and analyzed the data using Braun and Clarke's thematic analysis. The results revealed that vloggers are motivated by entertainment, personal enjoyment, creativity, financial opportunities, and the desire to inspire. However, they face challenges such as time management and workload, content creation and consistency, platform restriction and technical issues, criticism and negative feedback, and pressure. To cope with these challenges, vloggers employed strategies such as being persistent and optimistic, having faith and learning acceptance, having support systems, having a positive mindset to maintain balance. The findings also highlighted that vloggers maintain a distinct separation between their online and offline personas, while others strive to express authenticity by aligning both online and offline personality. The study provided insights into the psychological realities of vlogging, with implications for vloggers, their viewers, academic setting, digital platforms, and mental health professionals.

INTRODUCTION

The rapid rise of vlogging as a form of digital content creation has brought both opportunities and challenges, with vloggers navigating the duality of their on-camera personas and off-camera realities, often facing psychological, social, and professional struggles that remain underexplored (Yin, 2024; Serazio, 2023). Globally, vlog content reaches about 23.4% of audiences (Statista, 2025), with 3% of the US population identified as influencers in 2022, including vloggers (Nguyen, 2018). Regional variations highlight Japan's strong interest in video platforms (Statista, 2024), India's vast creator base with 150,000 professional YouTubers, and the Philippines' leading role in vlog consumption, where 48% of netizens watch weekly and 51.4% follow influencers (Goodfellow, 2022). Despite this cultural and economic prominence, research has largely focused on technical and marketing aspects, leaving a gap in understanding vloggers' lived experiences, particularly issues like burnout, anxiety, impostor syndrome, and authenticity pressures. Addressing this gap, the present qualitative phenomenological study used self-made interview guides with diverse vloggers to explore their reasons, challenges, coping mechanisms, and self-presentation, capturing personal narratives that reveal the stress, isolation, and resilience required to sustain a career in vlogging.

METHODS

This study employed a qualitative phenomenological design to explore vloggers' experiences in managing dual identities between their real-life and online personas. Data was collected using a self-made, Subject Matter Expert (SME)-validated interview guide with open-ended questions, allowing participants to share motivations, challenges, coping mechanisms, and self-presentation strategies. Braun and Clarke's thematic analysis was applied to identify recurring themes and patterns, providing deeper insights into the personal and professional struggles of vloggers as they balanced authenticity and performance in digital spaces.

The study involved eleven (11) experienced vloggers from YouTube, Facebook, TikTok, and Instagram, each with over three years of content creation and at least 100,000 followers. Using purposive sampling, participants represented diverse categories such as social impact, travel, creative expression, comedy, and financially driven content. Conducted in Cebu, Philippines, the research drew on the city's dynamic social media culture. Interviews lasted 30–60 minutes, were recorded with consent, and later anonymized, coded, and analyzed to explore coping strategies and identity negotiation. Ethical protocols included instrument validation, peer debriefing, reflexivity, and strict confidentiality, with all data securely stored and destroyed after analysis to protect participants' privacy. Data collection continued until thematic saturation was reached, wherein no new insights emerged and subsequent interviews only reinforced existing themes of motivations, challenges, coping mechanisms, and self-presentation.

Participant Profile

RESULTS

The findings of the study on vloggers lived experiences are presented in this chapter, focusing on their motivations, challenges, coping mechanisms, and self-perception both online and offline. The findings were categorized into themes and subthemes, based on the responses of the participants throughout the data analysis. With the use of these findings, this chapter aimed to provide a deeper understanding of why individuals engage in vlogging, the challenges they encounter in their journey, how they cope with these struggles, and how they construct and maintain their identities in both online and real-life spaces.

Table 1. Reasons Why They Chose to Vlog

Themes	Sub Themes
Expressive Enjoyment	Making People Happy Personal Enjoyment Artistic/Creative Expression Diversion from Stress
Purpose-Driven Productivity	Earning Income Inspiring Others

Vlogging is driven by emotional fulfillment, self-expression, and purposeful engagement. It allows creators to showcase individuality, connect with audiences, and find relief from daily pressures. Beyond personal satisfaction, many pursue vlogging to build brands, develop skills, earn income, or inspire others. Ultimately, it serves as a multifaceted space where creativity, well-being, and meaningful impact converge in the digital world.

Table 2. Challenges They Face in Vlogging

Themes	Sub Themes
Creative Stress and Burnout	Time Constraints Difficulty Balancing Academics/Profession Personal Struggle
	Lack of Idea or Creator's Block Pressure to Maintain Audience Engagement
Platform Restrictions and Negative Feedback	Page Violations and Bans Discouragement from Peers or Family

Vloggers face personal pressures like time management, stress, and creative blocks, making vlogging both a creative and psychological challenge that requires self-care. Externally, platform restrictions, algorithm changes, and social discouragement can affect visibility, income, and confidence. Overcoming these demands calls for

resilience, adaptability, and strong support networks to sustain motivation, mental health, and creativity in a competitive digital space.

Table 3. Coping Mechanism Used by Vloggers

Themes	Sub Themes
Pushing through Difficulties	Persistence Faith Optimism Acceptance
Support Systems	Encouragement from Family and Peers Followers' Loyalty and Support as Motivation
Positive Mindset and Reframing	Ignoring Hate and Negativity Rest

To handle content creation challenges, vloggers rely on persistence, support systems, and perspective management. Persistence helps them reframe setbacks as growth opportunities, maintain consistency, and balance online and personal life. Support from family, peers, and followers provides motivation and reassurance, while positivity, rest, and dismissing negativity foster resilience. Together, these strategies create a holistic framework that sustains emotional well-being and creativity in a competitive digital space.

Table 4. Self-Presentation

Themes	Sub Themes
Self-Opacity	Consistency of Identity Reserved Offline

In vlogging, self-presentation shapes how creators see themselves and project their identity. Many values authenticity, aiming to reflect their real personality, values, and mannerisms so audiences view them as genuine and trustworthy. This introspection helps vloggers create content that truly represents who they are, fostering stronger connections with viewers. Vlogging also reveals identity's fluidity, as some adopt different personas online versus offline. They may appear confident on camera yet describe themselves as reserved in private. This flexibility allows vloggers to balance authenticity with adaptability, maintaining boundaries while engaging audiences. Ultimately, vlogging highlights how identity, self-expression, and audience perception intersect across digital and real-world spaces.

DISCUSSION

This study examined vloggers' experiences in balancing identity online and offline, focusing on their motivations, challenges, coping strategies, and self-presentation. Findings reveal that while vlogging offers creative freedom and opportunities, it also entails personal sacrifices. This chapter summarizes key insights, situates them in a broader context, and provides recommendations for vloggers, audiences, platforms, mental health professionals, and future researchers.

Reasons Why They Chose to Vlog

In vlogging, motivation reflects both emotional fulfillment and purposeful engagement. Many creators are drawn to self-expression, finding satisfaction in making people happy, sharing personal stories, and engaging in creative work (Vlahović et al., 2023; Kennedy, 2021; Simpson & Semaan, 2023). Vlogging can also provide emotional relief and serve as a therapeutic outlet, helping creators manage stress (Sangeorzan et al., 2019). Beyond enjoyment, some pursue vlogging for purposeful goals, such as generating income or inspiring others through skills, stories, or advocacy (Adewunmi, 2024; Yu et al., 2018; Nayan et al., 2022). These motivations show that

vlogging is not only recreational but also a platform for creativity, personal relief, and meaningful contribution, with storytelling and viewer connection playing key roles (Kemp et al., 2021).

Expressive Enjoyment

Expressive enjoyment reflects the intrinsic motivations behind vlogging, highlighting the emotional and creative satisfaction it brings. For many, content creation offers pleasure through humor, talent, and self-expression, while fostering meaningful audience connections. It also provides stress relief, serving as a refreshing outlet that supports well-being through creativity and connection.

Making People Happy

Making people happy is a common motivator for vloggers to enter vlogging. They want to reduce viewer's stress levels and offer them moments of happiness by producing funny or uplifting contents. In addition to showing compassion for their viewers, this desire to entertain also displays a sense of fulfillment knowing that they can make their viewers feel better. To quote the answer of the participants:

(P1): Daghan, gawas na makakwarta ka, di man jud ka muhimo sa usa ka butang ug di jud ka kakwarta. Pero pinaka main gyud nga rason para lang magpalingaw ba makapalingaw sa mga tao, mao gyud baya na kay daghan baya kay mga tao ron no nga na stress sa problema mga panimalay mga trabaho, mga inana so ilang utok kay labad kaayo so mas mayo man na kay ang ato jud baya ron kasagaran kay social media so maayo manang naay muagi sa ilang newsfeed nga magkatawa sila so ana rajud malingaw ba . kay once ang tao gud malingaw or ma distract sa butang kay mawala jud baya ang problema samot nag nalingaw na sa ilang gitan'aw mawala jud baya ka dali ang mga problema, at least nawala ka dali ba. (P1): (There are many reasons—aside from the fact that you can earn money, of course, because you wouldn't really do something if there's absolutely no way to earn. But the main reason is really to entertain people, to make them happy. You know, a lot of people nowadays are stressed with family problems, work, and things like that, so their minds are really burdened. That's why it's better if something shows up on their newsfeed that makes them laugh. At least they'll enjoy it for a while. Because once a person is entertained or distracted by something, their problems really go away, especially if they're enjoying what they're watching, the problems fade quickly, even just for a short time.)

These views highlight how vloggers find purpose in making people smile. By entertaining their audience, they help others feel less stressed, and that, in turn, makes vloggers feel happy and fulfilled too. This resonates with the claim of Vlahović and colleagues (2023) that vlogging serves as a platform for self-expression, allowing creators to share their personal stories and experiences with a global audience. Similarly, Kennedy (2021) explained that vlogging can provide a unique opportunity for individuals that enable them to showcase their creativity and uniqueness as a person.

(P2): The entertainment because of my personality, I have this like I really love seeing people smiling. Especially if the reason of their smile is ako, if naka hatag ko nila ug kalipay. In that way, I could be able to share happiness. Well, 'cause I know life is so hard so mao nang at least ba maka entertain ta, maka light up ta sa ilahang gi bati. So in ana, that's one of the factor nga ako gi consider jud nga why I decided to continue vlogging.(P2): (The reason I keep doing entertainment is because of my personality—I really love seeing people smile. Especially when I'm the reason for that smile, when I can give them a bit of joy. In that way, I feel like I'm sharing happiness. I know life can be really tough, so at least I get to entertain people and lighten up what they're feeling. That's actually one of the main reasons why I decided to continue vlogging.)

Sangeorzan and colleagues (2019) emphasized that sharing personal stories can serve as a therapeutic release, providing emotional and mental benefits for vloggers. Likewise, Rosenbusch and colleagues (2019) pointed out that emotions can be transferred through vlogging, which helps create positive mood and social connection with audiences. When vloggers post videos, they don't just do it to make content for people. They do it to form meaningful connections that uplift themselves and their viewers.

