A SENTIMENT ANALYSIS OF THE BEAUTY COMMUNITY TOWARDS QUEER BEAUTY GURUS' YOUTUBE VIDEO TOPICS: THE CASE OF JEFFREE STAR

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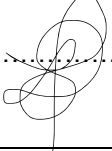
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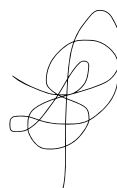Program: New media and society in Europe

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Abstract

The rise of queer Beauty Gurus on YouTube can no longer be overlooked within social sciences because it enables continuous online socialization. This study aims to determine audiences' sentiments towards queer Beauty Gurus' YouTube video topics. This research analyzes three hypotheses. First, it tests the hypothesis that various YouTube video topics exist within the beauty community. The second hypothesis claims that YouTube video topics can drastically influence the comment section. The third hypothesis mentions that the YouTube comment section tends to differ across different video topics. All hypotheses were examined by conducting topic and sentiment analysis (SA) of carefully selected queer Beauty Gurus' YouTube videos.

The results show that audiences have positive sentiments towards queer Beauty Gurus' YouTube video topics. Nonetheless, there can be significant differences in sentiments depending on the YouTube video topicality. The results further indicate that there are more YouTube video topics than mentioned in the literature. Moreover, the analysis shows that YouTube video topics can drastically influence the comment sections and that the comment sections can enormously differ across different video topics.

Word count: 22049

1 Introduction

In recent years, there has been tremendous growth in the research of the beauty and social media industries. The online beauty community, in particular, has gained popularity within social sciences. This study aims to identify the sentimental dynamics of the beauty community towards queer Beauty Gurus' YouTube video topics. Existing research has concluded that YouTube video topics and comments can be closely related, which means user-generated comments tend to differ across different YouTube video topics (Edgerly et al., 2013; Siersdorfer et al., 2010). While there has been research on that matter, none has explicitly focused on the online beauty community. Thus, to fully grasp the current state of the YouTube beauty community dynamics, it is crucial to gain a complete picture of their sentiments towards queer Beauty Gurus' YouTube video topics.

Under the aegis of digital tools, this research conducts a topic analysis of four queer Beauty Gurus' YouTube videos and a SA of famous queer Beauty Guru Jeffree Star. The research aims to answer the following questions:

1) What are audiences' sentiments towards queer Beauty Gurus' YouTube video topics, and are there differences depending on the video topic?

   a) What are the existing YouTube video topics in the beauty community?

   b) Which YouTube video topics does Jeffree Star cover?

   c) What are audiences' sentiments towards Jeffree Star's YouTube video topics?

   d) Is there a relation between audiences' sentiments and YouTube video topics?

The remainder of this paper is divided into six sections starting with chapter 1 as the introduction. Chapter 2 contains a review of the relevant literature, including a summary of the history of beauty. It also describes the rise of consumer awareness leading to inclusive beauty both on an ethnic and gender level. Then, the role of Beauty Gurus is clearly defined as well as the different monetizing techniques they use to earn money through their YouTube videos. Furthermore, the literature reveals

more information about YouTube video comments and topics. Lastly, a conclusion of the literature is presented, including the scientific and social relevance.

Chapter 3 outlines the methodological design of the research. It describes the research questions, hypotheses, and data sets. The methodological design additionally reveals the opportunities and shortcomings of SA and the three digital tools used in the research. The results of the research are discussed, interpreted, and nuanced in chapter 4. The gathered data will enable answering the main research question and the four sub-questions. Chapter 5 provides a concise conclusion of the research's main findings. The three hypotheses selected from the literature are either approved or rejected. This chapter also includes suggestions for future research. Finally, chapter 6 displays the bibliography.

2 Literature

2.1 The emergence of the beauty industry

The use of beauty products has been around for thousands of years (Jones, 2011). In 100,000 B.C., the Neanderthal men transformed dried plants into body paints to camouflage. They believed that by mimicking animals, they would acquire some of that animal's power. 3000 B.C in Egypt, cosmetics were used for the first time to accentuate the body. The Egyptian culture believed that a person's eye was the mirror to their soul. Therefore, available cosmetics were primarily eye paints and face paints made from a green ore of copper named malachite and galena, a dark grey ore of lead. Everybody, including female, male, and children were encouraged to wear eye paint. Egyptians additionally used beeswax, vegetable oil, and animal fats to make pastes, balms, ointments, and moisturizers (Hunt et al., 2011; Lucas, 1930).

Greeks also used cosmetics but for religious, grooming, and medical purposes. Their clothing and makeup style included more natural and straightforward features compared to Egyptian beauty. The word *cosmetics* derives from the Greek word *kosmeticos*, which means "skilled in the use of cosmetics." The Romans, on the other hand, mimicked both Greek and Egyptian beauty traditions. Here also, both

men and women spend many hours a day taking care of their skin, hair, and bodies because personal hygiene was considered civilized elegance (Hunt et al., 2011).

In 1559 during the Renaissance in England, Elizabeth I's reign changed society's perception of beauty and cosmetics. Appearance became more important than ever before, which dramatically led to the increase in mirrors' sales. Both women and men perceived a pale face as a symbol of beauty. They used lead, ground alabaster, and starch mixed with perfume to create white powder to cover their faces. They also used red ochre to cover their cheeks and lip liner made from ground alabaster. According to Hunt et al. (2011), in the 17th-century pale skin and red cheeks remained extremely popular.

Later on, in the 18th-century, Marie Antoinette was named the queen of France and launched extravagance, a trend where both men and women wore large wigs and elaborate clothing. However, during the Victorian age, the perception of beauty and cosmetics yet again changed. The extravagance trend launched by Marie Antoinette was no longer seen as something beautiful because it connotated with vulgarity. Therefore, minimal makeup was the new way to go. In 1901, the first lipstick was introduced by *Guerlain*, and then in 1914, T.I Williams created the first-ever mascara under the brand *Maybelline* (Hunt et al., 2011).

Before industrialization, beauty products were restricted by time and space and were only accessible to elites. However, two trends during the nineteenth century helped make cosmetics more accessible to a broader population range—first, the mass production in wealthy Western countries in Europe and the United States led to the democratization of cosmetics. Second, the emergence of cross-border activities also led brands in the 1930s to internationalize on a bigger scale (Hunt et al., 2011; Jones, 2011). Nowadays, consumers have access to a variety of brands and beauty products. The authors further mention that both sexes are free to express themselves with makeup. Many cosmetics brands even hire male makeup artists and encourage them to wear a full face of makeup to work.

From an economic point of view, the sales growth of the cosmetic industry is outstanding. The global beauty industry is worth $532 billion and is expected to exceed $800 billion by 2025 (Danziger, 2019; Jones, 2011). Furthermore, the

booming beauty industry is characterized by consumers spending higher disposable income on beauty products (Statista, 2020).

2.2 The rise of consumer awareness and inclusive beauty

According to Jones (2011, p. 909), nowadays, there is a new 'pluralism in beauty markets worldwide,' where brands are willing to offer a wider variety of beauty products to their customers. Due to technologies such as the web and social media networks, consumers have the knowledge and power to make thoughtful choices. Therefore, a rising trend in the beauty industry has emerged: inclusive beauty and, more specifically, ethnicity and gender inclusion (Steinbaum & Kodja, 2019).

Historically beauty was strongly associated with whiteness because white skin was considered superior. Hence, many ethnicities were not represented within the beauty industry, such as in the advertising market. During the second wave of globalization, in the 1980s, *Shiseido* brought a *Whites essence cream*, and brands such as *Chanel*, *Dior*, and *Yves Saint-Laurent* were selling whitening products to the Japanese market (Jones, 2011; Little et al., 2020). In Asia, skin whiteness even affects women's job opportunities, earning potential and social status (Li et al., 2008).

The Western population is described as a *melting pot* of different ethnicities and cultures (Rahmawati, 2019). However, according to García (2013), there is a dominance of *ethnic ambiguity*, which refers to the absence of ethnic or racial features in, for example, the beauty industry or, more specifically, in advertising campaigns. Nowadays, beauty brands are trying to tackle *ethnic ambiguity* by embracing ethnic and racial groups (Johnson-Hunt, 2020). In 2017, Rihanna launched her makeup brand called *Fenty Beauty* to celebrate and embrace diversity and inclusion in the beauty industry. From her first launch, she released 40 inclusive shades of the *Pro Filt'r foundation*. Usually, when makeup brands launch a foundation, they release around 20 shades maximum. Rihanna challenged the beauty industry, and now many brands stick to the "Fenty 40" rule, which means that when they launch a foundation, they try to create at least 40 inclusive shades.

Rihanna has established herself as a powerful woman continually pushing boundaries within the beauty industry (Johnson-Hunt, 2020; Little et al., 2020). However, *Fenty*

Beauty was not the first makeup brand to launch 40 foundation shades. The brand *Make Up For Ever*, for instance, already had 40 shades of their *#ultraHDfoundation* in 2015. Nevertheless, Rihanna claimed that their foundation range was not inclusive enough because it did not sufficiently cater to people of color. The oxidation of the foundations, as well as the limited undertones, made people of color look "ashy," "ghostlike" and "washed out." Many beauty brands still fail at tackling *ethnic ambiguity*. It is not necessarily about the number of foundations launched but more about the diversity in the shade range (Little et al., 2020).

Nyma Tang is a famous Beauty Guru known for her YouTube series *#thedarkestshade*, where she tests out the darkest foundation shade of different makeup brands. According to her, *Fenty Beauty* was the first genuinely inclusive beauty brand:

> "When I went to Sephora to pick up this foundation, I saw other dark-skinned girls in Sephora getting matched… and it literally melted my heart… it was so awesome to see a huge launch, probably one of the biggest launches of the year, and there were girls in there that looked like me that were able to get matched for it" (Little et al., 2020, p. 40).

Next to tackling *ethnic ambiguity*, there is a trend towards more gender-inclusive beauty. The historical perspective introduced previously on how beauty has emerged shows how both men and women have tried to become more attractive over the centuries by applying beauty products (Hunt et al., 2011). Even though makeup has not always been exclusively reserved for women, the makeup industry has long been perceived as female-only and female-dominant (Chiu et al., 2019). Historically, the Japanese government has even forbidden men to wear cosmetics (Jones, 2011). A strong stigma around men wearing makeup still remains. However, recent studies show that men are buying beauty products more than ever before due to an increase in interest in their self-representation (Chiu et al., 2019; KO & Kim, 2016; Park & Kwon, 2017; Shugart, 2008). According to Superdrug (2010 as cited in Hall, 2015), one of the UK's largest drugstores, men spend around 83 minutes daily on personal grooming, which is around four minutes longer than women.

In cyberspace, men and women tackle the mainstream gendered norms of embodiments such as wearing makeup, facial depilation, and cosmetic surgery (Rahbari, 2019, p. 82). The shift in men adopting practices mainly catered to women has caught the attention of scholars. In 1994 a British journalist named Mark Simson launched a book called *Male Impersonators* where he introduces the concept of *metrosexuality* (Harrison, 2008; McCormack, 2015; Miller, 2005; Parthasarathy & Baghel, 2019, p. 160). According to Miller (2005, p. 12):

> The metrosexual is said to endorse equal opportunity vanity through cosmetics, softness, hair care products, wine bars, gyms, designer fashion, wealth, the culture industries, finance, cities, cosmetic surgery, David Beckham, and deodorants… metrosexuals are feminized males who blur the visual style of straight and gay…

Male makeup has been a rising trend in western countries where it is considered an art form, civil presentation, and enhancement of self-confidence (Lau, 2017). According to Cho and Jung (2015), male celebrities have been wearing makeup for a long time. Between 2001 and 2006, the focus was mainly on skincare products, such as toner and lotion, and light makeup, such as eyebrow makeup. From 2007 to 2012, thick eyeliner, dark eyeshadow, and face contouring were the new trends for male celebrities.

Brands have expanded their range of products to add man-specific categories (Hall, 2015). Generally, these include shaving-related products such as waxing, tweezing, threading, and laser hair removal. However, it also includes skincare products such as facials and body moisturizers and, most importantly, cosmetics such as *manscara* instead of mascara and *guyliner* instead of eyeliner. Overall social media has heavily influenced inclusive beauty (Lau, 2017). Not only celebrities but also influencers and, more specifically, Beauty Gurus promote beauty worldwide.

2.3 Who are Beauty Gurus?

Brands are increasingly collaborating with influencers on social media (e.g., Twitter, YouTube & Instagram) because of its effectiveness in promoting all sorts of products and services. Social media influencers (SMI's) are "people who have built a sizeable social network of people following them. In addition, they are seen as a regard for being a trusted tastemaker in one or several niches" (De Veirman et al., 2017, p. 798). According to Abidin (2016, p. 86), SMI's "are one form of microcelebrity who accumulate a following on blogs and social media through textual and visual narrations of their personal, everyday lives, upon which advertorials for products and services are premised."

SMI's facilitate a new sort of word-of-mouth practice called *electronic word-of-mouth* (eWOM). Many people online formulate either positive or negative statements about specific products, services, and companies (Kulmala et al., 2013). Using SMI's as a marketing strategy is more authentic, credible, and trustworthy than traditional marketing techniques (De Veirman et al., 2017; Ki & Kim, 2019). Furthermore, they smooth the decision-making process of potential buyers because it reduces their perceived risk.

Scientific studies have identified several types of SMI's. Gross and von Wangenheim (2018) are convinced that nowadays, everybody can be an influencer. They introduce four types of influencers: *Snoopers*, *Informers*, *Entertainers*, and *Infotainers*. First, *Snoopers* are curious SMI's who are discovering and exploring social media platforms. They start to actively create and share content because it is amusing and fun. *Snoopers* tend to be personal with their audience by sharing personal insights because they believe it helps inspire and encourage viewers. Second, *Informers* are trustworthy and credible SMI's aiming at sharing knowledge by providing informational, educational, and supportive content to their audience. They help people seek advice to improve their competencies and expertise in specific domains such as drawing, baking, or medicine. *Informers* enjoy being in contact with their audience by, for example, actively responding to comments. They take their role as SMI's very seriously by minutely investigating, preparing, and finalizing their content.

Third, *Entertainers* create content such as music, drama, acting, horror, or comedies to entertain, amuse and relax their audience. Compared to *Snoopers* and *Informers*, they have limited contact with their audience because they cannot answer everyone. Therefore, they mostly organize Q&As, live streams, or meet & greets. Lastly, *Infotainers* are a hybrid version of *Informers* and *Entertainers* even though the entertainment aspect mostly dominates.

Snoopers	Informers
Entertainers	Infotainers
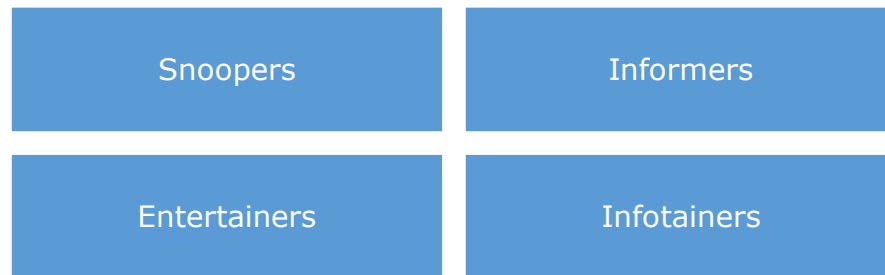
Figure 1 Four types of SMI's. Adapted from Gross and von Wangenheim (2018)

Every SMI starts either as a *Snooper* or *Informer* and later evolves into other categories. SMI's mostly evolve by taking audiences' feedback into account. They can later gravitate towards information-based content or entertainment-based content. Information-based content refers to topics such as angling and physics. It can also refer to sharing personal experiences such as coming out or health issues. The goal of SMI's is to provide transparency and support people in similar situations. Entertainment-based content refers to relaxation and escapism by providing, for example, gossips or pranks. Gross and von Wangenheim (2018) acknowledge that all SMI's categories are not definitive but rather dynamic, meaning there is room for evolution. Social media are constantly evolving, which inevitably leads to new categories of SMI's.

SMI's are present on many social media platforms, including YouTube, the biggest and most visited video sharing platform. How-To Beauty videos are one of the most viewed and subscribed video categories on YouTube (García-Rapp, 2016). SMI's creating such videos are called Beauty Gurus; they are social media influencers who regularly upload videos about beauty and their personal life to inform, educate, and entertain audiences as well as forge brighter connections with their subscribers

(García-Rapp, 2016). According to their number of subscribers, today's most popular YouTube Beauty Gurus are Jeffree Star, NikkieTutorials, Michelle Phan, and Carli Bybel (Clement, 2020).

Choi and Behm-Morawitz (2017) mention that most of the Beauty Gurus are young females such as Michelle Phan. However, there has been a rise of queer Beauty Gurus such as Jeffree Star, Manny MUA, Patrick Starrr, Gigi Gorgeous, and NikkieTutorials (Homant & Sender, 2019). According to Renn (2010, p. 132), "Queer is used by some—but not all—LGBT people as an identity category including sexualities and gender identities that are outside heterosexual and binary gender categories".

Since the beauty industry is continuously growing, brands are continually looking for new ways to promote their beauty products (Danziger, 2019; García-Rapp, 2016). A key strategy to do so is by collaborating with YouTube Beauty Gurus because they can influence their millions of subscribers by fostering closer ties with them (Britt et al., 2020, p. 3; Mardon et al., 2018). In 1928, beauty brands such as *Max Factor* and *Unilever* already used similar strategies by associating their products with Hollywood celebrities. Testimonials from actresses and movie directors were spread for promotion and influence (Jones, 2011, p. 894). Nowadays, Beauty Gurus organize meet and greets and sign autographs just like celebrities do (Mardon et al., 2018).

Interestingly, when the phenomenon of Beauty Gurus emerged on YouTube, there was no extended monetization involved. However, nowadays, YouTube has often become a full-time career for many SMI's and particularly for Beauty Gurus. Therefore, with their millions of subscribers, they have now found a way to commercialize their work and make a living out of it (Mardon et al., 2018).

2.4 How Beauty Gurus monetize YouTube content

YouTube launched in 2005, and in 2007 they introduced the YouTube Partner Program (YPP), which allows content creators to earn money with their videos. Content creators can live out of YouTube by increasing brand exposure in mainly seven different ways (Arantes et al., 2018; García-Rapp, 2016; Gerhards, 2017; Google, n.d.). Table 1 displays all the YouTube monetization strategies.

YouTube Monetization Strategies	

1. Advertising revenue
     a. Display advertisements
     b. Advertising videos
	2. Product placements
	     a. Both paid and not paid

3. Affiliated links	4. Channel memberships
5. Merch shelf	6. YouTube Premium Revenue
7. Super Chat & Super Stickers	

Table 1 YouTube Monetization Strategies. Adapted from Arantes et al., 2018; Gerhards, 2017; Google, n.d.

First, the leading monetization strategy is advertising revenue, which contains two sub-categories: display advertisements and advertising videos. Display advertisements refer to advertisements the viewer is exposed to before, during, or after watching a video for free. These advertisements occur through programmatic advertising, meaning an online advertisement auction takes place by algorithms in a matter of milliseconds (Arantes et al., 2018). The advertisements are either video advertisements or overlay advertisements. Video advertisements are sometimes skippable after 5 seconds, whereas overlay advertisements are often text or images that appear during the video on the lower portion of the screen (Google, n.d.).

On the other hand, when creating advertising videos, YouTube content creators collaborate with specific brands. Beauty Gurus, for example, get paid in exchange for promoting the products of makeup brands they are collaborating with. For example, Beauty Guru Michelle Phan collaborated with *L'Oréal* to promote products from *Lancôme*. Shortly after this, *Lancôme* decided to sign Michelle Phan as their official video makeup artist. She had to upload one video per month promoting *Lancôme* beauty products on her personal YouTube channel.

Additionally, *Lancôme* used her videos on their own social media channels (Gerhards, 2017).

Second, Gerhards (2017) mentions that the beauty industry is well-known for being highly active in providing Beauty Gurus free products to try out and review on their YouTube channel. This phenomenon is called product placement. The main difference with advertising videos is that the brand is not the focus of the video. Thus, it does not control the content and potential positive or negative presentation of the products in the video. For example, famous Beauty Guru Wayne Goss uploaded a video introducing gift ideas for Christmas. He decided to feature products he received for free from the California-based beauty brand *Urban Decay*.

Third, Beauty Gurus can monetize their content by including affiliated links in their YouTube description box. Affiliated links are URLs or coupon codes from specific brands that are personally attributed to the Beauty Guru. When people use those specific URLs or coupon codes when purchasing items online, the Beauty Guru receives a commission on the sale. For example, YouTuber BibisBeautyPalace includes affiliated links in almost all of her video descriptions (Gerhards, 2017).

Fourth, channel membership refers to viewers' monthly payments to access members-only perks like badges and emojis. Fifth, the merch shelf feature allows fans to buy Beauty Gurus' official merchandise through YouTube. Another monetizing strategy is YouTube Premium, a paid service to watch videos online and offline without advertisement interruptions. Lastly, the Super Chat & Super Stickers are two recent interactive ways to monetize content. It gives viewers the chance to purchase chat messages and emojis that stand out, which gives them a higher chance of receiving an answer from their favorite Beauty Guru (Google, n.d.). Instead of only using the regular YouTube comment section, this offers a more interactive way for Beauty Gurus to communicate with their audience.

2.5 YouTube video comments & topics

According to Seraj (2012, p. 209),

> The web has become an irreplaceable source for knowledge creation, and consumption and online communities have turned out to be the new form of socialization platforms for fulfilling particular needs such as providing or acquiring information, sharing experiences, playing games,...

As mentioned before, Beauty Gurus attract millions of subscribers and try to foster close ties with them, leading to a strong beauty community (García-Rapp, 2016). YouTube, in particular, stimulates user interaction through the YouTube comment section, which is the most popular form of communication on YouTube (Schultes et al., 2013). According to Madden et al. (2013), this facilitates all sorts of interaction such as: providing information, reacting to videos, sharing ideas, paying tributes, social networking, answering questions, giving advice, and expressing feelings. All YouTube content creators upload a variation of videos every day, which makes them earn money. Che et al. (2015) identify 14 YouTube video topics, whereas Abisheva et al. (2014) add five additional topics to the list. Table 2 displays all 19 topics.

YouTube video topics	
1. Music	10. Cars & Vehicles
2. Entertainment	11. Science & Technology
3. Gaming	12. Education
4. People & Blogs	13. Travel Events
5. Sports	14. Pets & Animals
6. Comedy	15. Movies
7. Film & Animation	16. Finance
8. How To & Style	17. Non-profits & Activism
9. News & Politics	18. Sci-Fi/Fantasy
	19. Shows

Table 2 YouTube video topics. Adapted from Che et al., 2015; Abisheva et al. 2014.

Figure 2 shows various beauty-specific YouTube video topics. García-Rapp (2016) identifies three topics adopted by Beauty Gurus: Makeup Tutorials, Makeup Reviews, and Makeup Vlogs. Additionally, Jeffries (2011) identifies Makeup Hauls, another topic where Beauty Gurus display recent makeup purchases. However, when browsing YouTube itself, more topics can be found that are not discussed within the literature.

Makeup Tutorials	Makeup Reviews	Makeup vlogs	Makeup hauls

Figure 2 Beauty Gurus' YouTube video topics. Adapted from on Garcia-Rapp, 2016; Jeffries, 2011.

YouTube topics and comments can be closely related. A study conducted by Edgerly et al. (2013) demonstrates a significant relationship between video topics and topics expressed within the YouTube comment section. Among other things, they approved three hypotheses (Edgerly et al., pp. 284-285, 2013):

1. "Videos that include the topic of religion will be positively related to comments about religion."

2. "Videos that include the topic of children will be positively related to comments about children."

3. "Videos that include the topic of rights will be positively related to comments about rights."

The authors prove that YouTube videos influence YouTube commentary through the uptake of topics. Another study conducted by Siersdorfer et al. (2010, p. 892) analyzed YouTube video relationships between comments, views, comments ratings, and topics. Some of their research questions were: "Is there a connection between sentiment and comment ratings?" and "Do comment ratings and sentiment depend on the topic of the discussed content?". According to the authors, some topics can generate intense discussions, and differences in opinions can lead to more comments.

