YOUTUBING DIFFERENCE: PERFORMING IDENTITY IN ONLINE DO-IT-YOURSELF COMMUNITIES

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ABSTRACT

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This study examines women’s performance of gender, ethnicity, and race in a “How-to & Style” YouTube community. Studying visual communities like YouTube helps us understand culturally constituted discourses as well as meaning-making practices of everyday life. Today, users actively participate and create content online, such as blogs and YouTube videos. Through textual and visual analysis, I examine a specific community of women who participate in the Beauty tips section under “How-to & Style” category on YouTube. I look at these women’s YouTube profiles, videos, and comments from their subscribers in order to reveal a deeper sense of what meaning users derive through creating videos on YouTube. I ask the following question: How do women in the YouTube Beauty community perform their identity (gender, ethnicity, and race) and ‘difference’ in their videos? In order to textually and visually analyze YouTube, I look at YouTube videos produced by a community of ordinary women. After analyzing the videos and the dialogues, three themes have emerged in this project: a sense of belonging and connectedness, identity performance at the interface, and globalized fashion cultures. Underrepresented women go to YouTube to relate to others who are like them, which gives them a sense of belonging and connects them to millions of others who are craving the same connection. Through video blogs, these women perform their gender, race, and ethnicity. Finally, through creating fashion and makeup tutorials according to their different facial features and differences, I see the formation of a globalized fashion culture.
This dissertation is dedicated in loving memory of my dear father,

Dr. Mamat Anarbaev, who was an inspiration to many.
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CHAPTER I.

INTRODUCTION

Entering the Country

It was July 1998, I was only sixteen and on my way to the United States as an exchange student. I had won a three-step competition, where I was one of the several chosen Kyrgyz/Russian/Uzbek students from Kyrgyzstan to experience U.S. culture and high school for a year. When I arrived, I lived with a host family who were farmers in a small town in the Midwest – certainly not what I had heard about America from MTV back home. My family in Kyrgyzstan was quite proud of me to be part of this program so that I could enrich my mind with intercultural experiences. “This is a step up for all of us,” my dad said. I was going to see the world, get the best education, and be the best that I could be. This was my opportunity to move up in the world.

During the first couple of weeks, my host mother took me shopping for school supplies and decided to pick up a few cosmetic products, as well.

“Oh, I can wear makeup?” I asked. I remember being very surprised.

She replied, “Yes, you are sixteen; you are allowed to use makeup here.” I was restricted from wearing makeup growing up, even to play with my mom’s lipsticks, so this came as a big surprise. I was very excited to go shopping for makeup with my host family. We went to a local drugstore with my host sister and host mother to select the right shades for my skin tone. My host mother helped me pick a few products, including a foundation for the face. I remember it was too dark for me; it was one of the lighter shades for African-American skin, because there were no foundations for Asian skin with yellow undertones.
That evening, my host mother helped me apply the makeup we purchased. Afterward, I remember looking very orange-faced, like an “oompa loompa,” with a tan/orange face and a lighter-shaded neck. I understood that my host mother was only trying to help; how was she supposed to know the foundation would be too dark for my skin? I laughed at my reflection in the mirror, but I may have hurt my host mother’s feelings, so I thanked her and said that I was not used to so much makeup. Again, makeup was completely new to me; in our culture (Kyrgyz), young girls were restricted from makeup use, especially growing up in a communist regime. Girls who wore makeup were labeled “loose” and were sent home if they wore even a little bit of lipstick.

I did not use too much makeup that first year of my exchange program because I feared looking too orange. As I think back to that exciting day when I first tried on American makeup for the first time, I realized the supermarkets had a very limited makeup collection for Asian skin tones (more yellow base, not reddish/orange). My host mother was not used to applying makeup on anyone but her daughter and herself, so how was she supposed to know I needed a different base color? I did not even know I had a different skin tone from my host sister. I thought there was simply dark skin and light skin.

A few months later, I got a haircut. My host mother was very kind; she made an appointment with one of the best hairstylists in town. She warned the stylist about my “full head of thick, Asian hair, so hopefully you can make it work.” She was right; I noticed I had thicker hair than everyone else in that salon, in my host family, and in my high school. In my family in Kyrgyzstan, I had the thinnest hair, so this felt a bit odd. My host mother picked the most experienced hairdresser so she would know how to deal with my thick hair. No matter what I did or where I went, I was always the different one; I was the ‘Other.’ I was the stranger from
another planet who was short, and one of only two Asians in the high school. I had all sorts of
questions: “Do you use deodorant in your country? Do you guys have microwave popcorn?” I
suppose the popcorn question was the most frequent, seeing how important popcorn is to
American culture. It was easy to notice that I was different in this country, but I was not used to
being different back in Kyrgyzstan – I was just one of the regular Kyrgyz girls.

Where I come from, I represented the mainstream ethnicity (Kyrgyz), but when I arrived
in the U.S., I became the ‘Other.’ My new classmates constantly asked me where I was from.
Growing up in a post-Soviet country, I never identified with any particular race. I was also never
categorized into any race by anyone around me; I was just a Kyrgyz – or, to be more precise, a
‘kirgizka’ (female Kyrgyz). The only time I remember learning about race was in my sixth-grade
geography class. We never called ourselves White or Asian – we were just Russian or Kyrgyz,
depending on our ethnicity. Hence, it became a bit challenging for me to suddenly be the
minority in another culture, where I was seen as “different.” Some people “exoticized” me and
put me in the Asian category, while others called me Russian, because Kyrgyzstan was part of
former Soviet Union, and it was too difficult for some to remember that I was actually Kyrgyz
and spoke Russian. I believe some of my friends thought of it this way: “She speaks Russian, so
she must be Russian.” I had to learn quickly to give the right response to such questions.

I want to clarify that my narratives are mere reflections of parts of my experiences
regarding race and ethnicity – I was not always met with such unaware behavior. I truly enjoyed
my year as an exchange student and met many wonderful people with open hearts and kind
smiles. I learned a lot and grew as an individual immensely through every encounter and
interaction. Of course, such unintentional racist words and jokes (as in my reflections above)
have different connotations. These experiences serve as a reminder to me that the mainstream
media paint generalizations about ethnicities and race; therefore, kids from small-town schools
draw their ideas from there. It is possible that by identifying me as a certain race and ethnicity, it
helped them get to know me better. After all, I was a stranger; I was the foreigner who was
visiting just for a year. How else were they supposed to get to know me?

Upon my arrival in the U.S., I noticed that most of the magazines were mainstream, and
that the news was mainstream. Fast-forward a few years later, when I went to a Midwestern
university to get my master’s degree in communication. One day, I stumbled into different social
networks online like Facebook, Makeuptalk, and YouTube and saw a lot of women whose
physical features and hair were similar to mine. Their exterior was very similar to mine, as well;
they were talking about issues that related to me, like that thick, unruly Asian hair that my host
mother talked about (which these women on YouTube knew exactly how to deal with)! They
also knew the right shade of makeup for Asian skin tones and other topics of endless discussions.
Soon, I started browsing out of curiosity and found an entire community dedicated to “Do-It-
Yourself” tutorials. What surprised me the most was the fact that the majority of women in this
community were minorities: Asians and Latinas. It was a whole world of non-mainstream
channels with thousands of broadcasters.

Introduction to my Study

Social interaction has become even more mediated through new technologies. Hundreds
of millions of people use online social networks such as Facebook, MySpace, and YouTube.
These new social media networks are used every day to communicate via sharing photos and
videos and making journal entries, which may include personal information. A number of
scholars also discuss gender, race, ethnicity, and multiculturalism in cyberspace. Scholars like
Mia Consalvo, Radhika Gajjala, Henry Jenkins, Lisa Nakamura, Alondra Nelson, Susanna
Paasonen, and David Silver deal with issues of identity in cyberspace. Hence, various forms of digital communication are vital to contemporary social relations.

In this project, I studied a women’s social network under the “How-to & Style” category on YouTube. I chose to study this specific women’s community because they are the leading users under the “How-to & Style” category. This can be easily determined by visiting YouTube’s statistics section, where one can discover the most popular channels in each category. For example, the snapshot from March 7, 2011 below demonstrates the most subscribed channels of all time. It is evident that most of these users under “How-to & Style” are makeup gurus, because 15 out of 24 channels on this page are beauty channels:

![Figure 1. Most Subscribed “How-to & Style” Channels (March 7, 2011).](image)

One important thing to consider is that YouTube is constantly upgrading and making changes to its channels and categories. In April 2010, the “How-to & Style” category had several
subcategories or channels, one of which is “Beauty tips.” The “Beauty tips” channel has millions of viewers and subscribers, most of whom are women. These young women range in age from fourteen and older, and they live in various locations and have diverse careers and backgrounds. The main discussion videos and posts in this community include, but are not limited to, do-it-yourself fashion, makeup, and everyday, life-related topics.

“How-to & Style” is one of fifteen categories on YouTube. Seven of this category’s top ten most-subscribed channels are created and maintained by women of various ages, ethnicities, and locations. They share their beauty how-to videos with other women, who in turn share their tips and “how-to” tutorials every day; also, they attract fans, and through this, a community is created. YouTube users find these women’s communities through various social networking sites like Facebook, MySpace, Twitter, and others. Once these users find videos they like, they can subscribe to their favorite channels, which is how women in the “Beauty tips” channel of YouTube get their fans (also known as subscribers). Subscribers are YouTube account holders who log on to YouTube on a regular basis to check for the latest videos. Viewers can be both subscribers and non-subscribers. Usually, videos are available publicly, allowing anyone with a computer to watch them. It is important to study these video communities in order to understand how race, gender, and ethnicity are represented and circulate globally via the Internet.

In particular, I studied interactions between the members of the “How-to & Style” YouTube community and its relation to a social network system. I concentrated on YouTube’s most-viewed, most popular, and most-subscribed “How-to & Style” channels that have logged more than one hundred million views and have more than one million subscribers. I explored the everyday practices and meaning-making of living via video blogging. Specifically, my goal was to determine how one’s gender, race, and ethnicity contribute to the YouTube community and
how users perform their differences and identities online on an everyday basis. When we go online, we bring our offline experiences and learned values with us. Race matters in cyberspace because we have formed our knowledge and experiences with and about race offline (Kolko, Nakamura, & Rodman, 2000). Gajjala and Rybas (2008) argue that racialization in a technologically mediated global context is shaped by how class, gender, geography, caste, colonization, and globalization intersect.

The word “guru” is part of today’s YouTube culture. Historically, a guru is a religious Hindu teacher whose main purpose is to teach others (Dasa, 2007). A “guru” is also defined as someone who has the leadership capability, knowledge, and expertise to guide someone intellectually (Guru, n. d.). A guru’s lessons, discipline, and wisdom are considered a true blessing and gurus are greatly respected and worshipped in Hinduism (Dasa, 2007). On YouTube, a guru is someone who has a guru account and posts videos to educate people about something (YouTube, 2010). I had to investigate to determine whether anyone could be a guru on YouTube and found a little bit on it from YouTube’s Account Information section. I searched the term “guru” under “Help” on YouTube and came across a short article titled, “What is a Guru account?” Here is what YouTube creators say about guru accounts:

Guru accounts are for people who are experts in... something! If you're a gourmet chef, successful investor, or creative clothing designer, you might want to look into getting a Guru account. Advantages include being able to create a custom logo, genre, and links to your other websites from your Profile.

There are two ways you can get a Guru account:

Specify the type of account you'd like when you first sign up for a new account.
In my study, I observe several beauty gurus from various backgrounds who come together to create a community of video bloggers. These gurus bring with them their background, experiences, their racial and ethnic narratives and educate others about various things including makeup, fashion, and issues related to their lives. These gurus are those people who acquire “Guru Accounts” on YouTube. Anyone can get a guru account by registering for a YouTube account. I started to understand the culture of YouTube gurus slightly more after looking up the term “guru.” I wondered how one is qualified to become a guru on YouTube because to be a guru offline, one must complete certain routes of education or other studies. Thus, being a guru on YouTube means that one must have regular followers who are like-minded regarding their tastes, activities, and so forth. This can be compared to offline guru activities, such as when a Hindu guru develops followers and devoted members. The modern, online gurus are those who post educational videos on a regular basis and keep in touch with his or her followers via videos. This shows dedication to the particular community, which brings with it a certain sense of elitism that goes with the specialization in a given subject, and is one who earns the “guru” title from thousands and even millions of followers. In the next section, I will discuss women in cyberspace.

Cyberspace and Women

The social media provide a unique opportunity to observe women’s participation in online cultures like YouTube. Connectivity to each other becomes a regular activity, as cyberspace eliminates geographical distance. Kang (2003) states that it is easier to connect with strangers in cyberspace because people are perceived to be less anxious about such an interaction. This may be due to the widely accepted expectation that users do not anticipate the
risk associated with disclosure of physical bodies, which can be observed offline. When people are treated differently, it is due to their textual performance or reputation based in that virtual community, and seemingly not because of their differences in background. Cyberspace also allows people of similar interests and conditions to get together and cooperate. For example, pregnant women have online communities in which they share tips and get advice; cancer patients confide in each other about their fears and find support from those with similar health conditions in these virtual support groups.

In the next section, I will enter into a personal narrative about “Second Life” and the creation of my virtual avatar. I want to share this narrative to show how my coming to the U.S. can be compared to my entrance into this digital world of Second Life. When I came to the U.S., I was immediately categorized as being a woman of Asian descent, where stereotypes and generalizations were part of the conversation process. However, when I acquired a Second Life account, I could choose any name, race, gender – all of which were represented in my avatar. I believe that as a woman of a certain ethnicity and race, my exterior says a lot to a person offline. However, when I get online, I was able to choose how I wanted to represent myself and perform my gender the way I wanted to perform it. My identity became what my offline self told me to perform. Through my Second Life identity construction, I learned more about my own identity offline and asked myself questions about my actions online. Online worlds comprise 3D, text, and video (YouTube) and have helped me find who I am online and offline. These online worlds have also helped me understand myself as the ‘Other’ in a foreign country, but as the same in my home country, Kyrgyzstan. I build my identity online through my conscious decisions offline. Thus, I present my personal narrative through a cyberethnographic journey, which is solely used for the purpose of this narrative.
I believe that through using cyberethnography, virtual cultures can give us insight into the communication practices of people and meaning-making online. According to Gajjala (2006), cyberethnography is the study of online interactions. Although I did not use cyberethnography in my project with YouTube videos, I used it to live in Second Life and experience the meaning-making practices of the virtual world. The differences in dynamics in face-to-face ethnography and online ethnography are the main reasons for the particular use of cyberethnography. Virtual worlds are on the rise, and as ethnographers, it is our job to study these cultures (Boellstorff, 2008). Tom Boellstorff is an anthropologist who studies Second Life through ethnography. He states that the “virtual worlds are legitimate site of culture” (p. 61). Because ethnography is the method scholars use to study culture, this makes Second Life a valid culture to study and analyze.

Second Life is a 3D online community where people can be whomever or whatever they want. In this 3D community, a person would need to become a member in order to become a “resident.” Residents are members of Second Life who visit Second Life frequently for various reasons. Just like a country has its states and cities, so does Second Life. It consists of islands that are equivalent to another country and/or land. These hundreds of islands are produced by the residents themselves, as well as the buildings and designs on these islands. Second Life attracts millions of users all over the world with its diverse islands. For example, Bowling Green State University is a separate island, which was designed and created by the BGSU faculty.

Coming to Second Life for the first time could be compared to visiting a foreign country. For example, when we first arrive in another country, we learn the language, we learn how to communicate (like I learned to hug people instead of kissing them when greeting them), we learn
about the rules and values, and through observation, we learn how to act and behave in certain situations. We also learn how to dress so that we will fit in to the culture. Second Life is known for its fashionable culture, and appearances are extremely important. Visiting new islands and learning how to communicate in a Second Life lingo is comparable to learning the slang of a new country we are visiting. Learning what is and is not appropriate to wear is usually learned through shopping and observing the natives.

When I registered for an account in Second Life, I wondered how, exactly, people chose to represent themselves. I was interested in exploring the journey and the process in which many avatars like my own start a Second Life adventure. We often dream of second chances in life, and we are given just that opportunity in the digital space called Second Life. But do we choose to be ourselves or someone else? How do we decide who to be and what to represent in Second Life? I wanted to explore the beginning of our Second Lives, which starts with familiarizing ourselves with the new world – Second Life. This also involves picking names (both first and last), choosing a visual image to represent ourselves, choosing whether to disclose our actual names in the profile, and the reasons behind our decisions for those actions.

By observing, interacting, reflecting, and interviewing Second Life residents and analyzing their texts and images, I believe I conducted a successful ethnography. For example, when I observe, I can hear and see what occurs when a person first registers – when they first get their avatar, and so forth. By transcribing, coding, and picking out themes, I believe I find the main topics I can discuss when analyzing the data. The phenomenon of Second Life and the residents in Second Life is becoming big, and it is important to research the culture and meaning-making in Second Life. An important step in entering this 3D world is registering for a Second Life account.
Registering on Second Life

To become a member of the Second Life community, one must register by picking/creating any first name, and then selecting one last name from the list of names provided. One possible explanation for this may be to avoid registering duplicate names in Second Life. Offline, when we get a bank account, we are given a certain account number in order to avoid duplicate accounts with the same names. Because Second Life does not offer a social security number, perhaps screening the last name is the best way to avoid two people registering with the same name. When a new member chooses a name, the next step is to pick an avatar – a visual representation of that person online through a body. Once the person registers and has acquired an avatar and a screen name, he or she is then taken to “Orientation Island,” where various resources are available in order to navigate around the island. One can relate this to a how-to manual: on the island, the rules and functions of Second Life are explained. In this manual, the following topics are included: how to manipulate the keyboard, how to fly an avatar vs. walking/running, editing one’s appearance, and so forth.

Interacting with people from different cultures or ethnic groups can often involve a very high degree of strangeness and a very low degree of familiarity; such circumstances may lead to intercultural communication apprehension and degrees of uncertainty (Neuliep & Ryan, 1998; Wang, 2004). How does this statement apply when we study cyber cultures? Just like any person would feel entering a brand-new culture, I was nervous about how I would be perceived. I felt like I was interacting with people outside of my own culture, I felt like I was going to America all over again, but this time, the rules were slightly different. In Second Life, I could at least hide my offline facial expressions and incompetence in my maneuverability skills. When I was an exchange student in Michigan, I learned a lot by observing and then imitating actions so I would
fit in better with my classmates. Just as I learned a lot by observing American teenage behavior in high school, I learned the behavioral patterns of Second Life residents rather quickly. As I previously mentioned in my narrative, wearing certain clothes gave away my identity as a foreign student right away, so I went shopping for new American clothes to better fit in. In Second Life, a new member can be detected right away. Anthropologist Boellstorff (2008) states that a new person’s status as a “newbie” is usually discovered right away by the way a newbie wears his or her commodities (like shirts). The social norms of Second Life culture can be particular to one island or widespread, across others. This can be compared to the offline life of an avatar, where rules and norms differ when one enters a different location (e.g., country, state, etc). As the new residents spend more time in Second Life, their “newbie” status disappears and they simply become participants in this virtual community. Embodiment in Second Life is “highly elastic,” which allows the residents to choose any appearance they want, any time they want (Boellstorff, 2008). For example, one can obtain an animal avatar one day and a robot-shaped “body” the next day. Boellstorff (2008) compares this embodiment to the way people wear shoes and shirts in everyday offline life. Avatars become the visual representation of the residents in this culture. This intrigued me to keep exploring the avatar representation of one’s identity in Second Life and offline. I wrote the following passage about my initial experience while acquiring a Second Life account:

I chose to be Samarita Ibanez, because I could be anyone I wanted. After I registered, I picked an avatar to represent myself physically in Second Life. I went with the fox. I did not identify with any of the basic avatars, which were Asian, Caucasian, and African-American avatars. A fox seemed like a neutral choice, because I thought that would help me avoid framing and stereotyping on Second Life. Appearances are so important both offline and online that one must be careful how he or she represents him/herself. Once I got to know the islands and the rules on Second Life a bit more, I started checking out the clothes, different avatars, and places.
This experience shows my decision-making process and negotiation of finding an avatar identity based upon my own values and awareness of what race means to me. When I could not identify with any of the choices presented to me, I chose to be a neutral identity to avoid stereotyping. I figured I could always change it after I learned how to use Second Life more comprehensively. Although I could have any name in the world, I chose to be “Samarita,” an extension of my actual name. I decided that even though the avatar may not look like me or necessarily represent me, I at least would have control of my first name, and I like my first name because it stands for many things that represent me – my culture, heritage, ethnicity, and ties to my location and family.

Changing into different clothes meant that I had to go shopping to buy clothes. This had happened to me already offline, when I began to wear more jeans to high school and fewer skirts (like in my culture), so naturally, I went shopping in Second Life, I did not want my orientation clothes to give me away as a newbie (new member).

Second Life is a cyberspace where racial, ethnic, and gender performance take place. Nakamura (2008) argues that the field of communication studies has much to gain from visual culture approaches. She also argues that there needs to be more discussion on power relations in terms of race, ethnicity, and gender. In a 3D world, digital identities behind avatars become an important aspect of interaction and power exchange. Appearances are so important online that one must be careful how he or she represents himself or herself. Boellstorff (2008) states that spaces like Second Life can be seen “as more real than the actual world” (p. 148). The creation of an avatar can allow us to discover the true self that we sometimes may hide and not reveal in the actual world.
Cyberspace offers an abundance of opportunities to create, interact, communicate, and retrieve information. Every year we see an increase of minority presence in cyberspace. A number of scholars argue that it is important to look at issues of race and ethnicity online (Hill, 2001; Kang, 2003; Nakamura, 2008). Ethnic content providers offer all the services that mainstream sites offer, but with a more particular focus. The websites that cater more to ethnic minorities could decide the future of the Internet. However, just the existence of these websites in abundant quantities is not a solution to the problem of a lack of ethnic minorities online. We must strive to understand what it means to be an Asian or African-American woman online today. We must ask ourselves: “Why do women go online, and what kind of meaning do they make?” YouTube is one of hundreds of thousands of networks where millions of women from around the globe go to interact, connect, empower each other, and form communities. These women on YouTube are self-made celebrities online. Through their gender performance and identity construction via their videos, they attract thousands and sometimes even millions of loyal subscribers/fans.

The writings of Radhika Gajjala, Lisa Nakamura, Mia Consalvo, David Silver, and Susanna Paasonen helped me build my theoretical framework. Ethnicity, gender, and race of an online YouTube member can encourage others who have not had prior experience with certain races, genders, or people of various sexual orientations to communicate and have real interactions. Race and gender become a “performance” and a type of meaning-making online (Gajjala & Rybas, 2008). We see more racially diverse online worlds now than ten years ago. This study can bring more insight and knowledge regarding ethnicity, gender, and race issues not just online, but offline as well.
Various fields like anthropology, sociology, and communication studies are getting involved in researching the visual culture. Nakamura (2008) claims the field of communication studies has much to gain from visual culture approaches. In addition, she argues that there needs to be more discussion on power relations in terms of one’s identity (gender, ethnicity, and race). Currently, the research in cyberspace takes a more analytical and critical approach, where researchers look at digital discourses taking place online (Silver, 2000). Kang (2003) claims that although textually, cyberspace may promote anonymity of one’s race, where people are judged based on the “content of their text characters, not the color of their skin,” race will continue to influence the “content” of an individual’s communication even if the audience is not aware of the nature of that influence” (p. 43). An individual’s language, grammar, and choice of words can suggest his or her race. Looking at the history of online networks, we see more online worlds where one can represent herself with a “physical appearance,” whether it’s nationality, race, skin color, gender, or other factors. World of Warcraft, Yoville, and Second Life are just a few examples of such spaces. We can “see” the age, gender, and race of an avatar visually and discursively. This raises a question, however: When an audience can see the actual person’s race and gender, how will the dynamic of communication change?

Ethnicity, Gender, and Race Online

Internet researchers are increasingly studying websites pertaining to race and ethnicity. Race has been the most dominant and persistent group boundary in the United States (Cornell & Hartmann, 2007). Race has many different definitions, and I use the definition by Cornell and Hartmann (2007), who define race “as a human group defined by itself or others as distinct by virtue of perceived common physical characteristics that are held to be inherent” (p. 25). Thus, race is a group of people who are socially defined based on their physical characteristics. Human
beings decide to determine which characteristics define a certain race. Ethnicity is another socially constructed term. Ethnic groups are as those groups of people that “entertain a subjective belief in their common descent because of similarities of physical type or of customs or both, or because of memories of colonization and migration” (Weber, 1968, p. 389). For example, according to these definitions of race and ethnic groups, my race would be Asian and my ethnicity would be Kyrgyz.

Nakamura (2008) analyzes a website called www.alllooksame.com, which provides people with a quiz to determine whether pictures represent Chinese, Korean, or Japanese people. Nakamura analyzes this website to “parse the ways that race is ultimately deconstructed as a visually meaningful term” (p. 78). She also points out that this website uses digitally mediated visual images to question and investigate the links among race, nationality, and ethnicity. Nakamura argues that it is important to study such websites because even though people of color have been instrumental in the “innovative use and creation of high technologies,” they have simultaneously been erased from digital dialogues that ultimately preserve actual power imbalances in the world (p. 86). Openly discussing constructs like ethnicity, gender, and race can encourage dialogues that can lead to deeper understanding of the terms and the social issues.

Nakamura (2002, 2008) states the Internet is where race happens. Race is “ultimately deconstructed as a visually meaningful term” (Nakamura, 2008, p. 78). When we go online, we bring our offline experiences and learned values with us. Race matters in cyberspace because we have formed our knowledge and experiences with and about race offline (Kolko, Nakamura, & Rodman, 2000). We can make the argument that picking a certain race and gender for an avatar becomes the essential part of an online interaction. Racialization at the interface is determined by how gender, geography, caste, colonization, and globalization overlap (Gajjala & Rybas, 2008).
Yet race is sometimes overlooked in virtual worlds, perhaps due to unequal access to the Internet (Nakamura, 2002). Hence, the Internet can be used as a type of digital representation by women and minorities to challenge previous frameworks and interfaces by making themselves seen (Nakamura, 2008). This makes it even more important to explore race and gender in virtual worlds. Talking to people of different races and ethnicities online can “… lift residential segregation’s choke-hold on interracial social contact” (Kang, 2003, p. 44). In cyberspace, we communicate directly with actual people of other races, and these direct experiences are rather “stereotypical than vicarious ones since there is less economic pressure for racial minorities to perform stereotypically for any audience” (Kang, 2003, p. 46).

In the past decade, there have been a number of websites dedicated solely to the issues of minorities. Hill (2001) discusses such websites that cater to specific racial and ethnic communities. This catering has increased the number of minorities who go online every day. For example, BET (Black Entertainment Television) launched a website to provide a presence for African-Americans (Hill, 2001). StarMedia and Yupi created a presence for Latinos, and AsianAvenue created a presence for Asians. In early 2009, I started going to YouTube get information on how to tame my coarse, unruly “Asian” hair and other tips to care for it. It started with the realization that my stubborn, straight dark brown hair is different from those hairstyles in my Cosmopolitan or Glamour magazines. The products that these magazines recommend to readers would not work for me because the products are usually targeted toward the mainstream audience. I went to YouTube to see whether there were tutorials on how to transform thick, stubborn hair into soft, wavy, manageable curls. Magazines always make us want to buy certain products just because celebrities “use” or endorse them, but on YouTube, I could see what worked for me, because they were not targeting a general audience – I felt like I was in the
audience. I discovered thousands of videos with “how-to” tutorials to deal specifically with my type of hair. Since I discovered YouTube’s “how-to” tutorials, I have gained skills regarding different hairstyles that I never would have thought possible for my hair. Soon, I found myself turning to YouTube more often to see the tutorials made by everyday people. I noticed the authors of thousands of these videos were minorities: Asians and Latinos. They all formed their own communities where they discussed different hairstyles, requested tutorials, and shared various tips for their hair. YouTube had become a common space for women of color to have a creative outlet and express themselves on a regular basis. Like Hill’s (2001) example of BET or Latino’s websites, perhaps, YouTube is another source for minorities to connect, where the minority population is mainstream.

The interface offers a place for everyone to find their own social needs. Such diverse websites are bringing more minorities online who can find a community with which they can relate. Hill (2001) also explains that racial and ethnic websites are crucial because they give people of different ethnicities reasons to go online: “Ethnic content providers simply offer all the services that mainstream sites offer, but with a more particular focus” (p. 26). These content sites let users see information similar to their lives and meet people with similar backgrounds to form friendships online. These websites that focus on ethnic minorities could decide the future of the Internet. “The Internet needs minorities as much as minorities need the Internet… minorities also need content that speaks to their needs and communities” (Hill, p. 28). As minorities are being more represented online, the content is being created by minorities as well. However, just the existence of these websites in abundant quantities is not a solution to the scarcity of ethnic minorities online. We must strive to understand what it means to be an Asian woman or an African-American woman online today. We must ask ourselves, Why do women go online?
What kind of meaning do they make? The race, ethnicity, and gender of a community member can encourage other community members to communicate and interact, especially if they have not had prior experiences with people of various backgrounds. Communication between members of different ethnicities may help YouTube members to understand and learn more about race and gender identities online as well as offline.

Around the mid-1990s, the construction and publication of personal websites on the Internet gained an immense popularity on a global scale (Miura & Yamashita, 2007). Early on, the Internet and, especially, the World Wide Web, have been places where people can communicate with each other. Women have been making great progress in adopting electronic communications in order to communicate with one another (Farwell, Wood, James, & Banks 1999; Youngs, 1999). More women are engaging in online social networks for various reasons. While the Internet was considered to be solely a male domain in the 1990s (Dorer, 2002), it did not take women long to outnumber men. Thus, by the 1990s, women became the next wave of the Internet (Consalvo, 2002). In 2003, more women than men used a computer at home, which reversed the computer-use “gender gap” that was present in the 1980s and 1990s (U.S. Census, 2005, p. 3). However, today, scholars are not simply measuring women’s use of technologies, but they are going deeper than that by researching the different uses and reasons that women log on. Women caught up quickly with men on the use of Internet technology, and some experts predict that women will overtake their male counterparts soon (Consalvo, 2002).

As a woman, I perform my gender identity every day. I wear women’s clothes, women’s shoes, and abide by the cultural norms of how a woman is supposed to communicate. Butler (2004) defines gender as “the apparatus by which the production and normalization of masculine and feminine take place along with the interstitial forms of hormonal, chromosomal, psychic, and
performative that gender assumes” (p. 42). Gender identities and the way they are conceived performatively relate to the constructions of social existence that influences communities. Butler (2004) recognizes the Hegelian tradition between the links of desire and recognition and the influential role it plays in our humanness and identity acceptance. Gender has the power to define marriage, family, kinship, relationships, and interactions. For some people, it is a struggle, but others use it as a vehicle to transform their identity. Butler (2004) explains how variations in genders “have been in existence for a long time, but they have not been admitted into the terms that govern reality” (p. 31). Butler describes gender in relation to justice as “consequential decision about what a person is, and what social norms must be honored and expressed for ‘personhood’ to become allocated” (p. 58). Once again, the recognition and desire of “personhood” or the qualities that make a person count as a human are at stake in one’s gender performance. The justice that applies to gender can have the power to affect the individual’s access to freedom and happiness in life.

With more women participating online, gender emerged as an issue for online users (Consalvo, 2002). Gender can change the process of communication technologies. For example, today, the telephone is considered a female medium, because it is seen a woman’s job to keep in touch with the family (Consalvo, 2002). These constructed media stereotypes of women include roles like cooks – not programmers. The direct connection between the Internet and masculinity is the result of historical processes the coding of the Internet as a male domain. This gendering of technology is also constantly being recontextualized. For instance, commercialization is changing the masculine perception of the Internet. More sites are attracting women because they are the biggest household consumers; therefore, they are targeted online even more today (Dorer, 2002). However, when it comes to media representation of women online, the stereotype of
women constructed by the media is conservative and limited to targeting women as mothers, cooks, and consumers. Such stereotypes include advertisements for various recipes, child care advice, and online shopping.

Although more women are online today and more are working professionally with technologies, it seems that technologies are still male-dominated. Gendered employment also produces differences in the way males and females participate online. Computer technologies have been around for about four decades, but it was not until the 1990s that female users began to increase their presence online. Many women find it challenging to “continuously having to prove their technical competence in a male-dominated professional field” (Dorer, 2002, p. 73). Even today, hardware is viewed as masculine, and is therefore more valued. Thus, some women end up choosing html professions (like designing websites), which are seen as feminine professions. This stereotype that html careers are feminine further devalues the profession (Dorer, 2002).

Researchers indicate that computer-mediated communication allows people to achieve closeness through online communication (Anderson & Emmers-Sommer, 2006). As a result, many women go online every day to spend some quality time, whether it is chatting online, looking for women with similar lifestyles to whom they can relate, or just venting about their daily issues. Taylor (2006) also notes that women’s general use of technology and the Internet often is framed around how they enjoy communicating with others and how engaged they are with experimenting with identity. Therefore, women may go online mostly for social reasons, to be a part of some community, to socialize and to connect.

Farwell et al. (1999) provide several reasons for women using the Internet. These include electronic tools as an everyday routine to communicate, build, and share women’s resources, and
achieve goals. Women are dependent on the Internet, as email has become a routine activity of everyday communication. In addition, achieving goals like easy and safe communication, empowerment, increased productivity, multitasking, and a broadening perspective of the world are high on the list. Women construct knowledge within their online communities through sharing information with each other and learning from one another in the process. Having access to the Internet and being able to create knowledge with other women online gives power to women who use these sites every day. Women are drawn to these websites because participating in a social network where they can honestly and freely discuss different issues makes them feel empowered and that their voices are heard (Eble & Breault, 2002; Lennie, Grace, Daws, & Simpson 1999; Youngs, 1999).

At the root of empowerment is the notion of power. Michel Foucault’s concepts of power and knowledge are important to note when discussing women on the Internet. As Foucault (1981) established, power is closely linked to the construction and distribution, or, more specifically, the control of knowledge. Knowledge is institutionalized as power; therefore, knowledge of technology use and knowing how information works online is empowering to Internet users (Beetham, 2006; Eble & Breault, 2002). For women, the Internet can be considered a space for cultural production and a new medium for understanding collectively constructed knowledge (Austerlic, 1999). Today, visual cultures like YouTube allow women to create and maintain authentic identities and express themselves the way they want to be seen. On YouTube, these women are in charge of their own representation and are empowered to exhibit themselves on a regular basis. To be able to reach out to women with similar circumstances, hear others share their stories, get second opinions on various issues, and cope better with their conditions of existence provide women on online social networks with a certain sense of
empowerment (Youngs, 1999). To better understand the exchange of information and generation of knowledge within online communities, Eble and Breault (2002) explain that women construct meaning by knowledge production, which inevitably moves us into the discussion of power.

Digital space allows some women to express themselves, to share knowledge with each other, and to claim their own voice. It is where certain women create a safe space for their discussions. We have to keep in mind that only women of a certain class and literacy have access to technologies, and these are the women who represent themselves online. Researchers in a Norwegian study found that “information technology is well suited to the maintenance of girls’ culture generally and to girls’ individual identity work” (Oksman, 2002, p. 200). Girls use the Internet to post their poems and stories. To produce personal content, girls use virtual diaries the most. Thus, it could be said that the Internet, when used to publish personal journals, can be seen as a medium of empowerment (Sadowska, 2002). This gives hope to feminist activists who see this as an opportunity to fight gender inequalities. Having a discourse online about gender inequalities can create a safe place for women to discuss these issues freely.

The emergence of critical pedagogy, technology, and feminist perspectives provide new opportunities for inquiries and cultural experiences. Turnley (2007) states, “students often must make technology decisions both in our technical communication courses and as professionals in their workplaces” (p. 108). The intersection between pedagogy and technology allow us to research the processes and decisions individuals make in the creation of their online identities. Feminist and critical studies research is comprised of locating the relationships found through holistic methods of participant-observation and ethnography in epistemic and natural communities.
On an international basis, online social networks offer women knowledge about one another and a collective environment in which to communicate, share experiences, views and goals, and to organize (Youngs, 1999). Blogging and socializing online offers more flexibility and freedom than face-to-face interaction (Rellstab, 2007). Blog anonymity might even liberate particular women to discuss issues they would hesitate to discuss in person. When blogging, women are the authors and the audience; thus, creating a video lets them have a creative outlet. Offline, women have to face many challenges when trying to be equal to men. However, online, women can be whoever and whatever they want and can communicate openly about anything without being threatened or intimidated (Rellstab, 2007). Other researchers may argue that offline experiences transition to online experiences, where women who follow the cultural norms might still get harassed and heckled online (Strangelove, 2010).