(P9): Sauna kay wala man ko nagdahum na mag-vlog ko kay para mo sikat ko, makakwarta ko. Wala jud koy kalibutang na pwede makakwarta sa vlog, nagbuhat-buhat ra jud ko'g video na kanang na usa man tong video pag-pandemic, pandemic man mi na nag-start ato. So mao to nagbuhat ko'g video ato niya wala ko gadahum

na mo click di ay tong video, ing-ana. (P9): (At first, I didn't expect to vlog to get famous or earn money. I had no idea that you could earn from vlogging. I was just making videos for fun, then one of them went viral during the pandemic—that's when I started. I didn't expect it to click, but it did.)

This experience reflects Zhang's (2019) observation that vloggers' initial motivations often evolve when positive audience responses reinforce their engagement. Similarly, Aquino and Cabalquinto (2025) noted that vloggers document their lives not primarily for profit but as a way to share experiences and connect with others. Over time, enjoyment and audience feedback strengthen their commitment to continue vlogging. Vlogging also fosters social connection. Li (2024) emphasized that it creates a sense of belonging by connecting people across the world, while Hsu (2020) highlighted that engagement through comments and live streams builds supportive communities and networking opportunities. The entertainment provided is therefore more than content, it becomes a social and emotional resource. impactful ways.

Personal Enjoyment

Some people mainly use vlogging as a personal source of fun. They find joy and fulfillment in the process of creating, editing, and sharing videos. Enjoyment itself can be a strong motivation to continue videos, as seen that what starts as a hobby turns out to be a regular habit. To quote the answer of the participants:

(P1): Kana rajud makapalingaw sa mga tao, nakita naku nga nalingaw sila sa amoa so why not ipadayun tapos nalingaw naman pud mi. (P1): (It's really just about entertaining people. I saw that they were enjoying what we do, so why not continue it—plus, we're also having fun ourselves.)

It showed how the fun of entertaining others and enjoying the process yourself becomes a strong motivation to keep creating content. In relation to this, vlogging has become a known medium for self-expression, creativity, and connection in the digital environment (Bebb, 2023), highlighting its dual role of bringing joy to vloggers while engaging viewers. Similarly, vlogging serves as a platform for self-expression, allowing creators to share their personal stories and experiences with a global audience (Vlahović et al., 2023). Creating content stays enjoyable because it is a mix of having fun yourself and seeing others respond positively, it's that back-and-forth energy that keeps it exciting.

(P8): Main goal gyud naku gyud kuan ragyud akona enjoy ra pag vlogging, dili pud ingun nga ma success nga ganahan ko maka hit ug mga dagko nga followers basta enjoy rajud akong pag vlogging gyud. (P8): (My main goal is really just to enjoy vlogging. It's not so much about becoming successful or wanting to gain a huge number of followers—as long as I enjoy vlogging, that's enough for me.)

This response aligns with Kennedy (2021) who shared that vlogging can provide unique opportunities for individuals that enable them to showcase creativity and uniqueness as a person. Just having fun with vlogging without stressing over fame or follower counts really connects with what Sangeorzan and colleagues (2019) found. They pointed out that telling personal stories can be a kind of emotional release, helping vloggers feel better mentally and emotionally. It showed that the simple joy of creating content can be enough to keep people going, because the process itself brings meaning and satisfaction, even without outside validation.

(P5): Mag video-video ko kay malingaw man ko. (P5): (I'll make some videos just for fun since I enjoy it.)

(P7): Lingaw-lingaw ra at first, kadugayan kay ma move nako sa comment sa mga tawo na inspiring and makatabang nila. Sa mo believe, mo subaybay. (P7): (At first, it was just for fun, but later on, I was moved by the comments from people saying it was inspiring and helpful to them. Those who believed and supported me motivated me.)

Simple expressions of fun also motivate vloggers to keep going. These statements show that personal enjoyment often evolves into something more meaningful when creators realize that their content inspires and uplifts others. In relation to this, Li (2024) emphasized that vlogging fosters a sense of belonging as an effect of connecting people from different parts of the world. Similarly, Rivas (2022) observed that many vloggers use their channels to share different perspectives and thoughts, thereby fostering stronger bonds with their audience. The stories shared by the vloggers show that personal enjoyment is at the heart of their journey. Whether it is the thrill of

making people laugh, the simple pleasure of filming, the passion for expressing themselves creatively, or the joy of preserving memories, each experience reveals how vlogging becomes more than just a pastime. It turns into something deeply meaningful. What often starts out as “lingaw-lingaw” gradually grows into a fulfilling practice that brings happiness, sparks inspiration, and builds connections with others.

Artistic/Creative Expression

Vlogging allows individuals to express themselves artistically, whether through storytelling, performance, or editing styles. It becomes a platform where their creativity can be seen and appreciated by others, making the experience personally rewarding and socially engaging. To quote the answer of the participants:

(P4): *Pag start is really passion so mura siya ug creative outlet nako. So, also, another factor is right now most people they consider the money or the monitory return sa vlogging kay syempre social media na karon. But, ultimately I really started vlogging for my creative outlet.*(P4): (When I first started, it was really all about passion—it was like my creative outlet. Another factor now is that a lot of people focus on the money or what they can earn from vlogging, especially since social media is such a big deal these days. But ultimately I really started vlogging for my creative outlet.)

Some vloggers linked enjoyment with passion and creativity, echoing Simpson and Semaan’s (2023) view that vlogging pushes creators to expand their limits. Smyrniou and colleagues (2020) likewise emphasized how storytelling enables fresh self-expression, while Kennedy (2021) affirmed that vlogging showcases creativity—making passion-driven content a key source of personal enjoyment.

(P3): *Ganahan jud ko ug film, ganahan jud ko ug videos, ganahan ko mo capture ug moment like aside sa videos sa music sad, kanang maka pa stay bitaw siya sa, for example mamatay ko mao ranay mo stay the way nako gi document ako ang life kay through anang video, music or pictures.*(P3): (I really like film, I really like videos, I like capturing moments—like aside from videos, also music. It’s something that can make memories stay, because for example, if I die, the only thing that will remain of me is the way I documented my life through those videos, music, or pictures.)

Beyond being entertaining, respondents emphasized that vlogging serves as a medium to preserve and capture special moments, functioning as a personal archive of memories and experiences. Aquino and Cabalquinto (2025) noted that vloggers document their lives, travels, and journeys, creating a visual record that provides emotional satisfaction and preserves identity. Vlogging also allows creators to express themselves and reflect on their experiences. Vlahović and colleagues (2023) highlighted its role in sharing personal stories with a global audience, while Kennedy (2021) emphasized opportunities for showcasing creativity and uniqueness. Simpson and Semaan (2023) noted that vlogging encourages pushing creative limits, and Smyrniou and colleagues (2020) highlighted storytelling as a method for fresh self-expression. Sharing personal stories can also provide therapeutic benefits (Sangeorzan et al., 2019).

Diversion from Stress

Beyond creativity, vlogging serves as a welcome distraction from daily stress. Academic or work-related pressures are often heavy, and content creation offers an escape or alternative focus where vloggers can relax, enjoy themselves, and momentarily step away from their responsibilities. To quote the answer of the participants:

(P1): *Kana rajud makapalingaw sa mga tao, nakita naku nga nalingaw sila sa amoa so why not ipadayun tapos nalingaw naman pud mi.*(P1): (It’s really just about entertaining people. I saw that they were enjoying what we do, so why not continue it—plus, we’re also having fun ourselves.)

This experience of entertainment and easygoing engagement is consistent with Vlahović and colleagues (2023) that emphasizes how vlogging serves as a platform for self-expression, allowing creators to share their personal stories and experiences with a global audience. Similarly, Kennedy (2021) noted that vlogging can provide unique opportunities for individuals that enable them to showcase their creativity and uniqueness as a person, highlighting that enjoyment and satisfaction are central to why vloggers continue the practice. Likewise, many vloggers shared that audience connection strengthens their motivation to keep creating content.

(P3): *Naa na gyud na sa akung kaugalingon hantud mamatay guro ko kay para naku lang dili man siya hasol sa akooa gud nga for example mag create ko ug vlog, usa mudako akung views dapat ing'ani ing'ana karun mag create naku ug videos or music wala naku nag pleased sa mga tao bitaw nga maganahan ba sila naa na sa akooa mismo nga ma satisfy ko sa akung gibuhat para naku successful naku ana maong para naku dili na gyud siya mawala para naku naa na gyud na kay mao mana ang playtime naku niya lahi napud ang serious nga side trabaho in'ana gud.* (P3): (That's already a part of me, probably until I die, because for me it's not really a hassle. For example, when I create a vlog, before I used to think my views should grow, it should be like this or like that. But now, when I create videos or music, I'm no longer trying to please people or make them like it. It's already within me—that I feel satisfied with what I've made. For me, that already makes me successful. That's why I believe it will never disappear from me, because that's my playtime. Then there's also the serious side, like work, you know?)

This aligns with Sangeorzan and colleagues (2019) who insisted that sharing personal stories can serve as a therapeutic release, providing emotional and mental benefits for vloggers. In addition, creating and sharing content has also been shown to help individuals develop confidence and refining communication skills (Kahn et al., 2022) and provide a controlled environment for self-expression, enabling individuals to overcome social anxiety (Madzlan, 2020). These insights back up what the respondent shared. Vlogging has become a meaningful part of their daily life, offering joy and release while helping balance the fun side of things with the more serious demands of work or school.

(P4): *Especialy like now kay law school ko, so dili gani murag heavy kay ang mga pang tun-an or akong mga pang studyhan. Like if I go to school most of my time kay makuha gyud siya sa heavy load or stressful nga subject. So, as my way to naay diversion sa akong task, naay creative na aspect sa akong life mao nga mag vlog ko.* (P4): (Especially now that I'm in law school, it doesn't feel too heavy because of the stuff I'm studying. Like, usually when I go to school, most of my time is taken up by really heavy load or stressful subjects. So, as a way to take a break from all that and have something creative in my life, I started vlogging.)

Pitchford (2019) highlighted how hobbies like painting, gardening, and reading foster self-expression and emotional recovery. Similarly, Briones (2024) noted that such activities help vloggers detach from their online personas, reducing stress, while Takiguchi and colleagues (2022) emphasized their role in coping with burnout. In this sense, vlogging becomes both a creative outlet and a coping strategy, easing academic pressures and heavy workloads. Respondents described it as a source of fun, satisfaction, and respite, echoing scholars who view vlogging as offering artistic fulfillment, emotional connection (Simpson & Semaan, 2023), and global belonging (Li, 2024). Overall, vlogging functions as amusement, therapy, and stress relief, enabling creators to balance responsibilities while finding joy and fulfillment in content creation.

Purpose Driven Productivity

Purpose-driven productivity highlights how vloggers use the platform to achieve intentional, goal-oriented outcomes. For some, content creation provides income and transforms skills into livelihood; for others, it serves as a way to inspire through advocacy or personal narratives. Thus, vlogging is not merely recreational but a strategic pursuit, aligning creative expression with financial aims and meaningful contributions—showcasing its multifaceted value as both purposeful and creative.