The study claims that science videos mainly include neutral comments due to the impartial nature of science. On the other hand, political videos have more negative comments than any other topic, and music videos have more positive comments than negative ones. Siersdorfer et al. (2010) concluded that user-generated comments on YouTube tend to differ across different video topics.

2.6   Conclusion

The beauty industry has known a long yet rich history and numbers show that this is just the beginning. The same goes for media. Nowadays, new forms of media such as video-blogging and social media are more prominent than traditional media (Wright, 2017). YouTube has outweighed traditional media dramatically. Therefore, the growing importance of YouTube is undeniable, especially in the beauty industry. Figure 3 illustrates the uptake of annual beauty-related YouTube video content views between 2009 to 2018. In 2016 alone, more than 59 billion views were generated by beauty content on YouTube. In 2017 it generated 104 billion views, and in 2018 over 169 billion views. Beauty Gurus and amateurs generated these views by uploading videos, including Makeup Reviews and Makeup Hauls (Clement, 2019a). In less than three years, the number of views has almost tripled.
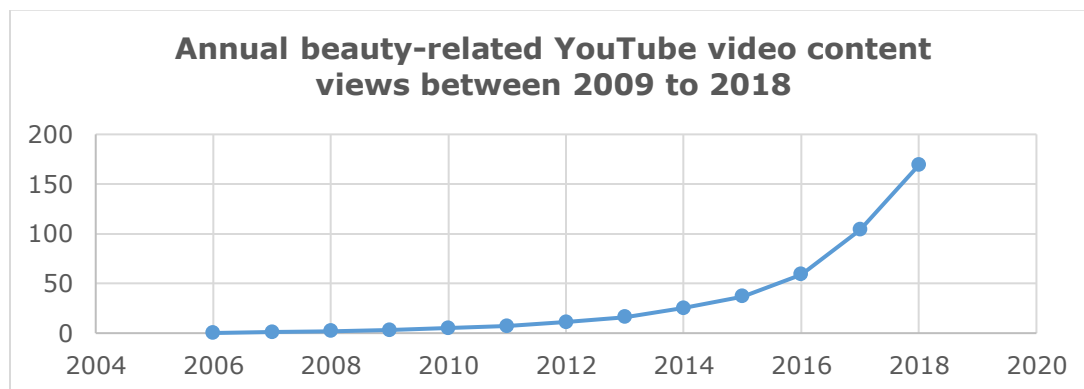
Figure 3 Annual beauty-related YouTube video content views between 2009 to 2018. Adapted from Clement (2019a).

In addition to that, 60 percent of the beauty-related content on YouTube was generated by Beauty Gurus themselves and only 39 percent by beauty brands (Clement, 2019b). As Jones (2011) mentioned, makeup has been around for

thousands of years, and recent trends demonstrate that the global beauty industry is here to stay and grow both socially and economically.

Rieder (2015) claims that YouTube is the most understudied social media platform, making it an exciting platform to research. Within social sciences, YouTube is an interesting research topic because it enables online socialization and leads to online communities such as the beauty community (Seraj, 2012). Despite the growing attention for social media platforms, SMI's, and more specifically, Beauty Gurus, a lack of understanding of the online beauty community dynamics remains (Gross & von Wangenheim, 2018). Since the beauty industry is continuously growing and that Beauty Gurus themselves are creating most of the beauty-related content on YouTube, it is essential to understand this phenomenon (Clement, 2019b; Danziger, 2019). Therefore, this research aims to fill in the gap in scientific knowledge on that matter.

Since online communities are a new form of socialization, this research aims to better understand the beauty community's social dynamics by conducting SA (Seraj, 2012). It will explore Beauty Gurus' YouTube video topics and the sentiments expressed in the videos' comments. Existing research has proven three important dynamics on YouTube (Edgerly et al., 2013; Siersdorfer et al., 2010):

1. There are various YouTube video topics.

2. The YouTube video topics can drastically influence the comment section.

3. The YouTube comment section tends to differ across different video topics.

However, only a little research has been conducted on which video topics exist within the YouTube beauty community. Additionally, the relationship between the YouTube video topic and the sentiments expressed in the comment section has not yet been researched within the beauty community. Finally, all existing research about Beauty Gurus mainly focuses on female creators (Choi & Behm-Morawitz, 2017). As mentioned before, there has been an uptake of gender-inclusive beauty and queer Beauty Gurus. Therefore, this research aims to analyze queer Beauty Gurus. This will bring more nuance and inclusivity within beauty-related scientific research.

3 Methodology

This research seeks to gain more understanding of the online beauty community dynamics, a relatively underdeveloped field within scientific research. The first part of the research identifies the leading queer Beauty Gurus on YouTube to enable topicality extraction. The second part of the research consists of deeply analyzing Jeffree Star's YouTube video topics and compare them with the leading queer Beauty Gurus. Jeffree Star is well-known in the beauty industry. He is a famous American Beauty Guru, a former singer-songwriter and founder and owner of his beauty brand *Jeffree Star Cosmetics*. Ultimately, the goal is to analyze Jeffree's YouTube video comment section to discover a possible relationship between the YouTube video topics and the video comments by exploring audiences' sentiments.

3.1 Research questions

The research is based on the three hypotheses extracted from the literature, one main research question, and four sub-questions. The hypotheses are (Edgerly et al., 2013; Siersdorfer et al., 2010):

1. There are various YouTube video topics.

2. The YouTube video topics can drastically influence the comment section.

3. The YouTube comment section tends to differ across different video topics.

Hence, the main research question and sub-questions are formulated as follows:

1. What are audiences' sentiments towards queer Beauty Gurus' YouTube video topics, and are there differences depending on the video topic?
    a. What are the existing YouTube video topics in the beauty community?
    b. Which YouTube video topics does Jeffree Star cover?
    c. What are audiences' sentiments towards Jeffree Star's YouTube video topics?
    d. Is there a relation between audiences' sentiments and YouTube video topics?

3.2   Data sets

	Sample	Data source	Number	Data type	Tool	Goal
1	YouTube channel	YouTube channel information of the leading queer Beauty Gurus	3	- YouTube channel information	- Social Blade	Identify the YouTube performances of the three leading queer Beauty Gurus
2	YouTube videos	YouTube videos of the three leading queer Beauty Gurus	60	- YouTube video list	- Social Blade	Research YouTube beauty video topicality
3	YouTube video information	YouTube video information of the three leading queer Beauty Gurus	60	- Video title - Video description	- YouTube	Research YouTube beauty video topicality
4	YouTube channel	Jeffree Star's YouTube channel information	1	- YouTube channel information	- Social Blade - YouTube Data Tool	Identify Jeffree Star's YouTube channel performances
5	YouTube videos	Jeffree Star's YouTube videos	34	- Video list	- Social Blade	Research Jeffree Star's YouTube beauty video topicality
6	YouTube Video information	Jeffree Star's YouTube video information	6	- Video title - Video description	- YouTube Data Tool	Research audiences' sentiments towards Jeffree Star's YouTube videos
7	YouTube Video comments	Jeffree Star's YouTube video comments	600	- Video comments	- YouTube Data Tool - Meaning-Cloud	Research audiences' sentiments towards Jeffree Star's YouTube videos

Table 3 Data Sets

3.3 Data analysis

The methodological approach presented here is a SA of Jeffree Stars' YouTube audience. Before analyzing Jeffree's YouTube channel, this research aims to identify existing YouTube video topics within the beauty community.

3.3.1 Channel information of the leading queer Beauty Gurus

In the first instance, the goal is to identify three of the leading queer YouTube Beauty Gurus (excluding Jeffree Star) by conducting desk research. The goal is to provide a concise introduction of who these Beauty Gurus are. After that, their YouTube channel information is analyzed using the digital tool Social Blade (n.d.-b), a social media analytics website presenting global analytics from any content creator. It provides clear insights about gained subscribers and video views.

3.3.2 Video list of the leading queer Beauty Gurus

Second, a list of the 20 latest YouTube videos of each of the three leading queer Beauty Gurus is retrieved using Social Blade. In total, 60 YouTube videos will enable topicality extraction.

3.3.3 Video information of the leading queer Beauty Gurus

Third, the video information of the 60 YouTube videos is extracted directly from YouTube itself. Both the video title and description are analyzed to extract the video topicality. According to Severyn et al. (2014), video topicality can be encoded by analyzing these two aspects. The results of this analysis will fill in the gap in topicality research within the YouTube beauty community.

A summary of the data sets of the first part of the research is displayed in Figure 4.

Figure 4 Data set of the leading queer Beauty Gurus

3.3.4 Channel information of Jeffree Star

The second part of the research is dedicated to Jeffree Star. First, research on the WWW will enable discovering Jeffree's journey to success. Second, his YouTube channel information is retrieved using the digital tools Social Blade and the YouTube Data Tool. The [YouTube Data Tool](https://) (n.d.-b) is an online tool that extracts all sorts of YouTube data such as video comments and video information.

3.3.5 Video list of Jeffree Star

Second, a video list of Jeffree Star is retrieved. The purpose of this research is to research the latest dynamics. Therefore, the videos from the video list must be from 2020 and 2021.

3.3.6 Video information of Jeffree Star

Third, the video information of Jeffree Star's video list is retrieved using YouTube, including the title and description. Analyzing the title and description enables discovering the video topicalities Jeffree Star covers. Additionally, the topics are compared with the ones of the leading queer Beauty Gurus. After the topic extraction, Jeffree Star's video list is narrowed down for the SA. A purposeful sampling of six videos will be applied. The criteria of the sample are as follows:

1. The videos must have less than 50.000 comments because the YouTube Data Tool is limited in the number of comments it can scrape.

2. Owning the fact that in order to analyze whether there is a relation between the beauty community sentiments and the YouTube topic, two videos per topic must be addressed to enable comparison.

3.3.7 Video comments of Jeffree Star

Lastly, the video comments of the six selected videos are retrieved using the YouTube Data Tool. According to Cunha et al. (2019), a way to determine a video's reputation is by analyzing its comments. A sample of the 100 most liked comments per video is selected since they are representative of the video's popular opinion. According to

Buie and Blythe (2013, p. 43), top comments receive the most likes from YouTube users. A total of 600 comments are analyzed with the online tool MeaningCloud (2021), which provides detailed multilingual SA of different sources, including social media.

A summary of the data sets of the second part of the research is displayed in figure 5.

| Channel information | → | Video list | → | Video information | → | Video comments |
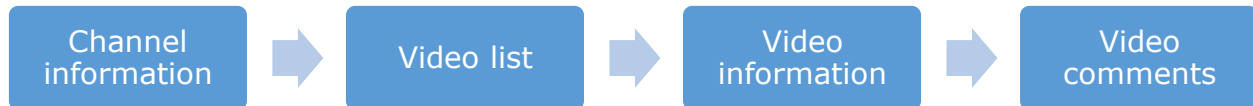
Figure 5 Data set of Jeffree Star

3.4   Sentiment analysis (SA)

Recently, interest in SA, also referred to as Opinion Mining, has drastically grown due to increased online activities. This research method has spread outside of its original field, namely, computer science, to the management sciences and social sciences. This growth is due to the importance of SA to business and society as a whole (Liu, 2012). SA is a natural language processing technique that analyses people's opinions by examining written text. The sentiments are primarily focused on polarity and are classified as positive, neutral, or negative (MonkeyLearn, n.d.). According to Liu (2012), opinions are central to all human activities. He further mentions that opinions form a crucial influence on people's behaviors.

SA analyzes the Web 2.0, which contains websites such as social media platforms (e.g., Blogger and TripAdvisor), social networks (e.g., Facebook and Twitter), and photo, audio, or video portal hosting (e.g., Instagram and Twitter). The main reason for using such Web 2.0 based platforms is to interact with other users by providing content that enriches the online experience (Valdivia et al., 2018; Valdivia et al., 2019). Furthermore, these platforms contain information that is constantly evolving and generated by millions of users. This information can significantly impact a business or a person's reputation (Uryupina et al., 2014).

The positive aspect of SA and the main reason for conducting such analysis is to systematically understand people's behaviors and thoughts towards a product,

service, organization, topic, or human being. By doing so, the retrieved data can be analyzed in order to improve processes, decision-making, customer satisfaction, and more (MonkeyLearn, n.d.; Valdivia et al., 2018; Valdivia et al., 2019). MonkeyLearn (n.d.) explains that 90% of the world's data is unstructured, in other words: unorganized. This means that it is challenging to analyze sentiment within unstructured data in a timely and efficient manner. Therefore, automated SA provides the ideal opportunity to sort data such as thousands of tweets and YouTube comments efficiently and cost-effectively. Additionally, SA offers real-time analysis, enabling researchers and marketeers to take action right away.

There are three different SA levels, namely, document level, sentence level, and entity level. This research aims to analyze the sentiments on a sentence level. In this case, the sentence level represents individual YouTube comments. It determines whether a comment expresses a positive, negative or neutral opinion (Liu, 2012). SA can be processed faster because it is a machine learning approach. However, it has its limitations; first, opinions are subjective and can be perceived positively or negatively according to the situation and context. Second, online users tend to include different opinions in the same comments, which is difficult for computers to understand but easier for humans. However, humans still have difficulties understanding sentiments due to the possible lack of context within a short piece of text (Vinodhini & Chandrasekaran, 2012).

According to Severyn et al. (2016), YouTube has specific limitations within SA:

1. The polarity expressed within the comments can refer either to the video content itself or the promoted product.

2. The comments can include contrasting sentiments.

3. The comments can be unrelated to any of the presented content.

4. The content can be spam, such as: "Click here to win an iPad."

These limitations can partially be tackled by human intervention. The research of Cunha et al. (2019) claims that human intervention positively impacts sentiment classification accuracy. It is crucial to identify the limitations of SA to take these into

account when conducting this research. Therefore, the YouTube comments analyzed in this research will be classified using digital tools in the first place, and the reliability of some comments will be examined by human intervention in the second place. A validity test of the polarity of the 10 most-liked comments of each YouTube video will be executed.

3.5   Digital tools

All social activities took place offline before the World Wide Web emerged. According to Berry (2012), nowadays, social interaction is continuously mediated by machines. The rise of social media platforms, more specifically, has brought humans into the equation on a more personal level. Digital methods have therefore been created to research these online societal changes (Rogers, 2019). This methodological innovation has gained popularity over the years due to its valuable contribution to the social research toolkit (Roberts et al., 2015). Digital Methods allow analyzing both new kinds of data and more data about the social world due to its effectiveness. According to Roberts et al. (2015, pp. 1), digital methods are "the use of online and digital technologies to collect and analyze research data".

Many scholars and scientists have already used and are using digital tools to conduct research. According to Ross et al. (2009), the most basic way of using digital tools in media studies is by collecting data. Database software has increasingly become user-friendly, making collecting and storing vast amounts of data easy and cost-efficient. They can be used by a wide range of people, leading to an increase in interest in empirical study. Digital tools can do operations fast and re-do them repeatedly with new data with minimal human effort. Figure 6 displays the digital tools used in this research, namely: Social Blade, YouTube Data Tool, and MeaningCloud.

Social Blade	YouTube Data Tool	MeaningCloud

Figure 6 Digital tools used in the research

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3.5.1 Social Blade

Social Blade.com is a free social media analytics website founded in 2008 by Jason Urgo that gives users access to databases. With their advanced technology, Social Blade provides users with global analytics from any content creator, streamer, or brand from different platforms such as YouTube, Instagram, Twitch, Twitter, Daily Motion, Mixer, Facebook, and TikTok. Analytics such as income, number of likes, views, and followers can be systematically tracked (Social Blade, n.d.-a; Tan et al., 2018). The provided data is transformed into graphs and charts to track progress and growth and create future projections easily. According to Social Blade (n.d.-b), they currently analyze over 23 million YouTube channels, 6 million Twitter profiles, 5 million Twitch channels, 206 thousand Daily Motion users, and 416 thousand Mixer Streamers. Their website traffic reaches over 7 million unique visitors monthly.

Social Blade has been questioned for its potentially inaccurate statistics. However, according to various YouTubers such as Essetino Artists (2019, 03:15-05:21), Social Blade statistics are primarily accurate or close to the actual number. However, speculative statistics such as estimated earnings can be wrong since Social Blade has no concrete access to this data.

3.5.2 YouTube Data Tool

The YouTube Data Tool is a digital tool created by Bernhard Rieder. He is a professor in New Media and Digital Culture at the University of Amsterdam. Rieder is also a researcher at the Digital Methods Initiative (Rieder, n.d.). The YouTube Data Tool offers online tool modules to extract YouTube Data via the YouTube API v3 (Rieder, 2015):

1. The channel info retrieves different data from the specified channel id, such as the title, description, country, view, subscriber, and video count.

2. The channel network scrapes the "featured channels" tab from a list of seeds. The channels are gathered through a manual input of channel ids. They can also be retrieved from a regular search.

3. The video list feature generates a list of video info and statistics, such as the uploaded videos or playlists.

4. The video network establishes a network of relations between "related videos" from YouTube. Additionally, it will create a network file of channels based on the same relations.

5. The video info and comments retrieve videos' info, such as the number of likes and views. It also provides a list of comments, including the number of likes and replies it has.

According to YouTube Data Tool (n.d.-a), most problems encountered with the tool are due to limitations and bugs in YouTube's own Web-API, meaning these cannot easily be fixed on Rieder's side. Additionally, the tool might crash when too many people are using it. The most significant limitation encountered within this research is scraping the YouTube comments of Jeffree Star. The YouTube Data Tool crashes if the video has over 50.000 comments. Furthermore, when opening a CSV file from The YouTube Data Tool, some characters remain in their HTML coding and do not translate in text. Therefore, the translation from HTLM codes to text needs to happen manually. The HTML codes that have been manually translated into text in Jeffree Star's YouTube comments are displayed in Annex 1 'YouTube Comments HTML Replacement Codes'.

3.5.3 MeaningCloud

Different SA tools have been developed over the years. The one used in this research is MeaningCloud (Valdivia et al., 2018, p. 132). MeaningCloud, previously named Daedalus S.A., was founded in 1998 by two academic research groups from the Polytechnic University and the Autonomous University of Madrid (MeaningCloud, n.d.-a). The tool provides detailed multilingual SA of different sources, including surveys and social media. In total, MeaningCloud has six different APIs:

1. The global sentiment generates the overall opinion voiced in a tweet, post, or review.

2. The sentiment at the attribute level detects a particular sentiment for an object or any of its qualities, examining thoroughly the sentiment of each sentence.

3. The identification of opinions and facts analyzes the difference between an objective fact and a subjective opinion.

4. The detection of irony recognizes comments in which people express their sentiments using words that generally mean the opposite.

5. The graduated polarity makes a distinction between strong positive and strong negative opinions. The absence of sentiment is also analyzed.

6. The agreement and disagreement analyzes conflicting opinions and unclear messages.

According to MeaningCloud (n.d.-b), their tool applies to any scenario. They are firm believers of automatic SA because they do believe computers win over human teams. Up to 85% accuracy can be achieved when a human team analyzes hundreds of messages. However, up to 75% accuracy can be achieved using computers to analyze millions of messages in real-time. Therefore, MeaningCloud claims that computers are undeniably the winners over humans due to their efficiency and high accuracy level.

Detecting polarity on social media text is challenging due to two main aspects. First, existing sentiment dictionaries are limited and remain underdeveloped for specific purposes. Second, dictionaries do not yet capture informal linguistic styles used by users (Asghar et al., 2015; Choudhury & Breslin, 2010). Therefore, community-created terms are not yet covered by dictionaries which means human intervention is much needed. The beauty community analyzed in this research uses a lot of community-created terms. For example, according to the Cambridge Dictionary (n.d.), the term *sickening* means "extremely unpleasant and causing you to feel shock and anger." The beauty community is strongly influenced by queer culture, especially by RuPaul's Drag Race, a well-known American reality show hosting drag queens. In this show, *sickening* means: amazing, incredible, the best (Borge, 2015). When a YouTube Beauty Guru says that a mascara is *sickening*, it means that the

mascara is fantastic and not unpleasant, like the Cambridge Dictionary (n.d.) mentions.

Zulkifli and Lee (2019) conducted SA using three tools: Python, Miopia, and MeaningCloud. They claim that the accuracy achieved when using MeaningCloud is higher compared to the other tools used. Python scored 74.5%, Miopia 73%, and MeaningCloud 82.1%. Therefore, due to its accuracy level, MeaningCloud is the tool used within this research to capture the beauty community's sentiments.

4 Results & discussion

4.1 Top three leading queer Beauty Gurus

The first part of this research is set up to identify three of the leading queer Beauty Gurus. The ones selected in this research are James Charles, NikkieTutorials and Patrick Starrr. In this section, a description of their professional journey and a selection of their YouTube statistics are introduced. The YouTube statistics that are scraped can be retrieved in Annex 2 'Channel Information of the Queer Leading Beauty Gurus' and Annex 3 'User Summary of the Queer Leading Beauty Gurus'. This data provides an excellent overview of who the Beauty Gurus are and how they perform on YouTube. However, the ultimate goal is to research their YouTube beauty video topicality to fill in the gap in scientific research.

4.1.1 James Charles

James Charles Dickinson is an American Beauty Guru born in Bethlehem, New York, on May 23, 1999. He started his beauty journey as a local makeup artist and quickly launched his own YouTube channel to post Makeup Tutorials. James went viral in 2016 after posting a picture of him on Twitter in which he recreated his senior portrait with a ring light and a full face of makeup. Shortly after, at the age of only 17 years old, James' career rocketed when he became the first male ambassador of *CoverGirl*, an American beauty brand (Wikipedia contributors, 2021b). Since his YouTube channel launch, James has

Picture 1 James Charles for Vogue Portugal (Andrade, 2020)

made collaborative videos with many Beauty Gurus and celebrities such as Jeffree Star, Lil Nas X, Kylie Jenner, Kim Kardashian, and Charli D'Amelio. On his successful YouTube journey, James has had the opportunity to work as the host, director, and co-producer of *Instant Influencer*. It is a YouTube Original series where contestants go through challenges to be crowned the next beauty influencer. Additionally, since 2019, he has been nominated for over 12 Awards, from which he won seven, including two People's Choice Awards, two Streamy Awards, one Shorty Award, one Teen Choice Award, and one Kids' Choice Awards (Wikipedia contributors, 2021b). According to Statista (2021), James owns one of the most popular YouTube beauty and style channels.

Since the launch of his YouTube channel on December 1, 2015, James has uploaded over 347 videos which have generated over 3 billion views and over 25.7 million subscribers. The statistics extracted from Social Blade show that James Charles has monthly earnings that go up to 239.5 thousand euros and yearly earnings of up to 2.9 million euros.