There are thousands of websites that cater to each woman’s needs: fashion, politics, celebrity gossip, single moms, pregnant housewives, lonely housewives, wealthy housewives, business women, divorced women, soldiers, soldier’s wives, widows, depressed women, and the list goes on and on. Thus, it is just a matter of keywords and clicking on a search engine before we find the network we need. Sources like word-of-mouth and friend referrals can be powerful in cyberspace. Every day we receive emails forwarded from friends about a certain video we need to check out or a certain link that we might find useful. These are just some of the ways that word gets around about a certain video or website. Being able to get second opinions or health-related information from credible online sources can also help the users feel more knowledgeable and at ease (Masi, Suarez-Balcazar, Cassey, Kinney, & Piotrowski, 2003). Oprah.com is an example of an online community in which thousands of women get together on a daily basis to discuss daily issues. It is a commercially sponsored space for women. Women on this message
board use the forums as well as chat rooms to assert, challenge, and change themselves and others (Cooks, Paredes, & Scharrer, 2002). Everyday discussions include asking and giving advice and support, which resembles the “The Oprah Show.”

Women.com, Oxygen, and iVillage have the reputation of being leading women’s websites, which were created in the early 1990s (Gustafson, 2002). Women.com is closely tied to traditional women’s magazine such as Hearst publications like Cosmopolitan and Country Living. Just like these Hearst magazines include topics on fashion, diets, and parenting, some of the message boards on this website also include chats with celebrities and experts. When registering for a website like women.com, users must agree to certain terms and conditions and reveal some basic personal information. This allows the creators of the site to collect valuable demographic data as well as grant them the right to remove the user from the site if the information is found to be false or inappropriate. The decision of false information is usually made by the moderators and administrators of the site.

Oxygen is known for being edgy on the feminist and political side (Gustafson, 2002). Just like many commercially sponsored websites, Oxygen collects data on the user’s activities within the site. A typical user might be a mother who takes care of her household, cares for the health of her family, and keeps up with the national politics. At the same time this user has time to be sexy for her husband. This is another perfect example of gender performance enforced by the media. Women must be great wives, mothers, multitaskers, and at the end of the day they must look fabulous for their partners. It seems that being women in transition does not reconstruct gendering and gender roles; rather it means adding more to the multitasking duties that women have been doing for years.
Ivillage.com started out as a parenting site in 1996, first appearing on AOL (Gustafson, 2002). In 2000, it was rated the most-visited network for women over eighteen. Around four million users visit iVillage or Women.com per month. iVillage has been known to bring women together and empower them. Out of these three online sites for women, Gustafson (2002) claims that iVillage is probably the most open about its intentions “to promote tailored marketing and encourage organized, traditionally feminine modes of consumption” (p. 183). While sites like these help women connect to each other and create relationships through discussion boards and surveys, they also serve a wider purpose – they provide detailed marketing information.

Undoubtedly, being a dedicated member on an online social network requires knowing the values and rules of the website. Before posting for the first time, users must agree to certain site rules when registering and follow them during their stay on the website. If a user violates those rules, she might be warned before being banned, or be removed from a website right away. The rules are specific in each online community. Disclosing a range of personal information also encourages members of these sites to be more careful about posting and following the rules. This can be compared to an offline life situation, for instance, at a place of employment. We all know what can happen if we violate spoken and unspoken rules. To be sure one follows rules online, though, there are lists of them as soon as one enters a site. I am ashamed to admit that I usually only skim the terms and conditions when I register for a website because the terms and conditions seem quite lengthy to read thoroughly. Another possible explanation for my not reading the rules carefully is that by agreeing to the terms, I know that I will try to act appropriately enough to maintain a presence on an online social community. Offline, we do the same; we act according to assumed social norms and rules that are repeated and reiterated in multiple situations, just as we try to avoid warnings from police officers (speeding, smoking,
etc.). So we simply compare our behavioral patterns offline to online behaviors and try to act accordingly. We bring our offline identities with us when we go surfing online. One of the reasons women may go online is to find a community of Do-It-Yourself women, where users can come together to create videos and share ideas on projects and everyday activities. The next chapter discusses Do-It-Yourself culture in general followed by You Tube’s Do-It-Yourself communities in the “How-to & Style” category, where women from all over the globe produce videos about various ‘how-to’ tutorials, discuss everyday life, and much more.
CHAPTER II.

DO-IT-YOURSELF CULTURE: THEN AND NOW

Do-It-Yourself (DIY) has declined in households, where remodeling a home or home projects used to be the main DIY activities (Powell, 2009). This decline is attributed to the fact that today, people perform DIY projects mainly for leisure. In today’s culture, people are crunched for time and have money to pay for projects around the house that they used to do themselves. This decline may also be attributed to the fact that currently, the DIY market has expanded to crafts and other art projects and is not just limited to the home and garden. The DIY culture used to be on TV, mainly for home improvements as a masculine activity, but now DIY has expanded to women, but far beyond magazine tips and Martha Stewart projects. In the past, DIY culture was associated with watching TV programs on home improvement projects, which is considered mainly a masculine activity, or a “man’s job.” The new media has much to offer on DIY cultures and includes projects like arts, crafts, and beauty tips in cyberspace.

Bratich and Brush (2007) discuss DIY online communities pertaining to arts and crafts and claim that crafts can be a powerful way of understanding the crafts DIY culture as well as the political opportunities it has to offer. They call the world of craft culture a “fabriculture,” which includes arts and crafts like knitting, crocheting, scrapbooking, sewing, and quilting. Through craft working online, we can see communicative practices and meaning-making taking place. The authors also argue that crafting has gone into multiple spaces, and cyberspace being one of these spaces, allowing crafters to share their work as well as communicate and connect with other crafters. Bratich and Brush (2007) state that “craftivists” (a combination of crafts and activism) in cyberspace mentor each other, build communities, connect via DIY projects, and empower gender.
Crafting in cyberspace is where public meets private and masculine meets feminine. Humpreys (2009) discusses the social network market Ravelry, a site for knitters, spinners, and crocheters. The active participation of about 300,000 users involves not just the discussions about creative designs, but also serves as a social networking function, where users discuss politics, religion, and other interests (Humpreys, 2009). Bratich and Brush (2007) argue that crafts have always existed; they have just been invisible in cyberspace. Now that they have a geographical location (on the map of cyberspace), these DIY sites are the new global phenomenon. People with similar interests create communities and social networking sites to come together for more than crafts discussions.

The DIY communities in YouTube create ‘How-to’ videos every day. One of fifteen categories of YouTube used to be “How-to and DIY,” and the description was, “Instruction, training, and more” (Fahs, 2008, p. 6). When I visited YouTube’s categories recently, however, this category changed to “How to & Style,” and the creators of YouTube added the following subcategories under this section: Beauty Tips, Cooking, Dance, Fashion, Housing & Real Estate, Outdoors, and Technology & Electronics. All of these subcategories suggest DIY videos in various topics. As an avid user of YouTube, I noticed the growth of DIY videos in the past year, and thought that perhaps the reason to organize the DIY category into more sections was so that the users could differentiate among the types of DIY videos and find other users with similar interests. For example, under Beauty Tips, one will find DIY videos on crafts, fashion, fitness, and makeup authored by regular, everyday citizens who are mostly women. DIY networks are widespread in cyberspace – not just in videos, but in blogs as well. These networks are becoming more popular today and connect people not just locally, but globally as well. DIY networks bring those with similar interests and practices together in a public space.
Do-It-Yourself cultures existed long before the technological revolution emerged; however, with YouTube’s creation and subsequent popularity, the DIY society is able to shift the practices from offline to online. The new media technologies make the DIY participatory culture more visible by putting the communities on the map. They allow people with similar activities to connect to each other more easily and collaborate on various projects. YouTube makes it possible for artists, craftivists, and everyday people with a camera or a webcam to come together and create DIY communities. In turn, these communities can lead to a number of possibilities to learn more effectively (Jenkins, 2010). Participants in these communities engage in DIY practices on a regular basis and become cultural producers. When these members post their work, they are able to get prompt feedback and/or help from other members. When a member takes the time to respond to others via textual comments, they become the insider to their social practice (Jenkins, 2010). Thus, a community of women who are thirsty for self-expression and meaning-making emerges. In the next section, I discuss women and their meaning-making practices on YouTube.

YouTube as a Place for Women to Practice DIY

Women use social networking sites for various reasons: to educate themselves, seek support/advice, empower themselves, and engage in social movements. The reflexive nature of social networking sites allows women to connect to one another and communicate on an everyday basis. Social networking is usually user-driven, and participants engage in immediate discussions about various threads by posting blogs (Burgess & Green, 2009). Social networking sites attract participants with mutual social and professional interests. Internet communities can make women feel safe and in control of their authentic representation when discussing issues the best way they know how (Molyneaux, O’Donnel, & Gibson, 2009; Tiernan, 2002).
The purpose of the participatory culture becomes the women’s thirst for self-expression and creativity display (Strangelove, 2010; van Dijck, 2009). In this so-called participatory culture, there are minimal barriers for participation and involvement as well as strong support for sharing one’s creations with others in the community. There is informal mentorship in participatory cultures like YouTube, where experienced participants help newer members adjust. The community creates an environment where people appreciate and care about what the other members say or create (Jenkins, 2010). One way young women feel safe and in control of their channels on YouTube is by posting about beauty products without feeling the pressure from a male-dominated society or being called superficial. Women from all over the world come together on YouTube to create global beauty and DIY talk.

Researchers have identified YouTube as an important and rich source of information about the new visual media for academic study and valuable for future research (Burgess & Green, 2009; Jenkins, 2006; Molyneaux et al., 2009). It is important to continue to research this work because of the use of YouTube by everyday people as well as the mix of media personnel who use it as a resource (Burgess & Green, 2009). I chose to study the YouTube community of women because video-based communities remain understudied (Kendall, 2008). YouTube quickly became more than just an archive of videos. The platform has become a place for women to create meaning and broadcast themselves and their specialized information. Next, I will give a brief overview of YouTube.

Studying YouTube videos is important for many reasons. Since its launch in 2005, hundreds of millions of users from all over the globe have visited the site, whether to watch videos or upload videos of their own (Fahs, 2008). In those nearly six years, online video-sharing has flourished immensely and become a phenomenon in new media (Molyneaux, et al., 2009).
By November 2007, YouTube became the most popular website for entertainment in Britain. In 2008, YouTube was one of the top ten most-frequently visited sites in the world. The reason for this success may be due to the fact that YouTube aimed to remove the technical barriers to video sharing online (Burgess & Green, 2009). In 2010, YouTube reached thirty-five hours of video uploads every minute (Walk, 2010). YouTube’s demographic generally ranges from age eighteen to fifty-four, which means as researchers, we can take a closer look in the future at the diverse range of ages. Millions of people visit YouTube and subscribe to various channels every day, and 70 percent of that traffic comes from outside the United States (YouTube, 2010). These numbers are just some of the reasons for studying YouTube when opting to understand this phenomenon of video sharing.

The primary reason that people visit YouTube is to watch and create videos. The majority of the videos on YouTube are user-created and are most likely to be of poor quality or produced on a low budget. In April 2008, YouTube hosted more than 85 million videos. These videos are spread out among the site’s various categories. Currently, YouTube creators offer fifteen categories: Autos & Vehicles, Comedy, Education, Entertainment, Film & Animation, Gaming, How-to & Style, Music, News & Politics, Nonprofits & Activism, People & Blogs, Pets & Animals, Science & Technology, Sports, and Travel & Events. Each user can create his or her own channel to upload videos. Any visitors (registered and non-registered) can view the content of a member’s channel. To become a member, one must create an account, which then lets the individual upload videos. Each member’s YouTube channel looks similar to the ones that are featured on MySpace or Facebook, where users can “friend” each other and have discussions. YouTube members create and maintain online identities by sharing their stories through their videos. Creating and sharing videos has helped YouTube users create new connections and
develop social ties they would not ordinarily be able to, due to proximity (Lange, 2008). YouTube users are perfect examples of how current culture, everyday life, and consumerism are distinctly connected and interrelated.

Cyberspace holds hundreds of millions of videos that share women’s stories. The stories that portray images of women are shared via “vlogs,” which are video blogs (Molyneaux et al., 2009). The majority of the channels under the “How-to & Style” category include videos by ordinary women discussing various issues. Every week, millions of ordinary women create and share videos online. YouTube is not produced by the top-down activities of YouTube, Inc. as a company; instead, contents of cultural, social, and economic values are collectively developed by its users. In this way, YouTube creators launched a site that fosters a participatory culture (Burgess & Green, 2009) that allows people not only to sit back and take in information, but also to respond and become an active part of the ongoing conversations (van Dijck, 2009).

Video blogs are created by using a laptop with a webcam or a camcorder. The archive of videos includes funny cat videos, DIY recipes/crafting/beauty, and vlogs about users’ lives, pets, style, and so forth. As YouTube encourages users to create the content on the site, anyone with web access and the tools to record video can create and post content, which is likely the reason most user-created videos are amateurish. Still, these amateur-quality videos get millions of views and are not judged by their technical quality because the content of the video created by an average citizen is what attracts millions of fans and viewers.

YouTube started as a video sharing platform but now it can also be labeled as a social networking site which lets users “friend” each other and post comments on each others’ profiles (Lange, 2008). When the website launched, its statement read, “Your Digital Video Repository,” which conflicts with today’s line, “Broadcast Yourself” (Burgess & Green, 2009). Today,
millions of users take advantage of this statement by showcasing their talents and creating social ties. Every day women in the “How-to & Style” category do this by broadcasting beauty and style vlogs on their channels. As mentioned in the beginning, it is important to keep in mind the changes that are made to the YouTube community every day, and as a regular user, I will do my best to adapt to these changes and remain up-to-date and well informed. This is something all Internet researchers must recognize, and we must also do our best to adapt to the dynamic and always-changing nature of cyberspace.

At the intersection of technology and culture, we see identities of ordinary citizens being created and maintained in the eyes of the audiences. The way YouTube content is being generated today is a paradigm shift. As Jenkins (2006) argues, “Audiences, empowered by these new technologies, occupying a space at the intersection between old and new media, are demanding the right to participate within the culture” (p. 24). Women of color are putting themselves on the map of cyberspace by demanding their right to be beautiful in their own way and not the way the media tells them. Second-generation Asian and Latina women are inspiring other women in the world to be themselves, unlike the popular fashion magazines in the U.S. that portray mostly dominant Caucasian women from the mainstream media. On YouTube, a short woman of color goes to the “How-to & Style” channel to feel inspired about being herself and not feel pressured by what dominant society and culture dictate.

In cyberspace, gender roles and identities are breaking down. Many women construct and derive knowledge from the cyber world, and taking such an active part in it might bring them that equal chance of expressing their voice offline. The Internet is quickly becoming “feminized,” and women’s voices are outnumbering men’s cultural domination over the interface (Strangelove, 2010). Women in the YouTube community are not only engaged in the
consumption and performance of market-based notions of femininity, but they are also involved in actively resisting dominant role models. The YouTube community is producing its own role models (e.g., top-viewed gurus). Women are also building relationships on YouTube and collaborating with each other to create significant cultural content. One of the increasing facts about YouTube is that women are speaking up and creating content. Past research has cited women’s main means of power as their bodies and sexuality; however, in a participatory online culture, the research needs revision (Strangelove, 2010). The new media empowers those who can create online content; thus, it becomes women’s new tool for means of power. The YouTube audience is not the typical audience who is used to interpreting stories from a male-dominated perspective. In the beauty community of women on YouTube, women produce and share their own stories, edit their own histories, and have the freedom to construct their own meanings. Hence, their ability to create their own stories makes them powerful, not weak.

Just like cultural norms offline, video practices on YouTube are gendered. Women produce more personal and interactive videos than men (Strangelove, 2010). Whether it is crafting, beauty talk, DIY tips, or comedy channels, women’s video practices can be highly social and have an aura of authenticity. They face resistance and objectivity from some male community members. For example, in the beauty community, the gurus monitor their video blogs closely by forbidding negative comments and blocking spammers and haters. “Haters” are those users who write negative comments on the video blogs. As a result of creating videos, women feel and give joy as producers of their own stories. “Private and public pleasure collide and result in community and contested identities” (Strangelove, 2010, p. 102). Identities are created and performed as these women vlog and interact with the audience on a regular basis.
All of the research discussed above points to the fact that by now, women definitely outnumber men online. However, the question remains: Why are women going online? The answer is not simple; a number of critical, cultural scholars spend their time online researching different issues in gendering and gender performances. To know what is going on online, we must first experience it and be online. So, after spending some time on YouTube and watching videos on a daily basis, taking notes, and rating videos, I would like to explore the following research question:

RQ: How do women in the YouTube Beauty community perform their identity (ethnicity, gender, and race) and ‘difference’ in their videos?

In other words, I am focusing on the following points: Who are these beauty gurus, and how have they changed due to producing their own videos? How are their profiles/channels constructed? How are they performing gender, race, and ethnicity in their YouTube videos? What do the comments created by the viewers tell us? What are the patterns of beauty guru videos in terms of performing gender, ethnicity, and race? What themes emerge when looking at the deeper meaning of the videos? By looking at the deeper meaning of the videos created by women in YouTube, I answer these questions by carefully analyzing each profile (channel page), video, and comments individually. The next chapter will discuss that methodology that I used for this project.
CHAPTER III.
A METHODOLOGY FOR STUDYING YOUTUBE

Because I analyze women’s identities at the intersection of technology, online videos are the main aspect of what I examine. YouTube videos can help researchers get to know the users who communicate in their natural everyday way through their videos. Videos are intricate texts that need careful analysis carried out through various methods (Molyneaux et al., 2009). In this study, I engaged in textual and visual analysis.

AoIR (Association of Internet Researchers) has a working group that discusses the ethical guidelines of Internet research. When deciding whether certain information we obtain from the web is okay to use in our research, we must consider the ethical guidelines (Elm, 2009). We might ask ourselves, What is public and what is private when researching online? Elm discusses the issue of private vs. public at the interface. A public place is open and available to everyone who can access the Internet without acquiring membership (Elm, 2009). A semi-public environment is accessible to anyone who registers for an account. Then, a semi-private environment means it is available only to those people who acquire a membership because they belong to a certain online group. For example, in order to access certain information on the National Communication Association (NCA) or AoIR, we must first log in – but we are only able to log in and register because we pay membership fees. Finally, in a private online space, access is restricted to the creator and certain guests. Examples of private spaces include photo albums created online that can be accessed only by the creator and those who are invited to view them. It is important to differentiate between these spaces to be sure about the ethics of online research. We can often use offline guidelines when conducting a study online. Public environments online are equivalent to shopping malls and streets; therefore, we can observe without an informed consent form (Elm, 2009). Because these YouTube videos are available to
anyone who visits the site, and YouTube is compared to a public space, I do not need Human Subjects Review Board (HSRB) approval.

Bakardjieva (2009) claims that the Internet is the place where the online and the offline meet. Depending on the context and the questions we ask, we must decide carefully whether we want to use online or offline data. Orgad (2009) claims that the distinction between online and offline data has always been blurred. Gajjala (2009) states that being online and offline are not separate, and that we involve our bodies and minds when we go online. We are not “disembodied” when we are online because we are somewhere physically at the same time. Gajjala (2009) also states that when we study online environments and when we type, we produce cyberselves.

I did not travel far to collect data for this project. I simply logged on to YouTube on my laptop. I can log in from my house, from libraries, from coffee shops, and from various hotels when I travel. Though I do not produce my own videos, I do participate in the minimal form through “likes” and “dislikes,” which I do by clicking on the thumbs-up or thumbs-down feature displayed under the video. I chose not to produce my own videos for personal and professional reasons. However, I participate in the YouTube community by watching videos posted on a daily basis and by reading through the comments. I registered for a YouTube account in December 2009 and have been actively surfing through this site since then. YouTube is owned by Google, so it lets me link my Gmail account with my YouTube account. To get started with the YouTube account, I filled out the requisite form (shown below):
Figure 2. YouTube Account Registration Page (December 7, 2009).

After filling out this page and clicking the “I accept” button, the next page recognizes my Google email account and gives me the opportunity to link and sync my YouTube and Gmail accounts. Hence, every time I log in to my YouTube account, I use my Google email and password. This also means that every time I get a message or notification that is YouTube-related, I receive them in my Gmail. After registration, this is what the next page looks like:
Add YouTube to your Google Account

Signing up for YouTube means creating a Google Account that you can use to access YouTube, iGoogle, Picasa and many other Google services.

New to Google? Create an account

Sign into Google

![Sign into Google](image)

Figure 3. Adding YouTube to Google Account Page (December 7, 2009).

Since registering for a YouTube account, I started subscribing to various channels, which are maintained by different makeup gurus around the world. I took notes about the videos, the reasons I went on YouTube, and how I felt about the videos. Because I do not participate in video posting, I did not personalize my channel; it is just a white background, and as of January 2011, I have one subscriber, and I have subscribed to ninety-three different channels. To be a subscriber, I have to click the tab “subscribe” on the person’s channel page. This makes it easier to track the latest videos that the gurus produce. When I log in to my YouTube account on a daily basis, I do not have to search by typing the guru’s username in the search engine of YouTube; I simply click the tab “my subscriptions,” which takes me to a page full of my subscribed channels as well as the latest videos in the center of the screen.
My subscribed channels on YouTube include makeup gurus, different comedy channels, fitness channels, my friends’ channels, and other channels that I find interesting, useful for my project, or simply amusing. Occasionally, when I subscribe to someone’s channel, they leave a comment on my channel, thanking me for subscribing to their channel. My channel page also lists my subscriptions, favorite videos, my recent activity, last visit date, join date, and demographic information such as my age, location, and so forth. In January 2011, I had forty-four channel views, zero uploads, and I visit my channel regularly to check for the latest videos. Viewing a video does not have to come from my subscribers. The number of viewers is tracked under the video, and the traffic of views usually comes from all over the interface (via email links, news, or links on other social networks like Twitter or Facebook).

I also wanted to ensure that I had offline access to the videos I analyzed in this project, so I looked for ways to back up the videos to my computer. To create my video archive, I downloaded a program called “YouTube Downloader,” which allows me to download and save YouTube videos to my desktop. Google does not approve of ripping videos; therefore, I needed to use a third party program to save the videos. Since this program changes frequently, YouTube limits downloading when the upgrades occur. I have learned how to download the video files as FLV (Flash Video). When, for some reason, YouTube does not let me save the videos to my laptop, I open the YouTube downloader, paste the video link in the blank section, and click “download.” This takes longer than the previous method of saving files, but it works.

I also noticed that when I do not save videos, there is a chance they may disappear from YouTube for various reasons: YouTube deletes them, accounts get hacked, or the owner of the video might decide to make the video private. I do not plan on posting these videos or sharing them with anyone. Therefore, I also saved the videos I chose to analyze on a separate flash drive.
that I keep safely in my cabinet. These are purely for my analysis. I keep the videos in a password-protected flash drive and file. The flash drive is equivalent to a researcher’s locked file cabinet.

Initially, I stumbled upon YouTube videos while searching for videos on how to style my coarse hair. Over a thousand videos with Asian women came up in the search. I started subscribing to the channels that I liked and found most useful. Soon, through watching many videos, I found the most popular and most viewed YouTube channels. When I watch a certain video, YouTube conveniently offers similar videos that I might like off to the side, which I click on, so I accumulated many subscriptions throughout this project. It does not take long to figure out how the YouTube community works, who is the most popular, the least popular, and so forth. When I watch a new video, it disappears from the “latest videos” list. When I am in my home office, I watch the videos where my laptop is set up with two screens. I watch the videos on one screen while taking notes on the second screen. This can be done simultaneously, and I find it easier and more efficient than handwritten notes. Having these videos in a file on my computer and a flash drive lets me access them from any location for quick and easy note-taking. As I watched the videos, I kept two different files: a journal with my thoughts and reactions, and a document that eventually became “Appendix A” of my dissertation, where I logged the videos, their dates, a short description, and the comments.

Textual Analysis

Textual analysis is a type of qualitative analysis that focuses on the fundamental ideological and cultural assumptions of the text (Fursich, 2009), and it is an essential part of discourse analysis (Fairclough, 2003). Textual analysis is a preferred method for cultural scholars who study media content because it can clarify “the narrative structure, symbolic arrangements and ideological potential of media content” (Fursich, 2009, p. 239). Although this
method is often poorly defined, it can provide specific and unique contribution to media research. Another reason that Internet researchers focus on the texts might be the convenience of recording data (Mackay, 2005). Contemporary textual analyses draw on linguistic, literary-critical, rhetorical, and semiotic interpretive strategies (Fursich, 2009). Other names for text-based analysis are thematic analysis, critical discourse analysis, ideological analysis, genre analysis, or cultural analysis.

Analyzing texts in a certain environment requires the need to acknowledge the connectedness of the textual unit as a whole (Krippendorff, 2004). Text analysis means seeing texts in terms of the different discourses, genres, and styles they depict. When we look at texts, we can learn new things from them – texts can bring changes. Texts in visual media may contribute to shaping one’s gender identity or one’s identity as a consumer (Fairclough, 2003). Representations of texts can be seen as spaces where people can conceptualize mediated reality, narratives, themselves, and others (Fursich, 2009; Krippendorff, 2004). Texts can influence myriad things, such as change in education or change in people and their beliefs (Fairclough, 2003). Text is more durable than speech because it can be read and analyzed repeatedly and by several researchers (Krippendorff, 2004). We must be concerned not only with the text itself but also the interactive process of meaning-making. For instance, on YouTube, I examine the comments, which are in the form of a text. I look at the way the text was typed (all caps means it was a “loud” or sometimes negative comment, for example). I also pay attention to the exclamations, emoticons, and so forth. I look at the meaning of the comments and interpret to the best of my knowledge what each one could mean.

Fairclough (2003) identifies three elements in the process of meaning-making: the construction of the text, the text itself, and the way the text is perceived. In the text construction,
the focus is on the creator of the text. The reception of the text focuses on the interpretation, readers, and listeners. When analyzing texts, we must consider things like the institutional position and its values, intentions, and desires of its producers. “A published text can figure in many different processes of meaning-making and contribute to diverse meanings, because it is open to diverse interpretations” (Fairclough, 2003, p. 11). As a researcher and a devoted YouTube member, I interpret the comments (texts) according to my knowledge of the culture in YouTube and the community in the Beauty channels. Part of the process when analyzing texts is knowing how to identify what is assumed. Thus, meaning-making on YouTube is not only deciphering the comments, but also determining what is being communicated or encoded.

When analyzing texts, I needed to become an interpreter of what these texts assumed and what meanings they generated. Understanding what certain comments mean implicitly and their assumptions becomes part of the process of textual analysis (Fairclough, 2003; Fursich, 2009). However, besides comprehending what the texts mean, I also need to use my judgment and evaluation skills, such as judging whether someone’s comments are sincere, serious, or sarcastic. After spending two years on YouTube, I am able to differentiate spammers from regular members, haters from those who only give constructive criticism, and so forth. The social effects of such texts depend upon the processes of meaning-making; thus, the meanings have social effects as well as just text by itself. Most comments on YouTube are transparent and easy to translate. Some comments may be less clear to someone who has just started watching YouTube videos. As a researcher conducting textual analysis, it is important for me to clarify the meanings that the commenter makes through her texts.

When I worked on textual analysis, I monitored users’ comments about the video. To get a fair sample, I picked a few comments from the beginning, middle, and the end. The order of
comments usually changed on a daily basis, due to constant comments, so I captured the comments on the day I analyzed the video. After collecting a sample of textual comments, I look through them to find a common theme. Some of the comments are featured in the analysis section of the dissertation, and the rest of the comments are available in Appendix A.

Visual Analysis

Visual content analysis is a systematic, observational method that can be used to explore the way media represent people, events, situations, and so forth (Bell, 2001). Visual analysis implies observing the processes of social life at the online and offline intersection, where and when social structures are created, maintained, and challenged in the moments and spaces of interaction via videos. A basic model for analysis in visual anthropology consists of four stages: observe as a whole, take notes, structure analysis, and search for significance in the meaning (Collier, 2001). I followed these basic steps and took detailed notes when I watched the videos. In particular, in this study I observed videos on a regular basis and immersed myself in the YouTube community through watching the videos, reading comments, and rating (clicking on thumbs up or thumbs down). I kept a journal so I could reference the videos later and analyze the materials presented in the videos. It is important to observe how these processes are discussed in the social media and in related groups, observing those who relate to the social systems as users, participants, critics, proponents, and/or analyzing a chosen community in multiple contexts online: creating a YouTube account, watching, rating and commenting.

I began my observations in January 2009 and have continued for two years since then. My journaling was an ongoing process, both during observations and visual analysis. The variety of data created and collected at the intersections of online experiences is necessary to articulate and develop a critical praxis towards the technology-mediated interaction.
In January 2009, I started visiting YouTube almost on a daily basis and kept research notes. I performed a keyword search for “how to style Asian hair,” and the search results displayed over a thousand results. I started watching the most popular videos that had the most views. Soon I became drawn to the different videos made by the same person; thus, to keep track of my favorite gurus, I started subscribing to their channels.

Once I performed the search, I could pick a video by looking at a thumbnail (a random image from the video), a short summary, the number of views, and the date the video was added. After a while, YouTube automatically began to recommend some videos for me by featuring the latest videos in my area of interest. These suggested videos usually came from the “How-to & Style” category, because I had been watching videos mostly from that category. As I watched each video, I became interested about the specific gurus who created and edited their videos. I went back and looked for their earlier videos, comments, and learned a little bit about each guru. They usually have several dozen videos that date back as early as 2007, which means that these gurus have the most subscribers and video uploads.

I chose to analyze eight female gurus whose videos I carefully viewed over the past two years. YouTube gurus are both male and female. The DIY communities on YouTube are large and diverse, and the participants come from all backgrounds and each gender. To keep the focus of my study narrow, I concentrated on the underrepresented women on YouTube. These eight gurus come from various backgrounds, countries, and ethnicities. They are women of different ages, careers, and experiences. Although I listed the ages of some of the gurus in the analysis chapter of my dissertation, all of these gurus are youthful-looking based on cultural norms and performances. A few of these channels are the most popular under the “How-to & Style” category. As I subscribed to each guru, I felt a personal connection with each one I chose to
analyze, and I discuss this in the guru bios in the next chapter. Some of the gurus I chose were based on the number of views they had. Other gurus came up in the types of searches I performed on YouTube. I genuinely like the qualities of the videos produced by these women. So, the personal connection was evident from the beginning. Certain videos that came up in my searches made me want to learn more about the guru and the rest of her videos. Four out of eight of these gurus rank as the top twenty YouTube Channels under “How-to & Style” worldwide, according to the website www.famecount.com, which keeps track of the online traffic in various social networks worldwide:

**Top YouTube Channels, Worldwide, Howto & Style**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Channel</th>
<th>Subs/week</th>
<th>Total Subscribers</th>
<th>Weekly Views</th>
<th>Monthly Views</th>
<th>Total Upload Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>illumistream</td>
<td>223</td>
<td>58,545</td>
<td>3,931,147</td>
<td>16,548,440</td>
<td>326,726,305</td>
</tr>
<tr>
<td>2</td>
<td>MichellePhan</td>
<td>12,036</td>
<td>1,162,940</td>
<td>6,049,661</td>
<td>19,093,431</td>
<td>320,163,051</td>
</tr>
<tr>
<td>3</td>
<td>charliejames1975</td>
<td>3,136</td>
<td>313,259</td>
<td>3,101,236</td>
<td>14,815,735</td>
<td>287,828,380</td>
</tr>
<tr>
<td>4</td>
<td>Howcast</td>
<td>2,673</td>
<td>202,766</td>
<td>4,800,548</td>
<td>19,377,975</td>
<td>258,880,369</td>
</tr>
<tr>
<td>5</td>
<td>massagevideo</td>
<td>181</td>
<td>16,468</td>
<td>2,773,444</td>
<td>13,058,599</td>
<td>209,095,537</td>
</tr>
</tbody>
</table>

*Figure 4. Top How-to & Style YouTube Channels Worldwide Page (March 8, 2011).*

These gurus are MichellePhan (#2), Panacea81 (12), Bubzbeauty (#13), and DulceCandy87 (#20). However, when we go to YouTube’s individual makeup guru channel, these rankings change, and MichellePhan becomes the number one makeup guru of all time, worldwide. It is easy to find out the statistics about each channel because it is listed on the person’s channel profile. YouTube also conveniently tracks views and the most popular channels under each of the eight categories. To find out the most popular, most subscribed, or most
viewed video or channel of all time, I simply clicked on the given boxes when I went to the homepage of the YouTube categories. The videos are usually listed by their popularity. I can also sort them by popularity based on the latest week, month, or all time.

I can tell when new videos are released when I click on my username on the top right corner and then click “subscriptions” on the drop-down menu, as displayed in the figure below:

![Figure 5. Accessing My Subscriptions Page (February 5, 2011).](http://www.youtube.com/my_subscriptions?feature=mi)

The videos are listed in the order in which they were posted. To the very left are all of my subscriptions listed in alphabetic order. In the center of the page are the videos with titles, a glimpse into the video (image, clip), number of views, length, and when it was posted. When I click on the video and watch it, it no longer appears under the new videos section. If I want to see videos from only one channel, I have to click on the channel and all the videos will appear. This display of newest videos lets me organize my notes in chronological order. It also helps me watch only the latest videos to see what I have missed since the last time I logged on. When I log
in to my YouTube account, I look forward to clicking the “subscriptions” button under my username so I can see the latest posted videos. Then I watch the videos in the order they were posted. The figure below is a snapshot of my “subscriptions” from February 3, 2011:

![Figure 6. My Subscriptions Page (February 3, 2011).](http://www.youtube.com/np_subj)

After I watch a video, I click on FLV under the video and download it to my files so I can archive all the videos I have watched. I give the video a “thumbs-up” if I like it or a “thumbs-down” if I dislike it. I tend to give thumbs-up most of the time since I think they worked pretty
hard to shoot and edit the video. When I “like” the video by giving it a “thumbs up,” I can see the statistics on how many people liked and disliked the video. The description or a little introduction is typed up in the information area under the video. The category and tags are also listed under the description. If the person who posted the video lets people comment by enabling the function, one may post a comment. Often, YouTubers will notice spam and mark it as such, but more often than not, the video creators themselves remove any comment they think is inappropriate for them or their viewers. In that case, all we can see is that the video comment has been removed. The producer of the video can control what he or she lets the fans post.

The most popular videos are recent celebrity looks, shopping hauls (what they bought), monthly favorites (favorite products of the month), giveaways, promotional videos (where they promote a certain product), movie character looks, Halloween looks, holiday looks, tags where gurus tag each other with questions and get to know each other better, updates (about their life, what are they up to now), family updates, and so forth. I followed the vlogs on a regular basis and got to know the gurus well. I chose to analyze the first videos, some videos in the middle of their guru years, and the latest videos that I watched as soon as they were posted. This method helped ensure that I analyzed each person’s beginning career on YouTube and the current status of their channels. Even though I watched hundreds of videos for this dissertation, I found that using analyses from twenty-one videos was enough to obtain saturated data.

To perform a visual analysis, I watched the videos thoroughly several times and took notes while I watched them. If I missed anything during the video, I watched it again and usually, I noticed more details about the video. I can also pause the video at any point when I need extra time to finish taking notes. When I watch a video, I pay attention to the background, the person, and to the content the person generates. From nonverbal behaviors to the examples in
the guru’s video, I do a thick description of the video. After I have done my descriptive analysis of the video, I search for significance in the meaning in each video. The themes usually emerge after watching a number of videos over time. My descriptive notes help me locate common themes later.