Earning Income

For many vloggers, financial stability is an important factor in their decision to pursue vlogging. They see vlogging as an opportunity to supplement their income or create a sustainable livelihood. This practical motivation highlights how digital media can also serve as an avenue for economic improvement. To quote the answer of the participants:

(P9): *Sauna kay wala man ko nagdahum na mag-vlog ko kay para mo sikat ko, makakwarta ko. Wala jud koy kalibutang na pwede makakwarta sa vlog, nagbuhat-buhat ra jud ko'g video na kanang nausa man tong video pag-pandemic, pandemic man mi na nag-start ato. So mao to nagbuhat ko'g video ato niya wala ko gadahum na mo click di ay tong video, ing-ana.* (P9): (At first, I didn't expect to vlog to get famous or earn money. I had

no idea that you could earn from vlogging. I was just making videos for fun, then one of them went viral during the pandemic—that's when I started. I didn't expect it to click, but it did.)

(P11): I think ang tinoud gyud is because of financial kay maka help man siya financially.(P11): (I think the real reason is because of finances, since it can help financially.)

(P1): Dako kaayo ug tabang ang vlogging pud about sa kanang pag pangwarta. Makakawarta man jud ka pero dili lang lalim taas pa kaayo ka ug again usa jud ka ma discover ug makakawarta. Karon, daghanhan naman jud ga sugod ug vlog pero padayon lang jud pasensya raman ang pinaka importante kay dili baya karung ga vlog ka niya ugma ma monetize dayun kay dili jud baya. Karun ga vlog, moa bot pa na ug usa ka tuig usa ka ma monetize kadugay ana.(P1): (Vlogging really helps a lot when it comes to earning money. You can actually earn from it, but it's not easy, it takes a long time before you get discovered and start making money. Nowadays, many people have started vlogging, but you just have to keep going. Patience is the most important thing because it's not like you start vlogging today and get monetized tomorrow, it doesn't work that way. Sometimes, it can even take a year before you finally get monetized.)

Many vloggers identified income as a key motivation for content creation, recognizing its potential as a livelihood. Adewunmi (2024) noted that ads, sponsorships, and merchandise drive earnings, while Yu and colleagues (2018) highlighted financial incentives as a reason some pursue vlogging full-time. Participants also stressed its role in meeting daily needs, echoing Zhang and colleagues (2024) on the growing income opportunities in vlogging. Kuznetcova (2024) further emphasized passive income as a path to long-term stability.

(P6): Kato, katong para ma share ang nindot na mga tourist spots diri sa Cebu niya maka earn pud. (P6): (When I realized I could share the beautiful tourist spots here in Cebu and also earn from it.)

Aquino and Cabalquinto (2025) noted that vloggers document their lives and travels, while Cyndy (2025) highlighted vlogging as a career path offering income through sponsorships and collaborations. Beyond financial gains, it showcases local identity and provides entertainment, reflecting dual motivations of profit and joy. Li (2024) emphasized vlogging's role in fostering belonging, and Zhang (2019) underscored its emotional connections. Thus, while money matters, vlogging is deeply rooted in spreading positivity and building meaningful bonds.

(P10): Katong ganahan jud ko maka earn ug money. Kay na inspire pud ko ni Boy Tapang. Ganahan ko ma pareha ni Boy Tapang nga gikan sa wala unya karon na asenso na tungod sa pag vlog-vlog.(P10): (I really want to start earning money because I got inspired by Boy Tapang. I want to be like him—he started from nothing, and now he's successful because of vlogging.)

Vlogging inspires personal goals beyond income, drawing motivation from others' success and fostering creativity. As Grzesiak (2018) noted, it offers brand and career opportunities, while Simpson and Semaan (2023) highlighted its push toward ambition and innovation. Participant narratives show vlogging as both livelihood and meaningful self-expression—sharing stories, culture, and community while earning. Ultimately, it serves as an economic pursuit and personal journey, rooted in creativity, purpose, and the power to inspire.

Inspiring Audiences

Vlogging is also driven by the desire to motivate and inspire. Through their content, content creators hope to uplift viewers, promote optimism, and encourage resilience. This reflects their belief that vlogging can go beyond entertainment and serve a more meaningful purpose. To quote the answer of the participants:

(P1): Ako wala jud sa akoang plano wala jud nasulod sa akung hunahuna nga mag vlog ko, wala jud nisud sa akoang hunahuna ba nga mag vlog kay once man gud nga ibutang nimo ang usa ka butang nga muingon jud ka nga "kinahanglan jud nga mag vlogger judko" ma stress man ka, mura kag makaingon sa imong kaugalingon ba "naa paman ko diri hagbay naman unta ko ga plano" so kasagaran sa mga butang jud dijud na sya angay planohon. Pero ganahan ka diba wajud tao nga dili ganahan gawas siguro atong mga tao nga dili jud hilig ug social media, so kasagaran jud ron kay ganahan. Makaingon ko sa akung kaugalingon ron nga impossible nga masukod ko anang pag vlog kay unsa ragud tawn ta inana ba mao jud nay masukod sa atong hunahuna " unsa

ragud tawn ta nganong mag vlog vlog manta” so kato jud nga punto nga nagsugod nag panaghan akung followers kay kato jud sa charity vlog, dili to tungod nga pakitang tao kundi mao toy sulod sa akung kasingkasing nga mutabang sa mga naglisod jud. Naa koy kwarta nga ipagawas nga gamay pero dili jud siya ingun nga akoo jud tanan nga kwarta, gusto bitaw ko nga mangayo gani ko sa katawhan through G-cash inana para matabangan to mga tawhana ba kay louy manjud kaayo so wajud ko ga expect nga tungod ato na monetize ko. (P1): (Vlogging was never part of my plan; it never even crossed my mind. I thought that if you force yourself to say, ‘I really need to be a vlogger,’ it would only cause stress, like telling yourself, ‘I should have started this long ago.’ Some things just aren’t meant to be planned. But of course, people enjoy it—almost everyone does, except maybe those who aren’t into social media. Honestly, I used to think it was impossible for me to get into vlogging, asking myself, ‘Why would I even vlog?’ But the moment my followers started growing was when I did a charity vlog. It wasn’t for show—it came from the heart, from a genuine desire to help those in need. I gave what little money I could, and even asked others to contribute through GCash so we could support those struggling. They were really in need, and I never expected that because of that, I would eventually get monetized.)

Li (2024) emphasized that vlogging fosters belonging by connecting people globally, while Zhang (2019) noted its ability to build strong emotional ties between creators and viewers. These findings suggest vlogging can ease anxiety, spark laughter, and provide therapeutic benefits. Sangeorzan and colleagues (2019) highlighted personal storytelling as emotional release, and Xu & Zhao (2021) showed how sharing daily experiences creates routine and helps navigate uncertainty. Overall, vlogging promotes resilience and optimism, serving as both coping strategy and creative outlet. Its interactive nature—through feedback and engagement—further strengthens social connectedness and emotional support for creators.

(P2): As a teacher, the main purpose of why I do vlogging in my teaching journey to inspire a lot of students even those parents na education is not a boring thing, there’s joy and happiness in studying. (P2): (Yes, I’m a teacher, and if you watch most of my videos, you’ll notice that entertainment is primary. Of course, I also slip in some education since I’m a teacher. The whole point of my vlogging in this journey is to inspire students—and even parents—that education isn’t boring. There’s joy and happiness in studying.)

Nayan and colleagues (2022) emphasized that educational vlogs inspire viewers to learn new subjects, while Wicaksana and colleagues (2023) observed their value for personal and professional growth. Gajria and colleagues (2022) further highlighted vlogging as an engaging tool for sharing knowledge and skills. Although entertainment remains the primary goal, these findings show that vlogging also motivates students and reshapes perspectives on learning. Havrylenko and Meleshko (2023) affirmed that vlogs effectively explain complex topics and demonstrate services worldwide. Aquino and Cabalquinto (2025) noted that some vloggers document their lives and travels, creating visual records of their journeys. Similarly, Raby (2017) pointed out that vlogging raises awareness of environmental and political issues, while Zhang (2024) observed its role in preserving cultural heritage through traditions and histories.

Challenges They Face in Vlogging

Vloggers face challenges stemming from both personal demands and external pressures. Personally, they struggle with time constraints from filming, editing, and publishing alongside academic or professional responsibilities, leading to stress and difficulty balancing roles (Mathur et al., 2018; Zhang et al., 2023). Emotional strain, fatigue, anxiety, self-doubt, and creative burnout are common, particularly when generating fresh ideas or comparing themselves to others (Muetzel, 2021; Ting, 2024; Zsila & Reyes, 2023). Externally, platform restrictions, such as bans or demonetization, disrupt visibility and income, while commercial pressures and industry competitiveness can undermine credibility and create toxic environments (Chapple et al., 2017; Zahrah, 2024; Maldonado et al., 2023). Discouragement from peers or family further affects motivation and confidence (Rivas, 2022). Together, these factors show that vlogging involves a complex interplay of creative labor, mental health, and platform governance, demanding resilience and support (Weinstein, 2023).

Creative Stress and Burnout

Vlogging requires a steady flow of original, engaging content under tight schedules and shifting audience demands. This constant pressure can cause emotional exhaustion, especially when creators feel obliged to outdo past work or maintain visibility. Balancing authenticity with entertainment while managing personal and professional struggles often erodes creative joy, leading to burnout. Over time, content creation shifts from

self-expression to survival in a competitive digital space, leaving vloggers drained, distanced from their passion, and prone to mental fatigue.

Time constraints

Managing the demands of content creation with their professional responsibilities and academic obligations is one of the biggest problems facing vloggers. Vlogging, though often perceived as a simple activity, involves careful planning, filming, editing, and promotion, tasks that consume both time and energy. This puts pressure on working professionals or students who are vlogging as they balance their online presence with their real-life responsibilities. Many thus find it difficult to balance conflicting priorities, which frequently results in exhaustion or a drop in the quality and frequency of their uploads.

(P4): *Daghan, kanang syempre oras gyud because kay para nako pinaka dako gyud ug makuha ang time. Because ako ang mo plan sa akong content. Like, I mean, wala koy team for it. Ako ang mo plan sa akong content, ako ang mo edit nya syempre akong platform kay law pud baya. So when we are talking about youtube kay longer iyang videos, before kay maximum of ten minutes ang kinahanglan karon kay dapat ten to fifteen minutes na sometimes thirty minutes. So ang pinaka dako nga factor or ang challenge kay kung kanus-a ko maka hatag ug oras para mag edit, mag plano sa akong content. Aside sa time, another challenge is syempre ang numbers kay if you are talking about vlogging as a career syempre kay ang views, likes ang amount of comments. Because when you are talking about content creation as a career you're making a money out of it, you're making an income and you're generating income out of your contents so syempre imong kuntra ana kay ug daghan paba ug mo tan-aw or daghan paba ug mo engage. Basically kana siya kay domino effect Pero sa akong self ang pinaka challenging gyud nako is mangita gyud ug oras para sa pag sustain para sa content creation.* (P4): (There are many challenges, but the biggest one for me is time. I'm the one who plans my content, edits it, and manages everything since I don't have a team. My platform also demands longer videos—on YouTube, it used to be a maximum of ten minutes, but now it's ten to fifteen, sometimes even thirty minutes. So the hardest part is really finding the time to edit and plan my content. Aside from time, another challenge is the numbers—views, likes, and comments—because if vlogging is treated as a career, income depends on audience engagement. It's a domino effect: the more people watch and interact, the more sustainable it becomes. But for me personally, the most difficult challenge is still finding enough time to keep content creation going.)