James consistently gains thousands of subscribers and views weekly. However, Figures 7 and 8 show a significant loss of views and subscribers around May 2019. This is potentially due to the scandal James has been involved in with Beauty Guru Tati Westbrook during this period of time (Kesslen, 2019; Rodulfo & Walsh, 2020).
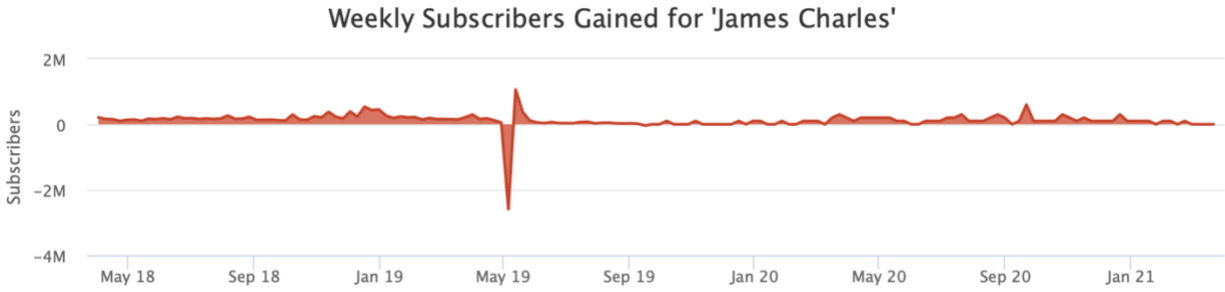
Figure 7 Weekly gained subscribers for James Charles (Social Blade, n.d.-c)
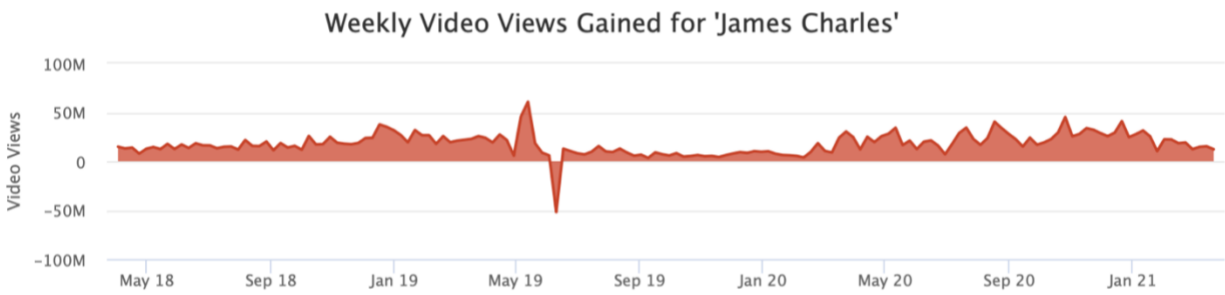
Figure 8 Weekly gained video views for James Charles (Social Blade, n.d.-c)

The curves in Figures 9, 10, 11, and 12 of the total subscribers and video views keep increasing from week to week, month to month, and year to year, which means James' YouTube channel performs well.
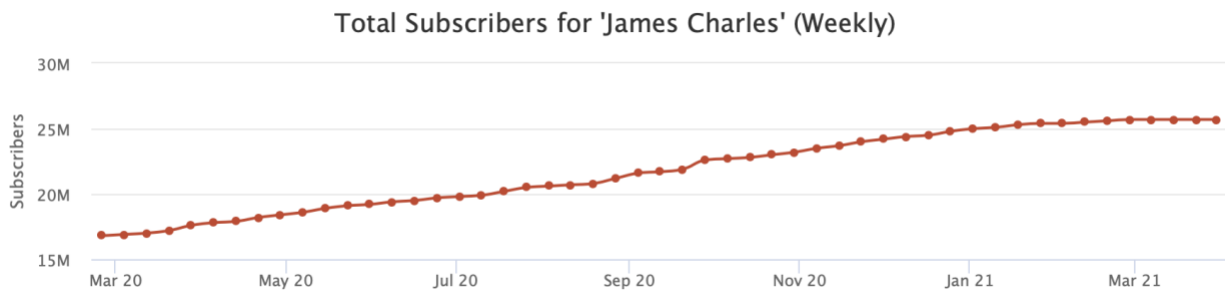
Figure 9 Weekly total subscribers for James Charles (Social Blade, n.d.-c)
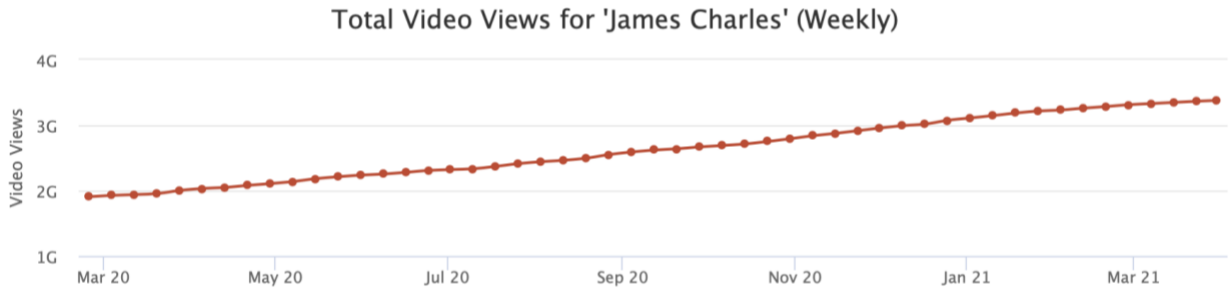
Figure 10 Weekly total video views for James Charles (Social Blade, n.d.-c)
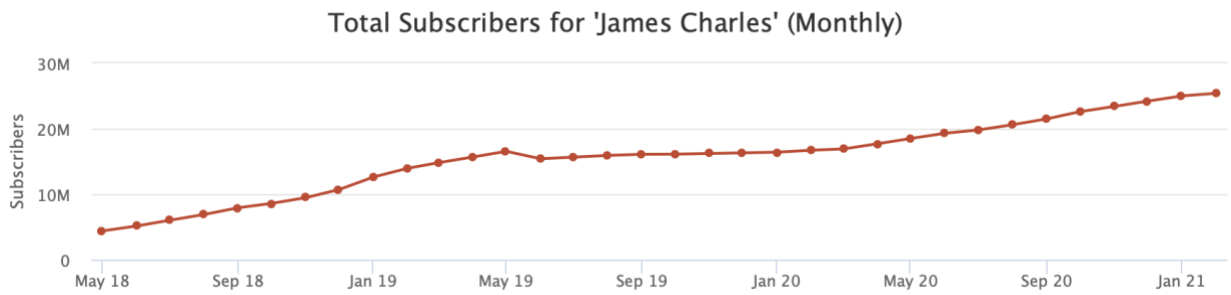
Figure 11 Monthly total subscribers for James Charles (Social Blade, n.d.-c)
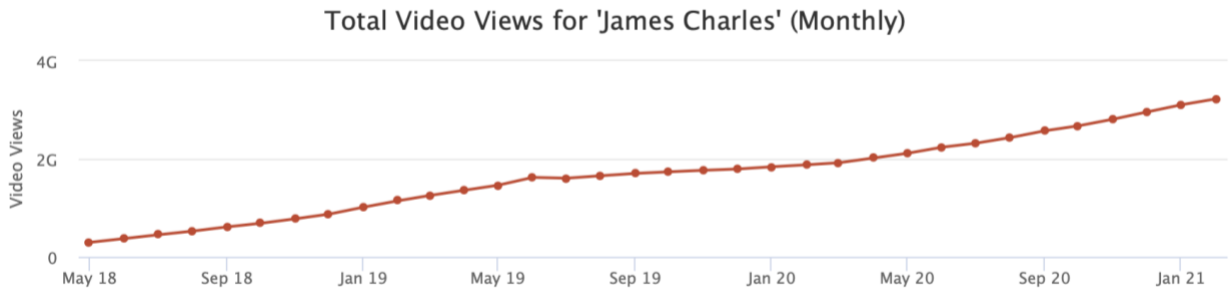
Figure 12 Monthly total video views for James Charles (Social Blade, n.d.-c)

NikkieTutorials, also known as Nikkie de Jager, is a Dutch Beauty Guru born on March 2, 1994, in the Netherlands. She launched her YouTube channel on June 23 in 2008, to create Makeup Tutorials. She then enrolled in a makeup training program at *B Academy* in Amsterdam, which helped her become the head makeup artist for the *I Can Make You a Supermodel* show on *RTL 5*. Nikkie gained significant popularity after her YouTube video, *The Power of Makeup*, in 2015. In this video, she only applies makeup on one-half of her face. The goal was to show how transformative makeup can be. This video aims to end makeup shaming and encourage people to wear makeup as a form of self-expression

Picture 2 NikkieTutorials x BeautyBay (Peters, 2020)

(Fasanella, 2017; Wikipedia contributors, 2021c). Furthermore, Nikkie has been nominated for 12 Awards, from which she has won 7, including the Shorty Awards, Teen Choice Awards, American Influencer Awards, Streamy Awards, and CelebMix Awards.

Nikkie is known for her remarkable collaborative history within the beauty industry. She has collaborated with makeup brands *Ofra, BeautyBay,* and *Too Faced* (NikkieTutorials, 2016; NikkieTutorials, 2017; NikkieTutorials, 2020b). Moreover, Nikkie collaborated with Beauty Gurus and celebrities such as Selena Gomez, James Charles, and Lady Gaga. In 2019 Nikkie became the Global Beauty Advisor for *Marc Jacobs Beauty*, where she is mainly involved into the brand's product development process and promotion. Just as James Charles, NikkieTutorials is part of the most popular YouTube beauty and style channels, according to Statista (2021).

Since 2008, NikkieTutorials has uploaded over 820 YouTube videos, resulting in over 13.8 million subscribers and over 1 billion views. According to the data extracted from Social Blade, Nikkie makes between 1.8 and 28.8 thousand euros a month and between 21.6 and 345.8 thousand euros a year with her YouTube channel. As shown in Figures 13 and 14, NikkieTutorials gains views and subscribers weekly. There is a

significant increase of views and subscribers in January 2020, which is due to her *I'm Coming Out* YouTube video she uploaded on January 13th, 2020 (NikkieTutorials, 2020a). In this video, Nikkie is coming out as a transgender woman. She says: "I am NikkieTutorials, and I am Nikkie. I am me. We don't need labels. But if we are going to put a label on it, yes, I am transgender. But at the end of the day I am me."

Figure 13 Weekly gained subscribers for NikkieTutorials (Social Blade, n.d.-e)
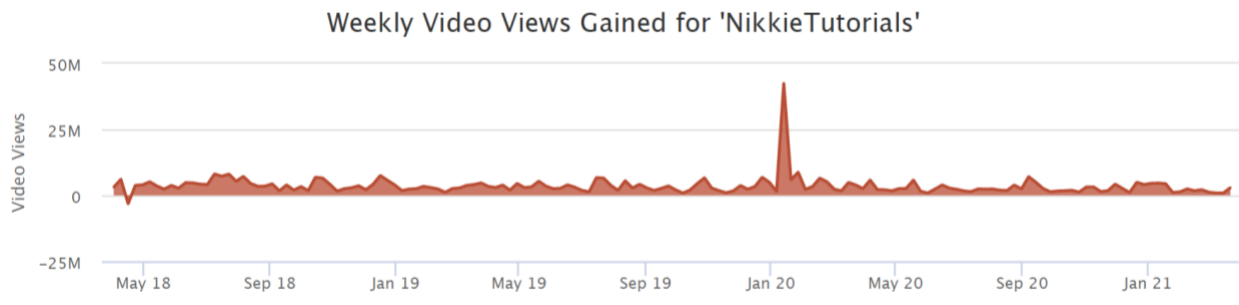
Figure 14 Weekly gained video views for NikkieTutorials (Social Blade, n.d.-e)

Figures 15, 16, 17, and 18 display the weekly and monthly total subscribers and views of NikkieTutorials. Just as James Charles, the curves are steadily increasing, which resonates with a successful performing YouTube channel.
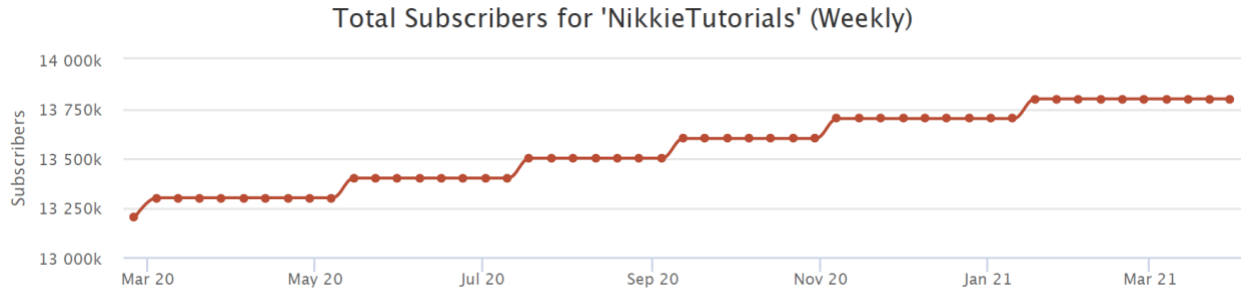
Figure 15 Weekly total subscribers for NikkieTutorials (Social Blade, n.d.-e)
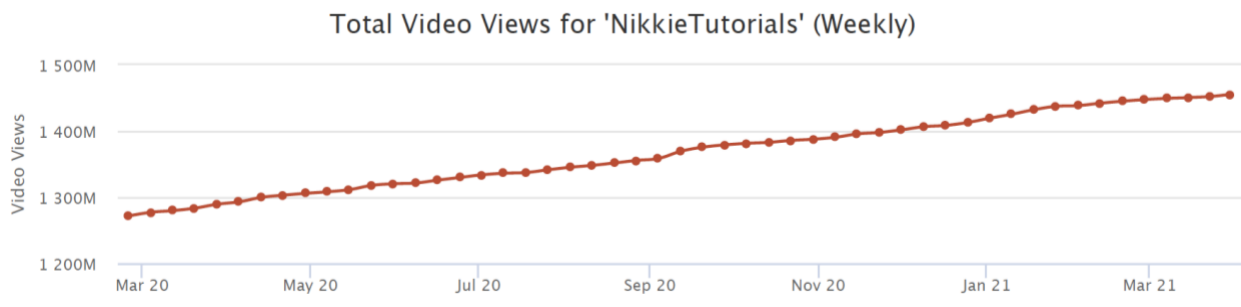
Figure 16 Weekly total video views for NikkieTutorials (Social Blade, n.d.-e)
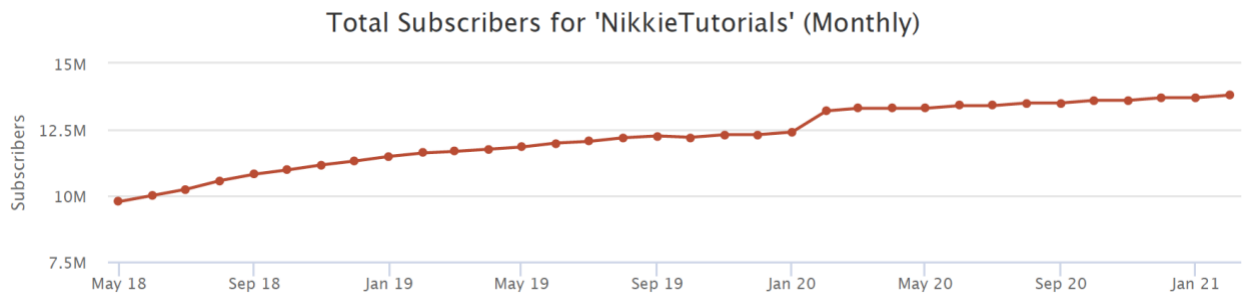
Figure 17 Monthly total subscribers for NikkieTutorials (Social Blade, n.d.-e)

Total Video Views for 'NikkieTutorials' (Monthly)
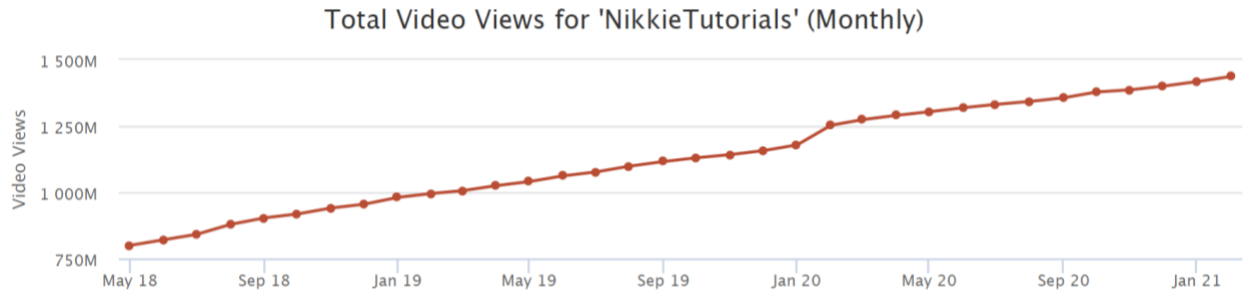
Figure 18 Monthly total video views for NikkieTutorials (Social Blade, n.d.-e)

4.1.3 Patrick Starr

Picture 3 Patrick Starrr (Starrr, 2020)

Patrick Simondac, also known as Patrick Starr, is a Filipino-American Beauty Guru who currently works as a professional freelance makeup artist. He was born in Orlando, Florida, on November 11, 1989 (Everipedia, n.d.). Patrick confessed to CNN that at the age of 12 years old he knew he was gay and wanted to start experimenting with makeup. After graduating, he started gaining confidence when he got a job as a freelance makeup artist at the makeup store *MAC Cosmetics*. However, sometimes Starrr was not given any working hours, which made him launch his YouTube channel to earn extra coins. One of Patrick's goals is to represent the people who have not felt seen or heard in the beauty community (Starrr, 2020). He says:

Now the attitudes in the industry have shifted towards the acceptance of male beauty through makeup. Though there is more to be done in terms of inclusivity and representation -- and a diverse range of voices yet to be heard -- men, and even young boys, are bringing in millions of views through Makeup Tutorials. They're able to express themselves with their platforms. They're wearing nails, glitter, makeup and rhinestones and brands are looking to partner with them (Starrr, 2020).

Just as NikkieTutorials and James Charles, Patrick Starrr also won an award for Beauty at the 2017 Streamy Awards. He has had the opportunity to create collaborative YouTube videos with notable celebrities like Kim Kardashian West, Katy

Perry, Rihanna, and Maddie Ziegler. Furthermore, in December 2017, Starr launched his first drop of a capsule makeup collection with *MAC Cosmetics*. Until 2018 they launched over five capsule collections. Finally, Patrick proudly launched his own makeup brand in July 2020 called *ONE/SIZE*, which is exclusively sold at *Sephora* (Everipedia, n.d.).

Patrick Starrr launched his YouTube channel on February 27, 2013. With over 432 videos uploaded, he accumulated over 4.4 million subscribers and over 354 million views. According to Social Blade, Patrick makes around €157 and €2.5K a month and around €1.9K and €30.1K a year with his YouTube channel. Figure 19 illustrates that Starrr has consistently gained and loses subscribers since September 2019. The same tendency is noticeable in Figure 21, with the total weekly subscribers. However, the total monthly subscribers for Patrick Starrr are relatively stable. Patrick's weekly and monthly video views displayed in Figures 20, 22, and 24 show that he mostly gains views over time.
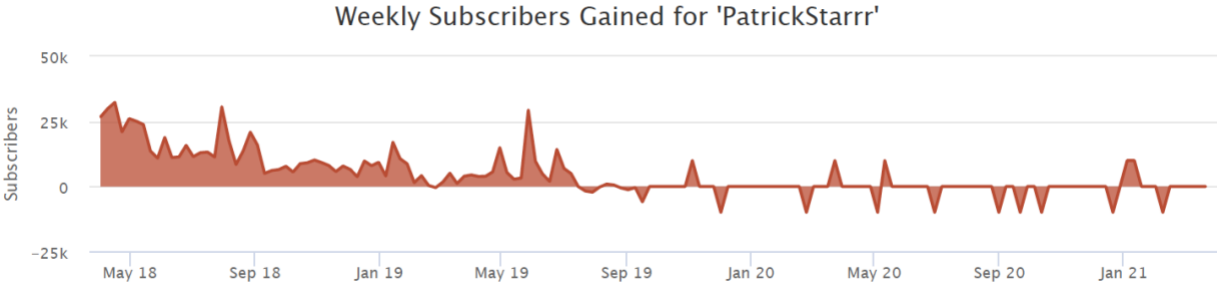
Figure 19 Weekly gained subscribers for Patrick Starrr (Social Blade, n.d.-f)
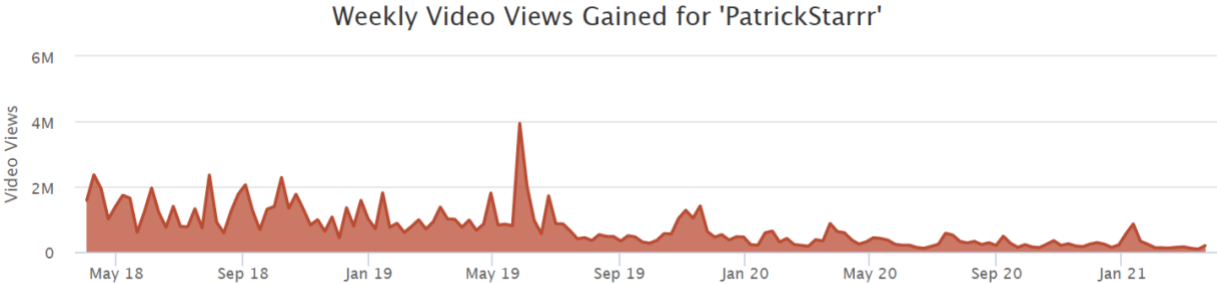
Figure 20 Weekly gained video views for Patrick Starrr (Social Blade, n.d.-f)
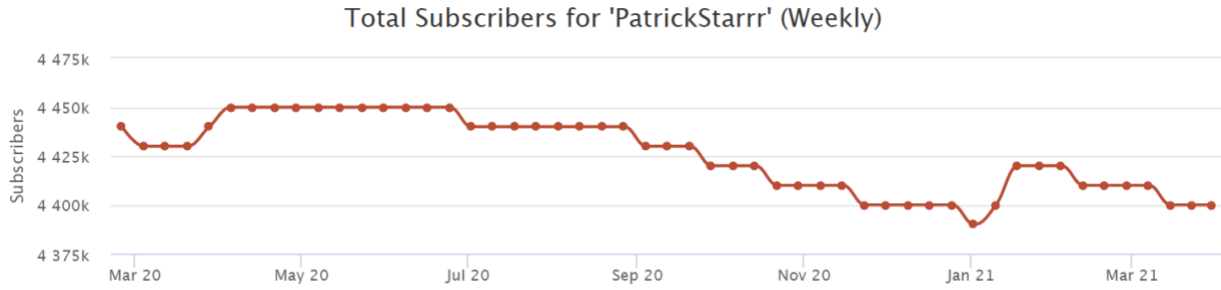
Figure 21 Weekly total subscribers for Patrick Starrr (Social Blade, n.d.-f)
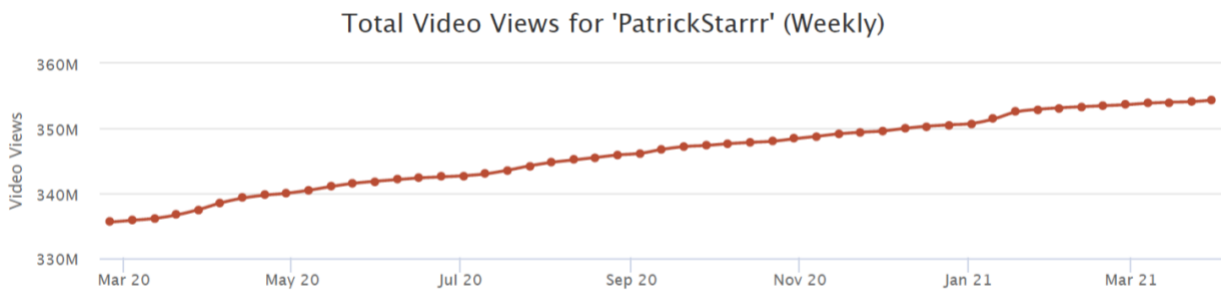
Figure 22 Weekly total video views for Patrick Starrr (Social Blade, n.d.-f)

Figure 23 Monthly total subscribers for Patrick Starrr (Social Blade, n.d.-f)
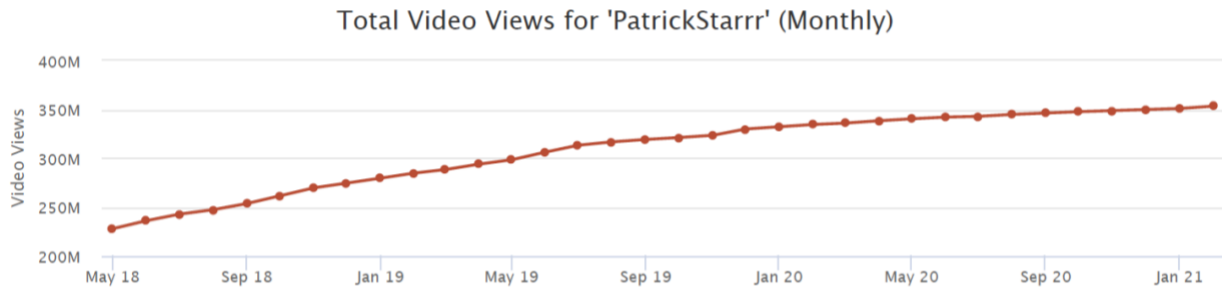
Figure 24 Monthly total video views for Patrick Starrr (Social Blade, n.d.-f)

All things considered, James Charles, NikkieTutorials, and Patrick Starrr are going through a remarkable life journey within the beauty industry. With millions of followers, billions of views, and hundreds of YouTube videos, they can unleash their inner artist internationally. Over the years, they have all won awards and collaborated with established brands and celebrities. They are doing an outstanding job at representing the queer beauty community by pushing the boundaries of traditional beauty ideals and practices.