I would like to clarify that this research is about everyday users – a diverse group of individuals who produce videos about various DIY projects. These videos are usually created in their rooms with the use of a webcam, camera, or a video camera. The videos that I have chosen to analyze should not be thought of as solely about exterior appearances. I chose these videos because the producers engage in various meaning-making practices and performance of race, ethnicity, gender, and ‘difference.’ I see different communication processes taking place at the interface. To the best of my knowledge, most of these users are not represented by big broadcasting corporations; instead, they are merely self-made celebrities of YouTube who earned their status as highly ranked gurus by actively participating and being visible in the YouTube world for several years in a row. It takes time and effort to make videos on a regular basis; these YouTube gurus spend most of their time planning future videos and producing and editing vlogs. Not every guru edits her videos; it depends on each person’s skills and desire to edit. The videos I have chosen are all available on YouTube, unless by the time the next person searches they have been removed for some reason.
CHAPTER IV.

ANALYSIS OF YOUTUBE VIDEOS: MAKING MEANING OF INTERACTIONS IN DIY COMMUNITIES

The analysis that follows is based on visual and textual analysis of videos and comments of gurus who spend their daily lives in the How-to & Style section of YouTube. I further unpacked some of the meaning-making practices performed in the videos and discussed how these examples address multiple layers of embodied understanding of digital technology and cultural practices of everyday life. To get to know the video bloggers (vloggers), I watched their first videos as well as the rest of the videos uploaded in their YouTube archive. I started taking more detailed notes and downloading videos to my desktop in January 2010. As stated earlier, I carefully chose the first videos of each guru (in the case where the first was not available, I drew from the earliest video I could find), midpoint (I scroll to the middle of the channel and pick a couple), and the latest video that I watch as it goes viral. I used this method to get the best representation of the guru’s YouTube life from the beginning.

In Appendix A, I have included the detailed video descriptions and the textual comment logs that follow them. Since the comments can exceed ten thousand subscribers commenting, I choose a few from the beginning of the comments section and a few from the last section to represent the comment sample. I have included these logs of videos and comments of what I observed on YouTube, because they form the core of my analysis. In order to preserve the culture of YouTube, I did not edit the textual comments. I left misspellings and sentence structures as they originally appeared, because these characteristics depict the online community trends.
Meet the Gurus: Performing Identity in the Interface

The standard organization of the profiles presents members in identical format, thus making them look and feel more or less similar. The background color and design differ with each profile, but the content that they provide is limited to what YouTube makes available to them. Each profile is also known as their channel, which provides demographic information such as name, number of channel views, category of the channel (such as Beauty), age, joined date, last visit date, number of subscribers, hometown, country, occupation, the guru’s website, and a little biography if they choose to share that information. These features are optional to include on the profile page; some gurus might choose to disclose only certain things about themselves, like demographic information. Some people may include a Frequently Asked Questions (FAQ) section on their channel page, where they provide brief answers to questions that viewers ask. If a person is a partner with YouTube (which means they start profiting from the ads on their page), there will be a ranking displayed on the bottom of the left corner listing how they rank as gurus. For example, DulceCandy is ranked as #19 Most Subscribed (All Time) Guru. This ranking is usually measured by the number of subscribers each guru has.

I did not see the gurus’ offline identities in this study; however, I saw their transitions online. I saw them change as I watched their videos from the beginning. I can watch their initial videos, scroll up and down on their YouTube channel page, and watch various videos from their video history. I may not be able to capture the deeper meaning of each person’s videos, but I do my best by analyzing the videos and comments from each video to gather themes from the performed identities. Below, I will briefly describe the gurus that I gathered from my observations and from watching their videos, channels, blogs, websites, links, and reading articles about them. I give a brief explanation of my reasons for choosing each guru in my study.
and a biography for each guru because I want the readers to know a little bit about each woman before I start analyzing their videos and the comments. The ranking is based on December 2010, rankings and number of views may fluctuate on a regular basis. Their introduction to YouTube is usually done through their first video. As the number of videos increases, their professionalism in front of the camera goes up, and their initial shyness decreases. Along with their short introductions gathered from watching videos and their channels, I will also introduce their first videos.

*Bubz: #1 Most Subscribed Guru in the United Kingdom.*

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**Profile**

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*Figure 7. Bubzbeauty’s Profile Page (January 3, 2011).*

I chose to analyze Bubz and her videos in my study because I felt a personal connection with her. I like that her videos are based on her everyday life, and I can relate to the videos that I
will analyze in this dissertation. Many of her videos are truly inspirational and have a sense of vulnerability about them. In her profile, Bubz describes herself as an everyday girl who wants to help people realize their own beauty in their hearts. She lives in Northern Ireland and is second-generation Chinese. She started making videos on YouTube three years ago and has been expanding her career in fashion ever since then. Also known by the nickname “Bubbi,” she owns her own clothing line, which she sells globally online. Her DIY videos are usually based on everyday makeup, hair, and fashion. Occasionally, Bubz also posts videos about her everyday life, such as traveling and shopping. I am not sure how old she is, but I would guess she is in her early twenties.

Bubz has created a community of her own with loyal viewers who tune in every day to get inspiration from her messages. One of the earliest videos of Bubz I could find was from 2008, and below is an excerpt from my video log:

**Sexy Bedhead Hair (a messy tousled look) (August 12, 2008)**

... She says she will show us how this look is effortless to create and looks like you just woke up with tousled waves. She introduces her tools and products: favorite clay (a hair product) and a hair straightener. Then she talks over the video while the music plays and she demonstrates the steps... As she goes through each step, she gives us tips and what she likes to do to make her hair look nice. As she finishes the look, she waves goodbye, but then comes back to add some more tips on how to create other effortless hairstyles. This time she talks in real time with the video and suggestions. The video ends with words on the screen, thanking the fans and to not forget to comment, rate, and subscribe.

Bubz’s first video was not too long ago (2008), and now she is already a number-one subscribed guru in the U.K. Like most gurus, Bubz does not specify whether this is her first video, and it is hard to tell if it is indeed her very first video because of her professionalism and straight-to-business tutorial talk. In the initial comments, there are discussions about the guru’s accent and exterior as an Asian woman:
goosebumpsgirlgirly4: dude i love your accent its funny sounding lol but its cool :)

:) it makes you diff.

sbeezy2k8: nice ... you talk sorta irish :)

Questions directed to Bubz who have already tried the tutorial are usually promptly answered by Bubz (at least as I noticed in her initial videos).

hanamix3: ahh i just tried it but idk why D: it makes my hair really messy, no not in the whole sexy way. like tangled on the top of my hair, D: not volumized ?! D: help?!

Internet lingo is visible all over the comments; for example, “idk” is short for “I do not know.” Bubz responds to her viewers with compassion and warmth by providing helpful tips:

bubzbeauty: aww bless! its very important you have the correct type of clay aswel. We're looking for a clay that can toussle the hair without it being sticky and icky. may i suggest sebastian crude clay =) xxx

Tinyasianchick: I Love your light skin!! I have tan skin.): and im asian too.

In her later comments, I notice more loyalty from fans who come to her defense when others accuse Bubz of being unoriginal:

ashlli3223: um i am not trying to be mean but u copy michelle phan :( not nich :D

limeilovexxx: @ashlli3223 actually she doesn't. michelle phan does more mature make up tutorials for women around 18-30 and bubzbeauty does videos for teenage girls and also her videos are less serious and more fun (:)

Loyalty is very prevalent among YouTube subscribers. Viewers who have been following a certain guru for a number of years often stick up for their guru and get into heated discussions with other YouTube members.
DulceCandy87: # 19 Most Subscribed Guru in the United States.

I chose to include DulceCandy in my research study because I was intrigued with her military past. Dulce Candy is a 23-year-old woman from Los Angeles who is attending fashion school. From her videos, I learn that she is Mexican and was born and raised in the U.S. She got into makeup and style during her time in the army, when she needed to feel more feminine. She got pregnant with her first baby last year and recently married her boyfriend, whom she met in the army. She created more motherhood-related tutorials when she was pregnant: fashion for pregnant women, stretch marks, baby products, nutrition, and so forth. She has been featured in several women’s magazines like *Nylon* and *Seventeen*. Dulce now lives in her new home with her newborn, husband, and pets, and keeps her viewers/fans updated via her personal blog at www.dulcecandy.com.
Dulce first introduces herself through a brief video in 2008:

MaryKay The Berries Look!!!! using mineral eyeshadows (July 3, 2008)

…In this video, DulceCandy87 starts out by greeting everyone… She describes the Mary Kay cosmetics she just purchased, as well as the look she just created. She does a close-up look on her lids to show us the makeup look she created with the use of her new eyeshadows. She appears shy and timid, and her voice is very soft. She waves goodbye as she finishes the video.

Initial comments express viewers’ feelings about the products featured in the video and questions about being a Mary Kay consultant:

**hXcPoptart:** Hi hun. I was trying to go to your mary kay website and it said it no longer exists. Im a new starting out IBC and i was just wondering if mary kay worked for you? Can you please do a video on mary kay and your experience selling it. Positive or negative it would be a great video. Thanks!!

**chicababy075:** i love mary kay there stuff is good and i also love my satin lips (get tht by the way) it makes you lips soft and nice before u put your lipstick on :)

The latest comments include comparisons of her latest videos to the first one, and compliments about Dulce’s appearance and personality:

**SweetbabZz:** AWWW dulce u sound so cute and so new to youtube here....big differencde to what u look like and how ur videos are now

**KBerryful:** I love how your personality has not changed from your first video, many gurus change after fame gets them ;)

**sexibaby904:** I always wondered what ur first video was like lol You look like Jessica Alba!!

These comments show the loyalty of Dulce’s viewers. Once the viewers subscribe to her channel, they go back and look through her videos and make sure they find the very first video so they can see how she was in the beginning of her videos. This makes the subscribers feel
closer to the guru, like they have known her for years. KBerryful discusses how other gurus change after fame, but not Dulce, which might be the reason this viewer is one of Dulce’s avid fans. After watching her first video, viewers can see the progress that Dulce has made throughout the years of creating videos on YouTube.

_Hollyannaeree: # 69 Most Subscribed Guru in the United States._

![Profile](image)

**Profile**

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<tr>
<td>Website:</td>
<td><a href="http://www.hollyannaeree.com">http://www.hollyannaeree.com</a></td>
</tr>
</tbody>
</table>

_Figure 9. Hollyannaeree’s Profile Page (January 3, 2011)._  

I chose to include Holly in my analysis because in one of her videos, she talks about not being able to find a matching makeup for her Asian skin. This also happened to me when I arrived in the United States, as I mentioned in my introduction. It was refreshing to see someone else experience the same feelings. Holly is a 26-year-old makeup artist from Connecticut. She often reviews various products, from jewelry to makeup, and creates tutorials for makeup and
hair. On her profile page, she states that she cuts and styles her own hair. Since she was a little girl, she liked playing with her mom’s lipsticks and knew she wanted to be involved with fashion and makeup when she grew up. From her profile, I can read that her ethnicity is Korean and that she was adopted by White parents. Holly used to include a statement about her ethnicity in the FAQ section that she is 100% Korean but was adopted by White parents in the U.S., and that people should check their facts before they tell her she is “acting White.”

FAQ:

What Ethnicity are you?
-100% Korean : )
(i'm adopted...by white parents so before you feel like being ignorant & say im "trying to be white" check your facts)

*Figure 10. Hollyannaeree’s FAQ Page (August 8, 2010).*

She no longer has this on her channel page; however, I captured it when I initially saved her profile page. She might have posted that statement initially due to this fact that viewers told her not to act White and act according to her race. The very fact that she had to mention it proves that when you are performing a certain race or ethnicity online, you are being watched closely and will have some explaining to do if the viewers see something out of the ordinary.

Holly starts her first video by advertising jewelry:

DSK Jewelry!!! Woo! (March 28, 2009)

… In this video, she is standing in her room… She is wearing a white tank top, lots of makeup, gold hoop earrings, and a gold necklace… As she greets us in her video, her voice cracks, and she makes fun of herself for that. She says she will tell us about DSK jewelry she got from Stephanie… She then goes on to describe other necklaces she ordered for her mom. She emphasizes again that she always wears gold, rarely silver. She gets a little nervous in the end and tells us she probably looks like an idiot in this video and then says goodbye.
Holly creates her QVC-like fan base when she starts vlogging about DSK jewelry. I had never heard of DSK jewelry, and I watched the video to learn about it. This video became quite popular, people are instantly drawn to Holly and her energetic personality. In this video, she is very bubbly and full of joy; she mistakes centimeters for millimeters and makes several comments that capture her viewers’ hearts:

**vietxpinay**: HAHAH, "i busted out the ruler today so i can be like QVC."

hilariousssss! =P i just found you, and you're SO cute - i might add you to my blogroll on blogger =)

**VietCutieGurl88**: What color lipstick and lipgloss are you wearing??? You're so pretty!!! I love watching ur videos, please make more vids soon!!! =]

**hollyannaeree**: aww thank you so much! i actually dont really remember for this video! sorry. :o(

**hajima45** hey holly~ are u korean?? u're sooo pretty gurl!!^^

**hollyannaeree**: yes. i am 100% korean. and thank you ^_^

Holly’s videos are usually unedited, and she often corresponds with her viewers in the comments section or through her videos. She tries to respond to most of the viewers’ comments and questions. Women from around the world want to know how she styles her hair, whether her teeth are naturally white, what lipstick she is wearing in a certain video, and so forth. Some people around the world want to know whether this jewelry can be shipped to their countries:

**FarishthaGabriella**: omg i want so many of the DSK necklaces, they are all GORGEOUS!! i can't order right now as stephanie is moving to washington i think?? but i was just wondering, do you know how much shipping would be to england? Xx
**babygirl:** This might sound silly, but you have gorgeous teeth! they are so white, are they your real teeth? You are gorgeous.

**hollyannaereee:** hahha thanks. and yes they are my real teeth. ive never had braces or had them whitened. but i dont like coffee or wine so i think that helps.

This first video gets an exceptional response from viewers. Everyone wants to know what clothes she wears, what makeup she uses, how she styles her hair, product brands she prefers to use, and so forth. The rest of the comments are inquires about the DSK products that Holly discusses in her video. A good chunk of comments express how beautiful and funny she is. Holly’s down-to-earth personality, pretty appearance, and energetic vibe attracts thousands of viewers and subscribers right away.

*MakeupAdikt: # 29 Most Subscribed Guru in the United Kingdom*

I picked Asma to analyze in my project because her videos seem to be different than any other videos I have watched on YouTube. She brings a fresh perspective as a modern hijab-wearing woman. She is one of the few popular role models who make DIY videos on hijab and Arabic makeup in the YouTube community. Asma describes herself as a Muslim, a wife, a mother of three children, and an architect. She is wearing a hijab in her profile picture, just as she does in all of her videos. In her profile, she says her goal is to empower people and help them feel more confident through her videos. Asma lives with her husband and three children in a suburb of England. Most of her videos include celebrity look tutorials (American, Middle-Eastern, and South Asian) hijab how-to’s, and makeup reviews. She also helps create Indian and Pakistani brides with their wedding makeup via her elaborate tutorials. On her profile page, she warns against anti-Muslim comments but also says that Muslims should not watch her videos if
they do not like them, and that negative comments will be deleted and blocked. In the FAQ section of her channel page, she answers the question about her nationality and ethnicity:

Q: What is your Nationality?
A: British

Q: What is your heritage?
A: I have mixed background; Indian, Kashmiri, Pakistani and Saudi Arabian

Figure 11. MakeupAdikt’s FAQ Page (January 5, 2011).

Figure 12. MakeupAdikt’s Profile Page (January 5, 2011).

In her earliest videos that I could find Asma demonstrates how to apply modern Indian and Pakistani bridal makeup using pink and gold colors:

Modern Indian Pakistani bridal makeup: Pink & Gold (September 26, 2009)
Asma starts the video in her bridal look with a fully finished makeup and bridal head attire and jewelry. She says this look is inspired by Bollywood, Asian and Indian, and Pakistani regions… Then the tutorial starts. I see she already has one eye done, and from this point we can just see mainly her eyes as she demonstrates the tutorial… Each step ends with editing and fades away and then the new step starts. As she intensifies her eye look with various eye pigments, she gives tips and explains what each color does for the complete look… At the end she shows her finished look and shows us what she did with the cheeks (blusher, bronzer, highlight) and lips (mixed lipstick with gloss and blusher to match the dress). She concludes the tutorial by encouraging her fans to comment, subscribe, and check out her other bridal look tutorials.

Asma disabled the option to comment on this video. Perhaps this is because many viewers have left negative comments. Though she has already warned people in her profile that negative comments will be blocked, she disables the comments section for many of her videos. A guru can block, delete, or disable any comments that she receives; hence, after receiving a number of negative comments, she might have disabled that option. Many gurus take advantage of this privilege and use it to their benefit. For example, some might not want to expose the rest of their viewers to offensive terms, rude racial slurs, and inappropriate comments. I can tell that Asma, being a Muslim woman with a hijab on camera, gets a lot of negative attention from ignorant and racist people, and therefore, she often disables the comments section. This makes it easier for her to post videos, as she does not have to deal with negative feedback. Asma silences the voices that speak out against her religious and traditional values.

Also, Asma is a busy mother, architect, and a frequent video producer, therefore, this also means she does not have time to look through thousands of comments. This is another possible explanation for disabling the comments section – the simple lack of time to go through each comment to approve them.
Michelle Phan: #1 Most Subscribed Guru in the United States

One of the reasons I chose Michelle is that she is the number-one guru globally on YouTube. Her videos are carefully edited and provide easy DIY tricks. Her voice is very soothing and calming, and she seems to be one of the many positive role model gurus on YouTube. Michelle is a painter, a professional makeup artist, and as of 2010, a video spokesperson for Lancôme Cosmetics. Michelle frequently creates videos and has the most followers (more than one million) than any guru in the “How-to & Style” category. Her profile picture is a professionally taken shot, she is looking at the camera intensely and with a pout. She says in her profile that she is proud to be Vietnamese. Her dreams are to help women empower themselves with makeup, which she refers to as “art.” Michelle has her own skincare line that she links on her channel page and frequently promotes in her videos. Michelle usually
professionally edits her own videos, and they are not very lengthy, and exceptionally organized and/or rehearsed.

Michelle’s first video is about natural makeup:

**Natural Looking Makeup Tutorial (May 20, 2007)**

In this video, Michelle is sitting in her living room; I can see a couch and a patio to the side. She starts the video with the finished look, comes close to the camera, and smiles… The “Makeup Tutorial A Natural Approach” is printed on the screen right after, and then the video starts with her saying to clean, tone, and moisturize your skin… Michelle demonstrates each step slowly and talks over the video with tips, telling us which products she uses… Each step starts with the keywords to the next step on the screen… She finishes the look with lip products. As she finishes the tutorial, she suggests checking in the mirror for a final look. Here, she switches the music to a romantic song – L.O.V.E., and looks at the camera with her head tilted and smiles… Snapshots of her look from different angles followed after.

The initial comments discuss Michelle’s tutorial quality and her being Asian:

**crazyazneatrice:** thanks i really need it for de comin up wedding

**AquariusPisces21:** I like the look. Natural makeup, except for the blush and lipstick.Usu. concealer, eyeliner and gloss is good. Or concealer, mascara and gloss. I know other Asian girls that put on way too much - like 7 to 9 products regularly.

**moonlightblossom:** she already has a good complexion, like most asians do. so of course its going to come out flawless for her. now if your white, black, and maybe hispanic, well..... you might need to try a little harder. (oh and im hispanic so i know how it is D:)

**Nattio302:** i enjoyed the tutorial very much but i found that there was too much posing.

Michelle responds promptly:
MichellePhan: haha even I agree and I made this video. Learn from your mistakes =)

The latest comments express Michelle’s change over the years of posting video tutorials, and we see loyal fans coming to her defense:

irishbrynn: I miss this Michelle not the sponsored one. :(  

Snezhinka9: I do miss her more diy/unprofessional videos, but in a way you might miss someone when they were a child, for instance. But someone as talented as her cannot stay in the same place forever. Time goes by and people change with them. I'm very happy for her in that she's successful, and more professional and glamourous, and that she works for such a top brand, though sometimes I go back and watch her old videos, in the same way I look at pics of myself as a child and miss those times. :-)

In many videos, gurus are usually sponsored by certain companies, whether via product placement, product reviews, or free product giveaways. Gurus review products that other companies send them or use these products in their tutorials to feature the latter. Frequently, gurus assure the viewers that they are being honest when reviewing a certain sponsored product. Thus, in the comments above, I can tell the viewers are affected by Michelle’s transformation over the years. Other viewers defend her and provide an explanation as to why present Michelle has not changed but instead, become more sophisticated in her YouTube makeup tutorials. Most gurus usually explain what products they are using by showing the colors and the brands up close. Michelle is one of these gurus who shares with viewers which brands of products she features in her videos by sharing the details and links to the pages where viewers can purchase a certain product. Often, when the product is not listed, viewers want to know what products the gurus use in their tutorials so they can achieve the look. Since Michelle became a video
spokesperson for Lancôme cosmetics, she features only their products in her once-a-month video dedicated to Lancôme tutorials. Michelle creates other videos during the month as well that feature her own skincare line and other products – thus, she is sometimes sponsored, but other times she just likes the product and is not sponsored by anyone. Usually, she is clear about the products in the information box under the video when she is not sponsoring a certain product.

Panacea81: #2 Most Subscribed Guru in the United Kingdom

When I stumbled across Lauren’s channel, I wanted to see more of her videos. I wanted to learn more about her. I decided to analyze her videos because she is the ultimate underdog among gurus. She is an average woman who has struggled in her life and lifted herself up from an unfinished education to owning her own makeup line. She is an inspiration to millions of women around the world. Lauren is a 29-year-old single mother of a twelve-year-old boy, and she is from South Shields, England. Lauren dropped out of high school to support herself and her son, and she has been making videos since 2007. She started producing her own makeup tutorials and playing with makeup when she could not fit in with others at school and was often bullied. Creating the videos helped her feel better about herself and escape from her everyday troubles by communicating with her YouTube audience. In her profile picture, we can see Lauren’s eye with bright makeup – she uses such snapshots before and after her tutorials. Creating makeup videos helped Panacea81 find her career path, and now she has her own book about various makeup looks with the tutorial, her own makeup line (sold all over the world), and a phone application that can be downloaded via an iPhone. Her videos are usually lengthy makeup tutorials (e.g., celebrity looks) and unedited, because she likes to interact with her viewers and tell us about her life. In her videos, Lauren features her own cosmetics line and shows viewers how they can use the products to achieve different looks.
Panacea81’s first video is a silent tutorial: there is no music or any narration in the background. She prints the guidelines for each step on the screen instead. Below is an excerpt from the video description (full video description is available in Appendix A):

MAC pigment Dark soul & Coco first tutorial (July 22, 2007)

This is Lauren's first video... It has no sound, which requires you to pay attention the entire video and words on the screen. She puts up a description of each step (sort of like PPT presentation), and then demonstrates her steps... We see a lamp in the background and two paintings of nature. The video quality is average, at times fuzzy and not very clear. She rarely smiles in her video. She rarely looks at the webcam/camera while she applies her makeup because it would make sense to look at the mirror instead. Each step of her eye makeup application is carefully executed, and the video is only edited to put the descriptions in between. Otherwise, when she does a step (e.g., applying eyeliner or mascara), she leaves these parts of the video unedited, it seems. We see her smile slightly after she applies the lipstick, but still her eyes seem sad, which makes one feel she is preoccupied...
The very first comments range from asking her about certain products, why she looks so sad, and compliment her on the look she created in the video.

**wakingupinvegas1**: u look depressed

**ilovemascara**: u look sad:(

**marlasoana**: I wish my eyelashes looked like yours!

**dan071278**: I want your eyebrows!! i dont think mine will ever get to that shape!

Do you think the shape of the eyebrow makes a difference to the finished look?

Xx

**lolypop84**: hello! i am french girl and i love your vidéo!! now for me make up is more easy thanks you are very beautifull. bonne continuation

**NellyShabo**: Can you do a paula DeAnda look for the video easy I like her eyes in the begining of the video!!!!

The viewers establish their location, request new tutorials, and express their feelings about the videos. A few viewers seem to be concerned about the way Lauren looks in this video; she seems sad or, like others noticed, depressed. Many viewers want to learn a new skill from a guru’s videos. This also means that people who watch Panacea81’s videos are exposed to her activities and get inspired by her tutorials on a daily basis. As the video production continues, the comment exchanges go on – a community emerges, a participatory culture. These videos are easily shared with co-workers, friends, and family via other social networks like Facebook and Twitter. YouTube then creates a type of space for us to talk about the changes taking place in our culture (Jenkins, 2006).

Many of the latest comments for Lauren’s first video are lengthy, very supportive, comparing her to her present self, commending her on her success, and thanking her for her help.
The following comments exemplify loyal fans who have been watching Lauren’s videos since the beginning, and who got to know Panacea81 on a personal level through her videos. They talk to her as if they are close friends:

**juliachemistry**: Wow, I remember when I first saw you. I can’t believe we have been through so much together. LOL, in 3+ years now. But anyways, I adore you so much. I am so happy for all your success and luck. You are amazing and so kind. Like a big sister whether for a good talk, a laugh or just to know your videos are there for me anytime when I can’t sleep, I just feel connected. So thank you...enjoy all of your success you deserve it all. You’v’ come a long way, but you managed to still be you.

**tototototo31**: omgg you have turned into so much more confident ... u shudnt be worried or even bothered about the people who called u fat and ugly ... i get that all the time ... but it tell myself that i am much better ... and you lauren are amazing ... look at ur beautiful talent ... how many of those retards from school have come such a long way ... u r amazing and u will go places ... u r not only talented ... u r a very beautiful, nice and approachable person ... i love you ... love your work.. amazing!

These comments demonstrate the relationship developed over time between the guru and her audience. Throughout the years, subscribers have gotten to know Lauren on a personal level and have grown to love her and watch her on a regular basis. They consider Lauren a close friend, a sister, and someone to whom they can relate. They watch her videos religiously, like one would watch a certain TV show on a regular basis (e.g., “The Oprah Show”), except in this case they can participate and talk to the producer, and even give input on what the next video
might include. This phenomenon starts with Panacea81 sitting in her suburban bedroom, sharing makeup tips with hundreds of thousands of viewers around the globe who tune in to watch what she created, to listen to her life story, and to connect.

In her following videos, she becomes more vocal and we get to know her better. We learn that she was bullied in school and that was the reason she turned to makeup to express herself. Soon after, she started filming her makeup tutorials. She has a son who is in school who also gets bullied and she is not happy with it. She has several pets that are always in her bedroom while she is filming. The participatory aspect is quite large on YouTube, and Panacea81 still gets comments for this video even though it was created and posted in 2007. Usually, people who subscribe to her channel go back to watch most of her videos from the beginning.

_Poynterr: No Ranking_

I stumbled across Poynterr’s videos when I searched for tips for styling Asian hair. I liked her videos right away because of her honesty and unedited videos. In her videos that I analyze below, she explains her ethnicity and race, and I appreciate the way she educates her viewers. Poynterr is known as Vanessa, who is a 23-year-old registered nurse from England. Vanessa is a second-generation Chinese who dedicates a whole video to explain her ethnicity and nationality (discussed below) to her viewers to clear up any comments and questions from her viewers. Her videos are mostly hair tutorials, reviews on products, requested videos (how-to’s) and vlogs about herself (e.g., what she wears to work). She joined YouTube in 2006 and posts videos only occasionally; not as frequently as other gurus. During a brief period of time, she posts videos on a regular basis, but then she disappears for a while, which she attributes to her demanding job as a registered nurse.
One of the earliest videos I could find from Vanessa is a celebrity-inspired hairstyle tutorial from 2009:

Ashley Tisdale Inspired: Bohemian Fishtail Braid/ Bohemian Big Hair (August 29, 2009)

In this video, Vanessa is sitting in a bright room with natural lighting and a treadmill right behind her... Vanessa demonstrates how to get celebrity-inspired bohemian fishtail braids… As she braids her hair, she gives tips on how to tame the frizz in the fishtail. In the end although she says bye, she comes right back and shows how to do a bohemian look. To do that, she suggests doing two fishtails and sleeping with them still in and flattening them out in the morning with hairspray and putting on a bohemian-style hair band. As she demonstrates this, she explains that in England they call hair bands hair "bobbles.” She also puts step-by-step instructions (typed up) on the screen.

She realizes that her audience is all over the world, so she has to explain different terms she uses, like the hair “bobble.” Viewers express their gratitude for the video and say they love this hairstyle on themselves:
nadiayasmiin: 5 stars for vanessa! Thanks to you I've mastered the fishtale plait!

Woohoo xx

gangstaLOVER: omg thank you soooo much ! this is the 2rd tutorial i clicked on and it was the best , i just tried it and it looks gorgeous !

They also talk about Vanessa’s British accent and race frequently:

foreverxillxloveyou: OMG i love your accent !

MakeTonightLast4ever: you r really pretty what race are you?

Destineyshane: you are truly BEAUTIFUL.....WHERE ARE YOU FROM..... your hair is beautiful i love yo micheal jackson..... rip

Later in this chapter, I discuss accents and the ‘difference’ questions that gurus of color face in YouTube. Questions about Vanessa’s race and ethnicity are constantly asked on YouTube; thus, she decides to make an ethnicity video later on. The comment about Michael Jackson refers to the music playing in the background.

Xteeener: #33 Most Subscribed Guru in the United States.

Xteeener (Christine) is known as the sweetheart of the gurus. I was instantly drawn to her videos because of her laid-back attitude and very precise DIY tips and tricks. She seems like the girl next door, who I can be friends with. Christine is a Vietnamese American makeup artist from Georgia in the U.S., and is a university graduate with a Bachelor’s degree in finance. Her videos include (but are not limited to) makeup and hair tutorials, reviews of beauty products (including affordable brands from drugstores), fashion, and DIY tips. Xteeener often shows her pet dog “Sammie” in her vlogs. Christine is often referred to as the sweetheart of the Beauty Community by her viewers and is an inspiration to many monolid women on YouTube. Makeup started as a hobby for her after being restricted from it during her childhood. Christine usually makes video tutorials where she often features affordable drugstore cosmetics.
Xteeener’s first video is a review of a drugstore makeup:

L’Oreal Make-up Review (October 23, 2007)

… Xteeener starts this video by stating that she is very frugal when it comes to makeup. She has no makeup on when she starts out; just moisturizer, she says. She is reviewing two L’Oreal products in this video. She is also reviewing a moisturizer by Olay. I can see her from her shoulders up, so it is hard to tell what she is wearing. She starts by showing the first product by L’Oreal, a loose powder, by applying the powder to her face. As she applies and demonstrates the product, she talks with her audience by telling them which shade of foundation she bought and tells us that it is always difficult to find the right shade for Asian, yellow-toned women. She suggests other Asians try this product. The second part of the video starts with a review of a different product – a gel eyeliner. It is an inexpensive product that she really likes, and she demonstrates how she applies this gel eyeliner… She checks to see if she applied the liner evenly, and then she reviews the next product, even though she said she would only review just two products. This third product is a juicy tube lip gloss, which she compares to a more expensive brand – Lancôme…

Early comments include some racial remarks such as:
**MillionStars**: you kind of look like an asian version of kristen stewart! gorgeous and flawless, even without makeup

**supsupuglyfaces**: you have pretty long eyelashes for a asian woman. no offense. but most of my asian friends complain about having tiny tiny eyelashes.

Others express their appreciation for the video and the usefulness of it to them:

**sweet4eva33**: Thanks so much for this review, I am so going to go get these productss! x]

Occasionally, there are random shout outs:

**beauty0132**: WAL-MART IS THE BOMB LOL

The comment about Wal-Mart is a shout-out to a viewer’s favorite store and a remark regarding Christine’s frugal purchase at Wal-Mart. Shout-outs about certain favorite stores or brands are a frequent habit of viewers. Viewers tend to like thinking out loud without worrying about what anyone will say, so they post whatever comes to mind. Would one person be able to talk to another about short Asian lashes offline? In my case, this occurred when my host mother pointed out my thick Asian hair to the hairdresser. This might seem like a “normal” conversation because she did not realize she was making a racial generalization. However, the commenter here also realizes that this Asian person has long lashes, and maybe that dialogue is all that is needed to start thinking differently and not fall into racial generalizations.

In other comments, some viewers are concerned with animal rights and get into discussions about whether L’Oreal does animal testing:

**pinkcharms**: i heard l'oreal tests on animals X(  

**sweetfritzy**: they tests animals?? :( i'm totally giving up with them!
natalianm: L’oreal doesent tests on animals... they made their tests on artificial skins

Loudmouthal: i actually contacted l'oreal and they told me the do some testing for the ppl which is code for we test on animals

This discussion demonstrates some of the members coming together to get to the bottom of the animal testing in L’Oreal cosmetics, and they spread the word. These discussions can help other animal rights activists find each other and have discussions on such subjects. I gave the video a “thumbs-up” because I liked it. Once I start looking through the comments, I start agreeing with some of the subscribers about L’Oreal being one of the more expensive drugstore brands. I do think that this video has the innocence of a first-time vlogger: it has very little editing, no music, or fancy letters on the screen, and no high resolution on the camera. Christine is like any YouTube guru – she starts out small but she gets more confident with each video. For example, in the beginning, she starts with reviews of makeup, later; she expands to doing tutorials using the products she reviews. We see more color, more of her room, we get to know her dog Sammie, who guest stars frequently in her videos. Her audience starts asking about her dog and her everyday life. As we learn more about these makeup gurus, we want to know if there has been a new video posted every day, what they are up to, what the next look/shopping guide is, what their pets do, and so forth. If these gurus disappear even for a week, fans start to ponder this absence and begin asking why this guru has been away for so long and how much they have missed her. These discussions can be found on the guru’s profile page or the latest video comments. As viewers get to know the gurus, they begin to relate and connect to each other more. These viewers then become regular members of the community and check the latest videos from the gurus and participate in community discussions via comments and videos.
Formation of a Beauty Community – Sense of Belonging and Connectedness

The participatory culture of YouTube has enabled everyone who has a webcam to be a producer of her own videos. No longer are voices being silenced; people with webcams/cameras speak up in today’s participatory culture. Jenkins (2008) attributes this emergence of a participatory community to a larger cultural economy. This space represents a meeting place for those from various grassroots communities – some have been producing media for a long time, and others are amateurs. When I watch a certain video and I like the video, I click on “thumbs-up,” if I have a suggestion or a question, I post it in the comment box. However, this is not to say that haters and spammers get the same treatment: If I am a hater, there may be consequences, and my comments might get deleted and my account may get blocked. Strangelove (2010) refers to haters as those who post “rude and often racist, sexist, homophobic, or obscene messages” (p. 118). Just like any community offline has those who do not get along well with others, YouTube is no different – it is a community that has norms and rules.

One of Bubz’s videos from August 2010 titled, “What makes me Beautiful” is a response to negative comments she has gotten in her life. She made this video to respond to her subscribers who constantly confide in Bubz about hateful comments they hear from others about their appearance. She lists the things that make her beautiful and encourages her viewers to appreciate themselves for what they are. She talks about how the media can distort the idea of beauty, which results in us comparing ourselves to someone else:

What makes me Beautiful (August 30, 2010)

… She says that she gets a lot of comments and messages from women who tell her that they are not pretty enough. It breaks her heart to hear her fans saying that they loathe themselves. She may not reply to each fan individually, so she is making this video so she can tell each of her fans what she feels. She lists the
things she hears that are meant to get her down: “You are too short, you talk funny, your accent is funny, the list goes on and on.” She says she is 4’11”, has bad acne, big pores, big ankles because of her dance background, and that she used to have bad skin and chubby cheeks… Media can really distort beauty. She says by comparing ourselves to someone else is the worst thing we can do. Beauty is in the heart. She states, “The most beautiful things in the world can’t be seen” and that beauty is eternal… “Have dignity. You might be 150 cm like me, but by not responding to that ugly message, you will feel 100 feet taller. Instead of responding, just turn away.” For her job, she may work with makeup and with clothes, but none of that makes her beautiful – what makes her beautiful are her values and her morals. All the flaws come together to make her who she is. She gives lots of famous quotes and encouraging words…

Bubz would not be a typical role model in the mainstream media, but on YouTube, she is a role model and an inspiration to many. Bubz is someone viewers look up to when they are feeling down. Thousands of viewers from all over the globe respond:

**Darkwonder02**: Amen, Bubz

About two years ago, I also lacked self confidences. I was depressed and spent all my time picking out all the things I hated about my body. But now I feel like I was so stupid to be that way. Thank you for putting this video on here. Two years ago, I lacked self-confidence, but now I walk proud about they way I look. It may hurt when people say mean things about me, but it won't change they way I think about myself. Beauty is inside of you, not outside!

