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## Abstract

Modern society is overloaded with information, which is attributed to the development of the internet and social networking services. Along with the proliferation of smartphones, the development of social networking services has led to an increase in criticism and the spread of a phenomenon known as 'flames' in society. VTubers are particularly influential, and their popularity and visibility make them vulnerable to flaming, which can lead to psychological problems and even retirement.

Previous studies have analysed the reality of flames and the mechanisms of web flaming, focusing on the rapid growth of online flames and their main venue - Twitter; studies that organise past events related to VTubers and predict their future prospects; and studies that investigate the impression of VTubers' and YouTubers' delivery styles on the audience. However, there are several definitions of the term 'VTuber' and a new term 'V-liver' has emerged. Therefore, the aim of this study is to first clearly define VTubers, re-examine the definition of flaming, and build a model that shows the expansion and contraction of flaming based on past cases of flaming.

As a result, VTubers were defined as distributors with avatars and personalities whose main source of income was YouTube. Flame case was defined as a Twitter search for 'VTuber name flame' with several hundred posts. These flame cases were modelled to create a typology of VTuber flaming: unlike other types of flaming, VTuber flaming tends to persist over a long period of time and does not subside after an apology. Video clips have a strong influence, with factually incorrect and malicious clips fuelling the flames, and fan rebuttals contributing to the flames. In addition, due to the unique "reincarnation" culture of VTubers, it is easy for them to resume their careers after retirement, which means that flames often linger long after retirement. VTubers have a unique culture and more confidentiality of information than other distributors, and this specificity is responsible for a large part of the flames. With an understanding of this specificity, we will continue to look for ways to develop and mitigate the risk of flames.