4.2 Video list and information of the leading queer Beauty Gurus

In the previous section, three of the leading queer Beauty Gurus were identified: James Charles, NikkieTutorials, and Patrick Starrr. In this section, the goal is to gather the data of the 20 latest YouTube videos of each of the leading queer Beauty Gurus to ultimately extract their topicality. Data such as the video title, description, date, number of views, and comments are retrieved. Two videos per leading queer Beauty Guru are displayed in the section below, including their thumbnails. In Annex 4, 'YouTube Video Topicalities of the Queer Beauty Gurus', the complete list of all the analyzed videos can be retrieved, including their extracted topicalities.

As Severyn et al. (2014) mention in their study, video topicality can be encoded by analyzing both the video title and description. Therefore, the necessary keywords that help extract the video topicality in the video title or description of James Charles, NikkieTutorials, and Patrick Starrr are bolded. For example, one of James' video titles is "Full Face Using Only KIDS Makeup Challenge!" Moreover, the description is:

45

HI SISTERS! In today's video, I'm doing **the full face using only KIDS Makeup Challenge**!! My team went to childrens stores and spent over $500 on glitter, bows, backpacks, and of course, makeup! Enjoy and don't forget to thumbs up and subscribe (James Charles, 2021c).

Both the title and description reveal the topicality of the video. However, since the same keywords are mentioned in the title and description, only the ones in the description were bolded. Additionally, it is worth mentioning that only the directly makeup-related videos are assigned a topic. Therefore, all non-makeup-related topics are identified as *UNRELATED* and are not used within this research. For example, some videos of NikkieTutorials are part of her exclusive series with *YouTube Originals* named *Layers Of Me*. This series provides an intimate glimpse into her hectic life as a Beauty Guru, businesswoman, sister, daughter, and soon-to-be wife.

Finally, some video titles and descriptions do not reveal enough information in order to assign a topic. For example, one of Patrick Starrr's video titles is "This Makeup Look Changed My Life | PatrickStarrr." It does not provide enough information to extract the topic. The same goes for the video description:

This makeup looked changed my life. Huge shoutout to Talia Joy and all of you here on youtube for being supporters of mine over many years. I have my own brand and I still cant believe it. Remember, believe in yourself and never give up! I love you all so much (Patrick Starrr, 2021a).

In this case, no keywords are bolded. Instead, the YouTube videos themselves are watched and analyzed. The topic is then assigned, followed by the following code "(WATCHED THE VIDEO)." In this case, the video topicality of Patrick Starrr was coded as "MAKEUP TUTORIAL (WATCHED THE VIDEO)."

4.2.1 James Charles

Thumbnail 1 I Bet My Friends $100,000 I Could Beat Them In Mario Kart (James Charles, 2021e)

Video information	
Title	I Bet My Friends $100,000 I Could Beat Them In Mario Kart
Date	2021-03-26
Description	HI SISTERS! I bet my friends $100K that I could beat them in Mario Kart so we filmed a **gaming competition**! The races were absolutely insane. Watch to find out who ends up taking home the first place prize. Enjoy!
Topic	Unrelated
Views	1.6M
Comments	14K

Table 4 I Bet My Friends $100,000 I Could Beat Them In Mario Kart

Thumbnail 2 Gamers Pick My Makeup! ft. Dream, Corpse, PewDiePie & more! (James Charles, 2021d)

Video information	
Title	Gamers Pick My Makeup! ft. Dream, Corpse, PewDiePie & more!
Date	2021-02-26
Description	HI SISTERS! In today's video, **I asked all of my favorite gamers to pick my makeup routine!** Dream, Corpse, TommyInnit, Pokimane, PewDiePie, KarlJacobs, Quackity, GeorgeNotFound, Valkyrae, Sykkuno and DisguisedToast all join me and

	the look they created is... game over. Enjoy and don't forget to thumbs up and subscribe
Topic	X Picks My Makeup
Views	4.7M
Comments	26K

Table 5 Gamers Pick My Makeup! ft. Dream, Corpse, PewDiePie & more!

4.2.2 NikkieTutorials

Thumbnail 3 Peeling Back The Past | NikkieTutorials: Layers Of Me (NikkieTutorials, 2020f)

Video information	
Title	Peeling Back The Past	NikkieTutorials: **Layers Of Me**
Date	2020-12-15
Description	Dive into the glamorous whirlwind that is Nikkie's life and learn how she went from teenage YouTuber to successful influencer and business-woman. But not all is as it seems - for her brother is battling cancer.
Topic	Unrelated
Views	3.7M
Comments	5K

Table 6 Peeling Back The Past | NikkieTutorials: Layers Of Me

Thumbnail 4 Full Face Of VIRAL TikTok Makeup Trends! | NikkieTutorials (NikkieTutorials, 2021)

Video information	
Title	Full Face Of VIRAL TikTok Makeup Trends! | NikkieTutorials
Date	2021-03-21
Description	I teamed up with Anastasia Beverly Hills to bring you today's video where **I try your list of VIRAL TikTok makeup trends**— including Spock Brows using Dipbrow Pomade. Red lipstick before foundation and a crazy full-coverage drugstore foundation powder! Enjoy and don't forget to thumbs up and subscribe!
Topic	Makeup Test
Views	2.2M
Comments	4K

Table 7 Full Face Of VIRAL TikTok Makeup Trends! | NikkieTutorials

4.2.3 Patrick Starrr

Thumbnail 5 Get Ready with Me and Kandy Muse | PatrickStarrr (Patrick Starrr, 2021c)

Video information	
Title	**Get Ready with Me** and Kandy Muse | PatrickStarrr
Date	2021-03-18
Description	Did she slay snatch game? Follow Kandy Muse!
Topic	Getting Ready
Views	113.7K
Comments	378

Table 8 Get Ready with Me and Kandy Muse | PatrickStarrr

Thumbnail 6 Reading Influencers to FILTH ft. La Demi | PatrickStarrr (Patrick Starrr, 2021b)

Video information	
Title	Reading Influencers to FILTH ft. La Demi | PatrickStarrr
Date	2021-01-26
Description	This has got to be the ULTIMATE KIKI!!! I cantttt!
Topic	GETTING READY (WATCHED THE VIDEO)
Views	136.8K
Comments	912

Table 9 Reading Influencers to FILTH ft. La Demi | PatrickStarrr

4.2.4 Research question

> *Q.A: What are the existing YouTube video topics in the beauty community?*

Only four YouTube beauty video topics were identified in the literature: Makeup Vlogs, Makeup Hauls, Makeup Reviews, and Makeup Tutorials (García-Rapp, 2016; Jeffries, 2011). After carefully extracting the topicality of the 60 latest YouTube videos of James Charles, NikkieTutorials, and Patrick Starrr, ten new topics have been discovered. The research results have therefore led to 14 different YouTube video topics within the beauty community in total. All of them are introduced in Figure 25 and explained below.

Makeup Tutorial	Makeup Challenge	Makeup Reviews	Makeup Vlog	Makeup Haul
X Picks My Makeup	Makeup Test	Makeup Prank	Makeup Reaction	Makeup Transformation
Facetune Tutorial	Getting Ready	Makeup Reveal	X Does My Makeup	

Figure 25 Beauty Gurus' YouTube video topics

All the topics are makeup-related yet utterly different from each other. The first topic is Makeup Tutorial. It is a step-by-step tutorial that helps viewers achieve a specific makeup look. For example, NikkieTutorials (2020d) explains how to achieve a femininizing makeup look in one of her videos. She made this video to mainly help transgender people achieve such a look. The second topic is Makeup Challenge which is considered to be a Makeup Tutorial as well. However, the goal is to use makeup techniques or products that Beauty Gurus would usually not use. James Charles is well known for his Makeup Challenges. He has previously done his makeup using only his opposite hand, and he has also done his makeup using only kids makeup (James Charles, 2021b; James Charles, 2021c).

Third, Makeup Reviews are entitled to provide in-depth information on specific makeup products. The products reviewed are usually part of recent makeup launches. For example, Patrick Starrr (2020b) uploaded a YouTube video where he reviewed Selena Gomez's new makeup line called *Rare Beauty*. Patrick gives his honest opinion on how the products perform and their value for money. The fourth topic on the list is Makeup Vlog, where Beauty Gurus share personal stories. They tend to share their daily lives while doing their makeup. For example, Beauty Guru Vivian V (2018) created a Makeup Vlog where she shares her daily activities such as feeding her dog, going to the gym, and doing her makeup.

Fifth, Makeup Haul videos are entitled to reveal the latest purchases of Beauty Gurus. In her *Sephora Spring Makeup Haul 2021* video, Dacey Cash (2021) introduces all the new makeup she bought from Sephora. The sixth topic, X Picks My Makeup, refers to when Beauty Gurus let other people, pets, and even search engines pick their makeup. For example, NikkieTutorials (2018) has let Google pick her makeup, and James Charles (2019) has let his puppy pick his makeup in one of his YouTube videos. The Beauty Gurus then have to create a makeup look with the makeup that their dog or Google has chosen. Seventh, Beauty Gurus like to test new makeup products, techniques, and hacks. NikkieTutorials (2021) has, for example, attempted to create a full face of makeup using viral TikTok makeup trends.

Eighth, James Charles has already uploaded different Makeup Prank videos. The goal is to prank people by doing horrible makeup looks and pretending they look fantastic; for example, James Charles (2020) filmed a video where he did his makeup horribly to see how his friends would react. The ninth makeup video topic is Makeup Reactions. Usually, makeup artists and Beauty Gurus react to other people's makeup looks. For example, James Charles (2021a) reacted to makeup scenes in movies. Throughout the video, he comments on the makeup practices applied in the movies, and he also shares his expertise by giving makeup advice.

Makeup Transformation is the tenth topic. Beauty Gurus are well known for their creativity and talent. This category entails that Beauty Gurus completely transform their face, making them look like a different person. For example, Jeffree Star (2020c) uploaded a video where RuPaul's Drag Race personality Gigi Goode transforms him into a drag queen. Patrick Starrr (2020a) has also uploaded a video where he transformed himself into Selena Quintanilla. The eleventh category is the Facetune Tutorial. Facetune is a photo editing app heavily used amongst Beauty Gurus and SMI's. Both NikkieTutorials (2020e) and James Charles (2017) have posted YouTube videos to share their Facetune secrets and techniques to create the perfect Instagram selfie.

Twelfth, Getting Ready videos, also known as GRWM (Get Ready With Me), is a popular YouTube video topic. Kylie Jenner (2021) recently filmed a YouTube video with her sister Kendall Jenner where they are both Getting Ready and doing their

makeup. Some Getting Ready videos include skincare and dressing up as well. Thirteenth, Makeup Reveal YouTube videos are created mainly by Beauty Gurus who have their own makeup brand or collaborate with established brands. For example, Beauty Guru Jeffree Star owns his brand *Jeffree Star Cosmetics*. Before launching a new product or collection, he uploads a reveal video to introduce all the new products. Jeffree Star (2019) has revealed many collections, including the *Blue Blood collection*. NikkieTutorials (2020c) also created a video revealing her eyeshadow palette she collaborated on with the brand *BeautyBay*. The last topic introduced is X Does My Makeup. This topic is similar to X Picks My Makeup. As the name itself says, Beauty Gurus let other people do their makeup. These people can be friends, parents, celebrities, husbands, or other Beauty Gurus. For example, NikkieTutorials (2019) has let her fiancé do her makeup in the past.

Out of the 60 videos analyzed, 16 were identified as UNRELATED, meaning that 44 videos were assigned a beauty-related YouTube video topic. Some topics are more popular than others amongst the different leading queer Beauty Gurus. Annex 5 'Topicality Frequency of all the Queer Beauty Gurus' shows the topicality frequency of every queer Beauty Guru. The topicality frequency list is based on Annex 4 'YouTube Video Topicalities of the Queer Beauty Gurus.' Figure 26, for example, illustrates that Makeup Challenge and Makeup Review videos mostly dominate James Charles' YouTube channel. He has only uploaded one X Picks My Makeup, Makeup Test, Makeup Prank, and Makeup Reaction video. Finally, James has only covered six topics, meaning eight out of the 14 topicalities have not been covered in his latest twenty YouTube videos.
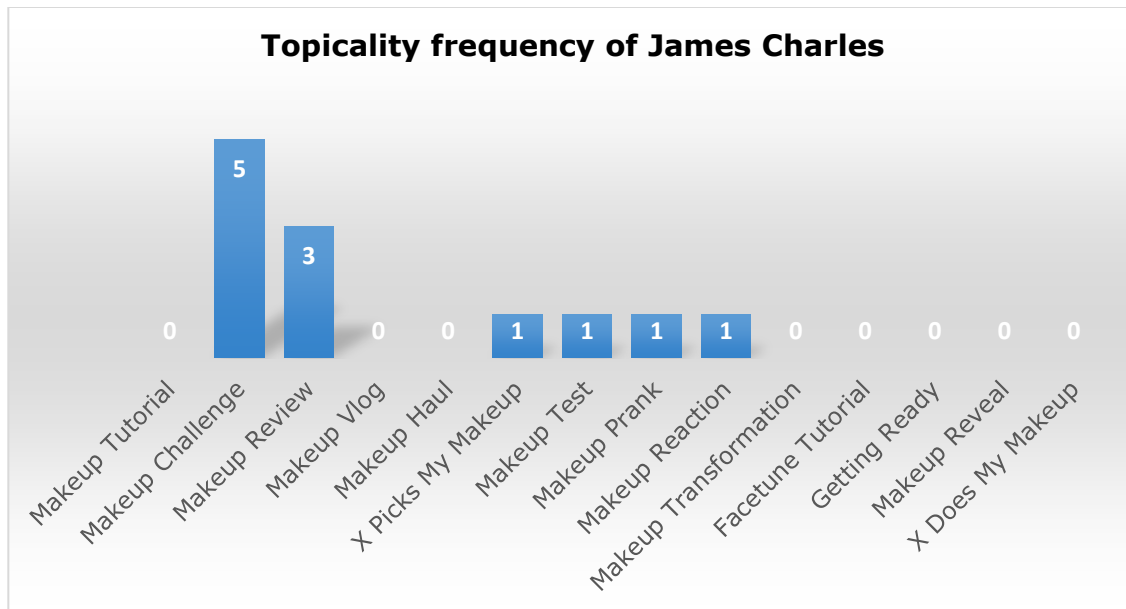
Figure 26 Topicality frequency of James Charles

NikkieTutorials, on the other hand, covered eight topics out of the 14. This means that Nikkie has covered more topics than James Charles. Figure 27 shows the topicalities that dominate her YouTube channel: Makeup Tutorials, Makeup Challenges, Makeup Reviews, Makeup Tests, and Getting Ready videos.
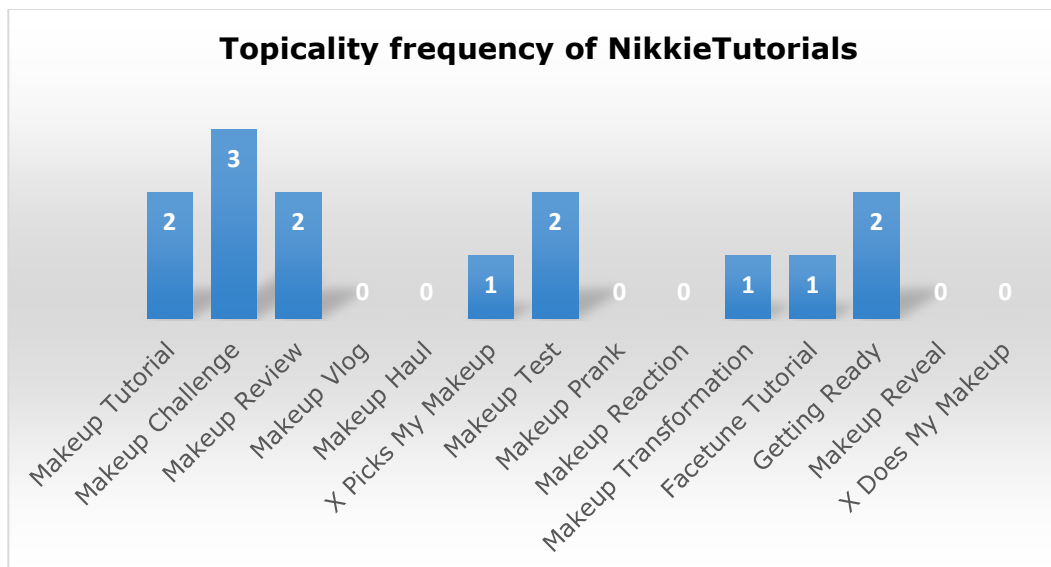
Figure 27 Topicality frequency of NikkieTutorials

Nikkie did not cover six out of the 14 topics recently, namely: Makeup Vlogs, Makeup Hauls, Makeup Pranks, Makeup Reactions, Makeup Reveals, and X Does My Makeup. On the other hand, the topicality frequency of Patrick Starrr's YouTube channel is different from James Charles' and Nikkie Tutorials'. The topicalities that dominate his YouTube channel are Makeup Tutorials, Makeup Transformations, and X Does My Makeup. Figure 28 indicates that Patrick Starrr did not cover six out of the 14 extracted topicalities: Makeup Challenges, Makeup Vlogs, Makeup Hauls, Makeup Pranks, Makeup Reactions, and Facetune Tutorials. Compared to NikkieTutorials, it seems like Patrick Star and James Charles covered fewer topics recently, which means NikkieTutorials has a more diverse topicality frequency.
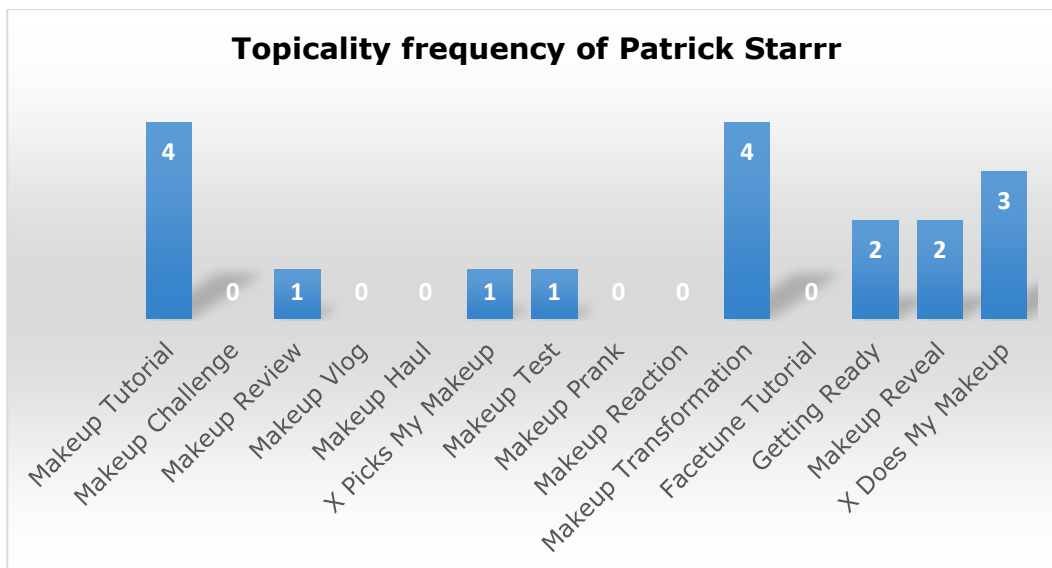
Figure 28 Topicality frequency of Patrick Starrr

On average, the most popular topics amongst James Charles, NikkieTutorials, and Patrick Starr are Makeup Tutorials, Makeup Challenges, Makeup Reviews, and Makeup Transformations. Together, these categories accumulate 25 videos, meaning that they form over half of the total videos assigned a topic. Figure 29 shows the least popular topics: Facetune Tutorials, Makeup Hauls, Makeup Vlogs, Makeup Reactions, and Makeup Pranks. The Makeup Vlogs and hauls have been identified in the literature, but none of the leading queer Beauty Gurus has covered them recently.
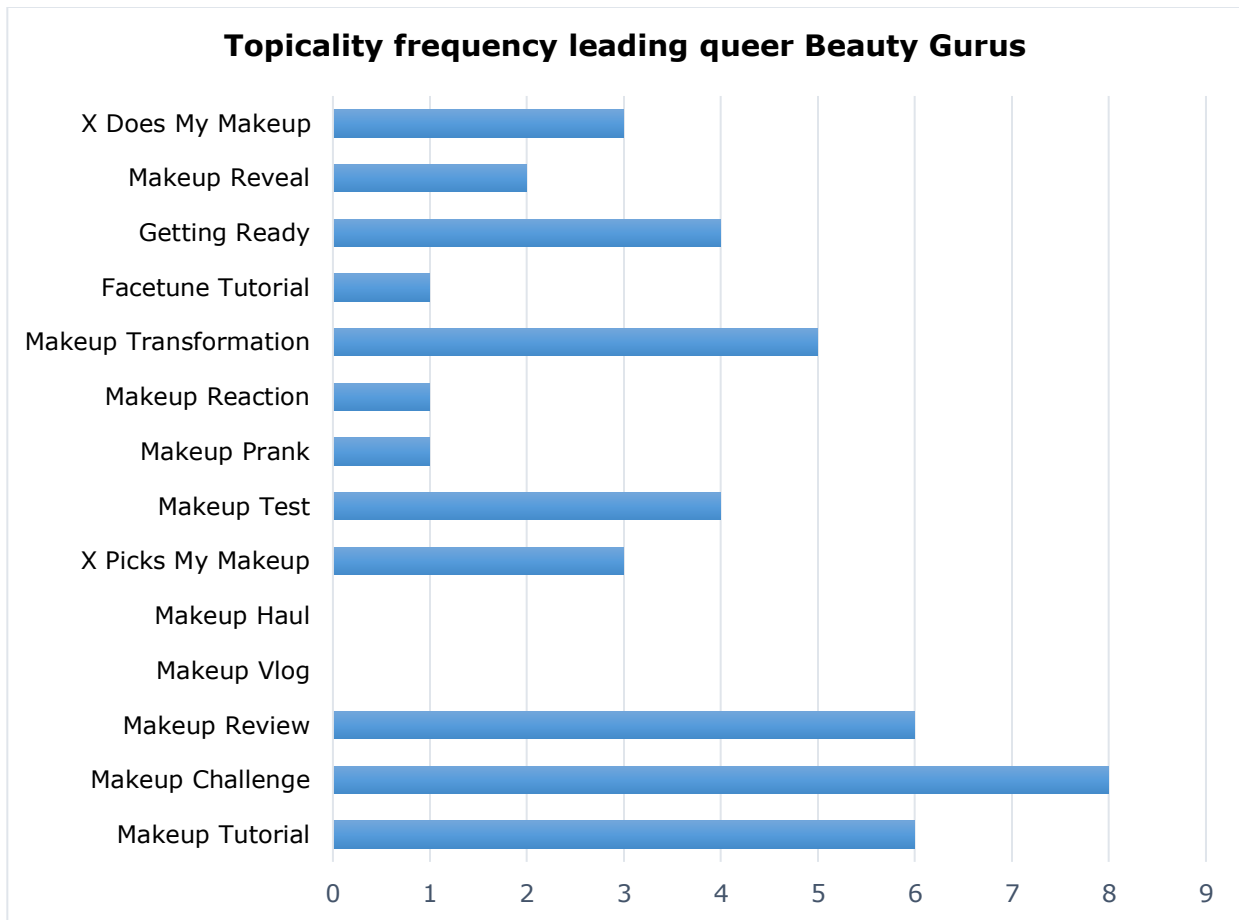
Figure 29 Topicality frequency leading queer Beauty Gurus

All the data sets of the leading queer Beauty Gurus were analyzed and discussed. The findings show that, as excepted, there are far more beauty-related YouTube topicalities covered by the leading queer Beauty Gurus than the literature claims. The next chapter provides information about the chosen Beauty Guru, Jeffree Star. Annex 6 'Channel Information of Jeffree Star' and Annex 7 'User Summary of Jeffree Star' both provide data that has been extracted from Social Blade and the YouTube Data Tool to enable Jeffree's analysis. Additionally, Jeffree Star's topic analysis is executed and compared with the leading queer Beauty Gurus. The next chapter also includes the SA of Jeffree's YouTube comments.