Viewers get motivated to change their attitude:

**DayDreamPhilosophy**: I cried while watching this video cause it reminded me of the time where I was "you're ugly", just because so many people kept telling me that I was so. And now after watching this video I realized that Bubz is right. No one can call one ugly just by their looks just as no one can anyone call one
beautiful by their looks. This video has really inspired me to become a better person and no to look down on myself.

Feelings of connectedness and a place where viewers can openly discuss their everyday troubles:

**MakeupAddict102**: u are such a great person bubz :P I am trying to lose weight because me and my fiance want to conceive a baby and its so stressful because i feel i am so ugly and my fiance is gorgeous and he should be with someone better looking then me.....life is so tough.

Some have grown to see a close friend in Bubz:

**Bernie0girl**: wow you are such an amazing person...you're way beyond a makeup guru lol ur like, a motivational speaker, a comedian, and a friend :)

**wiltedrose82**: Totally agree with u bubz. really tho, society screwed us over with their outlook with what looks good and what's bad. God made us all to be our own person. To love each other and treat each other with respect. I have bad self esteem issues too, and with me I can get nice compliments all day long but it takes one person to totally erase all that and I dwell on it. But we're all beautiful in our own way, both inside and out.

These comments are full of personal feelings and can be compared to a group therapy, where everyone sits in a circle and shares stories about themselves, so that everyone can relate to each other and feel included, feel the same, feel accepted, feel “normal.” In a participatory culture like YouTube, people can speak up about their feelings regarding the media, and they start talking back. This is a place where millions can come together and be vulnerable. Almost all of the viewers can relate to Bubz, so they express their feelings through their comments.
Holly is the “cool” Asian American young woman in the beauty community who inspires Asians all over the world. Many of her Asian viewers desire to look like her. In her video “Tag, 5 facts about me,” we get to know Holly more. She reflects back to her teen years, when she first tried makeup and could not find the right shade for her yellow skin tone at the store when her mother took her shopping:

Tag, 5 facts about me (April 6, 2009)

In this video, Holly tells us five things about herself, because she was tagged to answer that question from the YouTube community… The first question is, “When did you start using makeup?” When she was fifteen, she got really self-conscious about her under-eye circles and could not find anything that matched her skin tone in drugstores. She talks about her first time going makeup shopping and how hard it was to find the right shade for her skin tone. Her mom took her to the mall’s makeup counter, but she still did not find anything that matched her skin tone, so she went to the MAC counter because they are known for working with different ethnicities… The second question is, “What is your makeup style?” She likes pretty and feminine makeup. She always wears eye and lip makeup… She wishes she could dress like Kim Kardashian, since she has a very classy style. She then tells us what colors she loves to wear. She loves gold jewelry. She does not like anything to take away from her face. When she enters the room, she wants people to notice her face and hair, not what she is wearing… Her favorite brand of makeup is MAC, and she worked there for a while, as well. “Makeup Forever” is another favorite brand of hers. The fourth question is, “Who inspired you to become a guru on YouTube?” She and Youtube have a love/hate relationship, but then she joined the blog and was pushed by YouTube to post more videos. As a makeup artist, she enjoys posting tutorials…

Some viewers relate to her based on her Asian-ness and bad experiences at the makeup counter:

**bebeefcukk**: I've had similar experience at the department stores. Some ladies at the makeup counters are just so rude and forceful when I'm trying to find good products. Anyways I really like your videos! Subscribed

**wasat20**: your soo preety . i wished i looked like yuu :( im asian too.
echoe963: Im so glad i found you on youtube! we kind of look similar so it helps a lot watching your vids(:

The idea of connecting on YouTube which anthropologist Michael Wesch (2008) talks about in his presentation, is evident throughout the comments in all the videos. Wesch states that YouTube is a celebration of the new and unimaginable, where we find new ways to connect with each other. Through creating different video tutorials and vlogs, these gurus share their joy with others. Their viewers can relate to them by feeling somehow connected, as if these gurus were their sisters or a good friend. Anyone with a webcam has a voice; anyone with a webcam can participate, which creates global connections around the world. Many women want to feel like they are not the only ones who look different and feel the need to be close to someone who might look like them or who might be experiencing similar feelings. Many of Holly’s fans are those with an Asian skin tone who also have had a hard time finding the right shade of makeup at the store; Holly’s fans are also Asian and want to fit in with their looks, which they feel they can achieve if they create Holly’s looks.

Wesch (2008) explains why YouTube became so popular; he says this video-sharing network gives us new ways to connect to each other. People are seeking deep connections, authenticity, and connecting to another person without the responsibilities and maintenance of an offline relationship. This explains MakeupAddikt’s story of being a makeup guru. I found MakeupAddikt’s videos very refreshing and different from other gurus. Her videos feature mostly Bollywood and Middle Eastern-inspired tutorials. She has makeup tutorials on Arabic-inspired eye looks, Bollywood looks, Indian bridal makeup looks, as well as videos demonstrating how she wears her hijab. She inspires other Muslim women on YouTube. In her
video “FAQ’s About me Answered.” Asma answers some of the frequently asked questions from her viewers:

FAQs about me answered (August 18, 2010)

… She is an architect, but has not worked in couple of years because she has been a stay-at-home mom. She wants to be a makeup artist but did not want to pay for the courses, so she started learning about makeup through YouTube gurus like Panacea81. She got inspired by watching YouTube videos and expresses her appreciation for her gurus on YouTube… She worked in Birmingham for some time. Her daughters come up to her during her filming, so she bribes them with lollipops. She talks about her celebrity inspirations: Arabic singers and Kim Kardashian. Then her toddler comes to her and starts talking, but she calmly tells her daughter to let her talk and ignores her and carries on talking… She used to live in big cities like London, and moving to the outskirts makes it difficult for her to make friends, and her kids take all of her energy, so she does not get out much… She also answers questions about her skincare, favorite brands, and where she gets her hijab… She also has another vlog channel where she talks more about personal stuff and her pregnancy.

Her viewers want to see her daughters since they can hear them in her videos all the time:

beautyMe90: can we see your daughters once on the video..I bet they are beautifull like you <3

MakeupAdikt: @beautyMe90 I am sorry I won't be showing my daughters in any of my videos.

Many Muslim women are inspired by Asma’s modern hijab style and want to know how they can wear their hijab like her, and ask her questions about everyday things:

Sandronica: You look lovely! Please do a tutorial on this hijaab style.

submission08: You are such a great role model-intelligent, ingenious and creative with your hijabs and your make up, beautiful, humanitarian. Thank you so much sister. Salam
**DearDiary19:** Hey Asma! I'm sorry if you already answered this question in your video, but I really want to know; that I know you're Muslim so I'm assuming you pray all the time right? Do you apply and reapply your makeup after wudhu and such? How do you cope with it?

In this next comment, this subscriber also shares some things about herself and tries to create a bond with the guru since they live in the same area:

**HalalFemale:** Your videos are really good! And i admire how you speak so elegantly! I have been watching your videos for over a year! I'm originally from England but i study in Treforest & live in Cardiff! I know so many sisters that would love to have your presence at our events- we always need a makeup artist! And there is a huge demand for it in central Cardiff! I hope with time you will make more friends in Cardiff - i was a little out of place initially but i soon found my feet in this lovely community!

Other Muslim women commend her on being brave enough to face the camera:

**harangam:** salams Asma, hope your ramadhan is going well...lols..wen you mentioned about your husband not understanding your obsession about makeup..it reminded me of my situation..gess we shud call it a 30 sumthin crisis...cos im going to be 30 this year and i dont know why i have started with a makeup addiction i never had....guess its the only way i like to express myself with colours..but mashallah you are brave enough to face the camera..keep it up..i have 2 boys who make it impossible for me

Asma attracts thousands of women who come together to form various communities, such as modern Muslim women, mothers with several children, architects, and career women
who share a passion for fashion and style. Asma inspires other Muslim women to wear hijab more fashionably and have fun with this accessory. Since she gets requests about her hijab style frequently, she has several videos on her channel, and I will talk about one of them later in this chapter. She also surprises some of her Muslim viewers who question her faith and values by commenting on the way she wears her hijab and exposes her neck. Perhaps this is the reason Asma disables comments on certain videos; she may get comments questioning her faith from both Muslim and non-Muslim viewers.

Panacea81’s video “Kim Kardashian Perfume Launch Makeup Look” brings many of her subscribers together. Since Lauren’s videos are usually longer than other gurus’, this video runs about twenty-two minutes. While filming this video, Panacea81 is upset because she had a terrible week, so while demonstrating her makeup tutorial, she also shares with viewers how she is feeling at the time:

Kim Kardashian Perfume Launch Makeup Look (March 13, 2010)

… As she explains the steps and demonstrates the makeup process, she discusses her life by telling us what has been going on recently. She has had a weird week, she says. Her pet dog Phoebe went through surgery this week because there was a hard lump in her bladder. She was afraid to lose her pet, so she kept Googling about the procedure and was very emotional and did not want to leave her pet at the vet… Her son is being bullied at his school, so she is upset and will go to his school tomorrow to see why the school is not doing much about the bullying situation… She apologizes for this video being so long and asks for her subscribers’ opinions about cutting back her videos. She can edit her videos and make them shorter without the chitchat. She has a book launch and showed a few pages and the title: “Lauren Luke Looks” – the U.S. version. It’s all about tips, confidence boosters, and so forth…

In this unedited video, I see Lauren in her bedroom as she opens up about her feelings. She uses this video as an escape from her stressful week; she has had to get away from all her troubles and share her life with us. She uses YouTube tutorials as her way to connect to other
people around the world. Lauren communicates with her viewers and addresses them as her friends in each video. When she asks for her subscribers’ opinions about editing her videos by making them shorter without the chitchat, her viewers comment, and it is clear that many people like her videos to be kept long, because they compare the videos to spending time with their friends:

**MissFelixMonet**: I personally love that your videos are so long - I watch them while I doll up myself everyday. While I listen to you talk and watch you do your makeup I'm on the other end doing my hair, nails, or makeup. I enjoy it! It's like listening to a friend.

**h0tbabycakes**: Love the long videos because you get to talk to us about other things going on in your life so its like girl talk as we do our makeup together...its like more personal...so keep the videos the same

**Starshyne3**: Please don't edit, Lauren. I love to watch you apply the makeup and I love to listen to your stories - it's almost like visiting a girlfriend! You are so beautiful - inside and out! Good luck with the school - I'm sure you'll handle everything just fine.

This viewer comments on Lauren’s videos being her break for the day:

**thedeliria**: And as far as the lengths of your videos... to me, it's nice to tune in to some fun lighthearted makeup fun for 15 or 20 minutes... it's like intermission of the day. It's definitely something I enjoy a lot, partly because I enjoy your makeup artistry, and also because I just like you. So, you can do whatever makes you happy and whatever you prefer, Lauren... your true fans love every minute of it ;)}
Creating video tutorials might be fun and an escape for Lauren, but watching this artistic guru’s videos provides an “intermission” of the day for many women around the world. Thousands of subscribers express their wishes to keep the videos longer and to keep the chitchat part of the video. Some state that they have control of the videos and can skip the chatty parts if they wish; therefore, there is no need for Lauren to edit them. Others say they feel closer to Lauren when they hear her talk about her life with the viewers and feel as if Lauren is a close friend or family member. Some even feel like Lauren is communicating directly with them, especially when she talks about her everyday problems. For example, many women express their feelings about their children being bullied:

MACwishin2: I’m glad your pug is better. That is such a shame that kids get bullied at school. As a mother of 5 We have done pretty good but I have a very shy son age 5 and I worry about him going to school next year. :( Beautiful look by the way. :)

EmsBABEH: My old school never did anything to sort out bullying, the worst they would do was suspension for like a day, but that wouldn’t do anything. I hope his school do something to help him. I love this look, i’m so proud of how far you’ve come and i really admire you :)

Photographlife: That’s horrible about your son. I was bullied at school, all the way through until the beginning of year 10! Then it just stopped. You really have to get on the teachers and rail them for not doing anything! P.s I like the long videos :D x

This dialogue between Lauren and her viewers is more than just a YouTube interaction; it is a community coming together cheering for Lauren and sending her positive messages. This is
more than a makeup tutorial – it provides a deep connection to hundreds of thousands of women around the world, and it is a friendship that has been forming for a few years as well as a global support system for these women. The need to connect to someone online becomes important because people are living more isolated lives today (Wesch, 2008). Hence, when people with similar stories get together online, it gives them the feeling of being connected and of being heard. Millions of users from all over the globe broadcast their identities, and at the same time perform their ‘difference’ at the interface. This gives the silenced voices a chance to be heard globally. I discuss identity at the interface next, where I talk about gurus performing their ethnicity, geographic location, and race in their videos.

Identity at the Interface: Ethnicity, Geography, and Race

Ethnicity, race, and the location of a make up guru can be identified via their videos, personal channel page, and occasional personal vlogs. I was surprised how quickly and easy it was to find these self-identifiers. Often in their videos, these gurus talk about their pets, significant others, and their geographic locations. When they talk in their videos freely without much editing, we learn about their geographic location, everyday life, and personal stories.

On September 15, 2010, I checked my subscriptions to see the newest video from Christine, who has more than thirty-five million views on her channel. This video is titled, “2 Autumn Inspired Looks in 1.” She also posted a link to an online article written about her in her university newspaper. As an alumna of the University of Georgia, she was featured in an article where her makeup skills and YouTube stardom were discussed. I was curious, so I clicked on the link and read the article. I learned that she grew up being restricted to makeup and since then has grown to like it. I found out through the article that she is a Vietnamese American. “I thought I would just start filming myself one day. It was a newfound hobby and creative outlet… I loved
putting myself out there to help guide, teach and inspire” (Moua, 2010, p. 1). I gave the video a “thumbs-up,” because I liked the video and the link to the article feature on her, because that made me feel closer to Xteeener and her life – I had learned about her university, ethnicity, and so forth. Many viewers comment on her being the sweetest and most likeable guru in YouTube:

\[
\text{xxpensxipodssxx: } \text{i read the article :) its so true what they said; youre seriously one of the sweetest/most down-to-earth people on youtube.. I LOVE YOU :)}
\]

Some subscribers are relieved to finally get a clear answer about Christine’s ethnicity:

\[
\text{yangtanw: } \text{so i always wondered whether you're korean, chinese, or vietnamese. the article answered my question :)}
\]

Mainstream media usually do not spent much time talking about monolid eyes, so YouTube gurus like Xteeener can teach, demonstrate, and inspire via tutorials and how-to tricks. Thus, monolid fashionistas can be inspired by watching Christine’s videos, while making them feel similar and connected, as well. Xteeener’s subscribers can relate to her because they have the same shape of eyes and type of hair:

\[
\text{xosweetea: } \text{im just really amazed at how well you do eye makeup on asian monolids. its a pain for me to do my makeup and not like how it comes out because i dont have a defined crease and the shadows may come up too high.}
\]

\[
\text{DustBunii: } \text{i like yur haircut (: i wanna get a bob too but im scared i'm going to look like one of those chinese housewives o;}
\]

When Michelle posted her first video, thousands of comments flooded her page with race and ethnicity questions. In response to Michelle’s first video, viewers got into a discussion with each other about her ethnicity:

\[
\text{KOFts: } \text{You're really pretty, what are you? Are you wearing colored contacts?}
\]
rae629: she's probably filipino, vietnamese, or thai

cokewhore37: she's not thai

ranela: her name is pham...vietnamese

rae629: oh ok...well i knew she was from southeast asia. lol

The compliment above followed by the insulting question, “What are you?” is quite ambiguous. It becomes so easy to ask such questions online without losing face. KOFts asks her about her ethnicity as if she were asking about an object. It becomes easier to hide your face and become a “lurker” who can ask and say anything he or she wants without being afraid of scrutiny. Nobody notices the way the question is asked, and they carry on the conversation as if this was the right way to ask. I wonder, what does that say about society in general? We obsess over a person’s race and ethnicity. We have certain views of race and ethnicity that we carry with us from childhood. Our worldviews are shaped and nurtured by the mainstream media every day. The way viewers discuss a guru’s race or ethnicity can seem racially generalized. I would call this a different type of racism – the one that is hidden in messages that are meant to oppress the minority. Rae629 compares the three very separate ethnicities as if they were all the same. The three ethnicities that have separate languages and cultures seem the same because they are all Asian. Being White is still a privilege on YouTube. If you are a White guru, you will usually not get the ethnicity question as much as a minority guru, although there is still the question of geography.

In a video titled, “Racism: Say No to Racism,” Bubz (Bubbi) discusses how she was faced with racism at the early age of five. She makes this video to clarify a few things about race and her experiences with racism:

Racism: Say No to Racism (July 15, 2009)
… She starts out the video by saying that her latest video about “bigger and rounder eyes” created tensions between her commenters, who questioned her message of the tutorial. Her commenters voiced that she should not be ashamed of her Asian eyes. So she makes this video to clarify a few things about race and racism. She tells about her first experience with racism, when she was five years old and a little boy on the playground pointed at her, laughing and calling her “Chinese.” She did not know at the time that she was different, so this made her want to be Caucasian. Another experience with racism occurred when she was walking with her grandmother, and teens threw rocks at them and shouted racial slurs… One of the things she says is that when Asian people dye their hair and try to make their eyes appear larger, this does not mean they are trying to be White. She then wonders whether White people are questioned when they color their hair and make their eyes appear different… Bubbi deals with racist comments on YouTube by either ignoring or deleting them. She encourages others to take measures and not be ashamed of themselves by reaching out to others and staying strong through racism.

Thousands of people around the world respond to this emotional and very touching video about racism relating to Bubbi:

ChickaEvita: Racism? I hate it! I am 12 years old and I live in Holland, with all the White dutch people.. I don't say every White People is "bad" or something but... there is a group at school.... well: THEY ARE FUN AT ME BECAUSE I AM SHORT (the netherlands are some children in my class 1.80...! but the most children are 1.65/1.70..... I am the ONLY small one, my height: 1.58...) AND BECAUSE MY SKIN COLLOR IS YELLOW! they say: go back to your own country! hehe you're yellow!!!! <---------- babies!! Fffff

ILoveYouB2stRawr: this is so true.. people in my school always make fun of asians.. because they think that asians speak like " ching chong chang." and it really hurts because im an asian.. and we dont speak like that.. and yeah i talk back to them and yell at them.. but after watchign this.. i'll know how to hold it in.. thanks bubbi =)
In this comment below I learn about a multiracial person who is faced with racism no matter where this person goes:

**ChawaiM**: im half White n half asian, i lived in Western Australia Perth for 9yrs, all the White kids in my skool teased/fight me coz my eyes were slanted abit, then a gang of kids made death threats to my family, so we decided to leave Australia, now im in East Malaysia (Borneo). n still i get shit frm ppl coz they only see my White skin. ive been around racism all my life, gotten in to fights with people n comin out with blood everywhere, trust me it aint pretty, i jst wish more ppl were like you BUBZ.

This comment demonstrates racism incidents in Argentina:

**gracielpark**: I'm Korean.. and when I immigrated to Argentina when I was four y.o, many of my classmates who were of European decent would pull their eyes and call me "chinita" (little chinese girl). i would get so angry... but there really was nothing i could do about it.. teachers did nothing...nothing..

It is clear from such comments just how many silenced voices come to YouTube to speak up about their experiences with racism. Many of these viewers have experiences with racism and being the ‘Other’ from an early age, and they say this video helps them relate and learn how to deal with racist situations. Bubbi encourages these people to speak against racism and have tolerance. If you are the only person of color in your school, who are you supposed to share about your experiences with? These viewers are from all over the world and experience racism. Producing a video on YouTube means it will get distributed and shared and gain great visibility. YouTube videos usually get distributed via a third party, like emailing a link, or posting it on
other sites like Facebook, Twitter, and so forth. Thus, if someone feels that this video relates to their friend or family, it will get distributed and become a highly trafficked video.

Racism is taught early on; we socially construct what each race means to us. To the little White child, Bubbi is not part of the typical British mainstream – she is different and funny looking; she has a different set of eyes, not like other children. How does this child know she is different from him? Why does this little boy think it is funny or humiliating to be Chinese? Where does he learn such behavior? Bhabha (1994) says such a view of the racial ‘Other’ is a point of identity and a problem for a discourse at the same time. The little White child is identifying himself as superior and mainstream and identifying Bubz as the Chinese ‘Other,’ as someone who is worthy of ridicule. Definitions of “Britishness” assume that a person who belongs is White (Hall, 1997). Therefore, Bubz’s appearance raises questions among many YouTube viewers about her ethnicity. Her profile says she is from the U.K., but it is not enough for the viewers; they have to know her origins, her “real” ethnicity, because she is different-looking from the typical mainstream British people. Hall (1997) says we need such ‘difference’ because we are able to only construct meaning through a dialogue with the ‘Other’; thus, meaning is established through dialogue. This ‘difference’ signifies and carries a message (Hall, 1997). This relates to the time when my ‘difference’ was established in the U.S. and I was the ‘Other’ at an American high school, family, and hair salon.

We realize we are different when we start feeling excluded from others, when we no longer see physical similarities to us. We see the differences when they are pointed out by the majority. I did not know I was the ‘Other’ until I came to the U.S. to study. I was sixteen and was one of the two minorities in a small Midwestern farming town high school. I got constant stares and finger-pointing from adults. The “What are you?” or “Where are you originally
from?” questions kept coming at me. Kyrgyzstan is a small country with nearly five million people, so it took a few minutes to explain where this country is located, and it was just easier to say I was from the former Soviet Union, which then earned me the nickname “comi” (communist) with a certain crowd. “It is our cute name to you,” they said. I did not mind; I thought it was better than being called something else. I grew up in a communist country, so that defined me at the time, but I have never identified with a particular race – I am just a Kyrgyz. Thus, knowing I was different made me want to use makeup and American clothes to blend in and not stand out. The use of makeup led to the orange face incident, so I went shopping for “American” clothes. I overheard one of the “cheerleader girl cliques” whispering very loudly how funny my pants looked. I went to buy jeans and T-shirts that very evening. I brought dressier clothes from back home to wear to school, but after being asked, “What is the occasion?” every day, I quickly converted into a jeans-and-polo kind of style. Learning the slang and the jokes of the culture were easy, but I still looked different, I still got looks from other people. “You have a cute accent, but you are so Americanized” made me both frustrated for realizing I had any accent at all, which meant I was still different, and happy that I could seem Americanized to the mainstream. I tried so hard to get rid of my accent; I watched American television programs to learn the latest slang and to learn American jokes. When attending family gatherings like weddings and graduation parties, I was often dubbed “the Russian girl” (because I speak Russian), which, at the time, I thought would be easier to just nod and go along with it.

Another guru from the U.K. is Asma, who is constantly faced with race and ethnicity questions. She makes non-mainstream tutorials like hijab style, Arabic makeup, Bollywood tutorials, and so forth. She connects with other women who are similar to her through YouTube and is successful in doing so, because she gains a big audience and makes friends all over the
world. Makeup becomes her creative outlet and an escape from everyday responsibilities. Asma speaks English with a perfect British accent, but because she does not look White like the typical mainstream British person, her viewers point out her ‘difference’ by asking her about her ethnicity and the languages she speaks. She sounds British, but that is not enough; she still looks different. She wears a hijab and has a different eye shape and skin tone. So the offline experiences with different ethnicities transfer to online conversations. If these people were to meet Asma offline, they would most likely ask the same questions. However, on YouTube they feel safer to ask such questions. I think the negative or oppressive comments might have motivated Asma to disable the comment section. In this next video, Asma makes a tutorial on wearing a hijab in a modern way:

How to wear hijaab (head scarf) – Shayla style (March 25, 2010)

… She says that since her last video, many people have requested a tutorial on how to wear the hijab the way she wore in a previous video … She shows the hijab she bought, which is a long, wide leopard skin that she purchased from www. Pearldaisy.com. She puts the website link under the information bar. She wears a cap that she bought from an Islamic store, and it keeps the hijab in place. Sometimes you can see the bonnet (the cap) underneath, but in this video, she hides the bonnet. She then wraps the leopard skin hijab over her head and shows how she likes to pin the two sides very tightly underneath her chin with a pin she bought from an Islamic store. She likes to pin it from the inside, because she does not like to look at it. Then she takes the longest part of the hijab and wraps it around the back of her head, folds it a few times to make it neater, and brings it around to the other side (right). Then she folds it a few times and pins it with a pretty little broach that she says people can buy from any store. Since the hijab has a strong pattern with too much going on, she likes more modest pins on the side. She ends the look by tucking the ends inside the layer. Then she shows the end look and demonstrates how this style covers her chest and neck. As she turns around to show us the back, I can see her black hooded sweatshirt, which she tells us to ignore. She says this is a very elegant and popular style, and she has seen a lot of girls wearing it that way. She has been wearing it this way for years. Then her toddler interrupts her, so as she says her baby is here, she has to go and waves goodbye.
This video does not allow anyone to post comments. In this video, Asma is performing her gender and ethnicity. She makes this video because she gets numerous requests about the way she wears her head scarf. She says she wears it in a modern style, which gets a lot of attention from other hijab-wearing women around the world, and as a result, Asma has more than a few hijab-wearing tutorials. It is interesting to watch Asma explain what the bonnet under the hijab does for those who are not familiar with the hijab. In her profile page under the FAQ section, Asma responds to a question about the hijab by answering that she does not wear the hijab every day, but feels more comfortable wearing it in her YouTube videos. She also mentions that it is her choice to wear the hijab and asks her viewers to refrain from blaming her husband.

In the responses, I see many viewers using Arabic terms such as “Salam” (greetings), and “InshAllah” (May god bless you) that other Muslim women use to relate to Asma. However, Muslim women are not the only ones who can relate to Asma; there are also architects, and mothers/homemakers who are inspired by Asma. Fellow Muslim women can relate to and admire Asma being a Muslim woman who wears hijab stylishly. Other viewers, like the one below, are curious about Asma’s makeup-wearing style during certain Muslim traditions. The ethnicity questions are still the leading questions on YouTube for most gurus. Asma clearly answered that question on her profile page, but the questions keep coming:

**glamqueen100**: Asma u didn't answer the question what your ethnicity is. You should be proud of what you are. I bet u are Pakistani or Indian. SAY IT!! :)

This comment almost demands an answer, as the “SAY IT” is capitalized followed by a smiley face that makes her comment seem not so serious and even playful. There is a reason these gurus create the FAQ section on their profile page/channel page. The question about one’s ethnicity seems to be one of the most frequently discussed. If one is going to be a guru, one had
better be ready for those questions and various racial remarks, especially when the guru is an ‘Other.’ The fact that Asma displays her religion through her videos and channel page is a way of representing her identity. Said (1979) says that in the West, it is frightening to be a Muslim. There is a strong presence of racism, cultural stereotypes, and political imperialism when it comes to the identity of an Arab or a Muslim. Asma faces the ethnicity questions, the questions about her hijab, and cultural stereotypes about her religion as she performs her identity online. Said (1979) says that in such instances, Asma is an ‘Oriental’ who is politically challenged on the web every day. However, through the discourse that Asma creates with her viewers through her videos and comments, she engages in the practice of representation, which in turn creates a knowledge of the ‘Other.’

Ethnicity and race questions and issues arise even when a guru makes a costume video tutorial for fun. When MichellePhan posted a “Lady Gaga Bad Romance” tutorial on January 18, 2010, the video became one of the top viewed in YouTube. In this video, a fully transformed Michelle shows how her fans can be Lady Gaga for a costume party. She wears circle lens to make her eyes appear anime-like, and follows up with eye-widening makeup techniques to make them appear even bigger. For example, she puts white eyeliner in the lower, inner rims of her eyes, followed by a few false lashes on the top and bottom lashes. Then we see her using a computer program to make the eyes look just like Lady Gaga did in her music video: unnaturally enormous, anime-like eyes.

Because this Asian guru is able to transform herself completely to Lady Gaga, an African-American viewer wonders whether this tutorial would work for her:

brittany6154: Would this happily work with a African American?

Other viewers comment on her Asian-ness and being different:
**LookOutForTheTwaffle**: She's asian, so her eyes now look normal xD sorry I had to say it hahaha:3

**Jorsh41**: not being chinese helps a bit...

**XxXDismantleMeXxX**: you have such a calming voice. your beautiful. Are you vietnamese, Cause you have the same last name as my mom. this video was very helpful ^.^

Such racial generalizations about Asian physical features like small eyes are often discussed in video tutorials when the gurus are Asian. Offline, these conversations would be kept to a minimum to avoid conflict or public embarrassment, but online, racism ceases to exist just with a click of a mouse. This online encounter reminds me of the offline experiences back in high school when I attended prom. On the exciting prom evening, my host sister (quite skilled with her own makeup) applied my makeup, and after she was finished, I was startled when I saw my really dark lids and intense eyes. She added that with my Asian features, I needed the drama and intensity. She applied the same makeup (cosmetics) on her own eyes, but it did not look the same on me. I thought to myself that her makeup looked so much better on her than on me. “You have round features, which are closer to normal facial features; you are lucky you did not end up with those pointy features and slit eyes like a Chinese person. Then I would not have known how to apply makeup on your eyes,” she said. I was happy to find out that I had the round features, for some reason. I liked how these words sounded.

With White gurus, it is assumed that they are White (on the exterior), and there are not very many questions about their ethnicity. Nakamura (2002) says that the interface enforces all the Asian-Americans as permanently “foreign” (p. 121). Americans grow up checking the race box when going to the doctor, applying for college, and even when applying for a job. Therefore,
with non-White makeup gurus, even if there is no distinct “foreign” accent (e.g., Xteeener, MichellePhan, and MakeupAddikt), there is the need to know what ethnicity/background they come from. This burning desire from hundreds of viewers (if not thousands) to find out one’s ethnicity is somehow daunting to me. What I find really fascinating is that ethnicity on YouTube even matters. I start to wonder why it matters if a guru is Thai, Chinese, or Vietnamese? Viewers want to know the origins of the guru, and stick to the stereotypes from the media about what an Asian person should look and act like.

Poynterr is not excluded from such inquiries about race and ethnicity. Though this 23-year-old nurse does not make videos as frequently as other gurus, she still has captured thousands of YouTube members’ attention. Nakamura (2002) states that “sounds of foreign languages being spoken in television ads had their own ability to shock and attract attention” (p. 95), which explains all the questions and shock from the members about Vanessa’s (Poynterr’s) ethnicity. Thus, her viewers are shocked to find out she is Chinese in her “Ethnicity/Nationality, Take 2” video:

Ethnicity/Nationality Take 2 (March 20, 2010)

… She gets so many questions about her ethnicity/nationality. In fact, it is the number one question in her comments section, and the messages are: What is your ethnicity? She says she is fully Chinese, and that her mom and dad moved from Hong Kong. She is 100% Chinese, she repeats. Her nationality is British, because she was born and raised in the U.K. She repeats that she was born and raised there, and mentions her nationality again because her viewers confuse the two: nationality and ethnicity. Her accent is British, not Australian. Another question: Can she speak Cantonese? Yes, she says a little bit, just the basics. Next, Can she read or write in Chinese? No, she cannot, but she can understand fully when watching TV. She demonstrates her Cantonese skills… She thinks her viewers are really hung up on her ethnicity and says that she is not sure about the exact region of Hong Kong – all she knows is that her parents immigrated from Hong Kong. At the end of the video, she plays a little clip of her family in the car to see how her family speaks in Cantonese, and she instructs us to listen to her younger sister to see whether we think she has a British accent when speaking Cantonese.
Vanessa’s viewers cannot believe this “exotic” looking woman is Chinese; she does not look Chinese at all to the viewers who are used to seeing only stereotypical images of Chinese people:

angelsparkle8: wow..i cant believe u are chinese. U look sooo exotic like meditteranean or middle eastern or something. U r gorgeous either way!

starXkidXcraze: lol i can believe youre chinese! and i love youre accent! it's really cute on an asian! i've got no videos of myself up, but i dislike ethnicity questions too. =[ 'Cause my dad's from the US, but he's African American, German, Irish, and two different kinds of Native American and my mom's from Thailand but her grandfather's Chinese!

Other viewers express their frustration about various accents:

M3l97: Im Australian and It suprises me how much these people dont know anything about other countries and Australian accents are nothing alike British accents.

There is also remark about Vanessa sounding British when she speaks Cantonese:

bmariano: Girl you and your sister do have a british accent in your chinese. And yeah there is an american accent for ABC’s

Bmariano uses the term “ABC” to refer to “American-born Chinese.”

This comment below is trying to come to Vanessa’s defense, but does not quite make it:

specialxkae: no wonder vanessa thinks the commenters are smart asses. She is what she is. Majority of chinese girls look alike, n she just turned out more exotic and pretty which means she stands out! haha who wants to look the same anyway
Stating that the majority of Chinese women look alike is another way of ‘Othering’ the entire ethnicity. This person seems to understand Vanessa’s frustration, but then contradicts her supportive comment by making a racist comment. In these next comments, we see the two opposing everyone’s opinions by offering their feedback:

sonotquiet: i’m surprised that you get that question a lot... you look completely chinese.

tokyodoru: lol quite funny that people ask that qn you deffinately look 100% asian

These are probably two of the only commenters who disagree with everyone else. So, looking through the comments, I gather that Chinese is not exotic, as opposed to Middle Eastern, which would be exotic. It is fascinating to see the dialogue that goes on among these community members. That Chinese ethnicity is ‘Othered’ implies an ethnicity with no beautiful women who might look “exotic.” It is rather interesting that Vanessa has to explain her ethnicity and nationality and has to prove that she does in fact speak Cantonese. The dialogue created between her and the viewers is about her ethnicity. Comments indicate that the viewers are using their racial stereotypes of what a Chinese person should look like: not exotic and not beautiful

Every guru of color gets the ethnicity and race question on YouTube. DulceCandy87 is a Latina who is no exception to such comments. DulceCandy87 inspires many women of color around the world. In one of her videos titled, “A Look Inside My Bag,” Dulce tells us what she carries inside her purse on a regular basis. In this video, we see her go through her stuff in her hand bag and learn a lot about this guru:

A Look Inside My Bag (April 29, 2010)

… She is very chipper and energetic. It takes her a couple of minutes to tell us what is in her bag. First, she starts by telling us she got this expensive designer
bag when she spent some time in London. She has never had an expensive designer bag before. The first thing in her bag is a Hello Kitty notebook, in which she takes YT notes as well as doctor checkup notes and questions. Some other things in her purse are a catalog for Erin Brothers, a hand sanitizer from Bath and Body Works, and a camera from Best Buy. She mentions the brand of every item she has and how much she likes every item. Her boyfriend comes up in her talks quite often. Every item has a little narrative… In this video, she is talking directly to her audience, and she is very natural and at times passionate about what she talks about. She also mentions how much she loves Jesus as well as Mexican candy – tamarindo. She tells us about Mexican candy that has tamarind pulp, which she eats with a spoon. She used to carry knives with her when she was in the military. Because of her pregnancy, she gets a lot of heartburn and therefore, she takes Tums, which help her a lot. Last, she shows us her iPhone and a picture of her boyfriend. She reads quotes from the Bible…

Although it might seem like a promotional video for every item she has in her purse, she also has some other personal things like her praying Jesus card: it is a picture of Jesus on a palm-sized card. In her purse, she displays a number of items, including a Jesus card, mints for her heartburn because she is pregnant, notebooks for her doctor’s appointment notes, Mexican candy, and so forth. She quotes the Bible and many of her religious YouTube viewers express their love for Jesus as well. Other not-so-friendly viewers are shocked to hear that Dulce is an unwed mother-to-be. Due to Dulce’s slight dialect and other identifiers like items in her purse (Mexican candy), her viewers are interested in her ethnicity:

sgala18: Are you Mexican?