Vloggers face the challenge of balancing academics or work with the demanding tasks of planning, filming, editing, and audience engagement. Marthur and colleagues (2023) noted the strain of juggling obligations, while Zhang and colleagues (2023) highlighted the added pressure of maintaining multiple platforms. Limited time often affects both quality and consistency of uploads, leading to exhaustion. Financial pressures also weigh heavily, as Adewunmi (2024) pointed to ads, sponsorships, and merchandise as income sources, and Yu and colleagues (2018) emphasized financial incentives as a driver for full-time vlogging, reinforcing concerns over metrics and visibility.

(P3): *Murag feel naku ang time management raman siguro kay kung sa ideas kanang ma burnout kay nahutdan ug ideas para naku mao raman sad siguro na ang time para mo pause pero feel naku ang time management ra kay sa akung personal ug ang vlog murag wala pana naku siya na balance ug maayo gani usahay ma dala gihapon ko sa vlog diha na side niya makalimot ko sa akung personal or sa akung kaugalingon nga wala diay naku na enhance nga naa dia koy kulang or mga issues ana nga side usahay ma focus man gud ka sa abilities nimo pero ang tang tangon na nga ability unsa naman ka nga pagka tao feel naku mao rana ang major nga problem*(P3): (I think it's really just time management. When it comes to ideas, like burnout from running out of ideas—for me, that's just the time to pause. But I feel like the real issue is time management, because I haven't really balanced my personal life and vlogging well. Sometimes I get carried away with the vlog side of things and forget about myself—that I haven't actually improved or addressed my own shortcomings or issues on that side. Sometimes you get so focused on your abilities, but if those abilities are taken away, then what kind of person are you? I feel like that's my major problem.)

Aside from the creative challenges, vloggers often face an imbalance between personal life and vlogging. Haakon (2024) observed that being pressured to meet deadlines often results in stress and reduces vloggers' productivity. Likewise, the study of Weinstein (2023) explained that demanding vlogging schedules disrupt a person's sleeping pattern resulting in mental health problems. It is also echoed by Muetzel (2021), who states that creative burnout can be triggered by the pressure to create captivating content that is fresh and new to the eyes. Ting (2024) also

pointed out that vloggers often struggle to generate ideas, especially in saturated niches. These findings highlighted how the impact of poor time management can lead to both mental and physical strain, which supports the concerns raised by vloggers.

Difficulty Balancing Academics/ Profession

Many vloggers find it difficult to manage the demands of content creation with their academic and professional obligations. Planning, shooting, editing, and engaging with viewers are all part of video production, and these tasks could conflict with professional or academic commitments. This frequently results in exhaustion, stress, or poor performance in other areas. The difficulties of managing other responsibilities while maintaining their passion for vlogging is reflected in the challenge.

(P2): Number one is, the nature of my job. Because as a teacher, I am required to work eight hours and beyond kay apart from teaching in front of students kay they do not know that behind those discussion that I gave to students kay I have a lot of preparations to do. And aside sad ana naa pajud mga time nga need mi mulakaw if naay sugo ang dean and all niya di pajud ka makabout ug naay tag pila mi magbalik balik didto so need jud nimo tarungon ug handle and time nimo for personal and sa work. Unya sa magbuhat pa ug lesson plan. Ang pag han-ay sa lesson nga dali ra ma sabtan sa studyante. So that's one of the factors nganong lisod kaayo e curate ang pag content but if you love what you are doing, ma insert ra gyud na nimo si vlogging because I personally want my videos or content nga natural gani ug not scripted. So, mao na siya ang challenge number one sunod time. At the same time noh kay responsibilities because to my job as a teacher and my passion in vlogging kay naa siyay difference ba kay in terms of time requirement, naa ng pag edit, ang pag hona-hona nimo sa content. Like that, mag camera man paka, and the resources as well. Cause you know, dili baya ta maka make ug good content without the right resources. In terms of finance not but also people nga mo support nimo behind. (P2): (Number one is the nature of my job. As a teacher, I am required to work eight hours and beyond, because apart from teaching in front of students, they don't realize that behind all those discussions I give them, I have a lot of preparations to do. And on top of that, there are times when we need to go to other places if the dean gives an instruction, and you never know how many times we'll have to go back and forth. So you really need to properly handle your time for both personal life and work.. Then there's creating the lesson plan and organizing the lessons so the students can easily understand them. So that's one of the factors that makes it very difficult to curate content. But, if you love what you are doing, you can definitely fit vlogging in, because I personally want my videos or content to be natural and not scripted. So, that's the number one challenge. Another challenge is responsibilities. My job as a teacher and my passion for vlogging have a significant difference in terms of time requirement, which includes the editing, the planning of content, and even acting as the cameraman.

And the resources as well. Because, you know, we can't make good content without the right resources, not just in terms of finance but also having people who will support you behind the scenes.)

Mathur and colleagues (2018) noted the challenge of balancing personal and professional obligations while creating content, a struggle intensified by Zhang and colleagues (2023), who highlighted the added strain of maintaining multiple platforms. For professionals like teachers, these demands make regular vlogging even harder. Multas and colleagues (2021) pointed to the time and effort required to learn editing tools, while Li (2024) stressed that rapid technological changes leave vloggers struggling to keep up. Support systems also play a vital role, with Gibson (2015) emphasizing their value and Kamalpour and colleagues (2020) showing how online communities foster resilience through shared insights and guidance.

(P2): Again, number one the time. Number two the workplace that I am with because I don't have a classroom where ma fix gani nako kung unsay porma sa content ug asa siya nga angle mao na siya, usa na siya sa mga factors. And then the number of responsibilities and students ba nga kailangan nimo e-meet pud not just the expectations sa vlogging or sa content nimo but also the the quality of the education that the students deserve dili gyud na dapat ma compromise. So kana ang one of the greatest najud nga challenge. Mao nang maka bantay mo, maka bantay ka nga less nalang ko ug upload. I cannot give grabe nga discussion unya dayon nag sige ko ug bantay sa camera sa kilid noh nga na puno naba ang memory, kana siya usa pud na siya sa factor nga pwedi nimo e write dear. Kanang ang memory or storage sa cellphone kay ma puno. (P2): (Again, the biggest factor is time. Second is the workplace I'm in, because I don't have my own classroom where I can really set things up properly—like how the content should look and from what angle to shoot it. That's already a challenge in itself.

Then there's also the load of responsibilities and the number of students I need to attend to. It's not just about meeting expectations in vlogging or content creation, but also making sure the students get the quality education they deserve—and that should never be compromised. So that's really one of the biggest challenges. That's why you'll notice, or you might have already noticed, that I upload less now. I can't do an in-depth discussion while also constantly checking the camera on the side to see if the memory's full. That's another factor you can definitely note down—the phone memory or storage getting full.)

Mathur and colleagues (2018) noted the challenge of balancing personal and professional obligations in content creation, a struggle intensified for teachers whose academic duties collide with the time needed for vlogging. Zhang and colleagues (2023) added that maintaining activity across multiple platforms creates further strain, often leading to fatigue, delays, or fewer uploads, as one respondent expressed: *maka bantay ka nga less nalang ko ug upload. Limited space, resources, and technical issues—such as lack of a permanent setup or phone memory constraints—echo Li (2024) and Fitria (2022) on technological hurdles that slow production. These accounts reveal how vloggers, whether students, young professionals, or teachers, face the same reality: vlogging demands far more than assumed, with the ongoing need to plan, film, edit, and engage audiences often clashing with school or work commitments. As a result, creators feel drained and overwhelmed, showing that behind the creative appeal of vlogging lies a constant struggle to stay balanced both practically and emotionally.*

Personal Struggle

As they try to maintain a balance between their personal lives and their online personas, vloggers frequently face personal challenges. The pressure to stay active, creative, and relevant can lead to stress, self-doubt, or emotional exhaustion. Many experience times of worry when they doubt their skills or the worth of their work. The emotional burden that comes with being always visible and expected to perform at their highest level is highlighted by these personal struggles.

(P9): Ang lisod raman, wala may lisod sa akong mga gipambuhad. Ang lisod ra kay katung time na na gipa stop kos akong family ato kay medyo na apektuhan sila, silay na apektuhan sa akong gibuhad ba. Like ang ilang mga rumors nga nadunggan sa mga tawo na “unsa man na siya uy tawahan uy, wa nay makaon?”. Ana ba, tuo nil aba way makaon ba Pero kato is about challenges ra ba. (P9): (Honestly, what I was doing wasn't really hard. The hard part was when my family asked me to stop because they were affected by it—by the rumors people spread, like “What kind of person is he? He doesn't even have food to eat.” Things like that. That was the challenge.)

(P7): Na sobraan nako, ni dako ang ulo, nausab. Asta akong mga kaila, amego ug akong mga ginikanan kay gi storyaan ko about ana. Lisod man gud siya basta public figure naka kay i-base ang personality tungod sa uban. Di nako makighalubilo sa uban kay feel nako dili na sila deserve ilhon kay taas na akong view sa akong self ma oni undang ko sa pag-vlog niya na humble down sa ko. Kay ang naa sa akong huna-huna ato na dapat ig graduate nako kay naa nakoy balay niya mao to akoang gi humble down akong self. (P7): (I became too full of myself, my head got big, and I changed. Even my friends and parents talked to me about it. It's hard because once you're a public figure, people base your personality on what they see. I stopped socializing because I felt others didn't deserve to be known since I viewed myself too highly—that's why I stopped vlogging and humbled myself. I thought back then that after I graduate, I should already have my own house, but then I humbled myself down.)

Balancing daily life with an online persona poses challenges for vloggers, as the pressure to stay creative, active, and relevant often leads to stress, exhaustion, and self-doubt. External judgment and family concerns can intensify these struggles, while harassment and online hate may cause self-censorship and distress (Thomas et al., 2022). Glatt (2023) also noted the strain of performance pressures, trolling, and audience expectations, all of which weigh heavily on mental health. Identity struggles further emerge when creators reconcile their digital persona with their authentic selves; fame and media attention can distort self-image, creating isolation and exhaustion. Michikyan (2020) described this as identity dissonance, while Kennedy (2024) highlighted the tension between appearing transparent and maintaining personal boundaries. Many vloggers also face creator's block, where the difficulty of producing fresh ideas erodes initial excitement, leading to repetitive content, frustration, and declining engagement.

(P11): *Kanang mahutdan ka ug ideas ug unsaon mga inana. I video kung ang writers nay writers block kami pud nay creators block like mahutdan mi ug pang content inana.*(P11): (Like when you run out of ideas on what to make a video about—just like how writers have writer’s block, we also experience creator’s block, where we run out of content ideas, something like that.)(P10): *Kanang pag gama ug content kay di lalim mangita ug content.*(P10): (Creating content isn’t easy because finding ideas isn’t simple.)

Creator’s block, often compared to writer’s block, reflects the psychological and creative struggles vloggers face over time. Muetzel (2021) links it to burnout from the pressure to produce fresh content, while Ting (2024) notes the difficulty of idea generation in saturated niches. Zhang and colleagues (2023) add that maintaining activity across platforms intensifies time pressures, and external demands such as deadlines, audience expectations, and personal obligations further exacerbate the issue (Haakon, 2024; Mathur et al., 2018). Algorithmic visibility and monetization also shift creation from expression to performance, draining creativity (Adewunmi, 2024). Thus, creator’s block is not just a lack of ideas but a mix of emotional, psychological, and practical hurdles that tie creative momentum to well-being and audience pressures, underscoring the challenge of balancing inspiration, productivity, and authenticity in vlogging.