4.3   Jeffree Star channel information

Jeffree Star was born in Los Angeles County, California, on November 15th, 1985, as Jeffrey Lynn Steininger. He is an American Beauty Guru, a former singer-songwriter and founder and owner of his beauty brand *Jeffree Star Cosmetics*. Jeffree began experimenting with makeup when he was a child. He would wear his mom's makeup to school when he was in junior high (Wikipedia contributors, 2021d). Jeffree considers himself androgynous. According to him, it means that he can wake up

Picture 4 Jeffree Star (Star, 2021)

one day and decide to be feminine, and the other day he can be more masculine. He mentions that "androgyny is a good example of being you, being completely fearless and really not letting anyone tell you what to do" (Orfanides, 2017).

Shortly after graduating, Jeffree moved to Los Angeles city center to start his makeup, modeling, and music career (Wikipedia contributors, 2021d). According to Forbes, in 2018, Jeffree Star was in the 10 top-earning YouTube stars, with a total of $18 million in earnings in 2018. Forbes further mentions: "The makeup artist, famous since the Myspace era, has reinvented himself as a beauty mogul, cofounding Jeffree Star Cosmetics, which sells an estimated $100 million–plus of eye shadow, lipstick and highlighters annually." (Robehmed, 2019).

Jeffree Star became famous on a larger scale due to the social networking platform MySpace. It was an efficient way for him to build a solid fan base by sharing music, fashion, beauty, and his daily life. He often got placed in the daily top-tier independent artists on MySpace. In 2009, Jeffree released his music album *Beauty Killer* from which one song features famous rapper Nicki Minaj. He got the opportunity to promote his music on several world tours. However, shortly after that, Jeffree decided to leave the music industry and focus on beauty. He used the remainder of his savings to launch his makeup brand, which was finally founded in November 2014. Jeffree decided to slowly move away from MySpace and use YouTube to promote his

brand, which has inevitably led to his YouTube channel's success (Wikipedia contributors, 2021d).

Jeffree Star Cosmetics' first makeup collection included the now-iconic *velour liquid lipsticks*. In the meantime, the brand has expanded its product range to highlighters, lips scrubs, eyeshadow pallets, clothing, and accessories. Jeffree's first eyeshadow palette was named after his album *Beauty Killer* in 2016. The brand now has several eyeshadow palettes, including *Androgyny, Blood Sugar, Alien, Blue Blood, Blood Lust, Orgy,* and *Blood Money* (Wikipedia contributors, 2021a). The first physical store to sell Jeffree Star Cosmetics was *Morphe Cosmetics* in Westfield Garden State Plaza, New Jersey (Wikipedia contributors, 2021d). Nowadays, the brand has over 30 official retailers worldwide (Jeffree Star Cosmetics, n.d.).

Although Jeffree Star is a remarkable entrepreneur who can constantly reinvent himself and his brand, he has been involved in quite some controversies. Jeffree is known for being "brutally honest." He says:

> "You know me, I'm always down to be brutally honest. I don't know about other people on YouTube, but I do know that I am one of the only people who has never been paid to say that I like something and I am someone who just keeps it 100% blunt. I don't give a fuck if you're famous, I don't give a fuck if your brands in the drugstore" (Capon, 2017).

Star, for example, told his audience not to buy the makeup brushes of Kylie Jenner's makeup brand *Kylie Cosmetics* because they were overpriced. Shortly after, he got removed from the *Kylie Cosmetics* PR list. Additionally, Jeffree Star has called out other brands and Beauty Gurus, such as *Too Faced*, for allegedly underpaying Beauty Guru NikkieTutorials. She collaborated with *Too faced* on a makeup palette, and according to Jeffree Star, she was not paid fairly (Gomez, 2020). People either appreciate his honesty or do not.

According to the channel information of Jeffree Star retrieved using the YouTube Data Tool, Jeffree's YouTube channel description is relatively simple, namely, "MAKEUP ARTIST/COSMETICS CREATOR. Singer/song writer. Fashion obsessed. * SHOP MY BRAND: http://www.jeffreestarcosmetics.com + FOLLOW MY BRAND ON Instagram:

http://instagram.com/jeffreestarcosmetics". It concisely reveals who Jeffree Star is and what products he offers. Jeffree has had an extraordinary life journey, and so does his YouTube channel. He launched his YouTube channel over 15 years ago on February 14th, 2006. He has accumulated over 397 videos, 2 billion views, and 16.5 million subscribers. Social Blade estimates that Jeffree Star makes around €2.8 and €45.3 thousand in YouTube earnings monthly and around €34K and €544.1 thousand a year. Figures 30 and 32 show that Jeffree has lost a significant number of subscribers during summer 2020. Around that same period, he was involved in a controversy with YouTube star Shane Dawson, which might explain this significant loss of subscribers (Tenbarge, 2020). He has been losing subscribers ever since, but his video views remain stable. In fact, Figures 31, 33, and 35 show that Jeffree's video views are constantly rising on a weekly and monthly basis.
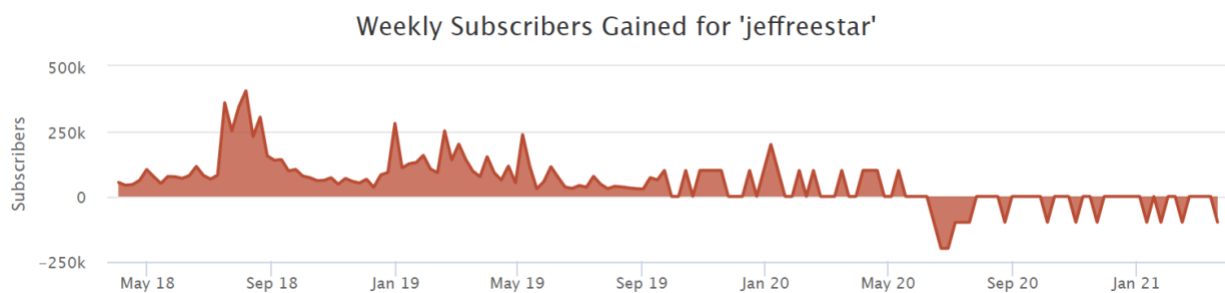
Figure 30 Weekly gained subscribers for Jeffree Star (Social Blade, n.d.-d)
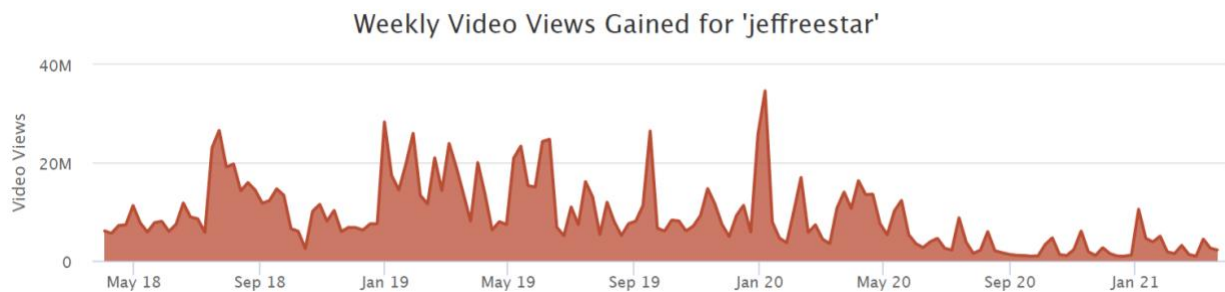
Figure 31 Weekly gained video views for Jeffree Star (Social Blade, n.d.-d)
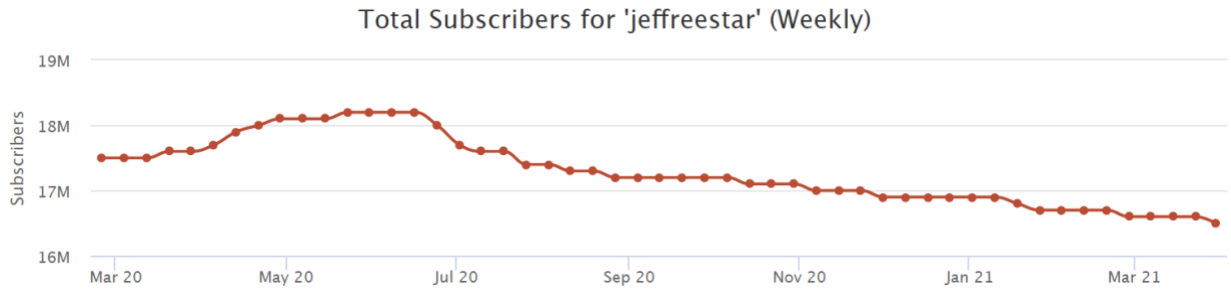
Figure 32 Weekly total subscribers for Jeffree Star (Social Blade, n.d.-d)
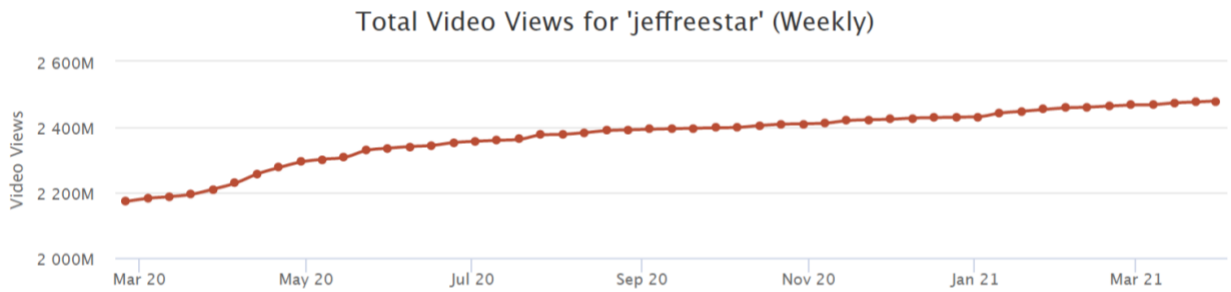
Figure 33 Weekly total video views for Jeffree Star (Social Blade, n.d.-d)
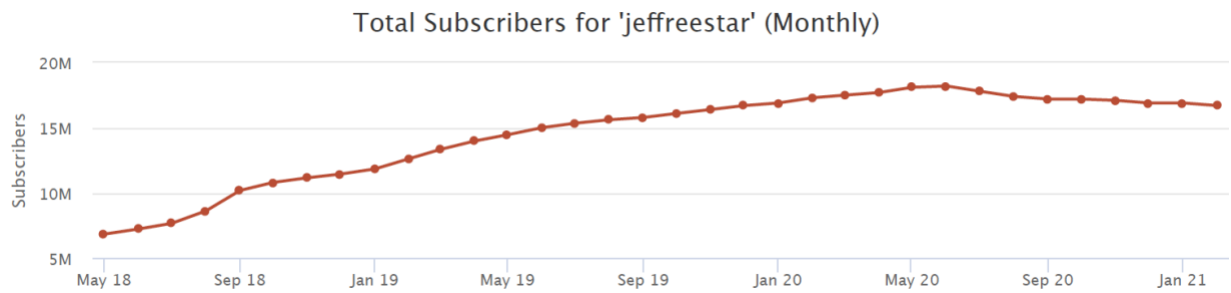
Figure 34 Monthly total subscribers for Jeffree Star (Social Blade, n.d.-d)
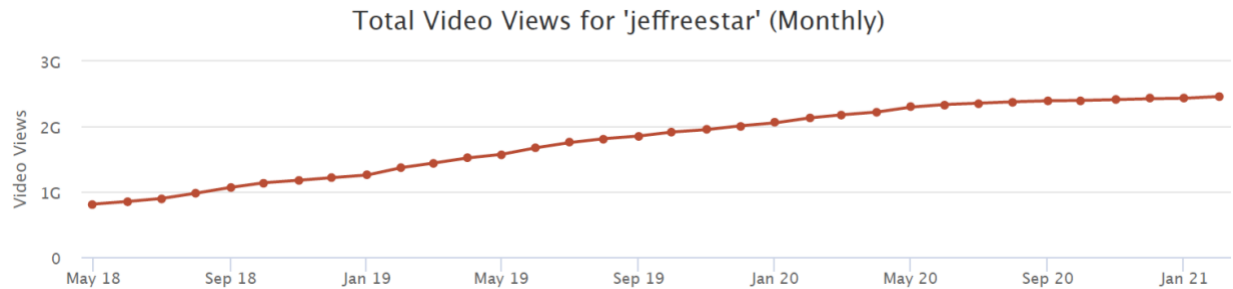
Figure 35 Monthly total video views for Jeffree Star (Social Blade, n.d.-h)

4.4   Jeffree Star video lists and information

The first part of this section is dedicated to discovering Jeffree Star's YouTube video topicality and compare it with the topicality extracted from the literature and the leading queer Beauty Gurus. A list of Jeffree's videos from 2020 and 2021 is retrieved using Social Blade and later analyzed. As mentioned and applied within this research previously, the video topicality can be extracted by analyzing the video title or description or both (Severyn et al., 2014). The same research pattern as for the leading queer Beauty Gurus is used; First, topics that are not directly related to makeup are not considered. Second, when the video title and description do not reveal enough information to extract the topicality, the video will be watched.

In total, Jeffree Star has uploaded 34 YouTube videos in 2020 and 2021 so far. An example of two video topic extractions is displayed below. Annex 4 displays the topic extraction of the entire 34 videos. As mentioned in the methodology, the second part of this section consists of selecting six Jeffree Star videos while respecting a specific sample. These videos will enable the SA.

4.4.1 Video list and information for the topicality extraction

Thumbnail 7 Addressing The Purple ISSUES.. Blood Lust Palette Tutorial (Jeffree Star, 2020a)

Video information	
Title	Addressing The Purple ISSUES.. Blood Lust Palette Tutorial
Date	2020-02-14
Description	Hey everyone... Welcome BACK to my channel! Today one of my best friends and makeup artists Mmmmitchell is doing a **makeup tutorial** using the brand new Jeffree Star Cosmetics Blood Lust eyeshadow palette! Let's spill the tea on the PURPLE palette that everyone's talking about... Launching FEB. 21ST!!!
Topic	Makeup tutorial
Views	7.3M
Comments	21K

Table 10 Addressing The Purple ISSUES.. Blood Lust Palette Tutorial

Thumbnail 8 KVD Good Apple Foundation… Is It Jeffree Star Approved?! (Jeffree Star, 2021d)

Video information	
Title	KVD Good Apple Foundation… Is It Jeffree Star Approved?!
Date	2021-03-27
Description	HEY EVERYONE... Welcome BACK to my channel!! I'm back with a new **Makeup Reviews** and a new video team! Trying out some new things... Stand by! Today I'm testing out the KVD Beauty Good Apple Foundation. I haven't played with this

	brand in years and now my old friend Kat Von D is no longer an owner of this company. After going viral on Tik Tok, it's time to see if miss Good Apple will be Jeffree Star Approved or not. Grab a Redbull and watch to find out!
Topic	Makeup Reviews
Views	1.6M
Comments	10K

Table 11 KVD Good Apple Foundation… Is It Jeffree Star Approved?!

4.4.2 Research question

Q.B: Which YouTube video topics does Jeffree Star cover?

In 2020 and 2021, Jeffree Star uploaded 34 YouTube videos. Within these videos, eight different YouTube beauty video topics have been extracted. Seven of them have already been extracted previously within the research, namely:

1. Makeup tutorial
2. Makeup Reviews
3. Makeup Vlogs
4. Makeup Test
5. Makeup Transformation
6. Makeup Reveal
7. X Does My Makeup

Jeffree Star, however, covers one additional topic that has not previously been extracted in the literature and in the topicality extraction of the three leading queer Beauty Gurus. The video topic is Makeup Swatches. Here, Beauty Gurus focus on swatching different beauty products such as lipsticks, foundations, or blush colors. These videos are mainly created to help viewers decide which colors they like the most and suit them best according to their skin tone. For example, Beauty Guru Haley Kim (2020) uploaded a video where she swatches the *Fenty Beauty* lipsticks.

Furthermore, Jeffree Star (2020e) has also uploaded a similar video where he swatches all the liquid lipsticks he has ever made for his brand *Jeffree Star Cosmetics*. Below, the updated Beauty Gurus' YouTube video topicality figure can be found. It includes Jeffree Star's new video topic, Makeup Swatches.

Makeup Tutorial	Makeup Challenge	Makeup Review	Makeup Vlog	Makeup Haul
X Picks My Makeup	Makeup Test	Makeup Prank	Makeup Reaction	Makeup Transformation
Facetune Tutorial	Getting Ready	Makeup Reveal	X Does My Makeup	Makeup Swatches

Figure 36 Final Beauty Gurus' YouTube video topics

The topicality frequency of Jeffree Star's YouTube videos is crystal clear. Figure 37 shows that he has never covered Makeup Challenges, Makeup Hauls, Makeup Pranks, Makeup Reactions, Facetune Tutorials, and Getting Ready videos. However, two topics stand out in Jeffree's topicality frequency: Makeup Reviews and Makeup Reveals. These two topics dominate Jeffree Star's YouTube video uploads. Hypothetically speaking, the Makeup Reviews could be successful because Jeffree Star is known for being 'brutally honest' (Capon, 2017). Therefore, he uploads many reviews because people trust his opinion.

The reason why Jeffree Star uploads many Makeup Reveals could hypothetically be because he is the owner of *Jeffree Star Cosmetics*. All the Makeup Reveals in Jeffree's video list are about his brand. He does not only use YouTube to share his makeup expertise but also to promote his brand. Additionally, Jeffree Star has a huge fan base that could result in significant excitement when a new product launches. For example, when his makeup collection *Conspiracy*, in collaboration with Shane Dawson released, he sold 1 million palettes in 30 minutes (Weiss, 2019). Therefore, the Makeup Reveals are very successful because people want to buy Jeffree Star's products.

Topicality frequency Jeffree Star

Topicality	Frequency
Makeup Swatches	1
X Does My Makeup	1
Makeup Reveal	10
Getting Ready	0
Facetune Tutorial	0
Makeup Transformation	3
Makeup Reaction	0
Makeup Prank	0
Makeup Test	1
X Picks My Makeup	0
Makeup Haul	0
Makeup Vlog	2
Makeup Review	5
Makeup Challenge	0
Makeup Tutorial	1
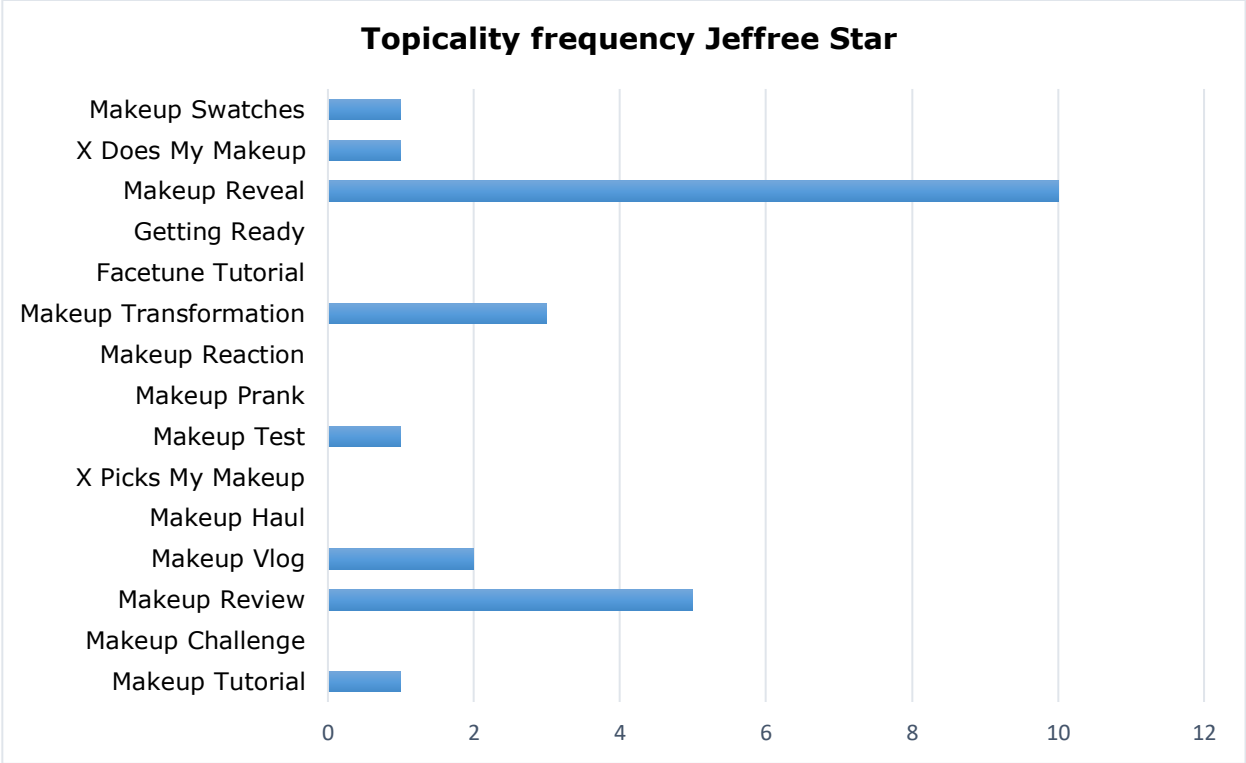
Figure 37 Topicality frequency Jeffree Star

The average topicality frequency of the leading queer Beauty Gurus and Jeffree Star altogether does not significantly change. As described in Figure 38, the most popular YouTube topicalities are still Makeup Reviews, Makeup Reveals, Makeup Challenges, Makeup Tutorials, and Makeup Transformations, whereas the least popular are Makeup Swatches, Makeup Pranks, Makeup Reactions, and Facetune tutorials.