EnchantedPalmTree: Are you Spanish?

They are also curious about her life in the army:

carly291: Do you have any videos about your military story? And if not can you make one please :)

Dulce performs her ethnicity here by sharing with us her favorite things and mentions Mexican candy quite often. I also learn from this video that she has a boyfriend and is pregnant (when she mentions the mints being good for expecting mothers), and she used to be in the army.
There are so many things I learn about Dulce just through “looking” in her bag. Cultural norms and values are at question when Dulce announces her pregnancy, on her blog, and her close followers are either shocked or very supportive and happy for her:

**MsFlowerPowerGirl**: Are you pregnant?? Oh my gosh I love your purse :)

**manoniscoole**: @MsFlowerPowerGirl Why should she be pregnant?

**BeautyWithArtemi**: @manoniscoole She is.... check her blog

**xoxoLeony**: @manoniscoole because she mentioned that mints are good when you're expecting, and she actually is :)

Disparaging comments that judge the choices Dulce made are present here:

**ktf17**: omg! ur regnant but still in school??? another act of immorality....

ooopppssss sorry! but technically im right. right?

**XOTaylor5219OX**: i lost all respect for her if she is pregnet, my gosh get married first then have sex that way you can have a baby. i hope ur a Christian

In other comments, her viewers can relate to Dulce as a pregnant woman discussing heartburn issues. They can also relate to Dulce because of her Mexican ethnicity; they express how much they love being Mexican and eating Mexican candy.

**shyetloka17** i love u so much!!! i feel i can relate to you so much!!!! well kinda!!!! im mexican also and a fabulous leo like u ( i think) lol but yea i like to go on n on also bout things i love!!!! your beautiful and i love ur videos, i also got a LV and ur right u can fit so much in there n its so comfty n not so bad to carry!!!!

**beanibabieful**: I knoe right mexicans are the best viva los mexicanos aribaaa ayayyyyayay
Nakamura (2002) states that “race is under construction” (p. 134) and as long as there are ways to be raced and gendered by clicking on a box, the process of a raced identity still exists. She says that the way we talk about race in cyberspace can change and that there is hope as long as we free our minds of racism. Fortunately, we are living in a digital age where we see representations of various races and ethnicities. We can observe such communities and create discussions revolving around race, gender, and ethnicity. Creating a dialogue that deals with race, gender, and ethnicity can help immensely with the construction of these issues online. Next, I discuss the last emergent theme in this project – global beauty communities.

Producing Global Beauty Communities

On my wedding day in New Orleans on a very hot and humid Sunday in June, I could not find a single open hair salon to style my hair. All of the hair salons were closed on Sundays, which I did not know at the time, and had failed to look up in advance. Luckily, I always travel with my laptop, so I logged on to YouTube and searched for wedding hairstyles. I was able to do my own hair and makeup thanks to various YouTube gurus. I quickly looked up how to do wedding hair tutorials. I was happy to find thousands of tutorials with women who have my same type of hair (Asian, coarse, and unruly) transforming their hair into beautiful hairdos for various occasions. I was able to cut the cost when I styled my own wedding hair and makeup.

These beauty gurus are continuously performing femininity and showing the audience how a woman’s hair or makeup should look. Through application of makeup or styling of our hair, we learn how certain looks are easily achieved. They communicate to the audience what femininity should look like and how to achieve a certain “sexy” look that would make a woman feel more confident and look more socially desirable. Over the years, when comparing these more recent videos to their first videos, these ladies become far more confident in front of the camera. They develop video editing skills, and as a result, they produce progressively more
sophisticated videos. I do not see them as passive users of YouTube at all; on the contrary, these women are producing meaning for themselves as well as the entire global YouTube space. They are powerful, self-made YouTube celebrities, each launching their own careers from producing YouTube videos from their rooms.

I have observed a really interesting phenomenon when watching the makeup gurus sharing their tips and tricks – a globalization of beauty. These gurus come from various backgrounds, locations, classes, ages, ethnicities, races, and so forth; thus, they are building an empire of a global beauty network. When Asma shows Muslim women around the world how a hijab can be worn in a more modern way, many women follow her idea and start emulating her style. Asma did not just make a video because she wanted to show how she wears her hijab; throughout her videos, a number of her fans started requesting a tutorial on how she wears her hijab so fashionably. Asma disables comments on what would be considered “controversial” offline tutorials, like “How to wear hijaab (head scarf) – Shayla style” and “Modern Pakistani bridal makeup: Pink & Gold.” I can only guess that comments on these are disabled to avoid negative comments from haters, who might insult her religion, ethnicity, and traditional values. However, when Asma creates a tutorial copying Aishwarya Rai’s makeup look her video is flooded with positive comments and gratitude for both the Indian celebrity and the tutorial Asma created:

Aishwarya Rai inspired makeup tutorial (March 19, 2010)

…We can only see her face from the nose up, and she is wearing a red bonnet with a black hooded sweatshirt on top. Asma starts the tutorial by blending a creamy MAC shadow on her lids, and then she applies a white shimmery shadow (drugstore brand) that she says is lovely to wear for Asian weddings, especially… She fills in her brows to make them look like Rai's, highly arched, and she uses a brush and a brown shadow. Since Rai's brows are longer than hers, she extends her to look longer and finishes the brow look with a brow gel to keep them in place. Then, with a black eye pencil, she lines her water lines (lower inner rims of
Her eye shape is different from Rai's eye shape, which is more cat-eye looking, so with the help of a couple of eyeliners, she makes her eye shape a little bit more like Rai's. Then she makes her lips pouty with the help of a lip liner and lipstick, and then finishes the look with a lip-plumping lip gloss because Aishwarya has very pouty lips. She ends the video by saying how this Rai-inspired look is a gorgeous look that is suitable for Asian weddings, where bright colors are seen the most, for daytime, and any other gatherings.

Aishwarya is a huge Bollywood star, a world-known celebrity, and a former Miss Universe, so when her makeup look is copied, many YouTube members express their joy:

svetlanafreeborn: iii looooooove aishwarya! and i love the tutorial :) imma try it right away :) thank u sooo much! u did a great job, im soo happy with this *runs to the store* to buy the eyeshade colors :) btw, the lipstick l'oreal of aishwarya rai.. with her signature on it.. i think it would suit u very well, i think ur skintone is good for it... im even fairer and i love it on me :)... i have got 3 or so of hers :) its kinda brownish and it makes the lips look even bigger :)

afggal55: I LOVE U FOR DOING MAKE UP TUTORIALS :D u are a muslim woman and u do make up we live in the 21st century we shouldnt let men supress us

camelid2: I am always impressed with your tutorials. Thank you very much.

Keep me inspired :)

After seeing that Asma can create looks from global celebrities, some members ask her to do other tutorials:

sajid4luv: hey, im a newly subscriber to you and i love ALL of your vids!! this a request.. Can you plz do a Priyanka chopra inspired makeup plz ? tcare xx

In addition to her Indian celebrity looks, Asma is also known for creating many Arabic-inspired makeup looks. She communicates with her viewers and creates video tutorials that they
Another great tutorial Asma created is for her Pakistani and Indian brides-to-be who want to do their own makeup. The tutorial is titled “Modern Pakistani bridal makeup: Pink & Gold,” which is a very detailed and beautiful tutorial. The comments on this video are again disabled. With video tutorials that Asma creates, there is a pattern of performing ‘difference’ at the interface. Asma is contesting her different eye shape, the hijab she wears in her videos, her multicultural background, and her ‘Britishness’ simultaneously through these videos. By contesting this, she creates a new meaning for her audiences and herself. Hall (1997) says meaning floats and cannot really be fixed; thus, the meaning Asma creates for her YouTube followers is a hope for creating a meaning that a hijab is beautiful, that we are all ‘different’ but we can come together and create a global platform based on our differences and celebrate them. These videos are marked by their ‘difference,’ which is important in the context of YouTube videos. Hall (1997) states that ‘difference’ is pertinent to meaning because without it, meaning cannot exist. He illustrates how the Black population contrasts with Whites, and some of the gurus I examine are not White; thus, they are marked by ‘difference.’ In the cases of Asma, Bubz, and Vanessa, their audiences mark their ‘difference’ from its ‘Others’ – ‘Britishness,’ therefore, is not Indian, not Pakistani, and not Chinese.

Vanessa creates a special video about her everyday nursing outfit, makeup, and hairstyle to share with her viewers:

(REQUEST) Nursing Makeup & Hair (March 6, 2010)

In this video, Poynterr is wearing her blue and white nursing uniform and shows us what she wears to work every day. She says she received many requests from people, mostly from student nurses, asking her what she wears for her nursing job, including clothing, makeup, and hairstyle. This is a seventeen-minute video, and she is sitting in her room. She starts by telling us that she does not wear the fake lashes to work because they are a bit extreme, so she wears more natural eyelashes. She wears full makeup – blush, mascara, lots of eyeliner, lipstick, and
she likes it. She does not think she wears too much makeup, and her colleagues like it and compliment her. Then she shows us what products she uses on a regular basis. She recommends waterproof eyeliner when she works long hours… She is really into bronzer now because she gets compliments about looking healthier and dewy. In person, her face does not look as dark as it is on camera. Then she shares her foundation purchases and tips. This was supposed to be a hair tutorial, but she goes into makeup and apologizes as she realizes she is talking too much about makeup. She asks her fans how she should open one of the foundations that is running out. Next, we learn about the lipsticks she wears. She uses Burt’s Bees on top during the day because on duty she has dry lips and she keeps them hydrated with this lip moisturizer… Finally, she shows how she wears her hair at work. She demonstrates the entire three types of hairstyles she does – she keeps her hair up in a bun or pony tail because she is not allowed to wear her hair down as a nurse. She does not edit this video much – she is listening to and watching Michael Jackson’s songs and videos and talks to herself as she shows us how she does her hair…

I find it is important to see the comments below, because nurses and aspiring nurses from around the world discuss Vanessa’s nursing outfit and makeup:

**xsugarbelle**: SO happy to see a glamorous nurse!!! my sister is a nurse (in the US) and all her nursing friends are SO FRUMPYYY!! some people say "why wear makeup as a nurse?" why not?! :) you look beautiful

**nancyluong**: im a nurse from canada and nurses here do not wear that much make up..... that is major. lol with love xoxo

**kcee15**: wow you're pretty and smart! i'm going into nursing soon ayy :s scaryy :/

**yalidele**: I'm a nursing student from california and we can't use too much heavy makeup at clinicals only in class :( otherwise I would do my makeup like that.... Beautiful

**sp2299**: The makeup looks great! Unfortunately i can't wear makeup at work :( Only very natural makeup. But i got a great idea what to do with my hair :D You
have such a beautiful uniform. I have just a plain white one. Nursing student from Estonia

doansta: totally agree with you that you can wear what ever makeup to work as a nurse!! i’m a nurse too!! i’m a surgical nurse, and i wear whatever makeup i want when i work! oh, and nurses are badass!!

jsimon8585: nice, thanks, i wasn't expecting this at all, this video helps....response to this video, some of us are also doing nursing...i am Doing RN, can you do a study strategy or tips?? what does your uniform look like, do you wear pants? we wear top with two pockets, pants, comfortable shoes. i think

MissxxCxx: in the Scotland we are only allowed to wear minimal make-up, our hair should be up and off of our collar. no jewellery and tattoos should not be on display. What band are you? our nurses are all in white uniforms with blue piping around collar and cuffs. nursing assistants are all in white. i love your vid but too much make up for me to wear to placement, it would end up melting off as it's mega warm in the wards up here. Xx

naturalbelle1: in uk our nurses, doctors and other service people do such a great job for not very much money! our health care is free and the service is great so i don't think we really care if our nurses wear lots of make up as long as they care for patients its cool! loved seeing you in your work gear nessa!! keep up the good work girly!

beautiful05Xx: Ooh my gosh you are really pretty...I want to go into nursing glad to know nurses dont have to look boring thanks for the vid :)
**PeachesNSweetness05:** wow im shocked you get to wear whatever makeup you want. Here in the US, well at least in DC we are not allowed to wear makeup for nursing. we are only allowed to wear 'natural' barely there makeup. i would probably get fired for wearing a lot of makeup and i know nursing schools are really serious about no makeup. they will kick you out for that. we also cant have crazy hair and tattoos have to be covered at all times. i really love your scrubs, they are really cute. ours are really plain.

**jrsbubble:** Again, please don't take offence, I was just wondering if its common or if its because I grew up around "plain" looking nurses. Keep the videos coming! I love your sense of style.

Here, Vanessa is starting a new kind of a community – a community of nurses from around the globe who get to discuss their nursing uniforms and fashion. Most of them want to look like her and to use makeup like her to work. Remember, Vanessa had to create two videos regarding her ethnicity, because she was flooded with these types of questions. In this video, Vanessa sends a message to her community of nurses that she can be a hard-working Registered Nurse and still wear as much makeup as she does. She openly tells us about her routine hair and makeup for everyday work, which creates different meaning for different nurses. Some nurses think this is too much makeup and suggest that she not wear that much, whereas other nurses wish they could be as glamorous at work and not “plain” looking. Hence, Vanessa sends a message that to be a nurse, she does not have to be “plain,” and she wears the makeup because she wants to and she loves it. She loves looking healthy, so she dabs on bronzer; she loves long lashes, so she puts on false lashes. She performs her femininity at work as a nurse and inspires other nurses on YouTube to be feminine like her.
Using Hall’s (1997) argument about images not carrying meaning of their own, I make the argument that videos do not carry meanings on their own; the women who produce these videos from their bedrooms create the meanings. Hall also argues that we need ‘difference’ because we can only construct meaning through a dialogue with the ‘Other.’ For many nurses around the globe, Vanessa is a glamorous nurse and is brave to wear that much makeup to work. Meaning is constructed through the dialogue the guru creates with her audiences when she creates a video, gets feedback, and opens a global space for discourse among YouTube members. Each video carries its own particular meaning where ‘difference’ and ‘Otherness’ is represented in this participatory culture, where we can see similar representational practices being repeated from one video of representation to another. Vanessa challenges the meaning of being a nurse through this video.

Lauren’s unusual makeup tutorial titled, “Bollywood Barbie with attitude makeup tutorial” stirs up quite a discussion. By making this video, Lauren catches many of her viewers off guard, because this is a look mixed with Bollywood and the American young girls’ icon, Barbie:

Bollywood Barbie with attitude make up tutorial (November 04, 2009)

… She is wearing a purple top and is filming the video in her bathroom. There is bathroom tile in the background. Her hair is gathered in a bun and her bangs are pinned up and back. She starts the video by greeting everyone with a smile and introducing the tutorial: “Bollywood Barbie with Attitude.” She has bright red/orange nail polish on her nails. She says you this video has “attitude” because “you’ve got your pinks and your purples, and a really nice blue underneath,” she explains... She starts by dabbing eye primer with her ring finger on her right eyelid. As she is dabbing it, she also promises to be quick so people can get back to doing whatever they were doing, and she also encourages people to play with color and have fun. She has fun with color as well. She demonstrates the next steps to achieve this colorful Bollywood-inspired Barbie look. She talks us through each step and also talks about random things in her life, like the lighting in her room, her rub-a-dub-dub bathroom, etc. During the tutorial, she mentions
how big she thinks her nose is. She ends her video with the finished look, a smile, a preview of details on her next video, and snapshots of the final look…

By creating a tutorial about the typical White Barbie with a Bollywood twist, Lauren creates a stir with the viewers. The viewers are not used to such “exotic” makeup, and perhaps they do not see Barbie mixing with anything else. There are critiques on both sides – some say it is not “Bollywood enough,” and others say it is not good enough in general. I noticed that this video received a significant number of negative feedback, which is unusual to see on Lauren’s videos. Viewers express their dislike toward the video in various ways:

raisaa814: k this is so NOT Bollywood

Imaguari: This is drag queen make up or what? Where in the world would you use this?

XStyledMeXIMVU: u are boring .... (:| ... i think michelle phan is the best makeup artist on youtube....

However, this is not to say that there was a lack of positive comments. Her loyal subscribers always give her lengthy feedback:

DrearSkaa: Thanks Lauren. No matter which make-up look I search for on youtube, you always have a tutorial that shows up in the youtube results. I already subscribe but as a busy mother, I sadly don't have time to watch every upload when they're new. I'm self-conscious about my features, complexion and blemishes but you've made me braver and I like to experiment with more dramatic looks now.

VivaGlam026: Wow i love the Bollywood twist on the Barbie look! something different to see!

Her Indian viewers comment as well:
Lots of love Sophie: makes me proud to be Indian... :)

rayytizzle: Absolutely gorgeous! I'm actually Indian, so I'm definitely used to playing up my eyes this dramatically ahaha. Thank you so much!

Because Lauren struggled with being bullied at school and then being a teen single mother, she inspires many YouTube members with her story:

precioussexybeanhead: I wanted to say thank you so much, i know i'm not very preaty but you helped me with your make-up step by step video's to make me look beautiful, my looks wasn't so blessed, i know i'm preaty in my own way, but you help alot to bring the beauty out of me!! I've gotten so many goos comments

THANK YOU SOOOO MUCH!!!

Lauren launched her own makeup line after she became a huge YouTube sensation all over the globe. People are always wondering where they can buy her products. Lauren creates makeup tutorials with her own makeup line, so this might be part of her success on them selling well.

cuckitahero: Do you sell your products on other countries?. Im from chile you see and i loved the way you paint yourself

When Lauren mentions how big her nose is during her tutorial, her loyal viewers come to her defense:

MsHunny33: Whoever said your nose is big, is BLIND!!!! Im a makeup artist myself and you have a perfect nose. Bugger them!! Gorgeous look by the way xx

EmmyJane83: I Am So In Love With Your Videos ... But It Does Make Me Sad Every Time You Talk Down About Yourself. You Are Gorgeous, and Your Nose
is Perfect For Your Face. Thanks For Doing A Barbie Inspired One ... It Was Amazing. OXOXOX PS ... The Bathroom Lighting is Way Better.

All of these comments create a dialogue among the viewers and Lauren. Lauren’s struggle to fit in at school made her want to experiment with vibrant colors so she could feel better about herself (Luke, 2009). Her fame is very important to those who are everyday, average women who also feel they do not fit in. This self-taught underdog makeup artist inspires women around the world and sends the message that everyone can succeed. Her audience sympathizes with her struggle, which makes her more human and more relatable. She is seen as a brave woman who has been through a lot, who started from scratch, and has now made a huge, successful career from doing something that helped her with her struggle to fit in. Now, in her makeup books and videos, she strives to help others find a similar creative outlet.

When I look at the videos I have watched in the past couple of years, I realize that the main theme that emerges is really about a transnational community of women globalizing fashion and those who feel underrepresented. When the voices of these gurus are heard around the globe, the mainstream media want to be associated with these women. For example, various traditional media, like magazines (*Nylon, Seventeen*) and newspapers feature these gurus in their publications, because the new media are powerful and capture audiences globally. Fashion in YouTube becomes standardized globally. Bubz has her own clothing line that is sold all over the world, Michelle is the first video spokesperson for Lancôme – a famous makeup brand used by women all over the world. Panacea81 is a self-taught makeup artist whose makeup line is now sold globally. Asma is contesting her hijab as a fashion accessory and has followers from around the world who also want to wear a hijab fashionably. Norms of gendered appearances are being created by these YouTube gurus and by those who participate by watching and commenting.
Hijab becomes a “normed” fashion. These acts of performing one’s gender, ethnicity, and race through videos become crucial to being accepted in a multicultural fashion, where global space exists to produce discourse surrounding multicultural issues.

If one does a “search” on YouTube and looks for the words “makeup for monolid eyes” or “hijab tutorials,” for example, one can find countless examples of people who have decided to use this space as a site for struggle and contestation. YouTube is not only a place for contestation, but it is a place to create meaning. YouTube is an institution of power and a site of contestation and struggle against gender and the ‘difference’ normativity. As a society, we have the compulsory need to categorize and classify everything into specific categories. This need is even visible in the works of those who struggle to overcome normative gender, ethnicity, and race categories. YouTube gurus like Asma and Bubz struggle with defining their ethnicity and citizenship. Thus, YouTube is a platform where these women of color can voice their struggles and contest their ‘difference.’ YouTube provides a space for struggle and resistance for groups who do not necessarily fit into their prescribed identity categories. Throughout this project, I have given numerous examples demonstrating how these women do not identify with normative discourses of race (e.g., Asma and Vanessa). Vanessa has taken the binaries offered to her and the ‘free’ space she has to produce videos, and to construct an identity that is very hard to read to her audiences and interpret according to the hegemonic discourse of gender and race.

The issue of representation has become a critical ground for struggle and contestation (Hall 1997). These gurus are contesting what it means to be an Asian American, British Chinese or British Indian today. They are doing so by representing themselves in their YouTube videos and editing their own lives. They are still struggling, because the harassment, hater comments, and ethnicity questioning never stops. This is due to the fact that race has become one of the
most significant themes in America (Hall, 1997). Through representations of various ethnicities, races, and geographic locations, these gurus are creating a global community. They are fashioning their lives and influencing millions of viewers around the world who are both similar and different from them, and who are of various ages and from different geographic locations, backgrounds, and races.
CHAPTER V.
CONCLUSIONS

I started this dissertation project two years ago during the midst of the YouTube phenomenon. In these past two years, YouTube has upgraded multiple times, and it is still constantly expanding its features and categories. The number of videos uploaded on YouTube has grown from 24 to 35 hours per minute (Walk, 2010). Justin Bieber, a then-sixteen-year-old singer, became a YouTube sensation when he shared his songs with viewers, and he signed a contract with a recording company. Even his first world tour was called “My world 2.0” in honor of his beginnings. Ted Williams, a homeless man with an incredible voice, became an overnight sensation after being discovered by a local Ohio citizen. These are just some examples and success stories of how YouTube gives everyone a chance at being heard. After almost two years of work, this project has examined online video making practices of women associated with YouTube. On the following pages of this concluding chapter, I will review the key points of the dissertation, suggest implications, and discuss limitations and future directions for research in the area of video blogging.

Summary and Implications

This dissertation was inspired by a few events. First, when I first came to the United States at the age of sixteen, I started orienting myself in this culture; I started asking questions about ‘difference’ and my identity in terms of my race and ethnicity. Second, since I started my studies as a doctoral student, I have focused my research on exploring different issues of online identity and representation. I have examined various concepts of identity in these online communities, such as producing and performing gender, race, and ethnicity. Hence, online communities became a fecund ground for locating and practicing my research interests and skills.
In my dissertation project, I used videos produced by underrepresented and silenced women. I examined videos produced by these women throughout their YouTube life. I analyzed profile pages of eight gurus from various backgrounds and geographic locations. Through watching the videos of these gurus on a regular basis, I got to know them well on personal and professional levels. I feel that I know them well, and watching their videos has become part of my everyday routine. Today, when I check my various online social networks over coffee in the morning, like one would read the paper or watch the daily news, I find myself visiting my YouTube subscriptions to check for the latest videos.

I found that female gurus and other members create a community on YouTube, and by doing so, they feel connected to each other. Gurus of color bring other women like them around the globe together to discuss everyday issues, not just DIY topics. For example, Bubz often creates inspirational videos where she talks about her experiences with racial/ethnic harassment. She often makes videos to respond to her viewers who feel bad about themselves. Bubz inspires her viewers to stand up and speak against racism, and by opening up about her negative childhood memories, she encourages many others to openly discuss their own experiences with racism. Through watching videos, community members may feel connected to many others who can relate to these women in terms of race and ethnicity. These ordinary gurus who post videos from their bedrooms are role models to women of all backgrounds, ethnicities, ages, and races all over the globe.

Feeling connected and belonging to a certain community online is not the only meaning gurus and community members of YouTube create. Another very important theme that emerged through examining these videos and comments is the transnational community of women globalizing fashion. Women like Asma and Xteeener are globalizing fashion and style and
contesting what it means to be a young British Muslim woman or a Vietnamese American today. These underrepresented and often-silenced women can have a voice, and most importantly, a voice that can be heard around the globe. Asma contests her hijab as a fashion accessory to other modern Muslim women everywhere. The gurus represent themselves through their videos and authenticate their identities through time. Gurus like Michelle and Asma even say on their channels that their goal is to help empower other women to feel beautiful. YouTube is a place to contest the meaning of ‘difference’ and a place to create meaning.

My research question asked “How do women in the YouTube Beauty community perform their identity (ethnicity, gender, and race) and ‘difference’ in their videos?” When looking at the identity of a guru, it was easy to find self-identifiers as I began the process of identity construction of each guru. Through profiles or channel pages, I can usually learn some of the demographic information as well as information that gurus disclose voluntarily by providing a FAQ section. I found that ethnicity and race of women are important when they are not White. The community members demand to know the ethnicity and race of the guru if it is not already provided in their profiles. Hence, Vanessa creates an ethnicity video in which she explains her origins. She also explains that her nationality is British, but her ethnicity is Chinese. She makes sure her subscribers understand the difference between the two. Such videos are being created by gurus in attempts to explain to their loyal viewers where they come from or where their parents/ancestors came from. The discourse of race and ethnicity in gurus’ videos tell me that these issues are very important to them. Online or offline, race and ethnicity have been embedded in people’s minds since childhood.

Different types of racism are present in the Beauty YouTube community. Thousands of women who are not aware of different races/ethnicities/geographic locations ask ignorant
questions unintentionally or intentionally every day. The underrepresented gurus are often ‘Othered’ by the community members, which as Bhabha (1994) says is a point of identity and a problem for a discourse at the same time. When I see community members commenting on the exoticism or ‘difference’ of a guru, I feel creates a discourse that constructs race and ethnicity discussions. After these discussions are mulled out, we can then start identifying such practices as a positive thing: a direction toward learning about different races and ethnicities and accepting the differences in all of us. I talk about Hall’s (1997) notion of representation when several gurus represent the same country, but look different. For example, Vanessa, Bubz, Asma, and Lauren are all from the U.K., but because three of them are women of color, only Lauren does not get the constant questions regarding her race and ethnicity. The presence of various forms of discussions revolving around race, gender, and ethnicity creates a clear picture of what it is like to be a Muslim guru or a Vietnamese American guru.

Theoretically, this research utilized the works of several communication and cultural scholars like Bhabha (1994), Butler (2004), Gajjala (2006, 2009), Hall (1997), Jenkins (2006), and Nakamura (2002, 2008). By weaving together the works of these scholars, it becomes apparent that the interface serves as a place for meaning-making practices for underrepresented women all over the globe. For example, I use the works of Nakamura (2002, 2008) about race in cyberspace and what it means to be an Asian in an online community. Hall’s (1997) notion of contestation and representation helps me build my analysis in Chapter IV. YouTube serves as a platform for these women to perform their gender, race, and ethnicity.

Methodologically, this dissertation builds upon textual and visual analysis of profiles, videos, and textual comments. Through watching YouTube videos in the past two years, detailed note-taking and using visual and textual analysis, I was able to gain much deeper insights into
the cultural practices of the producers and users of the Beauty Tips community on YouTube.

YouTube viewing is one of the everyday activities of an average American, and it is worth studying because in this increasingly participatory culture, we must strive to understand the available technologies and interpret discourses revolving around race, gender, and ethnicity. In studying these issues, I examined eight YouTube guru channels, watched all of their videos, and analyzed twenty-one videos. Through this process, I learned how to do detailed descriptions of videos, capture the meaning of comments, and critically assess the discourses taking place on YouTube.

One of the drawbacks that I see regarding the posting of videos on YouTube is that harassment does not stop at the interface. In fact, it is easier to heckle a guru on YouTube than in person because the member is anonymous. These haters spam the guru’s page with nasty comments and rude racial and ethnic remarks. Because of the harassment, it is hard to tell if women alter their performance on camera to cater to a general audience. However, the loyal subscribers usually take care of them by marking the haters’ comments as spam and reporting them. Loyalty among YouTube viewers is very strong.

Another drawback in examining video tutorials made by gurus is the issue of consumer-driven tutorials. I did my best not to be hindered by the product placements and sponsorships; however, I feel it has become part of the YouTube culture to be sponsored in order to eventually move up the ladder. Many comments indicate that gurus make their tutorials just to feature certain products because they might be getting paid to do so. It is difficult to tell how genuine the gurus are in these cases, so it is up to the viewer to judge the sincerity of the message. To make this issue easier, I randomly chose videos from the gurus’ first videos (or early videos if the first wasn’t available), mid-point, and the latest videos. I made sure to get a representative sample of
videos from each guru’s YouTube channel. However, it is not a secret that YouTube partners make some money, so this consumer-driven culture would be worth exploring in future research projects.

I must say, at the beginning of the project, when my YouTube lurking was purely for fun, I was skeptical about researching the community. However, after spending nearly two years viewing, participating, and enjoying the videos, I have found that this community is full of women and men who just want to connect to ‘Others.’ Some have asked me why I chose to study makeup and women and I clarify that this study is about the meaning-making practices and identity performance in online communities. It happens to be a community of women talking about DIY fashion and makeup, but the implications rise beyond that. This study is about underrepresented and silenced women being able to represent themselves online.

More than a decade has passed since my arrival in the U.S., and since then I have grown immensely as a person and as a scholar. Even though at times I felt confused about my identity, with the help of social media, I have connected to others who were like me. This dissertation topic started as a personal interest, but I found important issues revolving around race, gender, and ethnicity. This project has helped me immensely to orient myself in this culture. Sure, I still pause for a few seconds when asked where I am from, but now I pause because I consider the U.S. to be my home now. I have embraced the culture of the Midwest with open arms; I have been Americanized from the beginning. Now, I embrace both my Kyrgyz and American identity and have created my hybrid identity (Kraidy, 2005), which I perform on a daily basis unconsciously. This hybrid identity has been developed through my years of encounters with people from my own culture, from American culture, and from virtual culture. When I was homesick, I joined communities that allowed me to reminisce about my culture and be nostalgic.
When I did not know who I was at certain point, I turned to online communities to explore my Asian womanhood. I embrace my Central Asian roots because it is who I am. I embrace my Asian unruly hair and my petite frame because there are millions of ‘Others’ who helped me learn how to embrace this predominantly – White culture.

Unanswered and Emergent Issues

There are a few issues that I did not explore in the dissertation. These issues relate to the offline and online intersection of identity performance. Visual and textual analysis only allows me to analyze what I see on the screen. Although I researched a large proportion of YouTube channels devoted to women and beauty, my analysis is not finite. Because YouTube is always changing and constantly developing due to the nature of the site itself, which is propelled by user activity, such a project is never complete. Therefore, I would like to point out some of the problems that will potentially become future projects.

For one of my future projects, I would like to explore and understand the role of a YouTube guru – one who produces videos, receives feedback and thereby creates and performs an identity. Thus, I would like to pursue cyberethnography, in which I would create videos and analyze the status and role of guru for myself. I would like to examine what it is like to be one of the ‘Others.’ It is easy to sit in front of the screen and passively critique, rate, and comment on videos, but I imagine it would be quite a different experience to publicly reveal my face and talk to YouTube members while sitting in my room. I am enthusiastic about trying this out in the near future for an ethnographic project.

In addition, although I explored and examined particular videos on YouTube, I did not touch on consumerism, which is a huge aspect of YouTube’s participatory culture. I purposely avoided this facet so that I can later explore it in a future project. I felt that the consumerism side
of YouTube would open a completely new chapter and expose theories that deserve special
attention. Because we live in an intensely consumer-driven society, YouTube gurus can create a
strong presence by telling young women around the globe how they should look and which
products they should use to achieve that certain look. In fact, most of the gurus I discuss in this
project have found fame through these avenues and have subsequently created their own brands
of makeup, skincare, and clothes. This is not just one mainstream broadcasting channel telling
young teenagers which cosmetics they should buy. There are literally thousands of gurus who
test the products and vouch for them. The voices of these gurus are much more powerful than
one can imagine. Therefore, I would also like to explore how producing such YouTube videos
helps women gain upward mobility and analyze their impact on their audience’s consumer
practices. So, I have yet to discuss how YouTube gurus contribute to today’s economy and
consumer culture.

Another avenue in which to study interactions and identity performance on YouTube
concerns explorations of the everyday subscribers. In a future study, I would like to contact users
via email, chat, or phone on a volunteer basis to conduct interviews regarding their everyday
practices as a YouTube member. What does it mean to follow Beauty gurus and watch their
videos? How does watching the videos on a regular basis impact their lives? I would also ask the
viewers about their overall consumer preferences and practices and whether, for example,
watching DIY tutorials makes them want to shop more than usual. Even though I can tell a lot by
analyzing textual comments, I believe that contacting a few subscribers to obtain answers to
these questions would help with this future project. This can give me the opportunity to ask the
follow-up questions from those regular members who come to YouTube on a regular basis to
connect with others.
What is at Stake?

The focus of this research project is not solely on the YouTube community, but rather how the networked media and culture construct meaning-making practices in everyday life. Because YouTube viewers assign meanings to videos that are created by millions of YouTube users, it is becoming important to examine the technology-mediated interactions and meaning-making practices of the community members. Communication is central at the interface and involves questions about who is being represented, who is speaking, and who is being silenced. It is important to explore the inequalities here and ask these questions because the number of underrepresented women online is growing; however, the power structure is being replicated in online communities.

I find the videos and comments that I reviewed to be positive evidence of the discourse revolving around gender, race, and ethnicity. The new media technologies allow women from various ages and backgrounds to have a voice. Anyone with a webcam can produce her own video and edit her own history. Anyone with a computer and a wireless Internet connection can participate in the cyberculture and produce public discourse. By examining a community of women, we are entering a world of the underrepresented being represented; hence, it is a powerful tool for communication researchers. Such research projects can lead to further projects targeting other than academic researchers in the discipline. This research can be applied in classrooms where students have the opportunity to develop critical skills. As an instructor and a teaching assistant, I have used the new media technologies in my classrooms and found the students to be very engaging and critical in the process of using such tools. Also, this research can be applied in different organizational settings, where the use of social media can be a powerful tool for the top-down companies. Because communication technologies are constantly
evolving, it is important to keep up with the latest tools. Exploring visual cultures like YouTube can bring insight to the fields of communication and media studies regarding the meaning-making practices of underrepresented women.
GLOSSARY

**Do-It-Yourself (DIY)** - the activity of doing or making something (as in woodworking or home repair) without professional training or assistance (Do-It-Yourself, n. d.)

**Ethnicity/Ethnic groups** - groups of people that entertain a subjective belief in their common descent because of similarities of physical type or of customs or both, or because of memories of colonization and migration (Weber, 1968)

**Guru** - a personal religious teacher and spiritual guide in Hinduism; a teacher and especially intellectual guide in matters of fundamental concern (Guru, n. d.)

**Race** – a human group defined by itself or others as distinct by virtue of perceived common physical characteristics that are held to be inherent (Cornell & Hartmann, 2007)

**Vlog** – a blog that contains video material (Vlog, n. d.)
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http://www.youtube.com/t/press_statistics
Bubz: Sexy Bedhead Hair (a messy tousled look) (August 12, 2008)
This is the earliest video that Bubz created that I could find. In this approximately seven-minute video, Bubz is wearing a blue top, and we can see her from the chest up. She seems to be sitting and recording from her room, and there is a computer screen on the background. The video starts with the end look photo and an introduction to the video. She says she will show us how this look is effortless to create and looks like you just woke up with tousled waves. She introduces her tools and products: favorite clay (a hair product) and a hair straightener. Then she talks over the video while the music plays and she demonstrates the steps. She says her hair is already looking shinier by applying the clay to her hair. She wraps the hair straightener around her hair and creates waves, not curls. As she goes through each step, she gives us tips and what she likes to do to make her hair look nice. As she finishes the look, she waves goodbye, but then comes back to add some more tips on how to create other effortless hairstyles. This time she talks in real time with the video and suggestions. The video ends with words on the screen, thanking the fans and to not forget to comment, rate, and subscribe.

ashlli3223:
um i am not trying to be mean but u copy michelle phan :( not nich :D

limeilovexxx:
@ashlli3223 actually she doesn't. michelle phan does more mature make up tutorials for women around 18-30 and bubzbeauty does videos for teenage girls and also her videos are less serious and more fun (: 

goosebumpsgirlgirly4:
dude i love your accent its funny sounding lol but its cool :) it makes you diff.

misspahoualee:
Omg , I don't know how manyy videos had I watched of you doing your hair & makeup but I swear I lovee how you do your hair so fast ! Lol . Now I don't have to wakee up earlyy anymoree ! Aha . Keep upp your good workk !-Amyy.