Pressure to Maintain Audience Engagement

Closely linked to creator’s block is the constant pressure to keep audiences entertained and satisfied. With online viewers having short attention spans and countless alternatives, vloggers are expected to continuously deliver content that is engaging, original, and high quality. The need to meet these expectations places a heavy psychological burden on content creators, making vlogging not just a hobby but a demanding responsibility. This pressure to maintain audience interest often leads to stress, burnout, or a sense of inadequacy when videos underperform.

(P8): *Pinaka dakong challenge kanang struggle gyud sa kuan pag himo ug content ba mao gyud na, kay hantud man gud nagka dako kag followers nagka daghan imong viewers dapat improvement man gud sa vlog, kay ako before nag video video lang ba nga kabuang , kiat kiat bisag uso paman to ang tiktok nga sounds sounds ra sayaw sayaw wala pamn to nauso ang voice over , gamay pato nga followers hantud nga nagka dako taas nagka improve naku ba . Mao nay pinaka dako gyud nga challenge kanang quality ug nindot sad ang content nga makuan sa mga tao.*(P8): (The biggest challenge is really the struggle of making content. As your followers grow and your viewers increase, your vlogs also need improvement. Before, I was just making random funny videos, being playful—even when TikTok was still mostly about trending sounds and dances, before voiceovers became popular. Back then, my followers were still few, but as they grew, I also improved. So the biggest challenge is making sure the content has quality and is good enough to capture people’s attention.)

As the demand for better content grows, a sentiment echoed in the literature by Muetzel (2021), who stated that creative burnout can be triggered by the pressure to create captivating content that is fresh and new to the eyes. As a vlogger’s audience grows, so does the pressure to consistently produce high-quality and captivating content. This rising expectation often leads to stress and drains their creative energy, making it harder to sustain the same level of enthusiasm and originality. This pressure is compounded by the algorithmic nature of platforms, where visibility is often tied to performance metrics. Adewunmi (2024) explained that advertisements, sponsorships, and merchandise sales attract vloggers, leading to generating income, this suggests that creators are motivated not just by personal passion but also by the practical need to earn a living. This aligns with participant 8’s experience of transitioning from casual, playful videos to more refined content as their follower count increased. More structured and quality-driven content illustrates the transformation vloggers undergo to meet audience expectations and platform standards.

(P6): *Mahagit ka kay kung kaya sa uban walay rason na dili nako kaya og ang mga kalisod niini kanang dugay ka makakuha mga views og gamay ra ang mutuo nemu sa emung gibuhat labi na emung mga suod na kaila.*(P6): (You feel challenged because if others can do it, there’s no reason I can’t. The difficulties include getting views slowly and only a few people believing in what I do—especially my close friends.)

Haakon (2024) noted that deadline pressures often cause stress and reduce vloggers’ productivity, while underperforming videos can trigger self-doubt and burnout. Kamalpour and colleagues (2020) emphasized that online communities help foster resilience by offering guidance, though such support may not always be

sufficient, making balance between expectations and support vital for well-being. Ting (2024) highlighted the difficulty of generating ideas in saturated niches, with shifting trends requiring creators to stay original and adaptive, turning vlogging into both a creative and strategic pursuit. Weinstein (2023) added that irregular schedules often disrupt sleep and harm mental health, showing how vlogging's flexibility masks rigid demands. Similarly, Mathur and colleagues (2018) stressed that balancing personal and professional obligations while producing quality content can strain emotional and mental health.

(P7): Mag-expect ang mga tawo na nindot permi ang gama, ma pressure ko. Pugson nako akong self na mo buhat permi for other niya makakuan nas akong mental health. Dili dali ang video, ang script sa voice over. Tuo nila permi nindot ang buhat pero dili di ay. (P7): (People expect that the work should always be good, and I feel pressured. I force myself to always create for others, and it affects my mental health. Videos are not easy—it takes effort to make scripts for voice-overs. People think it's always good, but it's not.)

The psychological burden of meeting audience expectations and the internal pressure to constantly produce high-quality content were overwhelming. This is strongly anchored by Weinstein (2023), who stated that the pressure of keeping up with different vlogging schedules lead vloggers to have adequate sleep as well as unhealthy sleeping schedules leading to mental health problems. The expectation of perfection and consistency aligns with the literature's recognition of how content creation can disrupt emotional well-being. Muetzel (2021) further supported this by stating that creative burnout can be triggered by the pressure to create captivating content that is fresh and new to the eyes. The emotional exhaustion of vloggers from scripting and producing videos mirrors this concept of burnout, where the joy of creation is replaced by stress and fatigue. This is supported by Mathur and colleagues (2018) also reinforce this, noting that balancing personal and professional obligations while creating content can be challenging, which becomes even more difficult when creators feel compelled to prioritize audience satisfaction over their own mental health.

(P11): Ang mga challenges na akung na encounter kay sometimes ang deadline sa pag submit sa mga videos right after sa pag hatag nila sa content brief ug unsay buhaton mga inana. Daghan siya nga challenges pero isa na siya. (P11): (The challenges I encountered were, for example, sometimes the deadline for submitting videos was right after they gave the content brief and instructions on what to do, things like that. There were many challenges, but that's one of them.)

The continuous demands of vlogging can take a significant toll on mental health, as creators are expected to meet tight deadlines, maintain consistency, and remain engaging for their audiences. Producing a steady stream of unique and interesting content often leads to creative burnout and emotional strain (Muetzel, 2021). Vloggers also struggle to generate fresh ideas, particularly in saturated niches, which contributes to anxiety, self-doubt, and moments of questioning their skills and values (Ting, 2024). Maintaining an active presence across multiple platforms adds further time pressure, reducing opportunities to rest or reflect and intensifying the stress of staying visible and relevant online (Zhang et al., 2023). Participants reported that vlogging requires more than creativity—it demands emotional endurance. Many described experiencing deep fatigue, constant pressure, and the challenge of balancing their passion with self-care. What begins as a fun and fulfilling pursuit can gradually become stressful when creators feel compelled to be perfect and consistent. Support from family or planned breaks were often cited as essential coping mechanisms. Overall, sustaining audience engagement goes beyond producing videos; it involves meeting growing expectations for quality, creativity, and consistency. The emotional strain of comparison, slow progress, and constant innovation shows that vlogging demands resilience and adaptability.

Platform Restriction and Negative Feedback

Digital platforms provide visibility but also impose constraints through algorithm changes, moderation policies, and monetization rules that can suddenly restrict audience access or penalize creators. These opaque systems often foster anxiety and self-censorship. At the same time, real-time feedback—likes, comments, and shares—can expose vloggers to harsh criticism or trolling, undermining confidence and safety. What begins as a space for creative freedom can thus become one of vulnerability and emotional risk.

Page Violations and Bans

Platform's policies and regulations show another challenge for vloggers. Many creators experience warnings, violations, or even account restrictions due to minor infractions of community guidelines. These actions can limit content visibility, or in severe cases, result in account suspension. Such setbacks disrupt not only the creator's workflow but also their confidence, as their efforts may be undermined by platform control that is often beyond their understanding or influence. These policy hurdles force vloggers to constantly adapt their content to avoid penalties.

(P10): Kana gyud ma violate ang akong page tungod bisag sakto imong content kay ma restrict gyud gihapon. (P10): (Even if your content is fine, my page can still get restricted.)

The frustration of facing restrictions despite adhering to content standards. This aligns with the literature of Zhang and colleagues (2023), which state that platforms often implement automated moderation systems that can mistakenly flag content, leading to unjustified restrictions. These systems often miss the details, and creators are usually left confused with no clear answers or way to fix the problem.

(P1): Mao ragyud na violation ragyud, sa tanang vlogger gyud ang pinaka lisod gyud na problemang madawat nila kana ngyung violation. Kay once nakatukod naka ug mga tao daghan nakaayo nag follow sa imoha sa account or sa mga pages, once maabot nana siya ug million kana grabi na ang pondasyon na imong gihimo ana grabi na ang sakrispisyong nga imong gihimo ana, grabi na ang effort sa imong gihatag, mao na ang pinakalisod gyud nga maabot sa imong kinabuhi ang mga violations sa pag vlog. Halos tanang vlogger naka try najud kana mao ng ubang vloggers naa nay tag duha nga account kana naka agi nana, maong once maagi mi sa among kasipyatan so amo nanang ampingan nga dili na mausab ana nga butang. Ana mnajud na nga once masipyat ka paninguhaon ug leksyon naman jud na nimo nga dili nana nimo mahimo sunod. (P1): (That's really it—violations are truly the hardest problem any vlogger can face. Because once you've built a following, when so many people already follow your account or your pages, and once it reaches millions—that's already a very strong foundation you've worked so hard for. You've made big sacrifices, you've given so much effort. That's why the most difficult thing you can go through in vlogging is receiving violations. Almost every vlogger has experienced that, which is why some of them even create two accounts—because they've already been through it. So when we made mistakes before, we learned to take care of things so they won't happen again. That's really how it is—once you slip up, you have to take it as a lesson and make sure you don't repeat it.)

Violations take a heavy emotional and professional toll, especially for vloggers with large followings. Mathur and colleagues (2018) noted that balancing obligations is already difficult, and setbacks like account restrictions can severely disrupt confidence and production. Adewunmi (2024) emphasized that ads, sponsorships, and merchandise drive income, meaning restrictions or demonetization directly threaten careers. Fearing the loss of hard-earned progress, many vloggers adopt precautionary measures, a behavior echoed by Kamalpour and colleagues (2020), who highlighted how online communities foster resilience by sharing insights and strategies to protect content and audiences.

(P6): Mas nahagit me katong gagmay me views mao mas gipadayon pa namo.. Labi na og mka violation ka ni meta. (P6): (The biggest challenge was when we had very few views—that pushed us to continue even more. Especially when you get violations from Meta.)

This exacerbates the challenges, especially for smaller creators who are still working to grow their audience. Facing violations can be disheartening and may slow down their progress just when they are trying to build momentum. This is supported by Haakon (2024), who notes that being pressured to meet deadlines often results in stress and reduces vloggers' productivity, and by Muetzel (2021), who states that creative burnout can be triggered by the pressure to create captivating content that is fresh and new to the eyes. When creators are penalized during their formative stages, it can make them lose motivation and slow down their progress. Furthermore, Li (2024) mentioned that the rapid development of technology often leaves vloggers struggling to stay updated with the latest tools, which includes understanding ever-changing platform policies. The lack of transparency and frequent updates to community guidelines make it difficult for creators to stay compliant, even when they try their best. As a result, these compounded pressures can not only hinder a creator's growth but also impact their mental well-being and long-term engagement with their platform.

(P9): Katong nawal aakoang first na youtube channel, Nawala man to kay gidelete ni YouTube kay wal ami nagkasinabot. Gidelete nila akong channel. Mao to pag-delete ato, positive gihapon ko, padayon ra gihapon ko.