Topicality frequency of the leading queer Beauty Gurus and Jeffree Star

Topic	Frequency
Makeup Swatches	1
X Does My Makeup	4
Makeup Reveal	12
Getting Ready	4
Facetune Tutorial	1
Makeup Transformation	8
Makeup Reaction	1
Makeup Prank	1
Makeup Test	5
X Picks My Makeup	3
Makeup Haul	0
Makeup Vlog	2
Makeup Review	11
Makeup Challenge	8
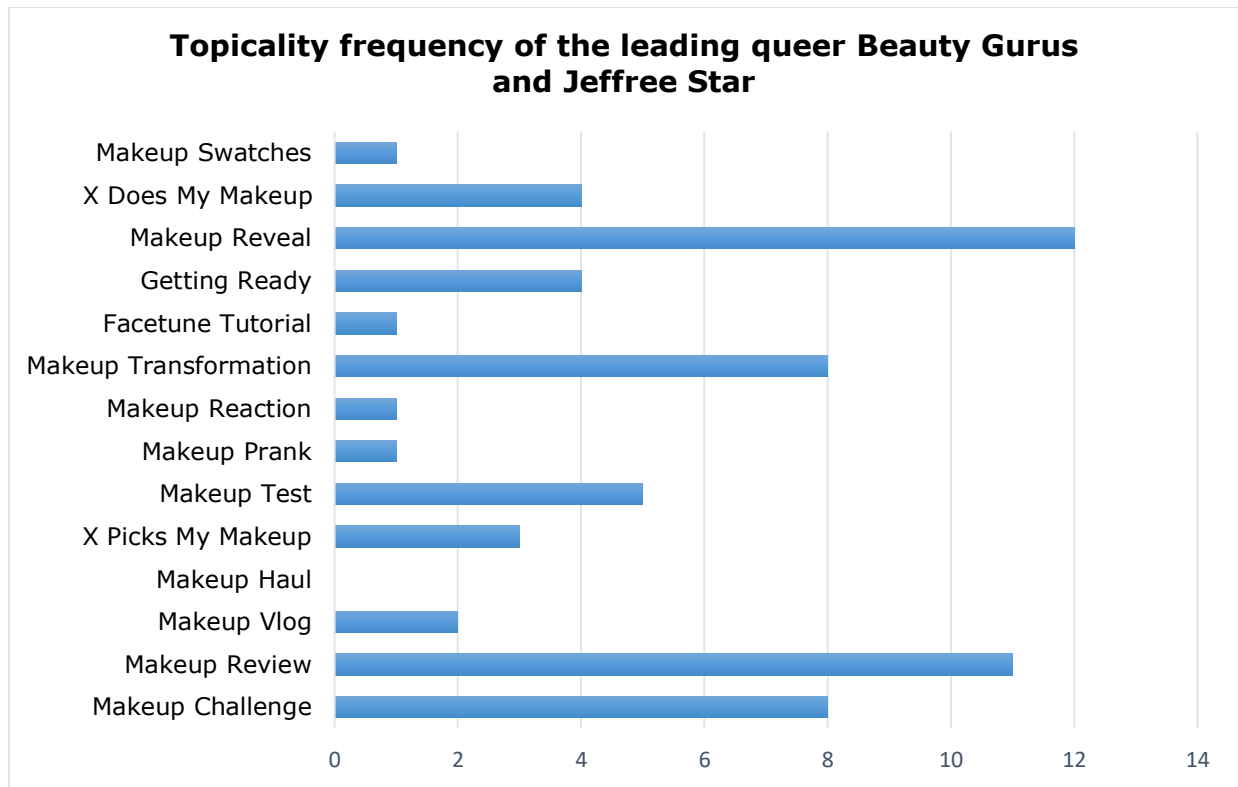
Figure 38 Topicality frequency of the leading queer Beauty Gurus and Jeffree Star

4.4.3 Video lists and information for the sentiment analysis

In this section, the video list of Jeffree Star's YouTube videos is narrowed down to select the suitable videos to conduct the sentiment analysis. A purposeful sampling of six videos is selected. To avoid technological issues with the YouTube Data Tool, the videos must have less than 50.000 comments. Additionally, three different YouTube beauty video topics must be analyzed, which means two videos per topic are selected:

1. Two videos of Makeup Reviews

2. Two videos of Makeup Transformations

3. Two videos of Makeup Reveals

Thumbnail 9 Sailor Moon x ColourPop Makeup… Is It Jeffree Star Approved?! (Jeffree Star, 2020b)

Video information	
Title	Sailor Moon x ColourPop Makeup… Is It Jeffree Star Approved?!
Date	2020-02-28
Description	Hey everyone... Welcome BACK to my channel! Today I'm reviewing the much talked about Colourpop x Sailor Moon makeup collaboration. I've gotten so many requests to test this out, I had to sit down and see what the REAL tea is. Will the products be Jeffree Star Approved or FLOP?? Watch and see...
Views	6.8M
Comments	22K
Likes	313845
Dislikes	7613

Table 12 Video information of Sailor Moon x ColourPop Makeup… Is It Jeffree Star Approved?!

Thumbnail 10 E.L.F. Mint Melt Makeup.. Is It Jeffree Star Approved?! (Jeffree Star, 2021b)

Video information	
Title	E.L.F. Mint Melt Makeup.. Is It Jeffree Star Approved?!
Date	2021-02-14

Description	HEY EVERYONE... Welcome Back to my channel!! Happy Valentine's Day.. or not? Haha Today I'm testing out ELF's new Mint Melt spring collection! These products are mint infused and range from $4.00-$10.00 only!!! Are the skin care & makeup products Jeffree Star Approved?? Grab a Redbull and watch to find out!
Views	2.3M
Comments	9K
Likes	94356
Dislikes	8868

Table 13 Video information of E.L.F. Mint Melt Makeup.. Is It Jeffree Star Approved?!

Topic 2: Makeup Transformations

Thumbnail 11 Blood Money DRAG Transformation ft. India Ferrah (Jeffree Star, 2020d)

Video information	
Title	Blood Money DRAG Transformation ft. India Ferrah
Date	2020-11-14
Description	HEY EVERYONE... Welcome BACK to my channel! Today the stunning, outspoken and talented India Ferrah is here! You may know her from RuPaul's Drag Race Season 3 & All Stars Season 5! She's here from Las Vegas to transform me and put her face onto MINE! Watch her do my makeup with the Blood Money Palette while me spill the tea and hit the trees! Thank you India for making me feel fabulous and sharing your art with us!
Views	1.4M
Comments	6K
Likes	52374
Dislikes	10529

Table 14 Video information of Blood Money DRAG Transformation ft. India Ferrah

Thumbnail 12 Cremated DRAG Transformation ft. Gigi Goode (Jeffree Star, 2020c)

Video information	
Title	Cremated DRAG Transformation ft. Gigi Goode
Date	2020-05-30
Description	HEY EVERYONE... Welcome BACK to my channel! Today the insanely talented Gigi Goode from RuPaul's Drag Race Season 12 is here to transform me and put her face onto MINE! Watch her do my makeup with the Cremated Palette while me spill the tea and get to know each other! Thank you Gigi for making me feel so beautiful and sharing your art with us!
Views	3.8M
Comments	18K
Likes	183910
Dislikes	17159

Table 15 Video information of Cremated DRAG Transformation ft. Gigi Goode

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Topic 3: Makeup Reveals

Thumbnail 13 F**k Proof Mascara by Jeffree Star Cosmetics (Jeffree Star, 2021c)

Video information	
Title	F**k Proof Mascara by Jeffree Star Cosmetics
Date	2021-03-19
Description	My FIRST EVER MASCARA is FINALLY HERE!!!! Hey everyone... How are ya? Today it's finally time to reveal the F*** Proof Mascara from Jeffree Star Cosmetics.
Views	1.4M
Comments	8K
Likes	80139
Dislikes	4957

*Table 16 Video information of F**k Proof Mascara by Jeffree Star Cosmetics*

Thumbnail 14 SUPREME GLOSS by Jeffree Star Cosmetics | Reveal & Swatches! (Jeffree Star, 2021a)

Video information	
Title	SUPREME GLOSS by Jeffree Star Cosmetics	Reveal & Swatches!
Date	2021-01-29
Description	HEY EVERYONE... Welcome Back to my channel!!! Today I'm unveiling a brand new lip formula from Jeffree Star Cosmetics called SUPREME GLOSS! This iconic new FULL coverage gloss, comes in 28 mesmerizing shades!! It's non-sticky, glides onto the lips like heaven and lasts for hours. Our new applicator (AKA the doe foot) let's you apply maximum amount of product to the lips! One swipe coverage. Vegan. Cruelty-Free. Paraben-Free. Smells like sweet buttery cupcakes. ❤️
Views	1.6M
Comments	8K
Likes	64138
Dislikes	9346

Table 17 Video information of SUPREME GLOSS by Jeffree Star Cosmetics | Reveal & Swatches!

4.5 Jeffree Star video comments

Different data is being discussed in this section, such as the likes and dislikes of the YouTube videos. If the number of likes exceeds the number of dislikes, the video is considered good content and vice versa. However, this data only provides a glimpse of the underlying reasons for the video's success. Therefore, another way to determine the video's reputation, according to Cunha et al. (2019), is by analyzing comments.

This section aims to analyze the sentiments of the 800 most-liked YouTube comments of the six selected Jeffree Star YouTube videos by using the digital tool MeaningCloud. Annex 8 'Sentiment Analysis of Jeffree Star' provides the 800 YouTube comments processed by MeaningCloud. Additionally, all the graphs discussed in this section are in Annex 9 'Graphics of the Sentiment Analysis of Jeffree Star', which are based on Annex 8.

MeaningCloud enables sentiment extraction of the YouTube comments per video topic, including Makeup Reviews, Makeup Transformations, and Makeup Reveals. As mentioned previously, MeaningCloud provides a variety of response outputs. The following ten outputs are used within the sentiment analysis:

1. **P+**: strong positive sentiment

2. **P**: positive sentiment

3. **Neu**: neutral sentiment

4. **N**: negative sentiment

5. **N+**: strong negative sentiment

6. **None**: without sentiment

7. **Objective**: the text contains objectivity.

8. **Subjective**: the text contains subjectivity.

9. **Nonironic**: the text contains no irony

10. **Ironic**: the text contains irony

4.5.1 Makeup Reviews

4.5.1.1 Sailor Moon x ColourPop Makeup… Is It Jeffree Star Approved?!

The first video that has been selected to analyze the Makeup Reviews video topic of Jeffree Star is *Sailor Moon x ColourPop Makeup… Is It Jeffree Star Approved?!* In this video, Jeffree Star introduces and reviews a makeup collection launched by the beauty brand *ColourPop* in collaboration with *Sailor Moon*, a Japanese manga series.

4.5.1.1.1 Polarity

Figure 39 shows that this YouTube video has 34 comments reflecting positive and strong positive sentiments compared to 27 negative and strong negative comments. It is interesting to know that 25 comments were coded as none, meaning they are not reflecting any sentiment. Lastly, according to MeaningCloud, only 14 comments were neutral.
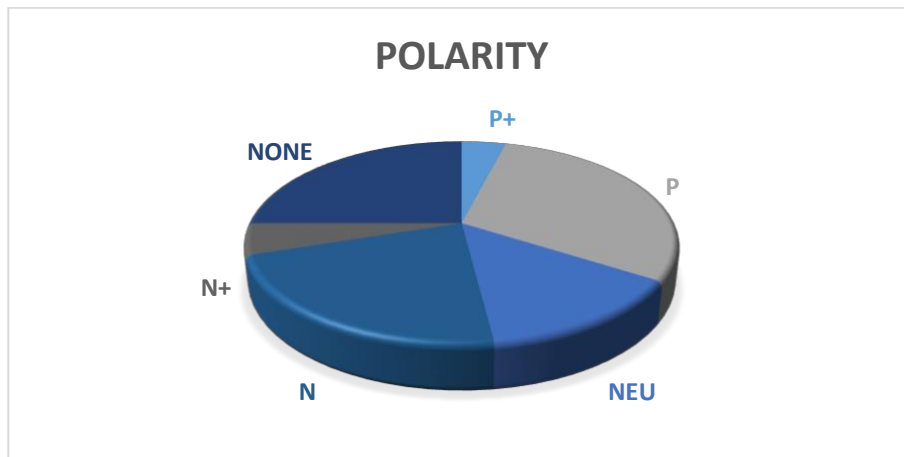
Figure 39 Polarity of Sailor Moon x ColourPop Makeup… Is It Jeffree Star Approved?!

Most of the positive comments referred to things Jeffree Star has said during the video. For example, in comment number one below, the commentator quotes Jeffree Star and mentions that everyone needs a Jeffree in their life. Some comments also included positive sentiments about Jeffree Star as a person. Comment number two proves that people love that Jeffree Star often matches his hair or even clothes to products he uses in his videos.

1. "LOL..."stick to my skin or we're fighting" ♡I feel like everyone needs a Jeffree in their life!"
2. "I loooove that Jeffree always matches his hair to the product hes reviewing, so cute ♡"

On the other hand, the negative comments mainly refer to jokes that include negative words. For example, comment number one shows that the commentator uses the word *cocaine*. In comment number two, the commentator uses the word *meth*. However, the negative comments are mostly not directly related to Jeffree Star as a person. In this case, they refer to the promoted product: the *Sailor Moon* collection of *ColourPop.* The negative comments also refer to things Jeffree says during the video. These findings support the findings of Severyn et al. (2016), who mentioned that the polarity expressed within the comments could refer either to the video content itself or the promoted product.

1. ""Moon prism powder" sounds like a type of cocaine"
2. ""It actually looked like a chunk of meth hit my eye..." THATS methed up!! Methany is offended! 🐗🐗🐗🐗"

4.5.1.1.2 Subjectivity & irony
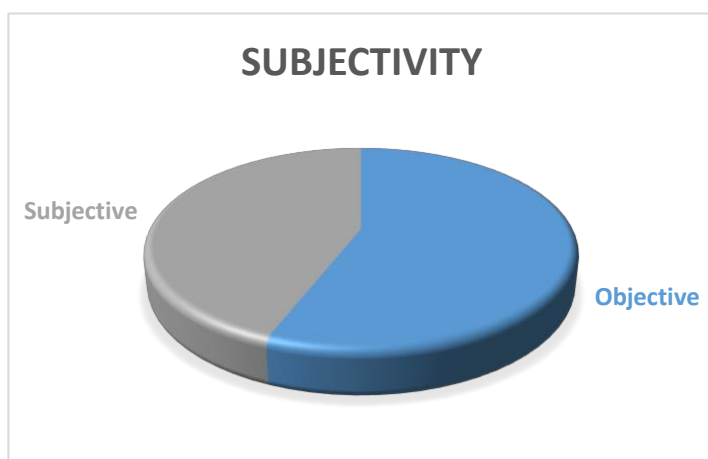
Figure 40 Subjectivity of Sailor Moon x ColourPop Makeup… Is It Jeffree Star Approved?!
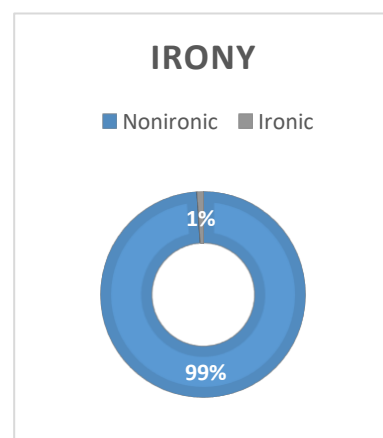
Figure 41 Irony of Sailor Moon x ColourPop Makeup… Is It Jeffree Star Approved?!

Figure 40 shows that 56% of the comments include objective sentiments, and 44% include subjective sentiments. Objective sentiments are therefore dominant in this video. Furthermore, Figure 41 illustrates that the irony level of the video is significantly low, with only 1%.

4.5.1.1.3   Validity test

In order to ensure objective results, a validity check of the polarity of the first ten most liked comments has been executed. No changes have been brought in the first ten comments since they were all coded correctly by MeaningCloud.

4.5.1.1.4   Likes & dislikes
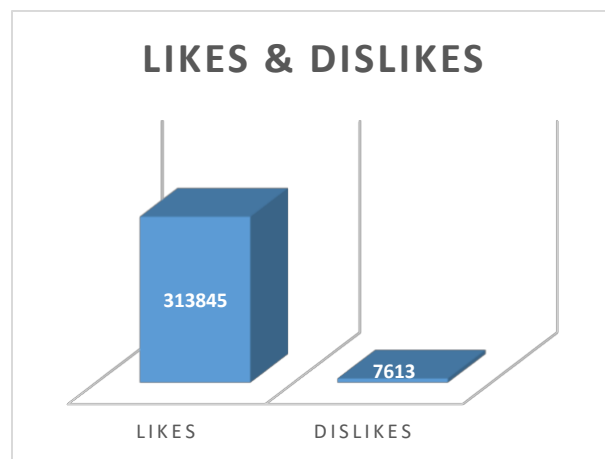
Figure 42 Likes & dislikes of Sailor Moon x ColourPop Makeup… Is It Jeffree Star Approved?!

Overall, this video of Jeffree Star has more positive comments than negative ones, correctly reflecting the video's balance of likes and dislikes. Figure 42 demonstrates that over 313845 YouTube users have liked the video, and 7613 have disliked it. The likes and positive comments outweigh the dislikes and negative comments meaning this video has an overall good reputation.

4.5.1.2   E.L.F. Mint Melt Makeup.. Is It Jeffree Star Approved?!

The second analyzed video within the topicality of Makeup Reviews is *E.L.F. Mint Melt Makeup.. Is It Jeffree Star Approved?!* In this video, Jeffree Star introduces and reviews the latest *E.L.F Cosmetics* makeup launch called *Mint Melt Makeup*.

The polarity expressed in the comment section is positive. Comments with positive sentiments largely outweigh the ones with negative sentiments. Figure 43 indicates that 38 comments are either positive or strongly positive, and 20 are either negative or strongly negative. Furthermore, 25 comments reflect no sentiment at all, and 14 comments are neutral.
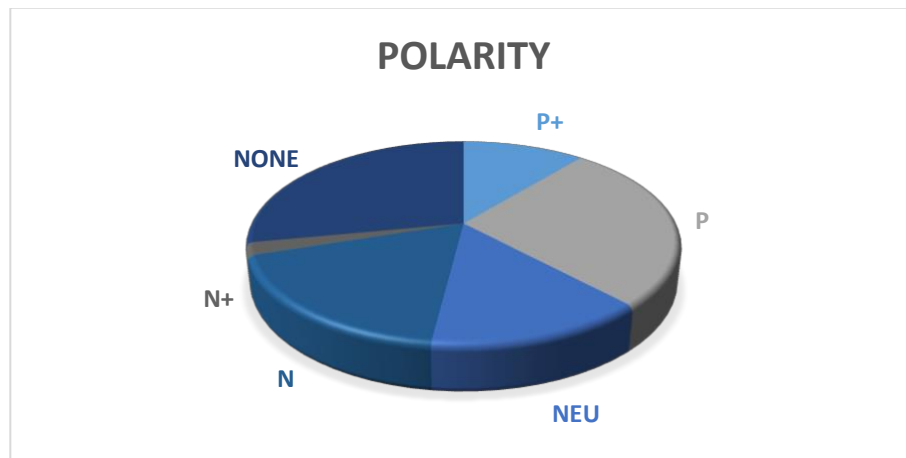
Figure 43 Polarity of E.L.F. Mint Melt Makeup.. Is It Jeffree Star Approved?!

The comments are more diverse than the ones from the previously discussed video. The comments are either about the brand Jeffree Star is reviewing, namely, *E.L.F Cosmetics*, or about Jeffree's behavior or Jeffree as a person in general. Comment number one shows that the commentator loves the *E.L.F Cosmetics* PR kit because the brand has remained it cute yet straightforward. The second comment is about Jeffree's behavior. In this case, the commentator loves the fact that Jeffree is still asking where his mirror is even though he has 70 of them. From reading the last comment, it is noticeable that people trust Jeffree's opinion because they tend to watch his videos before purchasing items.

1. "I love that this PR kit is so unproblematic too. Like, no insane extra packaging, just a simple bucket that's cute and can be reused for something."
2. "i love how jeffree has 70 mirros but still asks where's my mirror"
3. "who watches his "Is it Jeffree star approved" videos before buying any drugstore makeup😂"

Just as in the previously analyzed video, the negative comments mainly referred to jokes that included negative words. The first comment refers to the word *deceased*, and the second comment to the word *bitch*. Within the beauty community and more particularly within the queer world, these words are mainly used positively. Often friends call each other *bitch.* Additionally, the word *deceased* is used to express excitement or overwhelming positive emotions.

1. "Jeffree : has eyebrows, no nails and orange foundation Me: 👁️👄👁️ deceased"
2. "Elf has really showed up to the scene and said "hey bitch we're here" these past couple of years!!!"

Below are some more examples of comments MeaningCloud has coded as reflecting negative sentiments. Some comments brought up the fact that Jeffree Star mentioned he is part of the Illuminati, a controversial secret society (McKenzie-McHarg, 2014). Other comments mentioned that Jeffree Star used the wrong foundation shade in the YouTube video.

1. "so yall gonna ignore him saying "im in the illuminati" ???"
2. "I feel like his foundation oxidized and turned a few shades too dark. Lol"

4.5.1.2.2   Subjectivity & irony
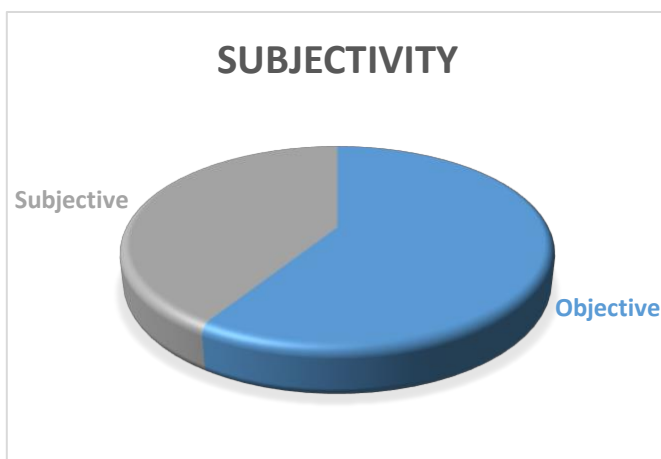
Figure 44 Subjectivity of E.L.F. Mint Melt Makeup.. Is It Jeffree Star Approved?!
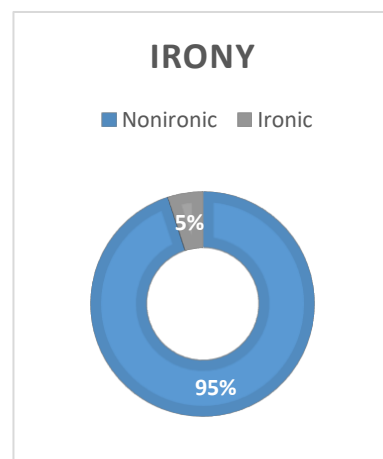
Figure 45 Irony of E.L.F. Mint Melt Makeup.. Is It Jeffree Star Approved?!

The subjectivity and irony rates of this video are similar to the findings of the *Sailor Moon x ColourPop Makeup… Is It Jeffree Star Approved?!* video. Figure 44 shows that most comments reflect objective sentiments rather than subjective ones. Furthermore, according to Figure 45, the irony level is still significantly low.

4.5.1.2.3 Validity test

The validity check of the 10 most-liked comments allowed to rectify three wrongly coded comments. The other seven comments were coded correctly by MeaningCloud. The first comment was coded as negative by MeaningCloud. However, this comment clearly states that the person does have no desire to use makeup but is still watching Jeffree Star's videos. Thus, the comment's polarity coding has been modified to neutral. Hypothetically, MeaningCloud could have coded this as negative due to the words *never* and *no desire*.

1. "Me: Literally never has touched makeup, no desire to use makeup. Yet here I am."

The second and third comments were also coded as negative by MeaningCloud. Jeffree Star constantly shaves his eyebrows, and his community is used to it. Therefore, when viewers see Jeffree Star with eyebrows, it seems weird to them since they are used to seeing him without eyebrows. Usually, people would react oppositely, meaning that seeing someone without eyebrows would be weird for them. This is the reason why this comment is not negative but relatively neutral.

2. "Jeffree with eyebrows is as weird as seeing someone else without eyebrows"
3. "I was like "there's something different about Jeffree, but I don't know what is it 😴😴"Me realizing he has EYEBROWS 👁👄👁""

4.5.1.2.4 Likes & dislikes

Overall, the comments with positive sentiments strongly outweigh the ones with negative sentiments. This balance reflects the reputation the video has based on its likes and dislikes. According to Figure 46, the video has over 94356 likes and 8868 dislikes. The above-discussed data shows that Makeup Reviews have an excellent reputation. They have more likes than dislikes, and the comments section reflects

more positive sentiments than negative ones. Additionally, the beauty community has much humor because they enjoyed making jokes in the comment section.
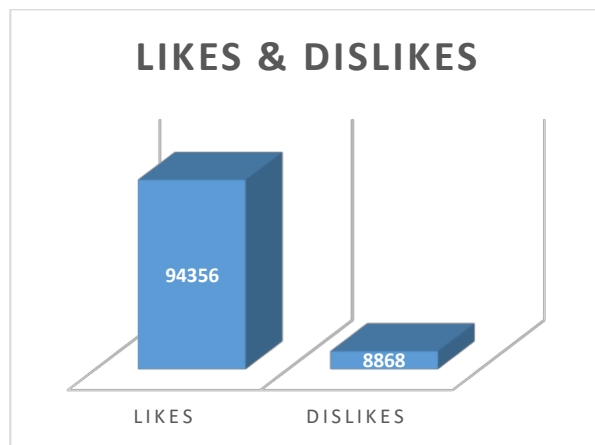
Figure 46 Likes & dislikes of E.L.F. Mint Melt Makeup.. Is It Jeffree Star Approved?!