80123candy:
I just watched your videos 2day and they r FREAKIN Epic!!! I live them!!! I will like try 2 follow them!! XD

llloveComedy:
Cute voice! I'm wondering if all Japanese girls speak like that. If they I think I'm going to heaven right away XD
babybliss5:
omg.. could you please email me your hair pix? ive been trying to find a great style for ages and google isnt really doing it for me. that would be so great if you could. =] i love your videos..
theyre such a help. Xx

sbeezy2k8:
nice ... you talk sorta irish :)

hanamix3: ahh i just tried it but idk why D: it makes my hair really messy, no not in the whole sexy way. like tangled on the top of my hair, D: not volumized ?! D: help?!

bubzbeauty:
aww bless! its very important you have the correct type of clay aswel. We're looking for a clay that can toussle the hair without it being sticky and icky. may i suggest sebastian crude clay =)

xxx

BubbleTeaFantasyx3:
omg i love the tut!!! im sooo gonna\go out and buy some hair clay :D P.S- loooove the shirt, where'd u get it!?

kna1981:
where do you get your hair cut? how can i get a hair cut like yours? i've had the same cut for like 10 years now!!! =_= 

bubzbeauty:
i got my hair cut in hk! they have such great stylists there. but if you want- i can email you my hair pix :) x

kna1981:
I would really like that! I will email you (thru youtube) my address...Thanks so much! ^_^

joann0941:
can u tell me what shampo,conditioner do u use? and what hair products do u use? like hair protection things

Tinyasianchick:
I Love your light skin!! I have tan skin,: and im asian too.

UROCKMYSOX249: like good yeah it's kinda uncanny actually..i have heart shaped face too, pretty big eyes, dark hair, similar skin tone i <3 this video!! thanxx a ton xoxo.

anythingnew14:
you are SO pretty! and ive been trying to get this look for the longest time! and i couldnt find anything on it thnak you soooo much! i love your beauty tips!!

iamgrape1119:
You are so cute! I love your voice! Your hair is so shiny! Can you do a hair care routine vid? Thanks!
This video lasts less than ten minutes. Bubz is sitting in her room wearing a pink off-the-shoulder top with a pink necklace. She starts out the video by saying that her latest video about “bigger and rounder eyes” created tensions between her commenters, who questioned her message of the tutorial. Her commenters voiced that she should not be ashamed of her Asian eyes. So she makes this video to clarify a few things about race and racism. She tells about her first experience with racism, when she was five years old and a little boy on the playground pointed at her, laughing and calling her “Chinese.” She did not know at the time that she was different, so this made her want to be Caucasian. Another experience with racism occurred when she was walking with her grandmother, and teens threw rocks at them and shouted racial slurs. Bubbi then answers several questions on race. One of the things she says is that when Asian people dye their hair and try to make their eyes appear larger, this does not mean they are trying to be White. She then wonders whether White people are questioned when they color their hair and make their eyes appear different. She suggests a few ways to deal with racism – most importantly, not to feel hurt and get down. Bubbi deals with racist comments on YouTube by either ignoring or deleting them. She encourages others to take measures and not be ashamed of themselves by reaching out to others and staying strong through racism.

ProWrestlingSwede:
You seem to be a very nice and productive person but I do think generalizations are positive and a good thing. Multiculturalism/multiracialism as a whole has not been positive for the UK because it has increased the crime and taken away its british culture and identity.

There are of course wonderful human beings amongst the immigrants who have come to the UK, but the big picture is what you have to look at.

ChickaEvita:
Racism? I hate it! I am 12 years old and I live in Holland, with all the white dutch people.. I don't say every white People is "bad" or something but... there is a group at school.... well: THEY ARE FUN AT ME BECAUSE I AM SHORT (the netherlands are some children in my class 1.80...! but the most children are 1.65/1.70..... I am the ONLY small one, my height: 1.58...) AND BECAUSE MY SKIN COLLOR IS YELLOW! they say: go back to your own country! hehe you're yellow!!!! <---------- babies!!! Fffff

twillightfan4life:
:'( somehow when i feelbad about my self (like skin colour or prettyness ) i come and watch your videos and they actually make me feel better i really owe you allot how you always make me and others feel better i am really thankfull thatyou make these videos:’)

yehjeaner:
one time, in sixth grade, there were mean eighth graders who picked on all of the 'scrubs' and i was a loner during the first weeks so i was sitting alone on the bench and eight graders walked by and said 'whats up, lazy eyes?' ... and i didnt do anything because i was still trying to process what they just said to me ==;;

aishiteimasu00:
i watched this and thought of my class. every single year of my school years im alwys the only asian one in the class and im thinking "aww, again? *sniffle sniffle*" and i was always teased also and one day in 5th grade on my bus, some1 asked me how 2 say "butface" in chinese and i got scared i thought i was about to be harrassed so all i said was "i dont know..im not chinese." and they said "then what the hell are you?" and i started cryin cause it made me feel like a object.

instead of a human.

WillowWillowXOX: I'm white and wish with everything that I could be Asian...

Or any other race besides being white. -_-

I actually want to kill myself sometimes because I want to be a different race so badly... but I will never be a different race... >.>

I'm sorry your grandmother had to go through that. Those kids will burn in hell. :( 

ILoveYouB2stRawr:
this is so true.. people in my school always make fun of asians.. because they think that asians speak like " ching chong chang." and it really hurts because im an asian.. and we dont speak like that.. and yeah i talk back to them and yell at them.. but after watchign this.. i'll know how to hold it in.. thanks bubbi =)

ChawaiM:
im half white n half asian, i lived in Western Australia Perth for 9yrs, all the white kids in my skool teased/fight me coz my eyes were slanted abit, then a gang of kids made death threats to my family, so we decided to leave Australia, now im in East Malaysia (Borneo). n still i get shit frm ppl coz they only see my white skin. ive been around racism all my life, gotten in to fights with people n comin out with blood everywhere, trust me it aint pretty, i jst wish more ppl were like you BUBZ.

atomofish:
I'm from the South. Though I've never had any intense racism experience, that old Southern prejudice still exists. I met one person who tried to be nice, though he admitted he was against interracial dating.

I'm Black by the way.
soccer1cheer:

Racist people are just falt out ignorant and dumb. Why do you want to be racisest? It makes you look like a close-minded, no very smart person. It dosent benefit the society at all, matter fact it makes it worst.

Me being from the South, I'm experiencing alot of racialism from lots of people. Especially since the election rolled around and all these Republicans were saying how they dont want a black president to lead the country, knowing he was clearly the better canidate. That's a prime exampl

gracielapark:

I'm Korean.. and when I immigrated to Argentina when I was four y.o, many of my classmates who were of European decent would pull their eyes and call me "chinita" (little chinese girl). i would get so angry... but there really was nothing i could do about it.. teachers did nothing...nothing..

BabiiDoll1826:

my old friend said the same thing

she just like " you hair is so asian, it is dead straight." we arent friends anymore because she chose to walk away and join the more 'popular' caucasions. know one ever said that her hair was huge and frizzy but she had the heart to offend me. it was sad because i never thought of saying anything to hurt her.

Bubz: What makes me Beautiful (August 30, 2010)

In this video, Bubz is wearing a navy blue off-the-shoulder shirt. The camera shows her face and shoulders. There is a flat-screen TV in the background, with a strawberry décor in the background and some art supplies on the table. Her hair is down, she is made up, and her hair is styled. She says that she gets a lot of comments and messages from women who tell her that they are not pretty enough. It breaks her heart to hear her fans saying that they loathe themselves. She may not reply to each fan individually, so she is making this video so she can tell each of her fans what she feels. She lists the things she hears that are meant to get her down: “You are too short, you talk funny, your accent is funny, the list goes on and on.” She says she is 4’11”, has bad acne, big pores, big ankles because of her dance background, and that she used to have bad skin and chubby cheeks. You open a magazine and see these amazing models and actresses, and she used to ask herself why she could not look like them. Media can really distort beauty. She says by comparing ourselves to someone else is the worst thing we can do. Beauty is in the heart. She states, “The most beautiful things in the world can’t be seen” and that beauty is eternal. If you are trying to be someone else, you just wasted the person you were meant to be. She tells the viewers to not be too hard on themselves when someone hurts them by calling them ugly. “Have dignity. You might be 150 cm like me, but by not responding to that ugly message, you will
feel 100 feet taller. Instead of responding, just turn away.” For her job, she may work with makeup and with clothes, but none of that makes her beautiful – what makes her beautiful are her values and her morals. All the flaws come together to make her who she is. She gives lots of famous quotes and encouraging words. She ends by listing what is attractive to her: a sense of humor, kindness, intelligence, and confidence. Bubz suggests that we try to see the best in people.

Littobell:
I could not agree with you more bubz! My personality is like you! I also had acne (still in the process of getting rid of it) but it doesn't bring me down. I don't understand why people choose to be ugly :( I think it might be because they think it is "cool" maybe? idk. lol just a thought. Love you bubz! <3

6jellybean:
i was told by the guy i liked that i was ugly... for the longest time, because of that, i was crying every night... but after seeing this video, i can confidently show EVERYONE my inner-beauty... THANKS BUBBI!!! ♥

FiShY1739:
Beautiful words from a beautiful person to all the beautiful people out there :)
Wonderfulmeeee="
"For beautiful eyes, look for the good in others; for beautiful lips, speak only words of kindness; and for poise, walk with the knowledge that you are never alone.” -Audrey Hepburn I love that quote. :D

Darkwonder02:
Amen, Bubz.
About two years ago, I also lacked self confidences. I was depressed and spent all my time picking out all the things I hated about my body. But now I feel like I was so stupid to be that way. Thank you for putting this video on here. Two years ago, I lacked self-confidence, but now I walk proud about they way I look. It may hurt when people say mean things about me, but it won't change they way I think about myself. Beauty is inside of you, not outside!

EphemeralAbode:
Nice message. Thank you! :) You're a lovely person. The mainstream media can't be trusted with the real news most of the time, let alone images of beauty.

SweetiStrawberri12:
Bubz !!!Thank you your amazing and your so influencial! if everyone was like u the world would be wonderful!!!! <3 <3 <3 <3

sweetKNJ:
SNIFF..SNIFF. You almost made me cried...............I have REALLYYY HAVE BADD ACNE TOO. And what made me loved my skin? My boyfriend, God, loving- friends, and my heart.

wiltedrose82:
Totally agree with u bubz. really tho, society screwed us over with their outlook with what looks good and what's bad. God made us all to be our own person. To love each other and treat each other with respect. I have bad self esteem issues too, and with me I can get nice compliments all day long but it takes one person to totally erase all that and I dwell on it. But we're all beautiful in our own way, both inside and out.

HeatBlank22:
Thank you for making this video. I have realized all of what you said in this last 6 months but could not find a way to tell others. I'm Going to link your video for all of my friends to see. Thank you SO much!

hannahlicious817:
thankx bubz, and ur beautiful, ignore the people who pick on you, people say i have an accent and that bugs me because i dont want that and its not even that noticiable anyways, but just try to ignore them. live the way u want, and always be positive. life is too hard being someone else.

DayDreamPhilosophy:
I cried while watching this video cause it reminded me of the time where I was made fun of for having small eyes. Everyone called me "ugly." My mind always told me "you're ugly", just because so many people kept telling me that I was so. And now after watching this video I realized that Bubz is right. No one can call one ugly just by their looks just as no one can anyone call one beautiful by their looks. This video has really inspired me to become a better person and no to look down on myself.

macprincess44:
you are an inspiration to me! Thank you so much! This made me feel a lot better about myself, and probably a lot of other people who watched this!

MoonRaven721:
I have a boyfriend who loves me for me. Before I met him (when confidence was low) my friends would tell me to dress up nice and stop wearing boring t-shirts and jeans. Wear more makeup and do my hair. And after I met my bf, I did. But in the end, it was the makeup less girl who wore t-shirts and jeans that he fell in love with. And ggglllllll is definitely right. I'm not considered good looking to some. But to the one that matters to me I'm beautiful.

sweetKNJ:
My gosh, people always pick one'me saying I'M TOO SKINNY. That really bugs me. But,that never stopped me from showing off MY talent, THANKS TO U BUBBIIII!!! You really showed me what beautifuullll is!!!! You're so inspiring, and I love it when you post up videos like this! COME CHECK MY CHANNELLLL TOO!

WindxProdigy:
All those question's of "why's?" are easy to answer, but I don't need to give you the answer cuz you solved it yourself =). This is really inspiring Bubbi, you're like the confidence I lock up inside myself. The confidence to speak up, it's something I usually don't do ^^. Any guy would be lucky to have you as their girlfriend, with all the wisdom and such. Thanks for the inspiration =). P.S. I thought you were 5'1 not 4'9 :P.
arcoiris301:  
I love you sooo much you are just so full of life your videos always make me laugh(:I wish I had a friend like you!!thank you fir everything you do for us(: -3xoxo

MakeupAddict102: u are such a great person bubz :P I am trying to lose weight because me and my fiance want to conceive a baby and its so stressful because i feel i am so ugly and my fiance is gorgeous and he should be with someone better looking then me.....life is so tough

barbieprincess7928:  
Tbh I used to hate myself I was always told I was ugly and too skinny now I'm a different person because i stoped lisening to other people hu try to make me feel mad I am hu I am I can't change that :)

AsianIsMe:  
you truly are a beautiful person bubz inside and out!!! thanks for the confidence boost!!! :) :) :) 

xteenixtigerx3:  
bubz your heart is pure gold. you should totally be rated one of the most influential people in the world. you would so have my vote! <333 teeni

EllynDark:  
Bubz, You hit the subject that means so much to my heart. I've gone through a lot, and having you talk "to me" about this subject, I feel about a thousand times more confident. Thank you:)

Bernie0girl:  
wow you are such an amazing person....you're way beyond a makeup guru lol ur like, a motivational speaker, a comedian, and a friend :) 

aznhottie52: amen sweetie! those are some amazing words you say!! and yes, flaws are beautiful =)

anh166956:  
you just boosted my confidence ;]

icewinner1:  
i <3 ur accent and you like are so nice unlike michelle phan i sumtimes get mad cuz somtimes u dont make bubiosty i always compare myself i think you are the pretty girl in ur house lol

saphyra:  
You make me wanna make tutorials. I've been thinking about it but I'm really shy and lacking a bit of self-confidence. But hearing this is a bit motivating. Thanks! Also....visit your forums once in awhile girlie!

Xteeener: L’oreal Make-up Review (October 23, 2007)  
This is Xteeener’s first video. In this video, she is reviewing drugstore makeup products. Xteeener starts this video by stating that she is very frugal when it comes to makeup. She has no makeup on when she starts out; just moisturizer, she says. She is reviewing two L’Oreal products in this video. She is also reviewing a moisturizer by Olay. I can see her
from her shoulders up, so it is hard to tell what she is wearing. She starts by showing the first product by L’Oreal, a loose powder, by applying the powder to her face. As she applies and demonstrates the product, she talks with her audience by telling them which shade of foundation she bought and tells us that it is always difficult to find the right shade for Asian, yellow-toned women. She suggests other Asians try this product. The second part of the video starts with a review of a different product – a gel eyeliner. It is an inexpensive product that she really likes, and she demonstrates how she applies this gel eyeliner. She bought this liner at Wal-Mart for around ten dollars. She checks to see if she applied the liner evenly, and then she reviews the next product, even though she said she would only review just two products. This third product is a juicy tube lip gloss, which she compares to a more expensive brand – Lancôme. The video is concluded with the photo of the final look.

gendres1:  
Same here. You look just as good without the make-up as you do with it. Don't get me wrong. There's nothing wrong with make-up. It dose enhance a woman's beauty. But with you, it really doesn't make a difference to me. I don't know. It's hard for me to explain. Anyway, thanks for this tutorial Christine. I enjoyed it.

trickmastermonkey:  
I always find myself highly attracted to frugal girls when it comes to spending, especially in regards to fashion, make up, etc. i'm an economical shopper myself, i think it takes a certain kind of intelligence to realize, for example, a moderately priced handbag can just as easily compete with a designer made one. lets face it, we buy products mainly for the NAME, it's that simple. everything is becoming so commercialized and people becoming so narcissistic, i stick with natural looks. the end

HeartedAngel27:  
wow, so this is ur first vdo. omg, i'm impressed by ur improvement! i love it!

MillionStars:  
you kind of look like an asian version of kristen stewart! gorgeous and flawless, even without makeup

itsbondibaby:  
i really like to product! but i Hate the brush it comes with! i find it difficult to find a brush that will fit in the small opening at the top. p.s I live in australia and the prices must be way crazier over here because that foundation costs around 35 australian dollars.

pinkcharms:  
i heard l'oreal tests on animals X(  
sweetfritzy:
they tests animals?? :( i'm totally giving up with them!

natalianm:
L'oreal doesent tests on animals... they made their tests on artificial skins
Loudmouthal: i actually contacted l'oreal and they told me the do some testing for the ppl which is code for we test on animals
theendersatomi:
The L'oreal gel/cream eyeliner thing always ends up leaving a shade of black underneath my eyes. I've even tried only putting a little bit on and none of it beneath my eye. Any idea why this happens?

Kristine93Marie:
well...you can use the brush by putting it back on the pan with the mineral pigment....way easier...that's how they showed it on the sample pic..

Discordia5:
loreal does *excessively* cruel and unnecessary animal tests. most makeup companies don't test on animals, so i've given up loreal for good. It made me sad to do so, because I wore their 3D architect mascara for like, 6 years straight.

kitkatchocoagain:
I agree Loreal is great and not expensive :)
sukigr113: i was so excited to try both of those products out...i bought both today and love them...im definetely using them faithfully from now on. Loreal is a great brand.

FifiKamel:
Wow Your Gorgeous! Your Skin Is So Good =D
KCJBFF: i love that foundation! it matches my skin perfectly

simusicalvideos:
Hey! I was wondering where you got your eyeliner from? And the cost?
xxmcratthediscoxx: dont worry about not spending a ton on make up. im like tht too. i dont like spending alot on make up. i love drug stores!!!!! haha :)

yumemiruserenity:
LOL, Lancome and Loreal are the same company. I read it somewhere that they are all the same, except one is high end and one is low end, but in all in all, the two are really identical. You can wikepedia it and you'll find they are the same company.

sweet4eva33:
Thanks so much for this review, I am so going to go get these productss! x]
ninalovesmakeup: I've been hearing a lot of good things about the cream eyeliner; however, it seems a bit pricey for drugstore brand. The Cosmetic Company Outlet sells MAC fluidline for the same if not a little cheaper than L'Oreal. In case you're ever interested in going there and trying out the MAC one. Also, you look very pretty without having to do much with your makeup. Though you were pretty before too. :)

blueyescutey:
i tried that foundation but the brush is way to harsh for me. any suggestions?
sup'supuglyfaces: you have pretty long eyelashes for a asain woman. no offense. but most of my
asain friends complain about having tiny tiny eyelashes.

blahishness88:
I actually like the maybelline mineral makeup better...but i never understand if i'm supposed to
"set" the powdered mineral foundation with finishing powder...seems redundant to me...

karena646:
she's also a liar! In the other vid she said she had acne and acne scarrrs.. i dont see any even
without makeup! Pshhhhh ;)

xteeener:
lol i wish i was lying!! but actually in this video my skin was a lot clearer back then. it's gone
through some hard times since this vid..sighs lol it's slowly getting better though =)

TheOobster:
In spite of all the bad reviews, I like the loreal mineral foundation (minus the brush!) Heavier
coverage than the higher end stuff I use, but all in all a good foundation. And really, Lancomes
Juicy tubes are the stickiest gloss out there! the powder makes your face bumpy, the fluidliner
has a crap brush and the lipgloss is sticky. i hate l'oreal.

xteeener:
i do agree that it has a crap brush but you don't necessarily have to use it. the powder doesn't
make your face bumpy unless your face is already bumpy? and the gloss is a bit sticky but it
really isn't much different than many of the highend lipglosses if that's what you're referring to.
you're entitled to your opinions though =)

beauty0132:
WAL-MART IS THE BOMB LOL

walksinlondon:
hey great video! so you call yourself a cheapo, but i would hate to spend even 10 dollars on that
eyeliner stuff!! but i would really love to try out that brand in high pigmented eyeshadows!i
would hate to pay that price :0 i spose it IS cheaper than mac though..& i'm sure that foundation
is lots cheaper than bare escentuals which costs way to much!!anyways, great vid!

hippoats:
hey i'm from soompi! well i'm on my bf's name. but anyway i wanted to thank you for the lip
gloss review because i got them the other day buy one get one free at walgreens and i LOVE it!!!
i'm going to get more tomorrow. oh and that brush for the eyeliner hurts my eyes so i use a
different brush. if it ever bothers you i suggest you get a softer one from like target or something
cause i know LOTS of people throw it away cause it's useless.
**Xteeener: 2 Autumn Inspired Looks in 1 (September 14, 2010)**

In this video, Christine makes two tutorials in one. I can only see her face, and very little of the background, except some wooden chairs. Her bangs are clipped back. Because fall is her favorite season, she wanted to do a two-in-one look inspired by this season. Then she shows what products she is using: names, brands, and colors. She creates a look that is autumn-inspired by using drugstore and some department store brands. She also gives tips on how to make the look softer as she finishes this look with lipstick. Then she shows us snapshots of the look. Immediately after, she shows another look, where she transforms this look with a different lipstick and builds on the makeup she just did, adding a darker shade on her eyelids. She starts by removing the lipstick with a makeup remover. The eye look is intensified by another drugstore copper shadow (Milani); she got the idea from the runways. Then she dabs the black shadow on the outer and inner corners of the eyes. Then she takes the brownish shade to overlap the black. She blends out the edges a little bit, focusing on bringing the color higher. Revlon nude lip shade wraps up the look. Then she posts a few more snapshots of the look at the end of the video and thanks us and tells us to stay tuned for more videos.

Sand3lici0us:
i like how we hear only ur voice and no music in the background.. its good to just hear what ur saying :) GOOD GOOD GOOD haha

xxpensxipodssxx:
i read the article :) its so true what they said; youre seriously one of the sweetest/most down-to-earth people on youtube.. I LOVE YOU :)

irpap:
you are so sweet and likeable, your videos are amazing, just because you're talking in them, the make up tips just make them even better!

poetgb:
I love watching your videos. You have a relaxed and confident approach. Your videos have a soothing effect on me and makes my day.

colormyworld707:
i've been your subscriber for a couple of years now and I think you're gettting prettier and prettier! thanks for all your great videos!

BeautyWorldWild:
what do you think is the best primer from elf? the normal or the mineral?
frankmandy1981:
You make it look so easy and inspire me to try these looks myself. I really enjoy watching your videos!

o3eanp3arl:
Thank you!! I have three fall weddings coming up and this is exactly what I was looking for! :)

sevsgurl: i loveee how ur tutorials aren't "mac mac mac.... nars nars nars.... dior, chanel, bla bla bla aa" SO much more relateable .... and justt as stunning! Xo

S4mmj3:
sometimes I wonder if you're my mom's daughter =))) sounds so silly but you have some features similar as hers =))) I'm vietnamese btw :D

nanciika:
love these looks and your videos in general! your make up is so simple yet beautiful and is not time consuming like some of the guru's. i mean, its nice to watch their make up, its pretty and all but when it comes to trying to put it on-it takes a lot of time. So yeah, love how practical and simple, yet beautiful your looks are :) plus its all very affordable, so thats always great, especially for poor uni students like me xD

kelvinkyw:
You look very charming. Can I be your boyfriend ?

katrienvdk:
I love how you always use inexpensive, easy-to-find makeup. It's so much more fun to actually be able to follow along with a tutorial using the actual products : ) instead of like, random really expensive things

ydr3X:
i love the large brush u used to apply the bronzer, which one is it? :)

xlilpinkbunnyx:
I LOVE your lashes. I wish mine were that long! This look is so gorgeous, fall appropriate, creative and simple at the same time! Thankss!!!! How are you liking your hair? Are you all used to it now? :]

xxveexxxceexx:
After reading the article about you I think it would be great if you did a career video and college experience. Like tips and ideas for bachelor degrees.
SugarPie09x:
i like that you use more inexpensive products and brands like nyc and rimmel. finally products i actually buy!!

ALL4GREEEN:
congrats on the article christine. i'm confident you'll go along way with your freelancing endeavour! keep up the great work. : )

x3tsubasa:
the lipsticks look sooo different
when you took the picture with flash! great looks!

justynamarie33:
what color in the coastal scents 88 matte colors match with rootbeer?

justynamarie33:
i love this look!! will you please do more autumn looks?

iCaBee:
i LOVE that neutral eye/deep lip color look :)

therandomusername:
your eyes kind of remind me of catherine zeta jones :)

CindyVaio:
do u wear clear contacts? where do u part your hair? center or side?

dkwon95:
the lighting makes u seem really pale but the pictures do your look more justice :D biancalovesmakeup: @dkwon95 umm, whats wrong with looking pale? i think she looks beautiful both ways.

KimKim10101:
CAN YOU DO A MAKEUP COLLECTION VIDEO ?????

nunieboy:
DUDE SOFTLIPS ARE AWESOME! I STEAL MY SISTERS... Is that weird? shud i just have kept that to myself?

esperida:
so pretty !! your new haircut makes you look more chic ! : )
yummynoodles:
what do u recommend for eyebrow shading? I never really fill in my eyebrow so I don't know what is the best and easy thing to use.. Thanks

fanntarded:
@yummynoodles I know you're asking xteener for the recommendation, but I want to bring up the Wet and Wild Coloricon brow & eye liner pencil to your attention. The pencil has color and wax in it and it's only .99 cents. I use taupe for a more natural look since most of the brown shades have a hint of red in them and it looks really unnatural on me.

jennadancer7:
I LOVE both these looks. I think I'd probably go for the deep berry look more often since I am in high school and I just love to dark lip look anytime :) I'm not the best yet with the smokey eye deal, but practice makes perfect! I hope to try both these looks soon!!! Thanks for the ideas :) yangtanw: i really like your new hairstyle... do you style it or is it just wash and wear?

MindTwins405:
This is amazing! I loooovee both looks. Perfect for college cause they don't take to long before class. :)

yangtanw:
so i always wondered whether you're korean, chinese, or vietnamese. the article answered my question :)

ksgshmoops:
i love both of these looks, great job once again! this camera is really great, but i think the lighting kind of washes you out, its a good thing you take pictures too because it looks totally different and the colors show up more true, do you think so too? did you move? the lighting in your room was better! keep it up, loooove your videos!

Karinah1523:
i like how u used only 3 colors! its a very gorgeous look! i loved it! and the colors

livexnoregrets:
OMG. You're an alumna of the school I go to nowwwwww :D rubaroque2: I just bought a bunch of nyx eyeshadows like last week, including champagne, copper, and iced mocha...so now I have a new way to use them! I really like the 2nd one, after you added the copper color! It looks very autumn-y

I love Fall also.Love your looks !!!HUGS:)
tellittomonday:
I think you're so much more beautiful without make up :)

jinnarakka:
Great video. I am your big fans. I have watched almost all of your tutorial video and you all look pretty, but it seems you are getting some weight lately, or is that the camera effect that you look a little older and grew a little fat? Take care, xteener; you are the best!
xosweetea: im just really amazed at how well you do eye makeup on asian monolids. its a pain for me to do my makeup and not like how it comes out because i dont have a defined crease and the shadows may come up too high.

LoveToLovePink:
i loveee the second look. i like the two in one videos best.

FancyFancyName:
I love that lipstick color!

K4TT3R:
you are in a sorority? how cool =) im a 2nd year now and im still thinking about it.. did you enjoy it?

xosacrificedheart:
I <3 the dark lipstick! actually both lip colors are super adorablee. but you look totally pretty even just with the eye makeup look done:

twee678:
i really like it. and did you get a new house or something?

hisgermansunshine:
I really love this haircut on you! you should of done it sooner!! I also love the looks ^_^ - When are you going to start on halloween tutorials??!!?

northernstarlite:
I've been wondering how to use Milani's Flare. This is actually a good idea.

AliceCullenn20:
i love how fresh and natural the 1st look looks! what mascara did u use?

candilover:
i like the second look, especially the eye makeup, i'll try it out later, thanks!
pinkolive2010:
do you prefer the too faced shadow insurance over the UD primer potion? I have the too faced
too, but have not use it/ open it yet. I have notice crease sometimes with the UD

hpaddict73:
LOVE. Finally a simple look I can afford :) Thumbs up!

writtenrealityxx: LOL i always thought you were korean for some reason... anyway, lovely look!
Classiclover4ever: The news article on you is interesting :D You didn't let on any of the stuff in
the article in your videos hence upping your mysterious factor :D

theatreNYC:
i LOVE the dark lips o you but i cant pull it off so im glad you did both looks.

sara22185:
Can you do another episode of "What Xteeener Wears"? I miss those!

gabriellaetui:
I have never tried berry lip color~~which I feel makes skin color more yellow.....so how to try
out nice fit berry color? :P thanks ~~

waiwainjp:
You look so chic & sexy!! I'll try em. :)

lostjb:
oh wowww!!! i wasn't feeling the second look until you added the copper colour for a warmer
effect. you're amazing =)

PeachyPink0614:
im so glad you are back with a tutorial! I've missed them so much!!! :)

malia123owns:
wow, i've been watching your videos for a while, and you've turned from a beautiful young
teenager to a growing gorgeous woman! i love your videos, keep up the good work, you have all
your fans supporting you<333

EmLeahlie:
@xteeener Should take about 30 minutes right?

Btw thanks for this look (: I've been looking for exactly this look for a long time (: Thanks so
much, it's perfect!
MissesMushroom97:
your gorgeous i love you ;) like legit <3

DustBunii:
i like yur haircut (: i wanna get a bob too but im scared i'm going to look like one of those chinese housewives o;

sidneyHERE:
OMG OMG! First!!!! Oh wait. No. I'm not. And neither are 99.9999% of the people who claim to be first!

BloomingElephants:
So pretty! P.S I love your shorter hair! I never got a chance to tell you ahah it suits you so well!

_DulceCandy87:_ MaryKay The Berries Look!!!! using mineral eyeshadows (July 3, 2008).
This is DulceCandy87’s first video. This video starts with the camera being turned around, and I can hear some rumbling noise. In this video, DulceCandy87 starts out by greeting everyone. She is wearing a black top, and her hair is curly and highlighted. I can see her from the chest up, and her room is visible in the background. I can see a bulletin board and a hanger holding clothes and belts. She describes the Mary Kay cosmetics she just purchased, as well as the look she just created. She does a close-up look on her lids to show us the makeup look she created with the use of her new eyeshadows. She appears shy and timid, and her voice is very soft. She waves goodbye as she finishes the video.

crycynthia:
omg, your voice was soo soft!! and your hair was nicee :))

RetroHunniic2Bhadd:
omg...u seem so much more alive in your newer videos! but its probably cuz u were just getting into the whole youtube thing :-)

sexibaby904:
I always wondered what ur first video was like lol You look like Jessica Alba!!

KBerryful:
I love how your personality has not changed from your first video, many gurus change after fame gets them ;)

SweetbabZz:
AWWWW dulce u sound so cute and so new to youtube here....big differencede to what u look like and how ur videos are now
hXcPoptart:
Hi hun. I was trying to go to your mary kay website and it said it no longer exists. Im a new starting out IBC and i was just wondering if mary kay worked for you? Can you please do a video on mary kay and your experience selling it. Positive or negative it would be a great video. Thanks!!

TNgurl11:
I loved hearing all the great compliments about this Mary Kay product. I happen to have these in stock so definitely leave me a message if you are interested! TY!

chicababy075: i love mary kay there stuff is good and i also love my satin lips ( get tht by the way) it makes you lips soft and nice before u put your lipstick on :)

AprilAthena7:
You looked so young in your old videos! :)

fresitamia89:
had to see your first vids..... i wanted to comment on your verry 1st vid but could'nt, you seem much more confortable talking to the cam! LOL! thanx for all your tips hope my will help!

Suductiveeyes22:
I ABSOLUTELY LOVE YOUR VIDEOS THEY ARE FABULOUS N AWESOME I ENJOY WATCHING THEM BUT I WOULD LIKE YOU TO DO A VIDEO ON THE MARY KAY IRIS or DENIM FROST or AMBER BLAZE PLZ PLZ PLZ IDK HOW TO WEAR IT!!! ( :

jillybnz2379:
Ive nevr used MaryKay products b4.. I will def chk u out there on the site... Ure eyes look amazing... Hope that dont sound too weird, Sorry girl... but they DO! B E A U T I F U L girl~

ParadeOf91:
OMG, if you haven't tried Mary Kay, you definately should! It's a lot better for your skin than that nasy, cheap, chemical-filled crap at the drugstore. They have so many different colors, it goes on your skin SO smooth AND THEIR SKINCARE LINE IS AMAZING. :D

**DulceCandy87: A Look Inside My Bag** (April 29, 2010)
In this video, Dulce shares with us what she has in her hand bag. She is sitting in her room or maybe what looks like a closet. Her hair is styled and down, and her makeup is well done, accented by long, dangly earrings and a black top. There are clothes hanging on the background, so it looks like she is sitting in a walk-in closet. She is very chipper and energetic. It takes her a couple of minutes to tell us what is in her bag. First, she starts by telling us she got this expensive designer bag when she spent some time in London. She has never had an expensive designer bag before. The first thing in her bag is a Hello Kitty notebook, in which she takes YT notes as well as doctor checkup notes and questions. Some other things in her purse are a catalog for Erin Brothers, a hand sanitizer from Bath and Body Works, and a camera from Best Buy. She mentions the brand of every item she has and how much she likes every item. Her boyfriend comes up in her talks quite often. Every
item has a little narrative, and a “how much I love/need” each item discussion. In this video, she is talking directly to her audience, and she is very natural and at times passionate about what she talks about. She also mentions how much she loves Jesus as well as Mexican candy – tamarindo. She tells us about Mexican candy that has tamarind pulp, which she eats with a spoon. She used to carry knives with her when she was in the military. Because of her pregnancy, she gets a lot of heartburn and therefore, she takes Tums, which help her a lot. Last, she shows us her iPhone and a picture of her boyfriend. She reads quotes from the Bible. The video ends with her hearing some noise outside of her door, and she is startled. Then she remembers one more thing about her purse. She ends the video by mentioning her blog address and waving bye-bye.

MissButterflylicious:
My mom also thinks that thing with the purse on the floor..... why is that?? do u know the reason why that brings you bad luck??

blondaza:
@MissButterflylicious haha my mom too!!! well I guess is a general latinamerican belief! that if you leave your purse in the floor your money will go away from you and you'll be broke. I do not believe in myths but with this one I can't help it! I try to rationalize it but still CANT PUT IT DOWN!! xD

babydoll17x:
you are so beautiful and all the haters are ignorant, jealous people, your videos are amazing! keep it up :)

xoxopinay:
do a boyfriend tag

suzko182:
Yes. We love Jesus.:)

ktf17:
omg! ur regnant but still in school??? another act of immorality.... oooppssss sorry! but technically im right. right?

asdfjk112374:
@Reinenoire this isn't church, if you want to express ur love for jesus go watch a preacher not a fashion guru. :)

EnchantedPalmTree:
Are you spanish?
MsFlowerPowerGirl:
Are you pregnant?? Oh my gosh I love your purse :)

manoniscoole:
@MsFlowerPowerGirl Why should she be pregnant?

BeautyWithArtemi:
@manoniscooleShe is.... check her blog

xoxoLeony:
@manoniscoole because she mentioned that mints are good when you're expecting. and she actually is :)

marinchyglossy:
I love you!!!!!!!!!!!! :D ur the best beauty guru ever!!!! I'm soo happy that i discovered u here on youtube (but that was long time ago) :))) I love every of your videos :) i already Favorited them xD

bonesfan10:
are u mexican cuz mexicans are cuul x you were in the army when x

LadyLuvLatina:
When I was pregnant I had heartburn too. My son was born with a full head of hair. Drinking lots of water and a glass of milk before bed helped me. Yes putting your purse on the floor is bad luck. Something about your money disappearing or not having enough. Lol!! BTW the floors are so dirty at most places. Do u really want to put your nice bag on a dirty floor. Lol!!! Do u know what u r having yet? Any names yet?