Mao to, pagbalik nako ato, didto nako samot ka boom kay ang mga tawo na sabtan man nil ana ing-ana. Si Boy Tapang kay buotan kuno, ing-ana, atoa suportaan balik.(P9): (When I lost my first YouTube channel. It was deleted by YouTube because we had a disagreement. Even after that, I stayed positive and continued. When I came back, that's when I really boomed because people understood my situation. They said, "Boy Tapang is kind, let's support him again.)

Platform policies and regulations present major challenges for vloggers, especially when content is removed, accounts suspended, or page violations occur for unclear reasons. These incidents can undermine confidence, productivity, and emotional well-being, adding stress to maintaining a digital presence (Glatt, 2023). Community support helps foster resilience through encouragement and validation (Kamalpour et al., 2020), while vloggers often balance transparency with personal boundaries to rebuild trust and visibility after disruptions (Kennedy, 2024). Though bans can be discouraging, they may also inspire determination and optimism, with audience empathy motivating creators to continue. Violations affect both earnings and visibility, yet many vloggers adapt, learn from setbacks, and safeguard their platforms, showing the vulnerability and resilience central to digital content creation.

Discouragement from Peers and Family

Apart from online negativity, discouragement also comes from within personal circles. Some vloggers encounter skepticism from family members or close peers who doubt the value of legitimacy of content creation. Being told to stop or being ridiculed for pursuing vlogging adds to the emotional strain and may cause hesitation in continuing. For creators seeking validation and support, this lack of encouragement can weaken motivation and create an internal conflict between passion and social acceptance.

(P8): Mga negative or storya sa ubang tao dili sa social media kundi sa mga tao sa gawas out of the social media gud , usa pud na makawala or usa sa akung kalisod kay naa may uban nga dili motou makawala pud a ug confidence nimo ba pero nipadayun ra gihapon ko.(P8): (The negative things or comments from other people—not on social media, but from people outside of it—are also one of the things that make it hard for me. Some people don't believe in you, and that can take away your confidence, but I still continued.)

(P9): Ang lisod raman, wala may lisod sa akong mga gipambuhat. Ang lisod ra kay kanag time na na gipa stop kos akong family ato kay medyo na apektuhan sila, silay na apektuhan sa akong gibuhat ba. Like ang ilang mga rumors nga nadunggan sa mga tawo na "unsa man na siya uy tawahan uy, wa nay makaon?". Ana ba, tuo nil aba way makaon ba Pero kato is about challenges ra ba.(P9): (Honestly, what I was doing wasn't really hard. The hard part was when my family asked me to stop because they were affected by it—by the rumors people spread, like "What kind of person is he? He doesn't even have food to eat." Things like that. That was the challenge.)

Societal perceptions and family discouragement can heavily influence vloggers, as the lack of support from loved ones often feels more personal and harder to navigate (Kamalpour et al., 2020). Balancing personal and professional obligations while creating content adds to this internal conflict, requiring vloggers to justify their work to those who may doubt its value (Mathur et al., 2018). Creative burnout from the pressure to produce fresh and engaging content is intensified when coupled with skepticism from family or peers, making the process feel isolating and emotionally taxing (Muetzel, 2021). Maintaining an active presence across multiple platforms adds further time pressure, which, when combined with offline discouragement, can heighten feelings of inadequacy (Zhang et al., 2023). Unlike online criticism, which creators can often manage, disapproval from loved ones strikes at the core of motivation and confidence. Despite these challenges, vloggers' persistence demonstrates resilience and commitment, showing that vlogging is not only a creative endeavor but also a test of personal strength and conviction.

Coping Mechanisms Vloggers Use

Vloggers cope with the challenges of content creation by adopting strategies that sustain consistency and resilience. Persistence is key, as difficulties are seen as temporary and part of personal growth, with cognitive reappraisal helping them frame negative experiences more positively (Gregory et al., 2023). Burnout from constant content demands is reframed as part of the process (Muetzel, 2021), while persistence aids in

overcoming creative blocks in saturated niches (Ting, 2024). Establishing routines through vlogging also provides stability and helps manage uncertainty (Xu & Zhao, 2021). Support systems—family, peers, and loyal followers—offer encouragement and validation (Gibson, 2015; Kamalpour et al., 2020), while audience bonds are strengthened through shared experiences (Rivas, 2022). Maintaining a positive mindset, resting, and ignoring negativity reduce emotional strain, with “thick skin” developed to handle harassment (Koskelainen, 2020; Thomas et al., 2022). Ultimately, successful vlogging depends not only on creativity and technical skill but also on resilience, social support, and the ability to turn challenges into growth.

Pushing Through Difficulties

Persistence is a vital coping strategy for vloggers, helping them manage inconsistent engagement, technical issues, criticism, and personal struggles. Many sustain commitment by cultivating resilience and purpose, drawing strength from faith, beliefs, or optimism about growth. Acceptance also matters, as creators learn to embrace platform unpredictability and recognize that not every video will succeed. Supportive communities of fellow creators and followers further reinforce resilience through encouragement and feedback. Together, these strategies enable vloggers to sustain creativity, handle pressures, and preserve both passion and well-being.

Persistence

Being persistent reflects the vloggers’ commitment and dedication to continue their craft despite the many challenges they face. In a digital space where success is unpredictable and competition is high, creators often encounter periods of low engagement, creative block, and external criticism. Rather than giving up, persistent vloggers choose to stay consistent in producing content, improving their skills, and pushing forward. This enduring determination shows how vlogging goes beyond a casual hobby as it requires long-term dedication, self-discipline, and the ability to work through frustration. Persistence allows vloggers to stay focused on their goals even when immediate results are not visible, reinforcing their passion for content creation.

(P5): *Wala ra, gi pasagdaan ra gyud.*(P5): (It's nothing, I just let it be.)

(P10): *Padayon ra gihapon ko mag gama japon ug video.*(P10): (I'll just keep making videos anyway.)

(P9): *Padayon ra gihapon ko. Di man gud ko ma apektuhan ug mga panghitabo gud, lapos ra sa akong pikas dunggan ba. Kay kabalo man kos akong kaugalingon nga kana tanan panghitabo gud kay pagsulay, so dili nato angay i-attach atong kaugalingon ba. Ug naa tay problema ron, problem ana jud na. Sagdaan nato problema gud nga siya magproblema sa iyang problema. Dili nato problemahon ba.* (P9): (I just kept going. I don't let things affect me; they just go in one ear and out the other. I know that all those things are just trials, so I don't attach myself to them. If there's a problem, then that's the problem's problem. We shouldn't let it become ours.)

A recurring theme among participants is resilience, as they continue creating content despite low views, technical issues, and harsh comments. This reflects Koskelainen's (2020) point that vloggers develop personalized coping mechanisms to protect their mental health. One participant emphasized perseverance and commitment, echoing Thorne (2022), who noted the use of digital tools like scheduling apps to manage time and prevent burnout. Brott and Willis (2021) further highlighted the role of self-reflection and mindfulness in reducing stress. Participant accounts also align with Vizcaíno-Verdú and colleagues (2025), who stressed the importance of emotional resilience in handling unpredictable audience reactions, and Zeitoun (2022), who found that pursuing interests outside vlogging strengthens mental resilience. Together, these insights show how vloggers cultivate persistence and adaptability to sustain their creative work.

Faith

Vloggers’ faith serves as a personal anchor that strengthens their resolve during difficult times. For some, faith may be spiritual, trusting in a higher power for guidance and strength, while for others, it may be a deep belief in their purpose, their craft, or their own abilities. This faith gives them reassurance when outcomes are uncertain, encouraging them to stay grounded and hopeful. In the fast-paced and often unstable environment of vlogging in the digital world, faith helps creators sustain their motivation, reminding them of the bigger picture and the reasons why they started vlogging in the first place.

(P6): *Nalampusan ni namo ang tanan pinaagi sa pagpadayon ug pag ampo sa Kahitasan.*(P6): (We overcome everything through persistence and prayer to the Almighty.)

Participants described coping through spiritual detachment and structured routines, supported by social networks, mentorship, and time management (Gibson, 2015; Vijai, 2024; Muetzel, 2021; Parry, 2018). These strategies help them persevere through stress, burnout, and loneliness, while reflecting their passion for vlogging as both a personal and social pursuit. Persistence is not only determination but also a reflection of their deep commitment to the craft. Vlogging, as Brott and Willis (2021) note, becomes a tool for self-reflection and growth, especially in educational contexts. Thus, *padayon* emerges as more than a coping mechanism—it is a form of self-affirmation and emotional survival, allowing vloggers to sustain creativity and resilience in a demanding digital environment. *Optimism*

Optimism helps vloggers handle setbacks by viewing challenges as opportunities for growth rather than failures. This mindset sustains confidence and emotional stability even when content underperforms or barriers arise. By focusing on future success, creators maintain creativity and long-term engagement. Closely linked to persistence, optimism frames problems as temporary and manageable, enabling vloggers to remain resilient, patient, and committed to their goals despite short-term obstacles.(P5): *Pasagdan ra nako man. Ako ra ibutang sa hunahuna nga mo agi raning problemaha.*(P5): (I'm just going to let it be. I'll just keep in mind that this problem will pass.)

(P1): *Always positive langjud ka kay sa pag vlog naa man jud na ang mga basher. Sama sa pag vlog ang basher man jud ang number one nga makapahugno sa imong kalibutan dili langjud nmo paminawn ana langjud na siya. Once musulod ka sa social media gud naa nakay kinabuhi sa social media once part na sa imong trabaho salikway langjud nang mga basher kay naa manjud na ang basher mao mansad na makatabang nimo mutaas imong earnings.*(P1): (You really just have to stay positive, because in vlogging, bashers will always be there. In fact, bashers are the number one thing that can bring you down—but you just don't listen to them, that's all. Once you enter social media, your life becomes part of social media. Since it's already part of your work, you just ignore the bashers. They'll always be there anyway—and in a way, they even help increase your earnings.)

This showed a practical understanding of the digital environment, acknowledging that criticism is unavoidable and should be consciously ignored. Silva (2019) supports this by stating that depression and feelings of incompetence are often worsened by unfavorable remarks or criticisms from viewers, emphasizing the importance of emotional boundaries. Lu and Arbor (2024) also highlighted that vloggers' self-esteem is frequently damaged by unfavorable remarks and criticisms from viewers, ignoring negativity from a choice is a necessity for protecting one's mental well-being.

Acceptance

Acceptance allows vloggers to acknowledge that not everything in their journey can be controlled or predicted. They understand that audience engagement may become low, not every upload will go viral, and criticisms are an inevitable part of being a public content creator. Instead of resisting these realities, vloggers who practice acceptance learn to embrace uncertainty as part of the creative process. This mindset lessens frustration, reduces unnecessary pressure, and helps them adapt to the evolving nature of online platforms and content creation. By accepting both success and failure as natural elements of their path, vloggers can focus more on growth and less on perfection.