4.5.2 Makeup Transformations

4.5.2.1 Blood Money DRAG Transformation ft. India Ferrah

The first video being discussed within the YouTube topicality of Makeup Transformations is the *Blood Money DRAG Transformation ft. India Ferrah.* In this video, Jeffree Star gets a complete drag queen makeover by RuPaul's Drag Race superstar India Ferrah.

4.5.2.1.1 Polarity

This video does not perform as well as the videos discussed within the topicality of Makeup Reviews. As illustrated in Figure 47, there are only 30 positive and strongly positive sentiments voiced in the comments for 39 negative and strongly negative ones. Thus, there are more negative sentiments than positive ones. Additionally, six comments are neutral, and 25 include no sentiments at all.
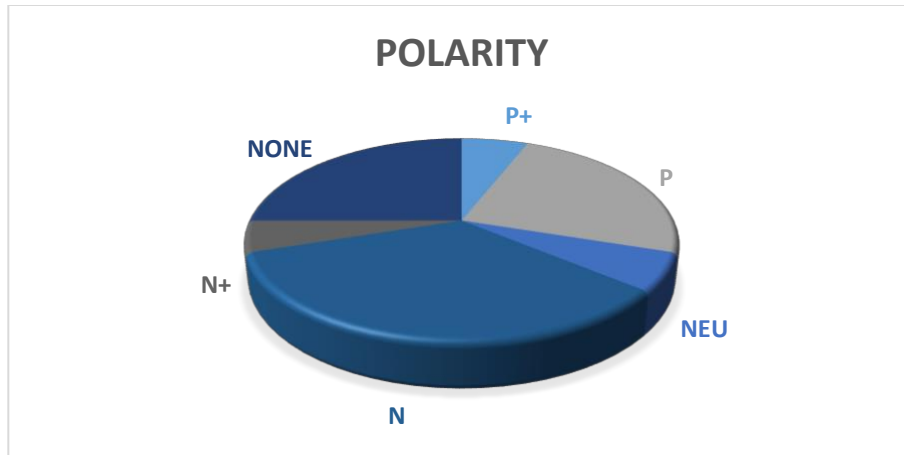
Figure 47 Polarity of Blood Money DRAG Transformation ft. India Ferrah

The comments reflecting positive sentiments are mainly about Jeffree Star and India Ferrah. Comments number one, two, and three demonstrate how people have translated their sentiments into words towards these two Beauty Gurus. The first two comments below are about India Ferrah herself. Commentators mention that they are happy for her. Furthermore, comment number three shows that the commentator does not understand why people hate Jeffree Star because he is a positive person. Some viewers have also created jokes by quoting things Jeffree and India said during the video. For example, comment number four is about something that was said during the video, which made someone laugh and comment about it.

1. "AHHH INDIA COME THRU FELLOW VEGAS BEAUTY!!😍🔥"
2. "Honestly I'm so happy for India Ferrah. She's been a Jeffree fan for so long and has been wanting to do a video with him forever!"
3. "I don't get why people hate Jeffree he is such a positive person , entertaining and an inspiration to others much respect"
4. ""Look at me""Look at me, looking at you, looking at me" 😂😂😂"

Many of the negative sentiments reflected within the comment section are about the lack of views Jeffree Star got for this Makeup Transformation YouTube video. Usually, Jeffree hits millions of views in a manner of days and sometimes even hours. However, as seen in comments number one and two below, some people mentioned that he did not hit one million views within less than a week.

Comment number three refers to the fact that Jeffree edited the title of this video a couple of times. The audience was not satisfied with the previous titles. But at the same time, they did not appreciate the fact that Jeffree Star was not able to make up his mind. Moreover, other people mentioned that they miss Jeffree's Makeup Review videos because he did not upload any in a long time. Lastly, in comment number five, someone even mentioned that Jeffree Star is the most toxic Beauty Guru in the beauty community.

1. "Not even 1 mil in almost a week 💀✋"
2. "Jeffrees career is slowly ending. Took him 1 week to hit 1 millions views. Lol we noticed sweeetieeeee"
3. "Girl has changed the title 4 times damn"
4. "Why aren't you reviewing makeup products anymore? 😭 I really wanted to hear your thoughts about RARE BEAUTY By Selena Gomez. ☹"
5. "The most toxic beauty vlogger."

4.5.2.1.2 Subjectivity & irony
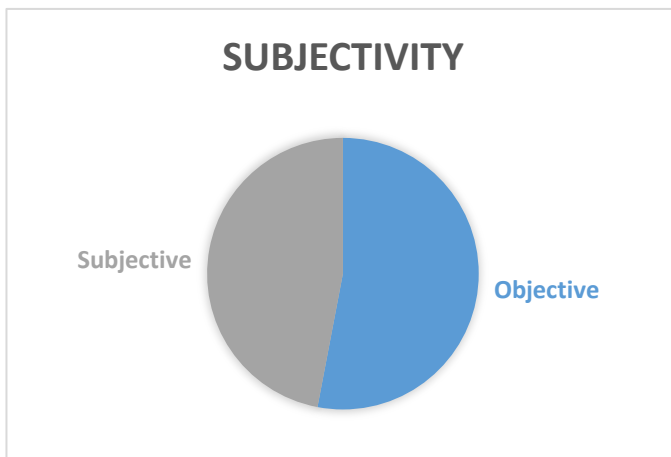
Figure 48 Subjectivity of Blood Money DRAG Transformation ft. India Ferrah
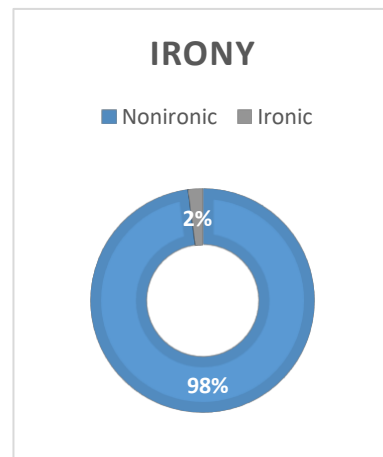
Figure 49 Irony of Blood Money DRAG Transformation ft. India Ferrah

Just as all the previously analyzed videos, this one also has more comments reflecting objective sentiments than subjective ones. Figure 48 shows that 53 comments are reflecting objectivity and 47 subjectivity. Figure 49, on the other hand, shows that

most of the comments remain irony-free, whereas only two out of the 100 comments contain irony.

4.5.2.1.3 Validity test

Four comments' polarities have been changed during the validity check of this video. The first comment was coded as negative by MeaningCloud, potentially due to the word *sickening*. As explained previously, within the beauty community and especially within the queer atmosphere, *sickening* means: amazing, incredible, the best (Borge, 2015). Thus, the comment was adjusted as voicing *positive* sentiments. The comment does not reflect negative sentiments because the commentator is just trying to motivate viewers to say the word *sickening* in Jeffree's voice.

1. "repeat after me in jeffree's voice – SICKENING"

The second comment is about India Ferrah, who is almost killing Jeffree Star while doing his Makeup Transformation in the video. Someone, therefore, suggested that Jeffree Star should change his title to *India Ferrah Almost Kills Jeffree Star With Setting Powder*. MeaningCloud coded it as negative, but it was changed to neutral since it is a joke from the commentator.

2. "alternative title: India Ferrah Almost Kills Jeffree Star With Setting Powder"

The third comment refers to the above-discussed topic, namely Jeffree Star not getting as many YouTube video views as he usually does. MeaningCloud coded the comment as positive. However, it is instead a comment reflecting negative sentiments, especially knowing the viewer uses the word *struggling*.

3. "these views are STRUGGLING"

The fourth and last comment has been coded as neutral by MeaningCloud but adjusted to negative. In the comment, the person mentions that she or he is disappointed in Jeffree Star, further mentioning that Jeffree has adopted a fake personality.

4. "I loved you for a good while. I'm so disappointed in you Jeffree. You really know how to be fake. Edit: this is a comment section. I'm going to say my opinion. Everyone can. Not just you. Get over it."

So far, this video went through the most changes during the validity check compared to the other videos. Also, this video has more negative sentiments within the comment section than positive ones. This reflects in the number of likes and dislikes shown in Figure 50. The likes remain higher than the dislikes, but the dislikes are far higher than the two previously analyzed videos.
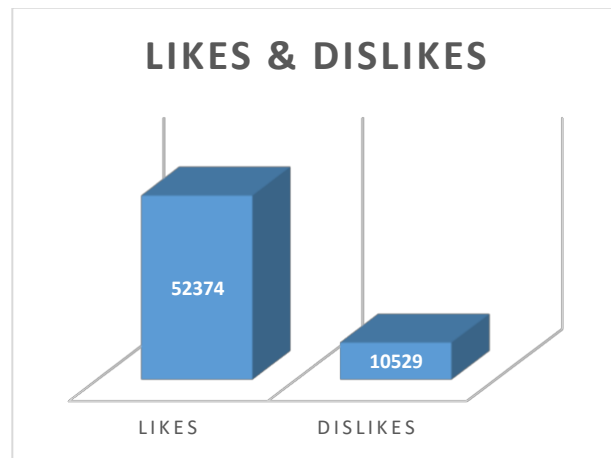
Figure 50 Likes & dislikes of Blood Money DRAG Transformation ft. India Ferrah

4.5.2.2   Cremated DRAG Transformation ft. Gigi Goode

The *Cremated DRAG Transformation ft. Gigi Goode* video is the last video of the Makeup Transformation YouTube topicality. In this video, Jeffree Star gets a total drag makeover by RuPaul's Drag Race finalist Gigi Goode.

4.5.2.2.1   Polarity

The video has 42 positive and strongly positive sentiments reflected within the comments and only 28 negative and strongly negative ones. Figure illustrates that the positive sentiments largely outweigh the negative ones. Furthermore, only one comment includes a neutral sentiment, and 29 have no sentiments detected by MeaningCloud.
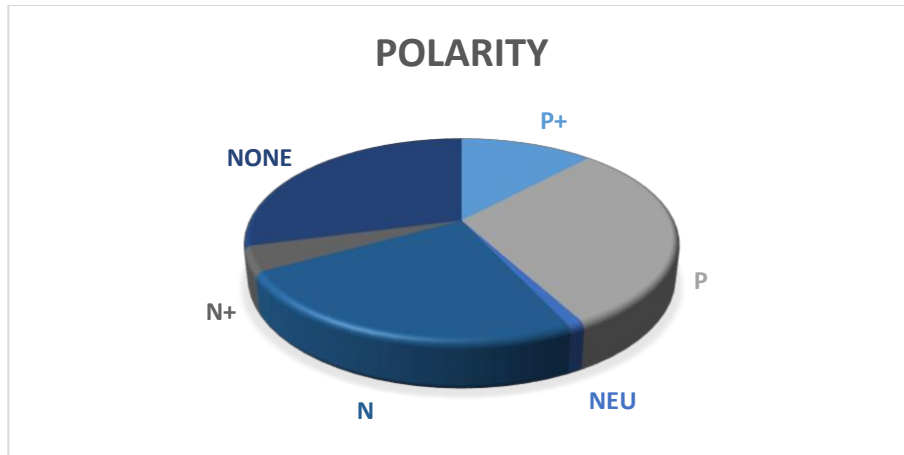
Figure 51 Polarity of Cremated DRAG Transformation ft. Gigi Goode

Most of the positive sentiments voiced in the comment section refer to drag queen Gigi Goode, and a few comments refer to Jeffree Star. As shown below, the user who wrote the first comment compliments Jeffree Star for being genuinely interested and eager to learn from others. Comments number two and three are about Gigi Goode's beauty. Commentators mention that she is *kind, sweet,* and *gorgeous*.

1. "I love how whenever someone else does Jeffree's makeup he always asks them exactly what they're doing and he genuinely seems interested & eager to learn new techniques from them"
2. "Can we appreciate Gigi's side profile, she looks gorgeous just like a doll.😭 I wish I had her side profile ‚it's so stunning"
3. "I love how Gigi's eyebrows are so tilted and intense, but she still looks so kind and sweet. She is phenomenal at makeup!"

The negative sentiments voiced within the comments mainly refer to Jeffree Star and not Gigi Goode. Comment number one reflects the opinion of people who do not understand why Jeffree Star has not been canceled yet, meaning that people should not support him anymore. Comment number two refers to the reasons why people do not understand why he has not been canceled yet. Namely, Jeffree Star has been involved in quite some drama and controversies during his career (Tenbarge, 2020). The third comment insinuates that Jeffree is a hypocrite because apparently, he talks a lot about other's people drama but never addresses his own.

1. "honestly dont know how he's not cancelled yet 😙"
2. "laugh out loud...remember when he falsely called James a danger to society and that he should be locked up 😩😻💥 we STAN the hypocrisy🙈💅💞"
3. "It's funny how when he has nothing to do with any drama he LOVES to talk about😒 But when things are coming up about him it's... 🤐"

4.5.2.2.2 Subjectivity & irony

The subjectivity and irony of this video follow the tendency of all the other analyzed videos until now. Figures 52 and 53 indicate that there are more objective and non-ironic sentiments than subjective and ironic ones.
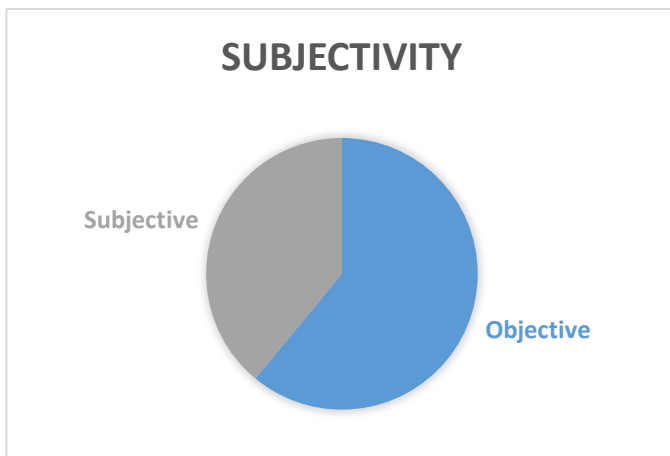
Figure 52 Subjectivity of Cremated DRAG Transformation ft. Gigi Goode
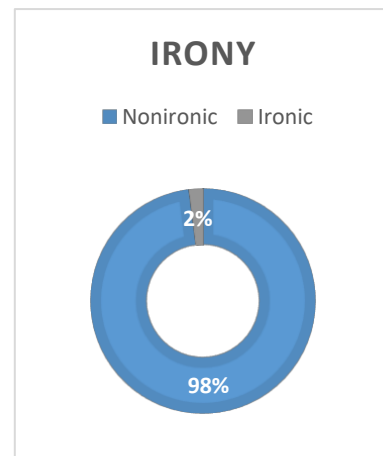
Figure 53 Irony of Cremated DRAG Transformation ft. Gigi Goode

4.5.2.2.3 Validity test

Only one comment has been changed during the validity test of this video. MeaningCloud coded the below-mentioned comment as positive. However, it is negative since it brings up people's opinion about Jeffree Star not addressing his own drama. The person who wrote the comment has a negative sentiment towards people who keep quiet when they should speak up instead.

1. "so you all quiet now right? but you ain't quiet when it's someone else's drama huh.."

Overall, this video has more positive sentiments than negative ones which consequently reflects the likes and dislikes of the video. Figure 54 shows that there are 183910 likes and 17159 dislikes.

LIKES & DISLIKES

183910

17159
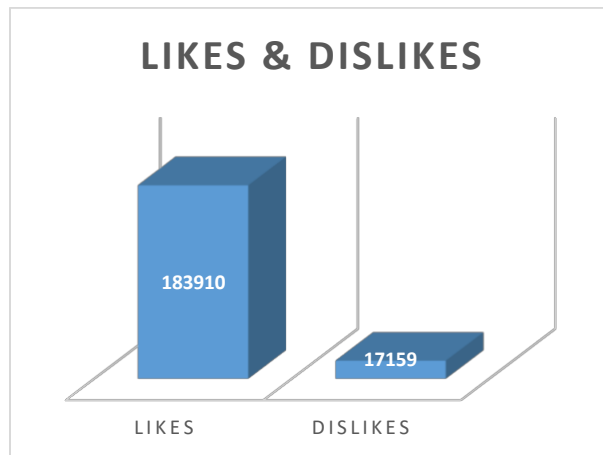
LIKES   DISLIKES

Figure 54 Likes & dislikes of Cremated DRAG Transformation ft. Gigi Goode

4.5.3   Makeup Reveals

4.5.3.1   F**k Proof Mascara by Jeffree Star Cosmetics

The last YouTube video topicality discussed within this research is Makeup Reveal. The first video is called *F**k Proof Mascara by Jeffree Star Cosmetics.* In this video Jeffree introduces his new mascara called *F**k Proof.*

4.5.3.1.1   Polarity

So far, this is the video that has the most considerable number of positive sentiments within its comments. Out of the 100 most liked comments, 56 reflect either positive or strong positive sentiments and only 18 negative or strong negative sentiments. According to Figure 55, the video has the least number of comments that have been coded with no sentiments by MeaningCloud. There are only 17 comments that reflect no sentiments and nine that reflect neutral sentiments.
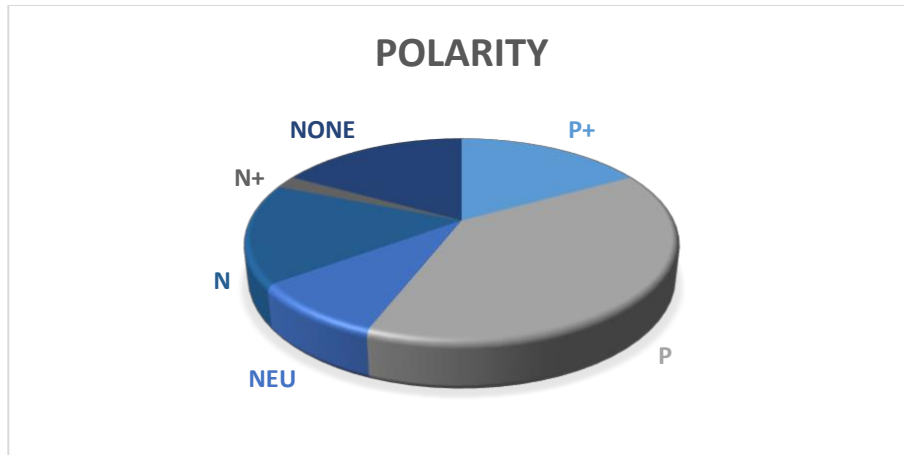
Figure 55 Polarity of F**k Proof Mascara by Jeffree Star Cosmetics

In his Makeup Reveal YouTube videos, Jeffree Star always introduces new products of his own brand *Jeffree Star Cosmetics*. Therefore, most of the uploaded comments under this video are related to the products. Often they refer to the packaging of the products. People do not yet give their opinion on the product's formula or how the product performs since Jeffree Star always uploads reveal videos a few days or weeks before the product launches. As seen below, most of the comments refer to how nice the packaging is and how affordable the mascara is compared to other similar brands. In comment number three, the commentator even mentions that he or she loves Jeffree Star for *keeping it real*.

1. "Honestly, I think that is the nicest packaging ever for a mascara...and only 23 dollars. Brands take note."
2. "That packaging ... this proves that no matter how fickle his fans, Jeffree is a genius. Plain and simple. To create something new under the sun is so difficult, but he has DONE IT. ✔"
3. "Can you imagine how much money other brands are making of their mascara if he can ask 23 dollars for that packiging and formula..... my mascara looks like a silver stick and is 20 euros....LOVE YOU JEFFREE FOR KEEPING IT REAL!"

The other comments were primarily jokes including negative sentiments. For example, in the first comment below, the commentator mentions that he or she is sad because he or she cannot afford to buy the mascara. Four hundred six people

have liked the comment, meaning that some people could relate to this statement. According to the commentator, the second comment is about Jeffree Star getting botox and barely being able to express himself.

1. Watching this when you're broke is a different level of sadness.
2. Lmao, I was literally like damn, he's had so much botox he can't even express himself. Then 3 seconds later he says he's been pumped with botox and fillers a day earlier 🤕

4.5.3.1.2 Subjectivity & irony

Furthermore, Figure 56 proves that the subjectivity tendency observed until now is reversed. Usually, there are more objective comments than subjective ones in Jeffree Star's comment section. This could hypothetically be because people mostly give their opinion on the product's packaging, which is a rather subjective topic. However, as Figure 57 shows, the irony remains the same as in the previous videos.
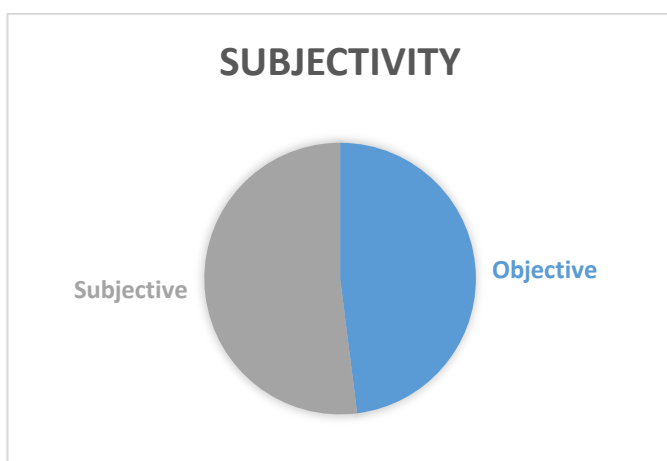
Figure 56 Subjectivity of F**k Proof Mascara by Jeffree Star Cosmetics
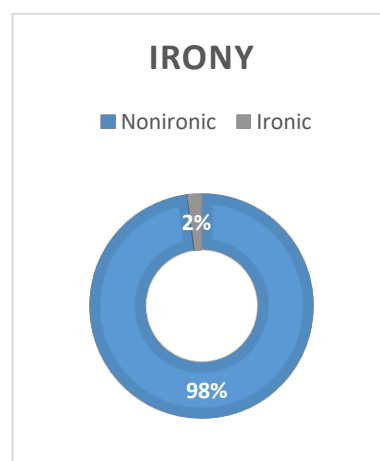
Figure 57 Irony of F**k Proof Mascara by Jeffree Star Cosmetics

4.5.3.1.3 Validity test

The validity test of the ten first YouTube comments has enabled to correct three comments. The first one is about someone using the word *extravagant* to describe the *Jeffree Star Cosmetics F**k Proof Mascara* packaging. MeaningCloud has coded this comment as reflecting strong negative sentiments. However, the word *extravagant* could either mean *good* or *excessive*. Therefore, the coding has

been adjusted to neutral since the packaging is objectively very different from the other mascaras on the market. It can be said that it is *extravagant* compared to other mascaras.

1. "Out of all the mascara packaging I've ever seen, this is the most extravagant by far."

The second comment is a joke where the commentator quotes Jeffree Star. The person says that he or she is trying to figure out if his hair is natural or synthetic. MeaningCloud has coded this as negative, but it has been rectified to neutral because it is nor negative nor positive.

2. "Jeffrey: I cut my hair so you can focus on my eyes Me: focusing on his hair trying to find out if it's real or a lace front👁️👄👁️"

The third and last comment that has been rectified is about the packaging of the mascara yet again. The person mentions that the packaging is *fucking sick*. MeaningCloud coded it as negative, but it is positive. As mentioned repeatedly within this research, the beauty and queer community have created their own words and sayings. *Sickening*, for example, means amazing, incredible, the best (Borge, 2015). The same goes for the word *sick*.

3. "I can't lie, that packaging and unit is so fucking sick."