TheLovelyxox:
loool "there's this Mexican candy where they put tamarindo 'tamarind. pulp' on the spoon."
Haha

LoriBabyy:
aww your face is getting fatter ! your so pretty , i love your videos . please dont stop making them !

kosmetickelly:
wow, my husband would kill me if i spent $700 on a purse, the print is Damier Ebene Canvas by the way, I have one Louis Vutton Bag and a wallet they were gifts from my husband, but he got them in thailand so i dont know if its a knock off or the real thing, but i got a really small hand bag, and this wallet i love
sgsala18:
Are you Mexican?

Reinenoire (128 people thumbed it):
I love Jesus too! Thumbs up for posting that some youtubers shy away from him.

Jamzy321:
Make a video about what u need for high school since you been there done that

winterlove96:
try to drink some milk whenever you have heartburn

beanibabieful:
I knoe right mexicans are the best viva los mexicanos aribaaa ayayyyayay

peacieperson101:
im not even mexican and i still LOVEEEEEE tamarindo!!!! best candy ever lol! - great vid

princessjewelzz:
you kinda talk about ur boyfriend alot in ur vidz

robman42099:
Does your boyfriend ever tell you that you talk alot. You are eye candy though. keep doing your thing.

love85373:
you talk a lot about your boyfriend so just show us himm!!!! :) 

yamir925: heart burn means that your baby has alot of hair
mariasjukebox: im craving mexican candy now, specifically the pulparindo lol! ♥

TheClownCentral:
who knew you could talk about a bunch of crap in your purse for 16 min....Maybe i could do a video of whats in my Garage.

fckngigglez:
yu were seriously in da military?

zachansonhasbigballs: You're refreshing and not stuck up like a lot of the other girls on here. You look like Jessica Alba too =)

shyetloka17:
i love u so much!!! i feel i can relate to you so much!!!! well kinda!!!! im mexican also and a
fabulous leo like u ( i think) lol but yea i like to go on n on also bout things i love!!!! your
beautiful and i love ur videos, i also got a LV and ur right u can fit so much in there n its so
comfty n not so bad to carry!!!!!

CamilionButtafly:
I've watched some of your vids, but this one is so funny..I actually watched the whole thing. I
love when you heard something, & looked scared (I'm goofy too, it that part reminded me of
how funny I get too. LOL) I think I maybe getting a Speedy 30, but I really like the one you have
so I hope my fiance' gets the right one. You're cute too remind me of a little sister I never had.
Stay just as you are & dont change kudos ;) Oh...don't be scared! LOL ;P

TheRainbows302:
Hey thr..just lovin all ur videos...and love u too!!! :) can u pls tell me what your wearing on you
lips in ur recent video "November Lovely Delights" ??? we both have the same complexion
...also wud luv to see a video of ur Top Fave Lipstick& Glosses ...God Bless!!!

carlyly291:
Do you have any videos about your military story? And if not can you make one please :)
ginalvsmusic

i find this SO stupid. im sorry but .. yeah

XOTaylor5219OX:
i lost all respect for her if she is pregnet, my gosh get married first then have sex that way you
can have a baby. i hope ur a Christian

ESACHINA27:
i love you dulce! and omg i fucking love mexican candy!!! and spoon one is one of my
favorites!! i think this week ima go out and get me some now! lol you make me want it! lol but
yeah i love your bag soo cute! and i feel like doing a new whats in your bag video now lol!

CatherinexxKC:
I do the same mint thing! :D I had to go on a 7 hours car ride and I had a bag of mints with me.
xD & I didnt get sick (: 

bethbo:
Hey! Can I get the link for the thing in the bottom of the purse?

thisisveryveryannoyi:
How do you keep track of all your stuff? your shoes, bags etc.? I have like half of the stuff you
own but I almost always forget about the stuff I own and then later be like OMG this is so cute..I
had no idea I even had it lol
**Hollyannaeree: DSK Jewelry!!! Woo!** (March 28, 2009).

This is Holly’s first video. In this video, she is standing in her room. There are a couple of shelves with cosmetic items as well as bags and clothes in the background. She is wearing a white tank top, lots of makeup, gold hoop earrings, and a gold necklace. Her hair is in a ponytail with a big poof. She has acrylic nails. As she greets us in her video, her voice cracks, and she makes fun of herself for that. She says she will tell us about DSK jewelry she got from Stephanie. She was skeptical first, because she does not wear silver usually, but this was sparkly, and she likes it very much. Then she tells us how she tried to capture the sparkles of the necklace, but it didn’t work out. She says she might be getting sick, which “sucks” because people will make fun of her. She states that she does not have an accent, but then says that we might think she does. She grabs a Hello Kitty ruler to measure the crystal on the necklace, which she measures as 1 mm, or .5 inch, which I think she meant to say 1 cm. She then goes on to describe other necklaces she ordered for her mom. She emphasizes again that she always wears gold, rarely silver. She gets a little nervous in the end and tells us she probably looks like an idiot in this video and then says goodbye.

tenchisk8:
can yo do a hair tutorial on your hair here? i love it!!!

hollyannaeree:
haha sure. lol. i just threw it up because i had just gotten up and hadnt showered yet but yeh i can do that. i warn you...my hair tutorials will be crazy boring...i dont use any products or anything. i have a round brush, blow dryer and a curling iron and that is it.

vietxpinay:
HAHAH, "i busted out the ruler today so i can be like QVC." hilarioussss! =P i just found you, and you're SO cute - i might add you to my blogroll on blogger =)

Danadandoona:
Love your videos !! I just watched them all, you're so pretty=) xx

tly510:
hi holly! this might be a stupid question but do you put the lipstick on first and then the lipglass?? and do you apply any chapstick first so that every thing goes on smoother?? love your vids!

hollyannaeree:
lol thats not a stupid question! it depends on the look i am going for. sometimes i put lipgloss on first sometimes after. i dont put chapstick on before that cause you really cant layer too much
stuff on ur lips and still have the color come out. i usually do chapstick at night before bed...if i remember!

looveee09:
has anyone ordered? let me know how you liked them..

ch1kk89:
ur so gorgeous and love ur personality. love ur vids. keep it up. :)

hollyannaereee:
hahaha thank you. ^_^ im nerdy. LOL.

babygirl:
This might sound silly, but you have gorgeous teeth! they are so white, are they your real teeth? You are gorgeous.

hollyannaereee:
hahaha thanks. and yes they are my real teeth. ive never had braces or had them whitened. but i dont like coffee or wine so i think that helps.

VietCutieGurl88:
What color lipstick and lipgloss are you wearing??? You're so pretty!!! I love watching ur videos, please make more vids soon!!! =]

hollyannaereee:
aww thank you so much! i actually dont really remember for this video! sorry. :o(

katiechoi2726:
hi i looked on the website and i didnt see the exact one that you got the silver necklace with the sparkly heart how much is that one and is that exact one available?

hajima45:
hey holly~
are u korean?? u're sooo pretty gurl!!^^

hollyannaereee:
yes. i am 100% korean. and thank you ^_^

coolprincessnancy:
What does exactly gold plated means? Im just very curious. :P

hollyannaereee:
gold covered. GOOGLE it, i am not a jewelry person.

suburbanbeauty:
How exactly do you order DSK jewelry? Do you just email and ask for a certain shape? Or does the jewelry have certain names? You are so gorgeous by the way! I'm jealous!

hollyannaeree:
the site is right in the side bar. i YT wont let me post it in a response.

TruelImage86:
lol....your so funny without even trying. " i busted out the ruler...to be like QVC" funny as hell

cuteclassi2004:
I love your makeup in this video. What eyeshadow are you wearing? Thanks for sharing this video :)

bubbymad:
h i luv that yellow heart necklace bt i cnt find it on the dsk website please can u give me the info and its so unfair your really pretty u hav a amazing sense of style your make-ups pretty ur face it pretty ur hairs pretty please can u give me some info on how to du ur hair lik it is on the video fing above and please help me with make up lyl hollyannaeree xoxoxooxo ^_^

hollyannaeree:
aww thank you. just email her and she will let you know, she still has a bunch.

FarishthaGabriella:
omg i want so many of the DSK necklaces, they are all GORGEOUS!! i can't order right now as stephanie is moving to washington i think?? but i was just wondering, do you know how much shipping would be to england? Xx

DSKNguyen:
Hey babe, shipping is $5 for international orders - DSK Steph

msxsandie:
u dont look like an idiot! ur gorgeous

mollyfucface:
Wow, I LOVE your eyes shadow! What colors and brands do yo use??Pleeaase make a video on that :)

itsjingo:
I really wished I founded this video earlier since you measure the necklace itself D: Mine is SOO small!

dazzlelightmac1:
i love love watching your video. holly ... i love your smile .. nice teeth

ihmlihml:
"Wait, how am I supposed to know how big it is?" LOL your so funny.

_Hollyannaeree: Tag, 5 facts about me_ (April 6, 2009).

In this video, Holly tells us five things about herself, because she was tagged to answer that question from the YouTube community. She is wearing a white top with very deep cleavage. The first question is, “When did you start using makeup?” When she was fifteen, she got really self-conscious about her under-eye circles and could not find anything that matched her skin tone in drugstores. She talks about her first time going makeup shopping and how hard it was to find the right shade for her skin tone. Her mom took her to the mall’s makeup counter, but she still did not find anything that matched her skin tone, so she went to the MAC counter because they are known for working with different ethnicities. The makeup artist was very nice to her and helped her pick the right shade of makeup for her skin tone. That’s when her makeup use developed. The second question is, “What is your makeup style?” She likes pretty and feminine makeup. She always wears eye and lip makeup. Many guys like her without any makeup on. She wishes she could dress like Kim Kardashian, since she has a very classsy style. She then tells us what colors she loves to wear. She loves gold jewelry. She does not like anything to take away from her face. When she enters the room, she wants people to notice her face and hair, not what she is wearing. She has an obsession with purses and loves Chanel, Louis Vuitton, and so forth. The third question is, “What are your favorite stores to shop for clothes?” Her favorite clothing store is Abercrombie and Fitch, but that might be because she worked there, and she says she might be brainwashed by them. Her favorite brand of makeup is MAC, and she worked there for a while, as well. “Makeup Forever” is another favorite brand of hers. The fourth question is, “Who inspired you to become a guru on YouTube?” She and Youtube have a love/hate relationship, but then she joined the blog and was pushed by YouTube to post more videos. As a makeup artist, she enjoys posting tutorials. She then discusses how she has awkward endings in her videos and concludes her video.

wasat20:
your soo preety . i wished i looked like yuu :( im asian too.

echoe963:
I'm so glad i found you on youtube! we kind of look similar so it helps a lot watching your vids:

bebeefcukk:
I've had similar experience at the department stores. Some ladies at the make up counters are just so rude and forceful when I'm trying to find good products. Anyways I really like your videos!
Subscribed

hawaiianNARSissus:
LOL you sound a bit like me, I used to work at Abercrombie and I think I'm brainwashed for life
icudntfindaname:
whats your favorite brand of bras lol...

hollyannaeree:
victorias secret

starlynn07:
ur right about the clinique makeup i swear girl. i went to the mall and bought some, and it looked HORRIBLE! the lady there done it for me, and it looked clumpy... pplz, dont buy their foundation!!!! clinique sux

luvthatgrlbrynn:
I want to try HD foundation! :) your so pretty by the way! :)

mybeautyaddiction:
which concealer do you use on an everyday basis? your skincolor is very close to mine i think =]

xSiMPLEyPiNK:
I subscribed to you the moment you said "I love purses. Louis Vuitton, Balenciaga, & Chanel..." I'm also in love with purses, especially those from the exact three brands you mentioned! I've been meaning to subscribe to you after watching your purse video (yay, azur speedy! i have the 30. yours looks like the 25, am i right?) but I never got around to it. I'm glad I finally did! You're gorgeous, btw. =)

hollyannaeree:
haha well thanks for subscribing! yeh i have the damier azur speedy 25, damier speedy 25, mono speedy 30 and the watercolor speedy 35 ^_^ i use to have more but i sold them. too small for me now.

Panacea81: MAC pigment Dark soul & Coco first tutorial (July 22, 2007)
This is Lauren's first video. The video lasts for nine minutes and twenty-seven seconds. It has no sound, which requires you to pay attention the entire video and words on the screen. She puts up a description of each step (sort of like PPT presentation), and then demonstrates her steps. She starts her video by putting cream on her face, and every time she uses a certain product on her face, she shows us closely the name, brand, etc. She looks serious while she applies her makeup. We see a lamp in the background and two paintings of nature. The video quality is average, at times fuzzy and not very clear. She rarely smiles in her video. She rarely looks at the webcam/camera while she applies her makeup because it would make sense to look at the mirror instead. Each step of her eye makeup application is carefully executed, and the video is only edited to put the descriptions in between. Otherwise, when she does a step (e.g., applying eyeliner or mascara), she leaves these parts of the video unedited, it seems. We see her smile slightly after she applies the lipstick, but still her eyes seem sad, which makes one feel she is preoccupied. Perhaps it is first-video shyness. At the very end, she puts up images of various eye looks she has done. Then she puts her email address for MAC products and samples and at the very end after the various eye makeup looks, we see "Pancosmetics be Dazzled" sign.
juliachemistry:
Wow, I remember when I first saw you. I can't believe we have been through so much together. LOL, in 3+ years now. But anyways, I adore you so much. I am so happy for all your success and luck. You are amazing and so kind. Like a big sister whether for a good talk, a laugh or just to know your videos are there for me anytime when I can't sleep, I just feel connected. So thank you.....enjoy all of your success you deserve it all. You've come a long way, but you managed to still be you.

hmfrx:
aw bless lauren :) you've come so far!

shannairl:
:D I thought my laptop was on Mute!!! You've come such a long way Lauren, you should be so proud of yourself. This make-up look is beautiful and I will definitely try it out - it's so strange not hearing your voice! Xoxo

HolaPutasHola:
Decided to watch your first video because I'm such a huge fan. It was so hard to watch without you speaking. Still beautiful though!

evergirl1231:
i like watching this with the vuvuzuelas on to fill up the silence lol jk, those are so annoying

ThatLadyEm:
Watching your tutorials for #month and just decided I should go from old to new instead of the other way. EVERYTHING has gotten better since this video!!! Sooo so glad you talk now instead of flashing words. Better camera and lighting. Your fabulous personality is part of what makes the talking tutorials so great!! Keep rockin'!

vipiaheartbroken:
Hahah this video is funny. I'm really, really happy for you! All my heart is with you...Seriously you are on of the best, well youa re the best of all ;) I LOVE your smile...and how you talk all the time, thats why this video is funny.

Moll1100:
Woww, look at you 2 years down the line and look how popular you've become , iv been watching you're tutorials before all of the fame and you've inspired me so much, just wanted to say congratulations so proud of you, keep up the good workk andd thankyouu for posting your videos : ) lyy xxx

Julia maus95:
you look unhappy ): you don´t smile.. i´m lucky that you laugh now !

wakingupinvegas1:
u look depressed
CloudNineFairy:
I discovered you...about a year and a half ago? I think. And I can't believe how far you've came!
I'm so proud of you, Lauren! And I hardly know you and i'm proud of you! :O

JBSProductionz:
Wow! You have come far!

VickysVoice:
ahh you have changed sooo much. You're make up skills, you're confidence have improved so much. Its just so lovely and heartwarming to see :) x

mickylad1:
You Look So Nervous In This Video Compared To Your More Recent Ones, That Just Shows That Doing All These Tutorials Has Built Up Your Confidence, You Come So Far From This!
This Is Such A Great First Video! Love It! X

labrjopr:
Look how far you've come! Your Amazing!

lagataganstel:
wow so little time and soooo much accomplished! i am impressed and super proud of you! keep up the amazing work!!!

skyeskyeskye1:
omg you've come such a long way in such a short time (2 years!!!) i love your videos they have helped me so much! when i have spare time or im sick and having a day off school i watch your tutorials and (try) to do them myself thanks so much lauren xxx

marshiemellow23:
wow this is your first vid,i thought there was something wrong with my sound you deffo came along way girl, but still love ya, so glad you hav achieved your dream since then,Good things come to good people and ur def one of them!

ThexDarkestxHour:
You've come such a long way honey, and all your videos are amazing. Keep up the good work! You're really helpful with the tutorials. Thanks :] x

SpiffyandDonkey:
You've certainly come a long way! Awesome job! Your story is very inspirational

cheeky080monkey:
Wow this being your 1st vid and now here you are with your own makeup line!!

maybeme8:
lol.. it must be funny for you to look back on these early videos, having the videos muted and not talking, also having the directions come up in words in the pauses.. long way from here to where you are now.. Its great to see your journey.. very inspirational

jassydevil:
I just have to say - congratulations and I take my hat off to you! Look at your humble beginning on youtube and where you are now - you are a true inspiration to women everywhere. Congratulations again!

FunWithMonkey:
you were so quiet!

queenrei34:
BIG LEAP from this video to your last one! :)!! wow! it's kind of amazing how your personality has grown and you've becoming more comfortable with yourself! :)! you're very pretty!

paomontenegro92:
WOOW! uve done such a great job! congrats!

MakeupbyKate:
you look just gorgeous here :)

ddd0dd:
you've come such a long way by making vids. it kind of gives me chills when I look at this...
You really deserve it...

HachixNobu:
wow xD this video reminds me when i had my first day of school.. haha :) quite different compared to your videos which you are doing now, huh? it's great anyway :) but i love how you improved with your makeup tutorials!

BalletDancer313:
aww looking back at your first video it shows how much more confident you have got and how much you have improved! still think this is awesome !!

karbyly:
And all started from here.... WOW!!! you really improved yourself, and i agree with all the ppl from here: YOU LOOK MORE HAPPIER NOW. If you come to México please let me know...

LauraP920:
where can i buy the mac pigments dn eye shadow palette and brush set please im really desperate

loopyloobitcheslayer:
Whoa.....This is sooo different from your other vids! You smile soo much more now! I love your vids! Much Love, Courtney. Xxxx
desig1rl:
You can tell you were totally inexperienced in this video. I noticed you were 'sweeping' your colors on instead of patting them. But you still had wayyyyy more makeup than I do even now while you were a 'beginner' dare I say?

desig1rl:
Gosh, you look so much happier now than almost two years ago!! I'm happy about that :) go on lauren!!

neverbeenkissed2009:
Wow Lauren, I have to say I love your newer videos so much more, because you seem so much happier and so much more fun!! I don't even really know you (besides YouTube haha) and I'm so proud! You're such a hottie, and you're confident, AND successful! Everything I hope to be. =)

tototototo31:
Omgg you have turned into so much more confident ... u shudnt be worried or even bothered about the people who called u fat and ugly ... i get that all the time ... but it tell myself that i am much better ... and you Lauren are amazing ... look at ur beautiful talent ... how many of those retards from school have come such a long way ... u r amazing and u will go places ... u r not only talented ... u r a very beautiful, nice and approachable person ... i love you ... love your work... amazing!

tystie7743:
Do you think you can do this video again how you do them now, with the talking, you are so beautiful in this and i would love to do this look on myself but its easier to follow when you talk. Thanks

pwincessdemolition:
Oh how far u've come Lauren! From the shy girl to the happy bubbly amazing woman! You rock Lauren!

jillybnz2379:
I Absolutely LOVE,LOVE,LOVE you!!! Your channel is my favorite here on YT~ A huge fan here in the USA... Greetings from Phoenix, Arizona! Bright blessings to you and your community. Jillywiccan O(  

ShimmerSF:
I am so glad you chose to speak and leave out the music. You are great!

beckers987:
Awh vintage Lauren!! I love it :)

xdancerx3:
Haha, ohh, how you have changed since your first tutorial! You were amazing even back then :D
Wow, i was looking at your videos and never thought about watching ur very first tutorial!! This is great because now you are a celebrity in the youtube-makeup-tutorials world and i really admire you! Keep on with the great work dear! Hugs from Boston :) 

bearerofroses:
Your first video reminds me a little of Giada de Laurentiis' first season of Everyday Italian--she didn't smile much there and neither do you on this vid, hehe. Gorgeous look--now I'm reconsidering what I'll do for my make-up for the party I'll be going to!

csv12478:
Its funny to see you doing this video! You have come so far in the last year. I just started subing to your vids a few weeks ago and you are just an inspiration :) ~Christa

fadyasyarmeen:
lauren...u've come a long way!...it's so cute seeing u in this video...your 1st appearance in youtube :)...thumbs-up for your self-confidence now, your future makeup line, & your gorgeously set of new teeths...but without all that u still a very wonderful person inside...the eyes show it all~ *LOVE*

suckmypixie:
Wow Lauren! I cant believe how confident you are now! I hate to sound horrid but when ever i see videos like this with no talking i tend to skip them! But i love how you talk about.. what you did earlier.. or yestaday! it feels like we're friends! even though you dont even know me! Keep up the good work!!!! Love You xoxoxooox

Littlemissgemma:
I think this is absoloutly crazy, From when I first watched this, To now, It's just surreal Lauren. You've come so far, And you deserve every last minute of it!! I can see big things in your future. You should be so proud. =] xxx

SeXYMuSIcadDicT:
You are so pretty i am extremely jealous!! i am trying trying to get vids on Youtube about make up but i cant seem to :9 i wish my videos get the ratings your videos do!! you are the one that inspired me to do that!! thank you so much!!

famousgrl06:
You are so nice its so heart breaking to know what people have said and done to you Lauren. I terribly sorry about that. I feel like hugging you. :) And Also i dont think you are ugly at all. You're face is so fierce. And you are just a beautiful person. :) Zoe

justchillin1314:
do u no how gorgeous u look in ur first picture!!

leezalee35:
i am going to watch all your videos because i love them so much. SO HERE I GO! im going to try to watch at least one once a day :)
kathie1213:
Ladies and Gents: This is how it all began. The beginning of how a superstar was born. And we were able to witness it here on You Tube. Look how far following her dream has taken her. We all thank you Lauren for taking that first step with this video. Remember: Change for no one. We love you just the way you are. Thanks for taking us along on your journey to stardom. You are the best!

GreeneyedLolo:
aww u look so sad in this video..

ilovemascara:
u look sad:(

LunaZaphyra:
how can someone be so mean to someone so beautiful?!?! In some ways you remind me of Amy lee...I think it's the face shape and you eyebrows...anyway, thank you SOOO much for helping to make the world a beautiful place^_^.

DreadfulDelights:
i really don't get why people bullied you. that's really harsh. i mean you're super beautiful!~ your eyes are super gorgeous. when you become the most famous make-up artist, the people who bullied you are going to be jealous and regretting every time they bullied you.

kayteamay:
wow like the first video! im amazed with what you do. i prefer your most recent vids when you are talking. s much more personal and its great to listen to! well done on all your work. you are brilliant!

dan071278:
I want your eyebrows!! i dont think mine will ever get to that shape! Do you think the shape of the eyebrow makes a difference to the finished look? Xx

dimanria:
u've got such long loooong eyelashes.anyways, ur gorgeous, and thank you sooooooo MUCH for all your videos.u've been such an inspiration and we all wish u all the best and continued awesome success!! love always!! *hugs*

KittyKat290:
8:26 You look so beautiful! I dont know why people used to bully you I think you are gorgeous and you seem to have a wonderful personality, there's just something really warm and friendly about you. I've been watching your vids for a while now and but this is the first commented I've posted to you.I love your looks and you have really inspired me. Thank you for making your lovely videos. xLaurenX

NellyShabo:
Can you do a paula DeAnda look for the video easy I like her eyes in the begining of the video!!!!

marlasoana:
I wish my eyelashes looked like yours!

lolypop84:
hello! i am french girl and i love your vidéo!! now for me make up is more easy thanks you are very beautifull. bonne continuation

Panacea81: Kim Kardashian Perfume Launch MakeupLook (March 13, 2010)
In this video, Panacea81 shows how to achieve a Kim Kardashian look from the celebrity perfume launch. This is a twenty-two-minute video. As she explains the steps and demonstrates the makeup process, she discusses her life by telling us what has been going on recently. She has had a weird week, she says. Her pet dog Phoebe went through surgery this week because there was a hard lump in her bladder. She was afraid to lose her pet, so she kept Googling about the procedure and was very emotional and did not want to leave her pet at the vet. Next, this week when she picked up her son from school, his face was beaten up. Her son is being bullied at his school, so she is upset and will go to his school tomorrow to see why the school is not doing much about the bullying situation. While she is telling us about her week events, she works on her makeup. She apologizes for this video being so long and asks for her subscribers’ opinions about cutting back her videos. She can edit her videos and make them shorter without the chitchat. She has a book launch and showed a few pages and the title: “Lauren Luke Looks” – the U.S. version. It’s all about tips, confidence boosters, and so forth. The video ends with her laughing and saying “zoom-zoom” followed by a number of snapshots of her makeup look.

kellyyynicole:
Another great look Lauren. I'm sorry to hear that Jordan is being bullied. Things will get better for him. Anyways, thanks for doing this video and keep up the good work!

lbp1027:
dont edit! I like when you talk and we can see what youre doing.

Hatsuchset:
I personally love your videos. When I have time to watch the long ones I do and when I dont I pause and come back to it or I watch most of it. Please don't edit, I feel like you are talking directly to me when you do your vids. I got your book, I have the UK version and the book is great. I love it.

NaLautalie:
No editing, it makes it impersonal if you edit. It's one of the MAIN reasons why I watch YOU. It's horrible to hear that about your son, I'd try talking to the parents of the bully's child. Your son should learn some self defense tactics to not only protect himself, but also be able to get away in time to tell an adult when it happens. Wonderful job as always Lauren, best of luck : )
SkullCouture87:
My birthday is April 28th. I will definitely be asking, or buying you're book! You are the VERY FIRST make-up guru I had ever watched (the Avril Lavigne punk rock look with the pink mascara was the first video of yours that I watched.)...You are the reason I now have this channel and have been uploading make-up videos for almost a year now.

seahorsemar:
Don't just leave a negative feedback, report bogus sellers to get rid of them off of Ebay. Us good sellers appreciate it! :-)

katelynmarie424:
Don't edit. I love watching the whole look, listening to your cool accent and you have such an amazing personality. No editing necessary!

jenhernandez2008:
great lash big by maybelline is a fantastic formula, cheap, and has a freakin' huge brush. i can't live without it, and it lasts for a long time.

TwinkletOes24:
I know right guys lauren we love to hear you talk you're like an old friend. Ive been seeing you evolve and grow since 2008. You're like family...

Ihearthellokitty09:
Oh no! Please tell ur little boy to hang in there and dont let kids get to him. Its NEVER ok to bully.

SritaCaramelo:
it's so hard to see that your pet is having health issues, luckily dogs show their symptoms early in illnesses, cat's don't. it's like they act like they are ok while they are not, so when you actually notice a problem is quite advanced and a lot harder to reverse :S I'm so glad phoebe is ok now! and i'm sorry to hear about your son being bullied. I hope things get sorted out. Lots of hugs! PS: rathered you didn't edit, love the videos like this :) talky talky :D

PhoeBee15:
Please don't edit your videos, I like watching the long videos, and if I need to shorten it, I can skip through.

keroXkero:
lauren PLEASE don't edit, i love that you share us with your stories besides just going through steps for looks... i think your "rambling" as you would call them makes us viewers feel more close with you, and that is what makes you so much better than all the other gurus out there.

ymercado17:
I like to hear you talk... please don't edit! I'm new to this makeup stuff and I need to see what you're doing. :)
thedeliria:
And as far as the lengths of your videos... to me, it's nice to tune in to some fun lighthearted makeup fun for 15 or 20 minutes... it's like intermission of the day. It's definitely something I enjoy a lot, partly because I enjoy your makeup artistry, and also because I just like you. So, you can do whatever makes you happy and whatever you prefer, Lauren... your true fans love every minute of it ;)

MACwishin2:
Im glad your pug is better. That is such a shame that kids get bullied at school. As a mother of 5 We have done pretty good but I have avery shy son age 5 and I worry about him going to school next year. :( Beautiful look by the way. :)

MissFelixMonet:
I personally love that your videos are so long - I watch them while I doll up myself everyday. While I listen to you talk and watch you do your makeup I'm on the other end doing my hair, nails, or makeup. I enjoy it! It's like listening to a friend.

Starshyne3:
Please don't edit, Lauren. I love to watch you apply the makeup and I love to listen to your stories - it's almost like visiting a girlfriend! You are so beautiful - inside and out! Good luck with the school - I'm sure you'll handle everything just fine.

michelleekwon
i jusst saw your products at sephora! sorry if im really late LOL but congrats (: 

h0tbabycakes:
Love the long videos because you get to talk to us about other things going on in your life so its like girl talk as we do our makeup together...its like more personal...so keep the videos the same

Shadywolf09:
You are absolutely beautiful Lauren. I love this look and don't apologize for making long videos, I am a big fan of your work and make up styles. Just know your fans love you always and love what you do. Best wishes to your son, hope he has better days at school. I know what that's like, but hope all goes well for him.

mspatti:
I think you should have this makeup on when you go to the school tomorrow. It will definitely put you in charge. You should wear more red lipstick.

EmsBABEH
My old school never did anything to sort out bullying, the worst they would do was suspension for like a day, but that wouldn't do anything. I hope his school do something to help him. I love this look, i'm so proud of how far you've come and i really admire you :)

amberkubicek:
lauren please don't edit your videos i love how real they are! you are one of the only beauty gurus on here that just really shows us how it is. i love being able to watch your videos and seeing how long it takes you that way if i plan to do the look i know how much time to set aside for to do it. it really helps me. you are a joy to watch and i am so sorry to hear about jordan at school that is terrible. i hope it gets better for him. :)

Photographlife
That's horrible about your son. I was bullied at school, all the way through until the beginning of year 10! Then it just stopped. You really have to get on the teachers and rail them for not doing anything! P.s I like the long videos :D x

Panacea8: Bollywood Barbie with attitude make up tutorial (November 04, 2009)
This video is nearly thirteen minutes long. She is wearing a purple top and is filming the video in her bathroom. There is bathroom tile in the background. Her hair is gathered in a bun and her bangs are pinned up and back. She starts the video by greeting everyone with a smile and introducing the tutorial: “Bollywood Barbie with Attitude.” She has bright red/orange nail polish on her nails. She says you this video has “attitude” because “you’ve got your pinks and your purples, and a really nice blue underneath,” she explains. Her left eye makeup is already done, so people can see the end result. She starts by dabbing eye primer with her ring finger on her right eyelid. As she is dabbing it, she also promises to be quick so people can get back to doing whatever they were doing, and she also encourages people to play with color and have fun. She has fun with color as well. She demonstrates the next steps to achieve this colorful Bollywood-inspired Barbie look. She talks us through each step and also talks about random things in her life, like the lighting in her room, her rub-a-dub-dub bathroom, etc. During the tutorial, she mentions how big she thinks her nose is. She ends her video with the finished look, a smile, a preview of details on her next video, and snapshots of the final look, saying “zoom-zoom” (her signature “goodbye” expression).

SasoriBabySis:
You and MichellePhan are the best! You gys are so talented :D

mileyjonasdemirock:
oh my gosh!! i don't get tired to tell u that u are AMAZING! i'm a super fan of make up (well what girl doesn't like make up) and i love pink so i loved loved this tutorial!

preciousminxl:
loved this vid, where are you from? I also love your nails, what color is that?

redforddually:  This comment has received too many negative votes

u do such good makeup but its hard to listen to you, bc your accent is soo annoying.
VivaGlam026:
Wow i love the Bollywood twist on the Barbie look! something different to see!

Lots of love Sophie:
makes me proud to be Indian... :)

Imaguari:
This is drag queen make up or what? Where in the world would you use this?
XStyledMeXIMVU:
u are boring .... (| ... i think michelle phan is the best makeup artist on youtube....

sparkytwo19:
You have such Gawjuss eyelashes, im so jealous ;) your tutorials are fab. mwahz, keep it up :) xxx

tippytoe56:
u helped me get my boyfriend thanx!

JuiceyTopics:
you seriously inspire me sooo much!! i loved your show on bbc!!!! xXx

raisaa814:
k this is so NOT Bollywood

allhizalldae123:
Gurl i dnt kno why yu made this.. whadd was yu thinkin ? the only pple yu helpin out are the pple who hav no sense of fashion ! if yu take the time tu sit nd watch the whole video yu are out of yo mind ..! by the wae i only watched 3:50 of this ..

MsHunny33:
Whoever said your nose is big, is BLIND!!!! Im a makeup artist myself and you have a perfect nose. Bugger them!! Gorgeous look by the way xx

Danielleashton13:
u are amazing! God Bless and Thank You for helping us with make-up!! <3 Dani

rayytizzle:
Absolutely gorgeous! I'm actually Indian, so I'm definitely used to playing up my eyes this dramatically ahaha. Thank you so much!

cuckitahero:
Do you sell your products on other countries?. Im from chile you see and i loved the way you paint yourself

DrearSkaa:
Thanks Lauren. No matter which make-up look I search for on youtube, you always have a tutorial that shows up in the youtube results. I already subscribe but as a busy mother, I sadly don't have time to watch every upload when they're new. I'm self-conscious about my features, complexion and blemishes but you've made me braver and I like to experiment with more dramatic looks now.

whitneyjp:
i think i'm gonna wear this look tomorrow :)

nataly2345:
omg shut up!!! u do not have huge nose.... lucky lady lol

EmmyJane83:
I Am So In Love With Your Videos ... But It Does Make Me Sad Every Time You Talk Down About Yourself. You Are Gorgeous, and Your Nose is Perfect For Your Face. Thanks For Doing A Barbie Inspired One ... It Was Amazing. OXOXOX

PS ... The Bathroom Lighting is Way Better.

precioussexybeanhead:
I wanted to say thank you so much, i know i'm not very preaty but you helped me with your make-up step by step video's to make me look beautiful, my looks wasn't so blessed, i know i'm preaty in my own way, but you help alot to bring the beauty out of me!! I've gotten so many goos comments THANK YOU SOOOO MUCH!!!

XPURPLElemonadex:
Love your accent :D Gotta love the Geordies! Your eyelashes are so long! Are they natural? Your nose is actually a really nice shape! I never really noticed its size before you pointed it out, just its shape, its lovely and straight :) Loving the videos chuck, upload more soon. x

xfactor0manchester:
you are an inspiration lauren x

_**Poynterr: Ashley Tisdale Inspired: Bohemian Fishtail Braid/ Bohemian Big Hair (August 29, 2009)**_
In this video, Vanessa is sitting in a bright room with natural lighting and a treadmill right behind her. This is one of her first videos that I could find on YouTube. In this nine-and-a-
half-minute video, Vanessa demonstrates how to get celebrity-inspired bohemian fishtail braids. She shows us the technique from beginning to the end. As she braids her hair, she gives tips on how to tame the frizz in the fishtail. In the end although she says bye, she comes right back and shows how to do a bohemian look. To do that, she suggests doing two fishtails and sleeping with them still in and flattening them out in the morning with hairspray and putting on a bohemian-style hair band. As she demonstrates this, she explains that in England they call hair bands hair "bobbles." She also puts step-by-step instructions (typed up) on the screen.

gangstaLOVER:
omg thank you soooo much ! this is the 2rd tutorial i clicked on and it was the best , i just tried it and it looks gorgeous !

foreverxillxloveyou:
OMG i love your accent !

MizCourtneyN:
In scotland we cal them bobbles

babigirlsara:
in England we call them hair bands :)

nadiayasmiin:
5 stars for vanessa! Thanks to you I've mastered the fishtale plait! Woohoo xx

smileybeauty52:
you're eyes are super pretty. (: 

MakeTonightLast4ever:
you r really pretty what race are you?

stephniz:
You sound like you from the West Midlands lol

AznRielynn89:
at first i thought you were joking with your accent...but then i kept listening to your tutorial and i realized thats really how it is. :) lol (oh! but im not trying to be mean, honest i just never really heard an accent through and through like that its cool!! :D) other than that, thanks for this tutorial! it really helps!