(P2): *Well definitely, I overcome it by simply accepting that in ana jud na ang kinabuhi. Kanang wala tay ma himo if atong e pugos kay before ma stress jud ko ug gamay ra ug views ang videos nga akong gi upload unya I exerted a lot of effort in editing nya mga sleepless night nga mag edit ka, mag make ka ug good content. Mga in ana ba but when you upload it, gamay ra ug mga views maybe there's a lot of factors as well, maybe ang algorithm, maybe sayop ang time sa pag upload, maybe wala siya na kit-an sa imong mga demographic audience mga in ana. But as time pass, I have to understand that that is life, dili ta mo pugos and acceptance ra gyud siya. Because the life of the vlogger is never permanent, it is always the temporary feeling and satisfaction.*(P2): (Well, I overcame it by just accepting that that's how life is. You really can't force things. Before, I'd get so stressed whenever my videos didn't get many views, especially since I put in a lot of effort editing—pulling sleepless nights just to create good content. But then when I'd finally upload it, the views would still be low. There are

probably a lot of reasons—maybe the algorithm, maybe I uploaded at the wrong time, or maybe it just didn't reach the right audience. Stuff like that. But as time went on, I realized I had to accept it. That's just life—you can't force it. And at the end of the day, being a vlogger isn't something permanent. The happiness and satisfaction you get from it is only temporary.)

Vloggers' experiences emphasize the value of acceptance and emotional regulation in handling the uncertainties of content creation. Pursuing interests outside vlogging strengthens resilience (Zeitoun, 2022), while vlogging itself fosters self-reflection (Brott & Willis, 2021). Accepting low views, algorithm shifts, and burnout as part of the process helps creators stay focused on long-term goals despite setbacks (Muetzel, 2021; Ting, 2024; Feger, 2019). Sharing daily experiences provides routine and stability (Xu & Zhao, 2021), while using analytics objectively reduces stress and reframes challenges as learning opportunities (Mudiyanselage et al., 2024). Managing pressures like demanding schedules, lack of sleep, and mental health struggles highlights the importance of detachment and patience (Weinstein, 2023). Overall, participants demonstrated resilience by viewing problems as temporary and manageable, echoing broader literature on emotional strength in navigating unpredictable audience reactions (Vizcaíno-Verdú et al., 2025). This mindset sustains creativity, growth, and passion, showing that behind each upload is a creator balancing complex emotions, setbacks, and successes.

Support Systems

Support systems are a vital coping mechanism that sustain vloggers' motivation and emotional well-being. Many draw strength from family and peers, whose encouragement provides validation and reassurance. Online communities also foster resilience, with followers' loyalty motivating creators to continue producing content. This sense of belonging helps vloggers endure criticism, creative struggles, and technical setbacks. Ultimately, vlogging may appear individual, but it is deeply shaped by the support and recognition offered by both personal and digital networks.

Encouragement from Family and Peers

Another important coping mechanism comes from encouragement provided by family members and peers. For many vloggers, knowing that loved ones appreciate or support their efforts provides emotional strength to continue creating despite hardships. This social validation reinforces their sense of purpose and helps counteract the doubts or criticisms they may face from others. In this way, encouragement functions as a protective factor, helping vloggers stay motivated and resilient in the face of external challenges.

(P5): Akong pamilya ug akong mga papart. (P5): (My family and my friends.)

(P11): My family of course. (P11): (My family of course.)

Support from family and peers is vital for vloggers, helping them stay emotionally strong amid the pressures of content creation and media attention. Acknowledgment and encouragement from loved ones boost motivation and resilience, aligning with Gibson (2015), who noted that social support—even from strangers—can alleviate distress. Online communities also foster resilience by providing forums for guidance and mutual understanding (Kamalpour et al., 2020). Family and peer encouragement complements mindfulness and self-reflection, helping vloggers manage both external challenges and internal stress (Brott & Willis, 2021). Connections with fellow creators deepen friendships, provide motivation, and offer practical solutions to challenges, reducing isolation (Mario, 2023; Ye et al., 2022; Gregg, 2020). For Filipino vloggers, family ties and community values shape cultural identity, reinforcing the importance of offline support in sustaining online efforts (Rivas, 2022). Overall, support from family, friends, and peers shields vloggers from criticism, burnout, and self-doubt. It strengthens their sense of purpose and belonging, ensuring that their work is seen, valued, and encouraged. In a landscape where visibility invites vulnerability, these relationships are a crucial source of emotional reinforcement.

Followers' Loyalty and Support as Motivation

Beyond family and peers, the loyalty of followers serves as a powerful motivator. Vloggers often highlight that supportive audiences who consistently watch, comment, or share their content, provide a sense of fulfillment and validation. This online community becomes a source of inspiration, reminding creators that their work is

meaningful and appreciated. The encouragement of followers not only boosts morale but also pushes vloggers to improve their craft, knowing that their efforts have a direct impact on others.

(P6): Ang mga followers namo nga nituo since nagsugod me og hantod karun. Gihimo namong fertilizer ang mga negative na taw para mas mo grow pa me. (P6): (Our followers who have supported us since the beginning until now. We turned the negativity of others into fertilizer so we can grow even more.)

(P1): Makapadasig naku akoang mga followers or akoang mga viewers , pinaka importante ang mga viewers man gud katung mga nag subaybay nimo , ug unsaon nalang pudtong mga nagoul , unsaon nalang tong mga naproblema samot na nalayo sa ilahang pamilya , unsaon nalang to ang nag subaybay sa imong mga video ug dili nalang ka mag upload , magpaabot man gyud to sila kay naa manjud mga tao nga maghuwat jud sa imong mga upload, unya unsaon nalang to sila louy na kaayo magpangita manjud , bisan naman guro ako ug naa ko gi follow niya magsubay ko sa iyahang video mangita jud baya ta , niya kung dili nato ipadayun unsaon nalang , atoang pangwarta wala nasad. Mao ng amoang/akoang gikwaan ug motivations ani kay akoo jud nga mga viewers jud kanang mga nagoul kay mao man atoang goal ang mupalingaw. (P1): (My followers or viewers give me encouragement, and they are the most important—especially those who truly follow my content. I think about those who feel sad, those facing problems, especially those far from their families. What happens to them if I stop uploading? They wait for my videos, and some even search for them because they really look forward to my posts. Even I, when I follow someone, I look for their videos. So if we don't continue, what happens then? Even our income would stop. That's why my motivation comes from my viewers, especially those who are struggling, because our goal is to entertain and bring them joy.)

Audience support carries significant emotional weight for vloggers, fostering responsibility and empathy toward viewers, especially those facing sadness or family separation. Engaging through comments and live streams helps build supportive communities and valuable networks (Hsu, 2020), while the anticipation of uploads highlights the strong bonds between creators and audiences. Authenticity further strengthens trust and content sharing, as seen with tourism vloggers (Zhao et al., 2022), underscoring the importance of genuine connection. Followers' loyalty not only motivates vloggers but also reminds them of the deeper purpose behind their work. Through shared experiences and consistent engagement, audiences evolve into communities that uplift and inspire, transforming vlogging into a space of empathy, joy, and mutual growth. This connection encourages vloggers to persist and grow, knowing their presence brings comfort and meaning to those who watch and believe in them.

Positive Mindset and Reframing

In vlogging, a positive mindset and reframing help creators manage the emotional demands of online exposure. Many cope with criticism by ignoring negativity and focusing on their goals and genuine supporters. This approach protects confidence and fosters a healthier perspective on their work. Vloggers also recognize the need for rest, taking breaks to recover from stress and avoid burnout. These strategies allow them to reframe challenges as opportunities, sustain motivation, and balance their creative journey. Ultimately, such coping mechanisms strengthen resilience and support long-term well-being as content creators.

Ignoring Hate and Negativity

Since public exposure inevitably attracts criticism, many vloggers cope by ignoring hate and negativity. Rather than internalizing harsh comments, they deliberately choose to focus on the positive aspects of their work and on the support, they receive from genuine viewers. This selective attention helps protect their self-esteem and prevents negative voices from overshadowing their passion for creating content. By consciously distancing themselves from negativity, vloggers maintain their emotional balance and preserve their motivation to continue.

(P9): Padayon ra gihapon ko. Di man gud ko ma apektuhan ug mga panghitabo gud, lapos ra sa akong pikas dunggan ba. kay kabalo man kos akong kaugalingon nga kana tanan panghitabo gud kay pagsulay, so dili nato angay i-attach atong kaugalingon ba. Ug naa tay problema ron, problem ana jud na. Sagdaan nato problema gud nga siya magproblema sa iyang problema. Dili nato problemahon ba. (P9): (I just kept going. I don't let things affect me; they just go in one ear and out the other. I know that all those things are just trials, so I don't attach myself to them. If there's a problem, then that's the problem's problem. We shouldn't let it become ours.)

Many vloggers choose to ignore negativity and online hate as a way to protect their emotional well-being and sustain their passion for content creation. This strategy reflects emotional distance and reframing challenges as learning opportunities, with research noting that harassment often pushes creators to develop coping mechanisms and build a “thick skin” (Koskelainen, 2020; Thomas et al., 2022). Such resilience is vital in balancing performance pressures with the risks of trolling, which can harm personal brands and audience relationships (Glatt, 2023). By consciously disregarding negativity, vloggers preserve focus on their goals, supportive communities, and the positive impact of their work, while fostering emotional resilience to handle unpredictable audience reactions (Vizcaíno-Verdú et al., 2025). Ultimately, this approach is not just about enduring criticism but about overcoming it with clarity, purpose, and commitment to their craft.

Rest

Rest is a vital coping strategy that helps vloggers recharge mentally, emotionally, and physically amid the demands of content creation. Without balance, constant production and audience engagement can lead to stress and burnout. Stepping back allows creators to recover energy, reflect, and regain creative drive. Breaks not only prevent exhaustion but also foster clarity and renewed motivation. For many, rest is not weakness but a necessary step to sustain passion and long-term consistency in their craft.

(P11): Take some rest inana magpatabang ko sa akung family inana maag rest lang gyud para maka somewhat restart gani, makahuna huna ka ug fresh ideas inana. (P11): (Take some rest, like I ask help from my family, things like that—just really take a rest so that I can somehow restart and come up with fresh ideas.)

This claim highlights the importance of rest and familial support in managing stress from content creation. Online communities foster resilience by providing guidance and encouragement (Kamalpour et al., 2020), while social support systems strengthen emotional well-being (Gibson, 2015). Work-life balance and setting boundaries between vlogging and personal time are essential for mental health (Weinstein, 2023), and disconnecting from electronic devices is a key part of self-care (Harris & Stout, 2021). Rest also serves as a preventive measure against creative burnout and a strategy for creative renewal. Incorporating leisure activities into daily routines enhances vloggers’ capacity to cope with pressure and maintain passion (Takiguchi et al., 2022). Deliberate pauses allow creators to reset, strengthen support networks, and rediscover enjoyment in their work.

Self-Presentation

In vlogging, self-presentation shapes identity and audience perception. Many stress authenticity, aligning online and offline selves to build trust (Cunningham & Craig, 2017). Yet aspirational traits can create self-discrepancy and discomfort (Hu et al., 2022). Some adopt adaptive personas, blending cultural norms with global aspirations, confident on camera but reserved offline (Farrukh et al., 2021). Vloggers balance transparency with boundaries (Kennedy, 2024), and models of influencer authenticity highlight the importance of presenting one’s true self (Balaban & Szambolics, 2022).

