CHAPTER 3

Methodology

This research is a qualitative research which will examine beauty videos in YouTube selected from five channels with the most subscribers ranked by the YouTube website in the beauty and fashion category; these are Bethany Mota, Zoella, Michelle Phan, CutiePieMarzia, and Meredith Foster. The beauty videos from five channels will be searched by using keywords such as "makeup tutorial." The beauty videos in this research are selected from the videos posted from 2013 to 2015 to narrow them down and to analyze the most recent data. This period of data collection is chosen because the year 2013 was a year when beauty-related videos on YouTube became widely popular with the number of about 700 million views per month and the popularity keeps growing.

The analysis is of selected video scenes and some of the voice-overs on YouTube beauty videos. It will investigate whether the images of women portrayed in YouTube beauty is female empowerment or subjugation to the male gaze. The analysis focuses on how women use their femininity to locate themselves in the online community.

The analysis will be divided into two parts. The first part of the analysis will describe female empowerment by applying third-wave feminist theory and the girl empowerment concept. It will analyze how these beauty gurus have freedom in controlling their appearances and choices over their expressions and how beauty regimes lead them to move from the margin to be successful beauty gurus in the beauty and fashion world. The second part will demonstrate how some beauty gurus are subjugated through beautifying processes basing on the concept of female subjugation. Another framework applied to analyze the data in this research is visual analysis. The

position of beauty gurus, camera angle, lighting, and setting in the selected video will be studied in order to determine whether they empower or subjugate themselves to be an object of the gaze through beauty regimes.