4.5.3.1.4   Likes & dislikes
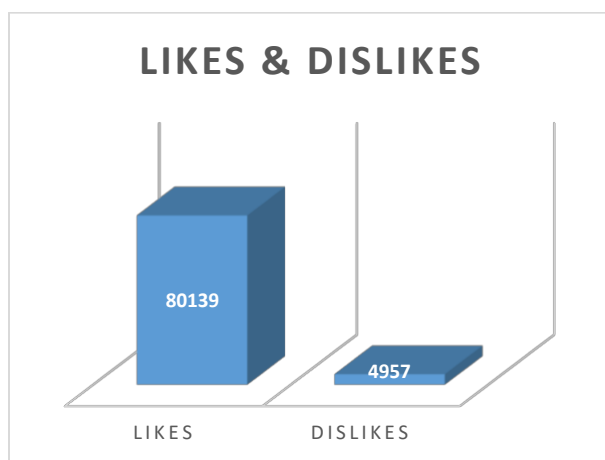
Figure 58 Likes & dislikes of F**k Proof Mascara by Jeffree Star Cosmetics

Overall, the video comments have more positive sentiments than negative ones. Furthermore, if we solely base the video's reputation on the number of likes and dislikes, the video is scoring high. According to Figure 58, the video has only 4957 dislikes for 80139 likes.

4.5.3.2   SUPREME GLOSS by Jeffree Star Cosmetics | Reveal & Swatches!

The last video analyzed in this research is the *SUPREME GLOSS by Jeffree Star Cosmetics | Reveal & Swatches!* It is a Makeup Reveal of a new makeup item from Jeffree Star's makeup brand. In this video, Star introduces his new lip glosses called *Supreme Gloss*.

4.5.3.2.1   Polarity

According to Figure 59, out of the 100 most-liked comments, 40 include positive and strong positive sentiments, whereas 33 include negative and strong negative comments. Furthermore, 23 comments have no sentiments, and four are neutral, according to MeaningCloud.
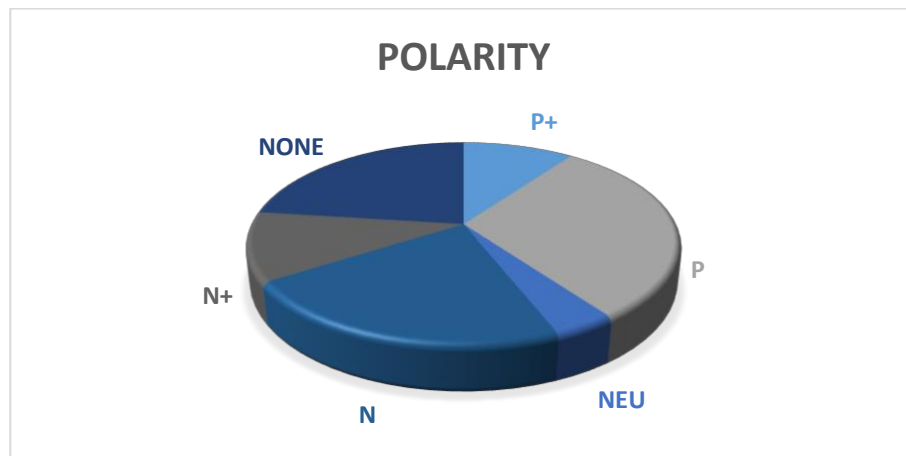
Figure 59 Polarity of SUPREME GLOSS by Jeffree Star Cosmetics | Reveal & Swatches!

The comment section of this video is highly diversified. The positive comments are, for example, about Jeffree Star's dogs. The first comment is about Donatella, one of Jeffree Star's Pomeranian dogs. Other comments, such as comment number two, are about Jeffree Star having a listening ear. According to the commentator, Jeffree uses the audiences' feedback to create video content that better suits his audience.

1. "Can we all just be honest? Donatella is the cutest Pom he's ever had. Future Queen Diva of the family."
2. "I love that Jeffree listened to everyone's feedback from his last reveal and just sat down with us and showed us the new products"

Additionally, as discussed in the *F**k Proof Mascara by Jeffree Star Cosmetics* video, some comments are also about the outstanding value for money when it comes to *Jeffree Star Cosmetics* products. In comment number three, someone mentions that usually, they would have to pay around *40 bucks* for one lipstick and one lip gloss. However, *Jeffree Star Cosmetics* sells the same for only *20 bucks*. Furthermore, the last comment is about Jeffree Star himself. The commentator appreciates the charisma and professionalism of Jeffree.

3. "This is like a lipstick and a gloss together lol usually for both it's like 40+ bucks but for 20 you get both the price is not bad AT ALL! Despise everything we cannot deny the quality of his products, plus he makes them inside US, provide jobs inside the country and doesn't take advantage of poor countries 😱"
4. "He's so charismatic & good at what he does. I noticed how long he can talk to the camera without many jump cuts like other youtubers."

The comments that reflect negative sentiments are mainly jokes. For example, comment number one below shows that someone mentions that Jeffree looks like a capitol citizen from the movie *The Hunger Games.* The capitol citizens are known for looking very polished and glammed up. However, The Hunger Games itself is an extremely dystopian movie. In the second comment, the commentator mentions that he or she feels very uncomfortable watching Jeffree Star not wearing fake nails as usual.

1. "No shade but Jeffree looks like a capitol citizen from the hunger games. Anyone else think that?"
2. "I am uncomfortable with Jeffree's nailless hands"

As shown in Figure 60, the objectivity remains higher than then subjectivity. The same tendency is noticeable with the irony expressed in the comments. Non-irony remains higher than irony.
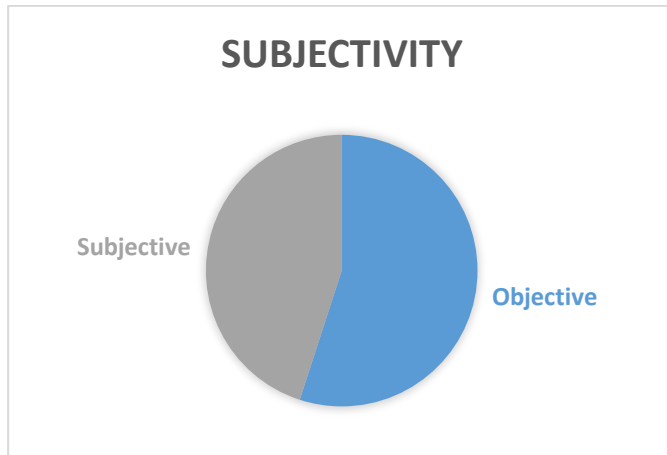
Figure 60 Subjectivity of SUPREME GLOSS by Jeffree Star Cosmetics | Reveal & Swatches!
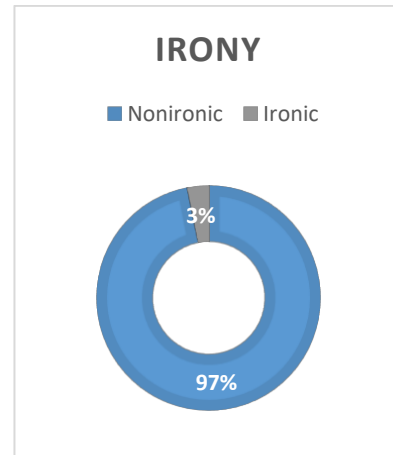
Figure 61 Irony of SUPREME GLOSS by Jeffree Star Cosmetics | Reveal & Swatches!

4.5.3.2.3 Validity test

The comments that have been adjusted after executing the validity test are displayed below. The video of Jeffree Star starts with a promotional ad of the *Supreme Gloss* from *Jeffree Star Cosmetics*. The first comment that has been changed is from a commentator mentioning that Jeffree's promotional ad looks like an *American Horror Story* season, an anthology horror television series. However, they mention that they would *die* to watch this season if it was the case, meaning that it is not a negative sentiment, as MeaningCloud claims but a positive sentiment.

1. "the ad looks like an american horror story season i would die to watch"

The second comment has been corrected from negative to positive as well. The commentator gives an artistic idea to Jeffree Star for the 7th anniversary of his brand, namely, *the 7 deadly sins*. The person further mentions that this "would be everything!!!". The last comment refers to someone who is asking where they can buy the collection. MeaningCloud originally coded the comment as portraying

negative sentiments, but it has been changed into positive since the commentator is potentially interested in buying the item.

2. "For the 7 year anniversary, a 7 deadly sins collection would be everything!!!" (from n to p)
3. "where can I claim it??"

4.5.3.2.4   Likes & dislikes

All the Jeffree Star videos that have been analyzed in this research have more likes than dislikes. It is the case for this video as well. Figure 62 shows that there are 64138 likes and 9346 dislikes.
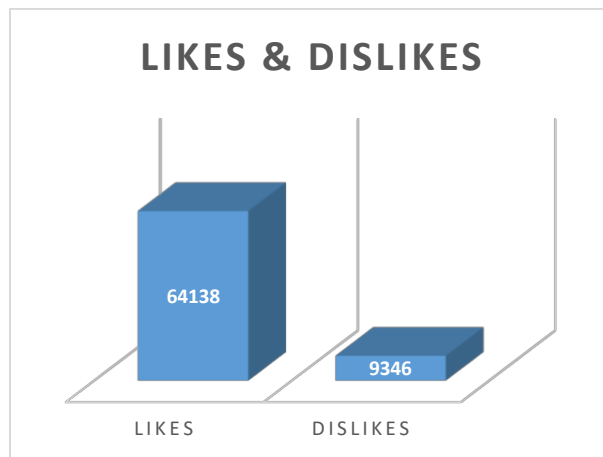
Figure 62 Likes & dislikes of SUPREME GLOSS by Jeffree Star Cosmetics | Reveal & Swatches!

4.5.4   Research questions

> *Q.C: What are audiences' sentiments towards Jeffree Star's YouTube video topics?*

This analysis shows that the YouTube beauty community has diverse sentiments. First, five out of the six analyzed Jeffree Star YouTube videos have far more positive sentiments expressed within the comment section than negative ones. Therefore, based on the calculation of the average numbers of the sentiment analysis illustrated in Annex 9, people mainly have positive sentiments towards Jeffree Star's video topics.

MeaningCloud analyzes whether sentiments are positive, strongly positive, negative, strongly negative, or neutral. However, they do not provide specific sentiments. For example, some positive sentiments encountered during the analysis were *excitement, happiness*, and *love*. Some of the negative sentiments were *hate* and *disappointment*. Nevertheless, this research aims to know whether people have positive or negative sentiments towards Jeffree Star's video topicality.

Summary of Jeffree Star's sentiment analysis	
1. Topicality with the most positive sentiments	Makeup Reveals
2. Topicality with the most negative sentiments	Makeup Transformations
3. Topicality with the most objective sentiments	Makeup Reviews & Reveals
4. Topicality with the most subjective sentiments	Makeup Reveals
5. Topicality with the most irony	Makeup Reviews & Reveals
6. Topicality with the most non-irony	Makeup Transformations
7. Topicality with the most likes	Makeup Reviews
8. Topicality with the most dislikes	Makeup Transformations

Table 18 Short summary of Jeffree Star's sentiment analysis

Table 18 summarizes Jeffree's sentiment analysis, as well as the likes and dislikes. On a more specific note, Makeup Reviews videos tend to have more likes than the other topicalities, but they are not the videos with the most positive sentiments expressed in the comments. However, the positive sentiments still outweigh the negative ones. Makeup Reveal videos score the highest on positive sentiments expressed in the comments, but they do not score the highest on likes. According to this finding, a hypothesis that can be formulated is that YouTube video topicalities with a high number of positive sentiments expressed in the comments are not necessarily the ones with the most likes.

On the other hand, Makeup Transformations have the most negative sentiments out of all three categories: one video, namely the *Blood Money DRAG Transformation ft. India Ferrah* even has more negative sentiments than positive ones. Additionally, Makeup Transformations are the video topicality with the most dislikes. According to this finding, the following hypothesis is formulated that could be used for further

research: even if there are more negative sentiments than positive ones expressed in the comments, the video can still have more likes than dislikes.

All things considered; the findings have enabled to formulate the subsequent three hypotheses:

1. YouTube video topicalities with a high number of positive sentiments expressed in the comments are not necessarily the ones with the most likes.

2. Even if there are more negative sentiments than positive ones expressed in the comments, the video can still have more likes than dislikes.

3. Makeup Reviews and Makeup Reveals are generally more appreciated than Makeup Transformations.

The first hypothesis is that even though the number of positive sentiments expressed in the comment section is far higher than negative ones, the video scores lower on the number of likes than a video with a smaller number of positive sentiments. In other words, a video that has a lower number of positive sentiments expressed in the comment section but that is not outweighed by negative sentiments expressed in the comments might score higher on video likes.

The second hypothesis closely relates to the first one. However, the difference here is that even though audiences tend to express more negative sentiments towards specific video topicalities, the videos still can score more likes than dislikes. This is an apparent mismatch between the likes and dislikes and the polarity expressed within the comment section. The third hypothesis brings up the possible fact that Makeup Reviews and reveals are generally more appreciated than Makeup Transformations. The question that arise here are whether this is the case for all leading queer Beauty Gurus.

Q.D: Is there a relation between audiences' sentiments and YouTube video topics?

This research proves that there can be a relation between audiences' sentiments and video topics. Some tendencies were identified within specific video topics. First, the sentiments expressed towards Makeup Reviews are very positive. The comment sections of this topicality are mainly about the products being reviewed by Jeffree

Star, which is a tendency that has not been observed as much in other topicalities. Therefore, there is a relation between audiences' positive sentiments about the reviewed products with the topicality of Makeup Reviews.

Second, within the Makeup Transformation videos, other trends were detected. Most of the comments expressed negative sentiments, but positive sentiments remained present. Makeup Transformation videos often involve guests, in this case, RuPaul's Drag Race stars Gigi Goode and India Ferrah. A tendency that has been spotted in Makeup Transformation is that many comments refer to the guests. Therefore, Makeup Transformations nudge audiences to a certain extent to express their sentiments within the comments, either towards the guest or Jeffree Star himself. Most of these sentiments are negative.

Third, Makeup Reveal is the video topicality with the most positive sentiments voiced in the YouTube comment section. A tendency that has been specifically observed in this topicality is that many comments are about the packaging or price of the presented products. The difference with the products presented in Makeup Reviews videos is that the products are often available on the market. This means that some people have already used the products. In Makeup Reveal videos, Jeffree Star introduces products that the public has never seen or tested before. Therefore, the comments about the products remain superficial to their packaging and price. Therefore, there is an undeniable relation between audiences' positive sentiments about the introduced products within Makeup Reveals videos.

It is essential to mention that some tendencies such as jokes and quotations are observed in all the video topics. All things considered, after analyzing each video topicality closely, it can be concluded that there is a close relation between audiences' sentiments and the YouTube video topicality.

5 Conclusion

The online world has undeniably become a new medium for beauty brands to promote their products by collaborating with Beauty Gurus (Britt et al., 2020, p. 3; Jones, 2011). Additionally, the online beauty community is proof of how the web has become a go-to place to create online communities. This research enabled to provide more profound knowledge in how the beauty community on social media has changed the way people come together as a community to express and share their emotions and opinions. The ultimate research question of this analysis is formulated as follows:

1. What are audiences' sentiments towards queer Beauty Gurus' YouTube video topics, and are there differences depending on the video topic?

The analysis makes it possible to confidently mention that audiences' sentiments towards queer Beauty Gurus' YouTube video topics are positive. However, there are differences in the sentiments expressed within the comments of each topicality. This chapter concludes the research's findings, including the approval or rejection of the three hypotheses extracted from the literature and the three hypotheses formulated according to the findings of this research. The first part of the research allowed to answer two of the research questions, namely:

a) What are the existing YouTube video topics in the beauty community?

b) Which YouTube video topics does Jeffree Star cover?

First, the most recent YouTube video topicalities of the queer leading Beauty Gurus, including James Charles, NikkieTutorials, Patrick Starrr, and Jeffree Star were identified. The literature only identifies four YouTube topicalities specific to Beauty Gurus (García-Rapp, 2016; Jeffries, 2011). After conducting the analysis, 11 new topicalities are added. This results in 15 topicalities, including the four identified within the literature. This is a big step within topicality research for the online beauty community. Amongst the most popular YouTube topicalities are Makeup Reviews, Makeup Reveals, Makeup Challenges, Makeup Tutorials, and Makeup Transformations. The least popular topicalities are Makeup Swatches, Makeup Pranks, Makeup Reactions, and Facetune Tutorials.

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Additionally, after conducting this analysis, hypothesis number one, namely: *There are various YouTube video topics*, is confirmed. The research has indeed proven that there are more YouTube video topics than provided in existing scientific research. The second part of the research consisted of conducting a sentiment analysis of three Jeffree Star YouTube video topicalities: Makeup Reviews, Makeup Reveals, and Makeup Transformations. The research questions associated with this part are:

c) What are audiences' sentiments towards Jeffree Star's YouTube video topics?

d) Is there a relation between audiences' sentiments and YouTube video topics?

The analysis proves that audiences' sentiments towards Jeffree Star's YouTube video topicalities are, on average, positive. The video topic with the most positive sentiments expressed within the YouTube comment section is Makeup Reveals, which is interestingly not the topicality that has the most likes. The video topicality with the most likes is Makeup Reviews. On the other hand, the YouTube video topicality with the most negative sentiments expressed within the comment section is Makeup Transformations which also has the highest number of dislikes. As the online beauty industry is constantly growing and creating new forms of socialization, it is essential to have insights into audiences' sentiments, likes, and dislikes.

Furthermore, there is a significant relation between audiences' sentiments and video topics. Clear tendencies have been identified throughout the analysis:

1. Makeup Reviews tend to nudge audiences to express positive sentiments about the reviewed products primarily.

2. Makeup Reveals mainly influence audiences to voice their positive sentiments towards the revealed products.

3. Makeup Transformations tend to nudge audiences to mainly manifesting their negative sentiments towards Jeffree Star or guests in the videos.

Hypothesis number two, namely, *The YouTube video topics can drastically influence the comment section*, is therefore approved. For example, the guests in the Makeup Transformation videos tend to influence the comment section. People will comment more about the guests. Hypothesis number three, *The YouTube comment section*

tends to differ across different video topics, is also approved. However, it is essential to mention that this is not always necessarily the case. As previously mentioned, most of the Jeffree Star video topics included comments such as jokes and quotations.

The beauty community is currently heavily under-researched within social sciences. Thus, this analysis fills in part of the gap in scientific research. Additionally, it provides a valuable base for future beauty community research. Future studies should execute analysis on a much bigger scale to better understand the implications of these results. Due to time limitations, this research has been conducted on a small scale. Meaning only 94 videos of four queer Beauty Gurus were researched and 800 YouTube comments. Therefore, future research should conduct a similar analysis on a bigger scale. This should happen on three levels:

1. Beauty Guru Level

2. Topicality Level

3. Sentiment Level

Many Beauty Gurus are uploading YouTube videos daily. Hence, other Beauty Gurus should be taken into account in order to formulate more representative statements. Additionally, the annual beauty-related YouTube video content views between 2009 to 2018 have significantly grown (Clement, 2019a). Therefore, further topicality analysis should be conducted on a more significant YouTube video sample. This research investigated a total of 94 videos and enabled the extraction of 11 additional topicalities specific to the YouTube beauty community. If future research conducted topicality analysis on a more extensive sample, way more topicalities would be identified. Lastly, the sentiment analysis of this research is based on the 800 most-liked YouTube comments of 8 Jeffree Star videos. With the help of digital tools, it has now become easier to analyze extensive samples faster. Therefore, instead of selecting 100 comments per YouTube video, a more significant sample could be analyzed to extract the sentiments. Again, all of the suggestions mentioned above would benefit the representativeness of the results.

The second recommendation for future research is to conduct a comparative analysis. The bigger question is whether or not the findings are applicable to other Beauty Gurus. For example, would the findings match the findings of other queer Beauty Gurus? Would the findings match the findings of the non-queer Beauty Gurus? In addition to that, gender studies could benefit from comparing findings from male Beauty Guru with the ones of female Beauty Gurus. The goal would be to discover whether or not there are differences in the topicalities these Beauty Gurus address and whether or not audiences' have different sentiments towards them. Another exciting sample would be to analyze micro vs. macro Beauty Gurus to see if there are differences between them. Since there are many different segmentations for gender, age, color, and much more for Beauty Gurus, there is almost an endless number of options to categorize them and conduct comparative analysis.

The third recommendation goes to the digital tool MeaningCloud as they should significantly upgrade their features. So far, they have done brilliant work when it comes to broadening online research possibilities. MeaningCloud is user-friendly and makes collecting and analyzing data more accessible and more cost-efficient. Even though MeaningCloud is well known for its high accuracy level within research (Zulkifli & Lee, 2019), they could improve both on their sentiment outputs and dictionaries. MeaningCloud provides positive, strongly positive, negative, strongly negative, or neutral sentiment outputs. However, they do not provide specific sentiment outputs such as *happiness*, *love*, and *enjoyment*. By adding more distinct sentiment outputs, MeaningCloud could allow researchers and brands to conduct more specific analyses.

MeaningCloud and many other natural language processing tools do not yet provide its users with community-specific dictionaries (Asghar et al., 2015; Choudhury & Breslin, 2010). The eight validity checks of 80 comments executed during the SA of Jeffree Star have shown that this can be a significant problem for the accuracy of the sentiment extraction. Comments, including the word *sickening*, were coded as being negative by MeaningCloud when, in fact, they are mostly positive. MeaningCloud offers the possibility to create custom dictionaries, but this is highly time-consuming and technical. Therefore, the last recommendation is that MeaningCloud should

create community-specific dictionaries to ensure complete accuracy in its sentiment analysis.

The findings of this analysis can serve as hypotheses for future research. As mentioned at the beginning of this chapter, three hypotheses have been formulated as follows:

1. YouTube video topicalities with a high number of positive sentiments expressed in the comments are not necessarily the ones with the most likes.

2. Even if there are more negative sentiments than positive ones expressed in the comments, the video can still have more likes than dislikes.

3. Makeup Reviews and Makeup Reveals are generally more appreciated than Makeup Transformations.

The first hypothesis could enable analyzing whether or not this is a recurrent tendency in Beauty Guru's YouTube videos within future research. Meaning that video topicalities with a high number of positive sentiments expressed in the comment do not tend to have as many likes as other videos that score lower than the number of positive sentiments voiced in the comments. If scientists confirm the first hypothesis, further research to discover the reasons behind this phenomenon should be conducted.

The second hypothesis claims that even though more negative sentiments are expressed in the YouTube comment section than positive ones, the video still has more likes than dislikes. Future researchers could examine whether a potential reason for this phenomenon could be that people who have negative sentiments tend to comment more easily on YouTube videos than people who have positive sentiments, which means that those people do not necessarily use the dislike button. The other way around could be that people who have positive sentiments towards specific video topicalities do not tend to comment but rather only like the video.

The third hypothesis brings up the possible fact that Makeup Reviews and Makeup Reveals are more appreciated than Makeup Transformations. In the future, scientists should apply this hypothesis to other Beauty Gurus to identify possible similar

patterns. Furthermore, analyzing additional video topicalities covered by beauty gurus, such as Makeup Swatches and Makeup Challenges, would add to the credibility of the findings. The results will provide more nuanced answers to the online beauty community dynamics. The goal is to identify whether there are sentiment patterns specific to YouTube beauty video topicalities.

Overall, the findings of this research are positive. Meaning that, as excepted, there is much more to be discovered within the beauty community. Therefore, this analysis emphasizes the fact that there is a lack of research within social sciences concerning the online beauty community dynamics. However, this research also offers a robust base for future Beauty Community research. The increasing importance of the beauty industry, both economically and socially, can no longer be overlooked (Danziger, 2019; Jones, 2011; Statista, 2020). Brands have adopted new strategies to promote their products by closely collaborating with beauty gurus on YouTube (Danziger, 2019; García-Rapp, 2016). The reason is that Beauty Gurus can easily foster closer ties with their audiences (Britt et al., 2020, p. 3; Mardon et al., 2018). Since the beauty industry is continuously growing and that the Beauty Gurus are creating most of the beauty-related content on YouTube, this thesis aimed to understand this phenomenon better (Clement, 2019b; Danziger, 2019).

By identifying audiences' sentiments towards queer Beauty Gurus YouTube video topicalities, this thesis has contributed to filling in the gap in scientific research on that matter. Based on quantitative analysis of both the topicality of the leading Beauty Gurus and the sentiments expressed within the YouTube comments of Jeffree Star, it can be concluded that audiences' have positive sentiments towards Beauty Gurus' YouTube topicalities. The fact that existing research of Beauty Gurus is extremely female-oriented makes the queer approach of this research distinctive since it brings a more nuanced and gender-inclusive approach to scientific research.

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