Self-Opacity

In the context of vlogging, self-opacity refers to the creator’s deliberate choice to reveal only selective aspects of their identity while keeping other parts of themselves hidden or inaccessible to the audience. Although vloggers often appear open and expressive on camera, they maintain a level of personal boundary by withholding certain emotions, experiences, or traits from public view. This selective self-disclosure allows them to balance authenticity with privacy, ensuring that their online presence remains engaging without fully exposing their private selves. Through self-opacity, vloggers are able to protect their emotional well-being, manage their personal space, and retain control over how they are perceived, demonstrating that authenticity in digital content does not require complete transparency.

Consistency of Identity

Authenticity emphasizes consistent identity, with vloggers aligning their online persona with their real selves. By projecting transparency rather than performance, they build trust, credibility, and lasting audience loyalty.

This consistency blurs boundaries between digital and real-life identities, balancing content creation with genuine self-expression.

(P2): *There's no difference for me. I don't put a mask if naa ko sa tubangan sa camera, mao jud ni ako-a. What you see is what you get, kung unsa ko ka funny or unsa ko ka maldito sa in front of camera, that's me in real life, ganahan ko natural ug unsay makita nila sa content. What you see in the camera is what you get in real life.* (P2): (There's really no difference. I don't put on a mask when I'm in front of the camera—this is really who I am. What you see is what you get. However funny or sarcastic I may seem on camera, that's the same me in real life. I like keeping things natural, so whatever people see in my content, that's exactly who I am in real life.)

(P9): *Wala man nako gibalansi kay kung unsa ko, akong Batasan sa social media kay mao man gihapon sa personal.* (P9): (I don't really balance them, because who I am on social media is the same as who I am in real life.)

(P1): *Wala koy I balance kay ako naman jud na ma naay camera or wala wakoy dapat I balance pud jud, wala jud tay dapat I balance kung ikaw nagpakita judka sa imong tinoud nga pagkatao kay ug about lang sa giatubang natos camera mao naman jud na ako naman jud na. Naay usahay mag luya naa say usahay power kaayo ka ana manjud na mood mood manjud na.* (P1): (I don't have anything to balance, because this is really who I am—whether there's a camera or not. There's nothing I need to balance if what I'm showing is my true self. What people see in front of the camera—that's really me. Of course, there are times when I feel tired, and there are times when I'm full of energy—that's just how it is, moods really change.)

(P11): *Same rajud siya as what I've said earlier.* (P11): (It's really just the same as what I've said earlier.)

(P2): *Wala rakoy need e balance kay same raman, wala rakoy outer ego kanang wala rakoy lain nga persona.* (P2): (I don't really need to balance anything because I'm just the same. I don't have some other side or a different persona.)

(P8): *Wala rakoy maingun ana kay kung unsa ko sa online mao raman japon ko sapersonal. Kay lain-lain mangud na ug unsay purpose nimo sa online gud akoa kay comedy manjud, nag focus ko sa content naku nga comedy sa facebook pero in real life mao pud ko.* (P8): (I don't really have much to say about that because who I am online is the same as who I am in real life. It depends on a person's purpose online, but for me, it's really comedy. I focus my content on comedy on Facebook, and in real life, I'm the same way too.)

(P4): *Same ra gihapon. Kung unsa ko sa akong vlogs mao sad na sa akong in person. Wala koy internet persona, kung unsa akong ipa kita sa vlog mao rapud na. Kung OA ko sa vlog OA sad ko in person ug kung entertaining ko or kung depress ko ana sa vlog mao ra gihapon ko in person. Basically murag mirror ra gihapon.* (P4): (It's still the same. Who I am in my vlogs is basically who I am in real life. I don't have an "internet persona." Whatever you see on my vlog is exactly me. If I'm OA on the vlog, I'm OA in person too. If I'm funny or feeling down on the vlog, it's the same in real life. Basically, it's like a mirror—what you see online is what you get offline.)

(P10): *Ug unsa ko sa personal mao raman gihapon sa pag vlog.* (P10): (Who I am in person is exactly the same as how I am on my vlogs.)

(P5): *Wala may kalainan, mao raman.* (P5): (It's the same, nothing really changes.)

Vloggers see themselves as conveyors of happiness and authenticity, keeping their online and offline selves consistent (Balaban & Szambolics, 2022; Bergs, 2023). This coherence fosters trust and joy, strengthening parasocial bonds with audiences (Riboni, 2020; Hwang & Zhang, 2018; Zhao et al., 2022). Casual interactions and natural speech reinforce relatability, making vlogging an extension of real identity rather than performance (Lu, 2024). Aligned with Roger's Theory of Incongruence (1959), authenticity promotes psychological balance and self-acceptance, showing vlogging's power to connect, inspire, and fulfill.

Reserved Offline

Many vloggers naturally become quieter in their personal lives, showing a calmer and less expressive side

compared to their on-camera persona. The energy and enthusiasm they project online are often made to engage their audience, while offline spaces allow them to relax and return to their more private and natural state. This shift in behavior reflects their ability to separate their public and personal selves, creating a healthy boundary between their digital identity and real-life personality. By embracing a more reserved persona offline, vloggers can protect their personal space, preserve their emotional well-being, and maintain balance in the demands of constant online visibility.

(P10): *Naay kalahian sad sa akong personality, kay sa vlog dapat baga ka ug nawong, pa bagaay ug nawong ba. Sa personal kay hilumon gyud.* (P10): (There's also a difference in my personality because when vlogging, you have to be confident and show a bold face. But in person, I'm really a quiet type.)

(P7): *Kung unsa akoo ganahan ipakita sa social media, dili na tanan. Close people ra ang mga nakabalo unsa jud ko.* (P7): (I only show what I want to show on social media, not everything. Only close people know the real me.)

Vlogging involves selective self-presentation, where creators share some aspects publicly while keeping others private. This performative confidence reflects 'layered identity construction' (Wang & Picone, 2022), as vloggers balance branding with authentic self-expression. Meeting audience expectations requires emotional labor, aligning with Goffman's Self-Presentation Theory (1959). Their confident online persona contrasts with a quieter offline self, showing adaptability rather than inauthenticity. Ultimately, this duality highlights identity's fluidity—vlogging offers a stage for bold expression while preserving genuine selfhood. Rogers' Theory of Incongruence explains how psychological strain arises when there is a gap between one's real self and ideal self. In vlogging, this tension surfaces when creators feel compelled to maintain an on-cam persona that differs from their authentic off-cam identity. Such misalignment can lead to anxiety, burnout, and impostor syndrome, showing that the pressures of self-presentation in digital spaces directly influence mental health outcomes.

Implications of the Study

The study's focus on vloggers' dual identity and the dissonance between their real and online selves carries significant implications across multiple groups: for mental health professionals, it highlights the need to integrate digital identity challenges such as burnout, creator's block, and authenticity pressures into assessments while promoting coping mechanisms like mindfulness and boundary-setting; for researchers and academics, it enriches the discourse on self-presentation, digital identity, and emotional labor by offering qualitative insights that can serve as a foundation for further empirical studies in psychology, media, and behavioral sciences; for viewers and the public, it fosters empathy and encourages more respectful interactions by revealing the emotional and psychological struggles behind curated online personas; for social media platforms, it underscores their responsibility to support creator well-being through wellness features, algorithm transparency, and stronger moderation policies; and for vloggers themselves, it emphasizes the importance of proactive self-care strategies, time management, boundary-setting, and peer support networks to navigate amplified social expectations and feelings of inauthenticity that often contribute to psychological distress.

Limitations and Recommendations

Based on the findings, the researchers concluded that vloggers need stronger mental health and emotional support to cope with the stresses of maintaining dual identities, as participants often reported burnout, stress, and identity conflicts from balancing their on-camera and off-camera personas. Recommended strategies included counseling, mindfulness practices, digital wellness programs, and setting clear boundaries between personal and professional life to preserve authenticity and well-being, while supportive networks of family, friends, and fellow vloggers were emphasized as vital in reducing isolation. The study also urged social media platforms to enforce anti-harassment policies, provide wellness resources, and ensure algorithmic transparency, and suggested that educational institutions and organizations offer training on responsible self-presentation, time management, and digital ethics to foster sustainable content creation. However, limitations such as the small sample size and focus on Cebu-based vloggers restrict generalizability, with reliance on subjective experiences potentially influenced by participants' willingness to share. Future research should expand to diverse backgrounds, employ mixed methods for greater reliability, and include other digital creators like influencers, podcasters, and live streamers to broaden understanding of identity formation and management across online platforms.

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APPENDIX

Interview Guide Questions

1. How long have you been vlogging? (Unsa na kadugay ka nga nag-vlogging?)
2. **What are the factors/reasons as to why you do vlogging? (Unsa man ang mga hinungdan o rason nganong nag-vlog ka?)**
 - 2.1. From the factors/reasons you've mentioned. Which one made you decide to do vlogging? (Gikan sa mga hinungdan o rason nga imong gihisgutan, unsang hinungdan ang nakapahukom nimo nga magvlog?)
 - 2.2. At what point did your decision in doing vlogs become final? (Kanus-a nga punto nahimong pinal nga desisyon nimo ang pagbuhat og mga vlog??)
3. **What are the challenges you encounter while vlogging? (Unsa man ang mga hagit o kalisod nga imong nasinati sa pag-vlog?)**
 - 3.1. Were you aware that upon deciding to do vlogging, there will be hardships and problems you will encounter? If so, why did you still want to pursue vlogging? (Nasayod ba ka nga sa dihang magdesisyon ka nga mag-vlog, aduna gyuy mga kalisod ug problema nga imong masinati? Kung oo, nganong gipadayon gihapon nimo ang pag-vlog?)
 - 3.2. What was the biggest challenge you've faced while doing your vlogs? (Unsa ang pinakadakong hagit nga imong nasinati sa imong pag-vlog?)
 - 3.3. How did you adjust to the challenges and changes with doing your vlogs? (Giunsa nimo pag-adjust sa mga hagit ug kausaban nga imong naatubang sa pag-vlog?)
4. **How did you overcome the difficulties you've experienced while vlogging? (Giunsa nimo paglampos sa mga kalisod nga imong naagian sa pag-vlogging?)**
 - 4.1. How did you manage vlogging despite the challenges/problems encountered? (Giunsa nimo pagpadayon sa pag-vlog bisan pa sa mga hagit ug problema nga imong naatubang?)
 - 4.2. What motivates you to still keep up with vlogging? (Unsa ang nagdasig o nagpalig-on nimo aron magpadayon gihapon sa pag-vlog?)
5. **How are you as a person when you are not vlogging? How are you when you are vlogging? (Unsa man ka nga klase nga tawo kung wala ka mag-vlog? Unsa man ka kung nag-vlog ka?)**
 - 5.1. How do you balance your online identity with your personal identity? (Unsaon nimo pagbalanse ang imong online nga pagkatawo ug personal nga pagkatawo?)

5.2. How different is the person you show in your vlogs from who you are in real life? (Unsa ka lain ang tawo nga imong gipakita sa imong mga vlog kumpara sa kung kinsa ka sa tinuod nga kinabuhi?)

5.3. How would you describe yourself when you are vlogging compared to when you're off-camera? Can you give a specific example of a moment that shows this contrast? (Unsaon nimo paghulagway sa imong kaugalingon kung nag-vlog ka kumpara sa panahon nga wala ka sa kamera? Makahatag ka ba og espesipikong pananglitan sa usa ka higayon nga nagpakita niini nga kalainan?)