PeppyandPink:
THANK YOU i finally get fishtails im doing this for church on sunday ^.^

pal0palo:
will this work for people with erally curly or vilumous or frizzy hair?

KRIZZYBELLE71:
Her hair must be natural because she sleeps with the fishtails braids in order to get other looks. You cannot do that with the extension because it will ruin them.

Nice video and I do love her accent as well.

MIssAhh1:
i tried this and it never worked :( (then i rewatched your video and listened properly and it did :) thank you for the easy explantion i love this hair style so much, just wish my hair was as long as yours for it cuz yours looks ace with your really long hair :)

mxiong2:
i like how u did ur big nice wavy hair in this video. i like how ur hair is before u started braiding and after when u showed us how to braid. will u please show us how to get this big sexy wavy hair? PLEASE!

diamondsontherock:
lovely waves!!!! ur accent reminds me of my cousin with her aussie accent...love it!

Destineyshane:
you are truly BEAUTIFUL.....WHERE ARE YOU FROM..... your hair is beautiful i love yo Micheal Jackson..... rip

kaitlinconaway:
this video was so helpful! i spent about 2 straight days watching other peoples videos and just couldnt do it so i gave up then i came across yours like a month later and you explained it so well to me so thank you!!!!

xxDJEJxx:
ppl think brits speak really posh but thats mainly in the south (london) im from north wales and i probly sound more american than like ppl from the south (and no coz im from wales dsnt mean i have a welsh accent thats south wales or ppl who speak welsh - loadsa ppl in wales dont speak welsh)

MakeupObsessedx3:
omg this was THE MOST HELPFUL video of the fishtail braid i've ever seen. now i know how to do it! :DD thank you!

sasquathrocks:
u r hot asian xoxo

butterfly19kisses:
I am subscribingggggggggg ASAP! :)

tatorable:
hair bobble insted of hair band.i luv ur accent i have non.. lol ( be needing)

pereen007:
is this a brummmmy accent :D ha

emmwozere2006:
@pereen007 Nooo, its a black country accent :) aha just saying cause she lives like by me :L

KimmieChannel:
You make it look so easy! Plus, love your accent. You're gorgeous :)

GERTALIAN1985:
your like an asian british white girl

Thebitch819:
@GERTALIAN1985 no shes chinese and lives in england....

GERTALIAN1985:
@Thebitch819 sorry never seen a girl like her before :) new to the eye

xoBrittneyK:
OMGGGGG ur accent is so cute!

xxbabilove4youxx:
I just randomly stumbled on your video and I love you! This look was super easy and clear, I never got the fishtail until now! Thank you!
Bellaud: Could you do a tutorial on the hair you have right in the beginning and the end?? the soft full waves??

Anay0007:
LOL im from the Uk too and i can imagine how many people gawp when we say bobbles/bubbles LOL! ur eva so pretty xx

beyaanka:
u look like a barbie !

rolexlove16:
can u do a tutorial on ur wavy hair? i love it...

Vfare36:
I am so happy to see you doing videos. Your absolutely beautiful. I been admiring your watch for quite sometime now. I loved big face watches... what brand do you wear in watches.

SignsOfSweetness:
Thank you so much for this. Its so different, I get so bored with my hair so this is great!! Xxx

missyjeeS2:
your so gouregous! i love your accent. wat nationality are you :)

lovekabuki:
well, you should be confident! You are very beautiful and you are so fun to watch, you are just lovely:) and I am not the only person saying this:) Good luck!::*

Poynterr: Ethnicity/Nationality Take 2 (March 20, 2010)
She starts out by explaining why she is remaking the video because her hair was not looking good. She describes how her hair looked earlier and then begins to answer the question about her nationality/ethnicity. She gets so many questions about her ethnicity/nationality. In fact, it is the number one question in her comments section, and the messages are: What is your ethnicity? She says she is fully Chinese, and that her mom and dad moved from Hong Kong. She is 100% Chinese, she repeats. Her nationality is British, because she was born and raised in the U.K. She repeats that she was born and raised there, and mentions her nationality again because her viewers confuse the two: nationality and ethnicity. Her accent is British, not Australian. Another question: Can she speak Cantonese? Yes, she says a little bit, just the basics. Next, Can she read or write in Chinese? No, she cannot, but she can understand fully when watching TV. She demonstrates her Cantonese skills by saying what her name is in Cantonese, but she is not sure how to say “today, I went shopping.” Then she counts to ten fully in Cantonese. She then expresses her frustration with the ethnicity questions and with the questions about what part of Hong Kong she is from. She thinks her viewers are really hung up on her ethnicity and says that she is not sure about the exact region of Hong Kong – all she knows is that her parents immigrated from Hong Kong. At the end of the video, she plays a little clip of her family in the car to see how her family speaks in Cantonese, and she instructs us
to listen to her younger sister to see whether we think she has a British accent when speaking Cantonese.

angelsparkle8:
wow..i cant believe u are chinese. U look sooo exotic like mediteranean or middle eastern or something. U r gorgeous either way!

myspanisheyes:
u r beautiful...doesnt matter what ethnicity u belong to xx

usagiakileo:
@minnabby Lmao, someone already answered this question and she basically did too. Nationality and Ethnicity are two different things. Her parents are Chinese but she was born and raised in the UK so of course she would have an British accent. And you kind of make it sound as if she shouldn't sound that way. Almost a bit rude.

TheMakeupaddict07:
luv ur accent sooo cute! :)

minnabby:
loll jw but like ur chinese how do u have that accent? just because u were raised their doesnt mean u have to speak like that right? like do ur parents speak like that too?

queenice2:
I'm pretty sure I can hear your british accent when you speak Cantonese. It's cool. :)

EminemLuv100:
@xostinalovesyouxo cuz she is born and raised in the UK,which she said in the video "i was born and raised in the UK". You can be chinese and have a different accent. I'm chinese and i have a canadian accent.

ziggi0704:
u r soo adorable! chinese with an accent is soo hot!!

starXkidXcraze:
lol i can believe youre chinese! and i love youre accent! it's really cute on an asian! i've got no videos of myself up, but i dislike ethnicity questions too. =[ 'Cause my dad's from the US, but he's African American, German, Irish, and two different kinds of Native American and my mom's from Thailand but her grandfather's Chinese!

M3l97:
Im Australian and It suprises me how much these people dont know anything about other countries and Australian accents are nothing alike British accents.
bmario:  
Girl you and your sister do have a british accent in your chinese. And yeah there is an american  
accent for ABC's

bcheung2007:  
you speak Cantonese very well. i am also chinese it is very rare for people nowadays to speak it.  
My father is from hong kong and my mother is from mainland china. my cousins actually speak  
french. instead of cantonese. so kool

SocailQueen:  
your accent only seems to show when you speak english

S3AANNN:  
God you're so hot.

susan hannigan:  
do you get tanned? how do you get your tan?

lexemily:  
If you're from HK, and you speak Canto, you're probably Cantonese. But I understand how  
confusing the different types of Chinese are :P

angelsparkle8:  
wow..i cant believe u are chinese. U look sooo exotic like meditteraneon or middle eastern or  
something. U r gorgeous either way!

M3l97:  
@angelsparkle81m European and trust me she looks nothing like middle easterns nor  
mdditeraneans im not being mean she is beautiful but i knew she had some sort of asian beauty  
in her :)

angelsparkle8:  
@M3l97 haha that is funny because I am Lebanese and I think I can tell one middle eastern or  
mddititereanean from another! What I guess threw me off were her eyes.

myspanisheyes:  
u r beautiful...doesnt matter what ethinicity u belong to xx

princezzjazzy97:  
your really pretty i reckon you look like ahanbarbie.. i donno if that her youtube.. cant remember  
lol

gdshphrd2:  
Hello hun, you are looking really lovely as ever. Great video just to clear it up for those who  
seem to quiz you about where you are from. I thought it was funny when you said you get asked  
if you are from Australia, you don't sound remotely Australian, but maybe that's just because I
recognise your accent. You have lovely hair, beautiful features and I LOVE your skin tone. I'd love to be darker than I am. Sigh, lol. Thanks for sharing with us though hun. Xxx

mygawd:
wow you're Chinese? You look more exotic. Just because you don't look like the typical Chinese girl (light skin, dark hair). I guess there is no "accent" whether you live here in the states or in UK. My BF is Cantonese and it sounds the same way you guys speak it there..

SuperYemy:
Don't worry. Cantonese is one of the hard languages out there. Really, people who have spoken, read, and practiced it would find it easy. There is nothing to worry about! :

specialxkae:
no wonder vanessa thinks the commenters are smart asses. She is what she is. Majority of chinese girls look alike, n she just turned out more exotic and pretty which means she stands out! haha who wants to look the same anyway

rocamtv:
she was born in HK but grew up in London, England...are you a woman from Africa or from Georgia,

coolycooly11:
I thought u were mixed u look very exotic!!!

sonotquiet:
i'm surprised that you get that question a lot... you look completely chinese.

kcee15:
just subscribed to you! :) you're gorggggouss! can't wait to watch your other vids! xo

pootywank:
What are you waering on your lips? It looks fab!! :)

SuperMilliee:
LOL, MY PARENTS ARE FORM HK TOO! Oooh i live near bham too., i live in worcester lol. You look very familliar. :)

msjonas95:
I love you're videos, you're soooo adorable! and i love you're accent! :D

dianerd168:
Lol this was super funny. Yes I agree. I think hk people are just classified as hk. But yes u have a uk accent when u speak Cantonese and so does ur sister. :) Cause I know I have an American accent when I speak Cantonese. But love the British accent though. I think it's so cool!!! Sounds way better than the American accents cause u know we can get pretty ghetto. Hope no one takes this in the wrong way!!!
jessiebesss:
@dianerd168 haha not at all! I live an hour away from her and used to speak like her:) everyone thinks in the uk we speak really posh and snobby but that is like 1% of the population. I say waddup, awesome, etc haha. our culture at the mo is based on uk r and b music and it reflects in how we speak. we have our own "Ghetto" words that gets mixed in. my sister who is 16 says, "going shops" which annoys my mum:) rather than we are going shopping.

tokyodoru:
lol quite funny that people ask that qn you deffinately look 100% asian

BabyLittlePetals:
hiya! u r beautiful :) i understand u, im born n bred from london n i get alot of ppl ask me the same thing n the fact i cant read or ryt or speack fluently lol i luv ur make up looks..i subscribed u 2day so b watchin mre cool things. p.s. u were correct on ur Cantonese

annmvee:
you look half/half when i saw u. but really? 100% chinese... thats cool. i thought you were filippino half irish or british :P

EyyEll0822:
you dont look chinese at all :O

khiyura:
woah, i’m canto and i definitely did not expect that you were either. yah, i agree you look very exotic/mixed or something. Your hair is dyed right? Maybe that's part of the reason. And to answer some of the viewers' questions, I think there technically should not be a strong accent no matter where you live cuz then it throws off the tones or the way the word sounds...which in other words means that one would just speak poor cantonese.

Poynterr: (REQUEST) Nursing Makeup & Hair (March 06, 2010)
In this video, Poynterr is wearing her blue and white nursing uniform and shows us what she wears to work every day. She says she received many requests from people, mostly from student nurses, asking her what she wears for her nursing job, including clothing, makeup, and hairstyle. This is a seventeen-minute video, and she is sitting in her room. She starts by telling us that she does not wear the fake lashes to work because they are a bit extreme, so she wears more natural eyelashes. She wears full makeup – blush, mascara, lots of eyeliner, lipstick, and she likes it. She does not think she wears too much makeup, and her colleagues like it and compliment her. Then she shows us what products she uses on a regular basis. She recommends waterproof eyeliner when she works long hours. When she puts on the less extreme eyelashes, everyone thinks they look natural. Then she shows more fake eyelashes she purchased, followed by blush. She is really into bronzer now because she gets compliments about looking healthier and dewy. In person, her face does not look as
dark as it is on camera. Then she shares her foundation purchases and tips. This was supposed to be a hair tutorial, but she goes into makeup and apologizes as she realizes she is talking too much about makeup. She asks her fans how she should open one of the foundations that is running out. Next, we learn about the lipsticks she wears. She uses Burt’s Bees on top during the day because on duty she has dry lips and she keeps them hydrated with this lip moisturizer. She keeps apologizing for the long video but then says it is a bonus for her viewers because they get to see more of her in this video. Finally, she shows how she wears her hair at work. She demonstrates the entire three types of hairstyles she does – she keeps her hair up in a bun or pony tail because she is not allowed to wear her hair down as a nurse. She does not edit this video much – she is listening to and watching Michael Jackson’s songs and videos and talks to herself as she shows us how she does her hair. She blows a kiss at the end and thanks us for watching, hoping we enjoyed the video.

faezaluvscb:
i never see nurses with so much make up on

xsugarbelle:
SO happy to see a glamorous nurse!!! my sister is a nurse (in the US) and all her nursing friends are SO FRUMPYYY!! some people say "why wear makeup as a nurse?" why not?! :) you look beautiful

millybells:
I make procedure packs for operations and im not aloud any make up nail varnish face creams or hair spary perfume jewllery ect.
I hope you wash your hands and arms up to the elbows with hibs scrub and use the over shoes provided when going into the wards.

nancyluong:
im a nurse from canada and nurses here do not wear that much make up..... that is major. lol with love xo xo

obaheema88:
thats a lot of makeup, in general, not just for a nurse.

bawain:
i work in the medical field but i'm not a nurse,, but in the hospital i work in the younger nurses wear pretty make up n look cute generally but the older nurses r frumpy looking
so i guess the same goes for her

AnnaFayex:
i really can't believe you wear that much to work haha when i get up in the morning for an early i stick some tinted moisturiser and highlighter on bit of contour and mascara and brush my eyebrows and run out the door with my hair however it wants to go up its too early in the morning to be fiddling about with eyelashes and eyeshadow so i actually admire you for your efforts in the morning i know i cant mithered at all haha

MandaKristineXO:
i REAAAAAAAAAAAAAAAAAAAAALY wana know what kind of foundation u use..

um7asooni:
vanessa! just subbed and am dying to know what colour ur hair is? my hair is dark brown but i have been dying it red for years until recently when i decided i wanted the colour u have!! and i cant seem to get it help!?!?

amandachesterfield21:
hiya hun i was just watchin this video and you talk about your ebay eyelashes i cant find that video isnt it available now? Thanx Amanda Ps hope you make another new one with your dark hair looks gorgeous. X

xsugarbelle:
SO happy to see a glamorous nurse!!! my sister is a nurse (in the US) and all her nursing friends are SO FRUMPYYY!! some people say "why wear makeup as a nurse?" why not?! :) you look beautiful

susanhannigan:
how long does it take to get ready for work?

MissCherie777:
No Foundation? I thought you are wearing it!!! WOW, your skin flawless!!! ^0^

kcee15:
wow you're pretty and smart! i'm going into nursing soon ayy :s scaryy :/

yalidele:
I'm a nursing student from california and we can't use too much heavy makeup at clinicals only in class :( otherwise I would do my makeup like that.... Beautiful

sp2299:
The makeup looks great! Unfortunately i can't wear makeup at work :( Only very natural makeup. But i got a great idea what to do with my hair :D You have such a beautiful uniform. I have just a plain white one. Nursing student from Estonia
HelloAymee:
How long did you go to school for nursing? :)

HelloBriddy:
You are gorgeous! What a great video :) I'm planning on becoming a nurse.

doansta:
totally agree with you that you can wear whatever makeup to work as a nurse!! i'm a nurse too!!
i'm a surgical nurse, and i wear whatever makeup i want when i work! oh, and nurses are
badass!!

beautiful05Xx:
Ooh my gosh you are really pretty...I want to go into nursing glad to know nurses dont have to
look boring thanks for the vid :)

JessicaXandOs:
I just started watching your videos and I LOVE them! I think you are so funny and I love your
accent! That Michael Jackson song you were listening to you said "Earth Song" is actually called
"Man in the Mirror" I think your makeup is so beautiful and I love your hair length. Im trying to
grow mine out. What are some of your favorite haircare products, and how long did it take you
to grow your hair out?

jsimon8585:
nice, thanks, i wasn't expecting this at all, this video helps....response to this video, some of us
are also doing nursing...i am Doing RN, can you do a study strategy or tips?? what does your
uniform look like, do you wear pants? we wear top with two pockets, pants, comfortable shoes. i
think

MellowGlam:
OMg, u must the most beautiful nurse in the whole UK!! seriously! =) u r like a doll =) I have a
question do u wear fake eyelashes everyday? don't they fall off?? coz mine always get
unattached after a few hours =( i hate that!! sometime those fake eyelashes can ruin my day.. just
coz they fall off in the mid of conversation!!! how do u deal with that?

MissxxCxx:
in the Scotland we are only allowed to wear minimal make-up, our hair should be up and off of
our collar. no jewellery and tattoos should not be on display. What band are you? our nurses are
all in white uniforms with blue piping around collar and cuffs. nursing assistants are all in white.
i love your vid but too much make up for me to wear to placement, it would end up melting off
as it's mega warm in the wards up here. Xx
naturalbelle1:
in uk our nurses, doctors and other service people do such a great job for not very much money! our health care is free and the service is great so i don't think we really care if our nurses wear lots of make up as long as they care for patients its cool! loved seeing you in your work gear nessa!! keep up the good work girly!

lazyjayr: wow uk's uniform looks totally different from u.s. its very interesting and stylish..i am also a prospective nurse and we are not allowed to wear a lot of makeup, which sucks, because i love makeup!!!!

PeachesNSweetness05:
wow im shocked you get to wear whatever makeup you want. Here in the US, well at least in DC we are not allowed to wear makeup for nursing. we are only allowed to wear 'natural' barely there makeup. i would probably get fired for wearing a lot of makeup and i know nursing schools are really serious about no makeup. they will kick you out for that. we also cant have crazy hair and tattoos have to be covered at all times. i really love your scrubs, they are really cute. ours are really plain.

MsBrazilianbarbie:
wow thats crazy in san antonio texas allll tha nurses look all rowdy with tattoos everywhere, watever color hair dyes n makeup....lol u should move down here

neyamee:
i'm an RN too!! :) cool make up.....i personally wouldn't wear make up like this..but this looks good on you :)

jrsbubble:
Again, please don't take offence, I was just wondering if its common or if its because I grew up around "plain" looking nurses. Keep the videos coming! I love your sense of style.

spitzmaus1979:
I love your style. This was very inspirational, even for ppl who are not nurses. Love your uniform though. Do you find your blankity (spelling?) lipstick drying?

elleinadd6:
you should do a video on you're expierience with nursing, i'm just graduationg from highschool and i'm really interested in nursing so i dunno maybe you have tips or stories :)

LYRICALLYNESS:
I'm a Nurse as well, I love to wear make up to work.... u look great!
MakeupAdikt: Modern Indian Pakistani bridal makeup: Pink & Gold (September 26, 2009)
The video begins with a title on the screen saying, “Modern Asian Bridal makeup: Pink & Gold.” Asma starts the video in her bridal look with a fully finished makeup and bridal head attire and jewelry. She says this look is inspired by Bollywood, Asian and Indian, and Pakistani regions. She uses mostly pink and bronze colors. Then the tutorial starts. I see she already has one eye done, and from this point we can just see mainly her eyes as she demonstrates the tutorial. She starts with a golden pencil and yellow gold shadow dust in the inner quarter of the eyelid. Then, with a small, flat shadow brush, she takes a small amount of bronze color on the lid and swipes the color on the entire lid. With a pink blusher, she starts putting the color on the crease. Each step ends with editing and fades away and then the new step starts. As she intensifies her eye look with various eye pigments, she gives tips and explains what each color does for the complete look. She demonstrates how to make the look smoother and offers blending tips. To line her eyes, she uses a black kohl eyeliner and pats with a black shadow on top to help the eyeliner stick better. Next, she fills in her brows and keeps them close to the nose, and finishes the eye look with a black mascara. At the end she shows her finished look and shows us what she did with the cheeks (blusher, bronzer, highlight) and lips (mixed lipstick with gloss and blusher to match the dress). She concludes the tutorial by encouraging her fans to comment, subscribe, and check out her other bridal look tutorials.

MakeupAdikt: Aishwarya Rai inspired makeup tutorial (March 19, 2010)
The video starts with a brief sign about the title of the video. Then, the instructions start right after. We can only see her face from the nose up, and she is wearing a red bonnet with a black hooded sweatshirt on top. Asma starts the tutorial by blending a creamy MAC shadow on her lids, and then she applies a white shimmery shadow (drugstore brand) that she says is lovely to wear for Asian weddings, especially. Every step she demonstrates, she also shows what kind of brushes she is using, what makeup brand, and color. She fills in her brows to make them look like Rai's, highly arched, and she uses a brush and a brown shadow. Since Rai's brows are longer than hers, she extends her to look longer and finishes the brow look with a brow gel to keep them in place. Then, with a black eye pencil, she lines her water lines (lower inner rims of the eyes). With a thin angle brush, she takes “MAC fluidline” (a gel liner) and lines the lash line, then draws a curvy line, like a cat-eye and shows us the easiest way to achieve the cat-eye look for her. Her eye shape is different from Rai's eye shape, which is more cat-eye looking, so with the help of a couple of eyeliners, she makes her eye shape a little bit more like Rai's. After the eye makeup, she shows how the celebrity applies blush and lipstick. With each product use, she shows what it is and mentions the product. Then she makes her lips pouty with the help of a lip liner and lipstick, and then finishes the look with a lip-plumping lip gloss because Aishwarya has very pouty lips. She ends the video by saying how this Rai-inspired look is a gorgeous look that is suitable for Asian weddings, where bright colors are seen the most, for daytime, and any other gatherings. She says goodbye as she reminds to subscribe and keep tuned in for her future makeup tutorials.
iheartapes:
Aishwarya Rai is crazily beautiful. Thank you for doing this look. For people complaining that vids are too long - I like long videos! This way you get to see everything in real time. If you think it is too long - there is a fast forward option in YT - it's pretty easy! Thanks for this.

makkarim:
both kinds of eye liner from Mac, are they waterproof? if not, can you please recommend me to some waterproof makeup? I just moved to Vietnam, it rains a lot. Really need your help. Thanks a lot

braveviet:
Come baby Asian ladies  **lushfmlk.info**

mihiribrayan:
hI me fatima frome pakistan i wanna asked u wich brend u used maybillink newyork or somtnig els plz write dwon wich mekup you used im really inspired to u allah ahfiz

sajid4luv:
hey,
im a newly subscriber to you and i love ALL of your vids!! this a request.. Can you plz do a Priyanka chopra inspired makeup plz ? tcare xx

afggal55:
I LOVE U FOR DOING MAKE UP TUTORIALS :D u are a muslim woman and u do make up we live in the 21st century we shouldnt let men supress us

gurjantcarick:
What's your ethnicity?

X3sAiiDaDaB0MBx3:
You like a lot like esha deol, but beautiful regardless mashallah thank you sister

SarahC0uture:
U look gr8..... U resembled Katrina Kaif in ur hairsarfr tutorial... Gud job.....

CHILLYAQ:
I am doing the makeup for an Indian wedding and these tutorials made me feel alot more confident doing the heavier bridal makeup :)

MonikaLoveYouM:
Salaam, You have done a great look again! I really enjoy watching your tutorials it's amazing the looks you can achieve. I don't think you should cut your tutorials down and I doubt that anyone gets bored! Your doing great, keep it up and lastly thankyou many people are learning alot from you. X

camelid2:
I am always impressed with your tutorials. Thank you very much. Keep me inspired :)

svetlanafreeborn:
iii looooooove aishwarya! and i love the tutorial :) imma try it right away :) thank u sooo much! u did a great job, im soo happy with this *runs to the store* to buy the eyeshade colors :) btw, the lipstick l'oreal of aishwarya rai.. with her signature on it.. i think it would suit u very well, i think ur skintone is good for it... im even fairer and i love it on me :)... i have got 3 or so of hers :) its kinda brownish and it makes the lips look even bigger :)

MakeupAdikt: How to wear hijaab (head scarf) – Shayla style (March 25, 2010)
In this video, Asma is wearing all black and sitting in her kitchen. We can see her from the shoulders up. She says that since her last video, many people have requested a tutorial on how to wear the hijab the way she wore in a previous video. She is using a different hijab, which is wider and longer than the one in her previous video. She shows the hijab she bought, which is a long, wide leopard skin that she purchased from www.Pearldaisy.com. She puts the website link under the information bar. She wears a cap that she bought from an Islamic store, and it keeps the hijab in place. Sometimes you can see the bonnet (the cap) underneath, but in this video, she hides the bonnet. She then wraps the leopard skin hijab over her head and shows how she likes to pin the two sides very tightly underneath her chin with a pin she bought from an Islamic store. She likes to pin it from the inside, because she does not like to look at it. Then she takes the longest part of the hijab and wraps it around the back of her head, folds it a few times to make it neater, and brings it around to the other side (right). Then she folds it a few times and pins it with a pretty little broach that she says people can buy from any store. Since the hijab has a strong pattern with too much going on, she likes more modest pins on the side. She ends the look by tucking the ends inside the layer. Then she shows the end look and demonstrates how this style covers her chest and neck. As she turns around to show us the back, I can see her black hooded sweatshirt, which she tells us to ignore. She says this is a very elegant and popular style, and she has seen a lot of girls wearing it that way. She has been wearing it this way for years. Then her toddler interrupts her, so as she says her baby is here, she has to go and waves goodbye.
Adding comments has been disabled for this video.

MakeupAdikt: FAQs about me answered (August 18, 2010)
In this video, Asma answers frequently asked questions from her subscribers. She is wearing a head scarf and large dangly earrings. We see a white top from her shoulders up. She is wearing makeup and vlogging from her kitchen table. Among these questions, she explains the origin of her nickname Asma, and how much she likes makeup and aspires to be a makeup artist. Then she talks about her two daughters and a third one on the way. She is an architect, but has not worked in couple of years because she has been a stay-at-home mom. She wants to be a makeup artist but did not want to pay for the courses, so she started learning about makeup through YouTube gurus like Panacea81. She got inspired
by watching YouTube videos and expresses her appreciation for her gurus on YouTube. 
She also tells us about her education, where she got her degree, and where she worked. She 
worked in Birmingham for some time. Her daughters come up to her during her filming, so 
she bribes them with lollipops. She talks about her celebrity inspirations: Arabic singers 
and Kim Kardashian. Then her toddler comes to her and starts talking, but she calmly tells 
her daughter to let her talk and ignores her and carries on talking. She wants to put a 
portfolio together and asks if someone who lives nearby would volunteer to be her model 
for her makeup portfolio. She used to live in big cities like London, and moving to the 
outskirts makes it difficult for her to make friends, and her kids take all of her energy, so 
she does not get out much. She discusses her favorite makeup brands next. She also 
answers questions about her skincare, favorite brands, and where she gets her hijab. We 
can see her toddler’s head walking behind her. Her username, MakeupAdikt, came out a 
few years ago when she started obsessing with makeup and her husband didn’t understand 
her obsession, so that’s how the name came about. She has done a few videos like this 
before and ended up deleting them because she wasn’t sure if anyone would know who she 
was. She also has another vlog channel where she talks more about personal stuff and her 
pregnancy.

beautyMe90: 
can we see your daughters once on the video..I bet they are beautifull like you <3

MakeupAdikt: 
@beautyMe90 I am sorry I won't be showing my daughters in any of my videos.

bkindalways: 
salam dear .i saw ur couple of videos of urs few months ago n i became a big fan of urs since 
then.ur makeup is very nice n gives me loads of tips i ve learnt smuch frm ur videos.on top of tht 
i love the way u r n u do ur videos as without wasting our time showing off ur beauty or saying 
silly things,lol.u know wht i mean!today saw this video n knew sthing abt u so its kind of a 
lovely relationship with u ,i feel,i dont know but all i know is wen i watching u i feel as u r my 
close friend:\

Brannatta: 
Thank you for sharing a bit of your personal life with us. I am so sorry to hear that you are so 
loely in Cardiff. It is their loss. You are a treasure as a human being.

submission08: 
You are such a great role model-intelligent, ingenious and creative with your hijabs and your 
make up, beautiful, humanitarian. Thank you so much sister. Salam

hapbinder:
You are an inspiration to all women and mothers

IMoreAbhi:

This has been flagged as spam  showhide

Not Spam
I am calling on all decent people to support Sakineh Mohammadi Ashtiani who has been sentenced to death by stoning in Iran. This is a cruel and barbaric punishment that is unacceptable no matter what a person's crime is and has no place in a civilized world. I urge you to email or call the Iranian embassy in your country to ask for Sakineh's life to be spared and for her to be given a fair trial.

Sandronica:
You look lovely! Please do a tutorial on this hijaab style.

saru033:
Hi just out of curiosity what is your ethnicity? You're beautiful!

NFicek:
Hello, Asma Greetings from the US. Please let us know what makeup you're wearing, you look stunning. I love your earrings and head scarf. I recently earned my esthetics license and I use your tutorials to further my education on makeup. I hope your pregancy is going well. Look forward to more tutorials; I really appreciate them. Take care.

DearDiary19:
Hey Asma! I'm sorry if you already answered this question in your video, but I really want to know; that I know you're Muslim so I'm assuming you pray all the time right? Do you apply and reapply your makeup after wudhu and such? How do you cope with it?

Fbangee:
Great video Asma. Is there any chance you could do more tutorials on how you wear your head scarf. I love the way your wearing it in this video. Could you do a tutorial on this scarf style pleseeeeeeeeeease? Thanks. :) Hope your pregnancy is going well. your going to have three girls! Mashallah. you'll have your own mini make up models. :) Take care.
Fatema x

turkesha:
ALways Beautiful MAsha AllaH!! God Bless YOU Amine Tesha FRom France

36MNF:
three girls? mashallah very lucky..God bless you x oh and i like your makeup tutorials ,there very helpful :D
sleepingatlast19:
"it is an art form" YAY. someone like me...

akulche:
Your baby will be girl :) great but i wish you one boy !! sometimes they are wrong :)

tomorrowsprincess:
Lol everywhere you looked, the only hijabs girls wore were tie rack. Lol No, we do want to
know who you are.

akulche:
You make me smile :) all the time i watch your videos You have great charm God bless you :)
and yes certainly we want to know all! about your pregnancy and how you handle your doters
too Many of your fans im sure they already have this experience but all we "the young" hehe we
are coming after you all so Please :) 

bkindalways:
@MakeupAdikt awwww b happy always inshAllah may Allah make ur preg period easy for u.i
ve added u on facebook hopefully ll keep in contact with u:)my name is saba lahrasub.u r such a
sweet heart n i wish u all the best:)xxx

lolla7979:
There is nothing about her origin in her channel! I like Asma very much any way, yet I feel
curious to know her background and from where does she originally come! Well if u know what
don't u simply tell me?!

hotmami331:
Asma I admire your courage and strength to follow your goals. I love your tutorials. God bless
you and your pregnancy. I am a mama myself and I feel inspired to do videos but the kids do
make it difficult for me. I think once school starts it will be much easier.

thenadamagdi:
hi , sister Asma
isn't hijab supposed to cover the neck ? and one more thing is it just me or do most of female
architects seem to have good taste in fashion hahahah thanks Asma ,, „ bye

lolla7979:
If I may ask where do u come from originally?

whatevalosa111:
let me tell u asma that usually i hate the "get to know me" or "fact about me" type of videos but you are honestly such a sweet person, I would love to know all there is to you. Btw when u said rani did u mean as in princess, if so love it that would be such an awesome nickname :) Oh and im just asking b/c im in america and so the british accent always gets me lol! May Allah bless u and ur family. Ramadan Mubarak! Love you videos and glad you wanted to

txsunflower7:
Share your personal life with us. What is Your Facebook name, I'm sorry I couldn't understand with your heavy accent. ;) Thanks love!

HalalFemale:
Your videos are really good! And i admire how you speak so elegantly! I have been watching your videos for over a year! I'm originally from England but i study in Treforest & live in Cardiff! I know so many sisters that would love to have your presence at our events- we always need a makeup artist! And there is a huge demand for it in central Cardiff! I hope with time you will make more friends in Cardiff - i was a little out of place initially but i soon found my feet in this lovely community!

SaleenaYasminAli:
what language do you speak?

Policosmetics82:
I would totally love to be your friend if I lived there, youo seem like suh a sweet person! :) An I love your videos too. I think I'll buy Electra shadow (MAC) - ispired by your videos! :)

kindagorgeous:
Hey, a fellow architect! oops, I can't say that yet, I'm only part 2 in UK :P How long did you take to become part 3? I'm in Germany now, so the rules are a bit different, but I'm hoping I can get back to UK one day, and I don't wanna go to the border exams again :S sweet dreams! Congrats on your new baby! Hope you have a good delivery and she's healthy :) You look totally lovely, I love your videos x x

KittyCouture28:
Your so inspiring and I always really enjoy watching your videos, their some of the only ones that I watch the whole way through without skipping through. Your beautiful and an amazing person! Keep up the good work

Ibbygirl19:
What a lovely video. It was nice and interesting to know more about you. I've only recently disovered your channel and have been an avid watcher since. :) I'm a mother of two also (a boy
and a girl) and they are the lights of my life. They do keep me hopping though and I don't think I've had a coherent thought or a complete conversation since they were born. lol But I wouldn't change it for the world. Being a mom is not the easiest job, but it is the best one IMHO. :) Blessings.

mesopotamianbeauty:
I am also the mother of two, and nobody tells you how time constraining having kids is. I really liked this video, and ofcourse we want to know about you. Infact we want to know even more!! I would really like to know how you manage your weight with the pregnancies, and after. Also, how old are your daughters?

harangam:
salams Asma, hope your ramadhan is going well...lols..wen you mentioned about your husband not understanding your obsession about makeup..it reminded me of my situation..gess we shud call it a 30 sumthin crisis...cos im going to be 30 this year and i dont know why i have started with a makeup addiction i never had....guess its the only way i like to express myself with colours..but mashaallah you are brave enough to face the camera..keep it up..i have 2 boys who make it impossible for me

beautySuite:
Great video - you are so genuine! I love watching your videos and you have inspired me as well to start my own channel. I love the video you have of all the different makeup adikt looks (with the still pics) - how did you make that video...it's amazing! Keep up the great work. Also, congrats on the baby news. I'm also a Mom of a toddler and I totally understand what you were saying in the video....have a great day!

TanjaIman:
I think you are really gorgeous and a really lovely person. Always love your vids. You are one of my biggest inspirations here on youtube. A hijab who loves makeup and always makes it look lovely with the scarf as well:) I was really nice to get to more about who you are besides the makeup. Ramadan Mubarak

flowermamabee:
I like Arabic makeup, too! (Beautiful colors) As a mother of 3 myself, I understand the kids wanting to be with mommy during mommy time & not having enough time for myself! (It is ok that they are talking while you talk. They just want to be with you & want your attention. They sound so cute!) I wish I were close to you, I would love for you to do makeup for me & we could have mommy time with the kids!!! :) You ALWAYS look so beautiful. Keep it up!

Farah4AFG:
Salam asma, I just really really wana know abt ur ethnicity ok u say that ur british bt what abt ur parents, grandparents hope u answer it Thx be proud of ur ethnicity

glamqueen100:
Asma u didn't answer the question what your ethnicity is. You should be proud of what you are. I bet u are Pakistani or Indian. SAY IT!! :)

Didem92:
Asma, thanks for sharing more informations about you..you're an amazing woman,mom and a friend youther (smile)! I adore your make-up tutorials, even if I haven't tried much..I don't take care of myself much,there are my studies,Islam,family's situation so..But you're definately an inspiration,and your tutorials are gorgeous. I hope to find some jobs during my year of university, try this make-up tutprial that I find very beautiful and simple everyday look. Hope you'll do a tutorial on it,thx.

dipinbeauty11:
hi asma i absolutely love ur work....i did my wedding makeup getting inspiration from u.. i would like to add u to facebook only i cant find u...... plz give me ur facebook details.....thanks.....deep

MichellePhan: Natural Looking Makeup Tutorial (May 20, 2007)
In this video, Michelle is sitting in her living room; I can see a couch and a patio to the side. She starts the video with the finished look, comes close to the camera, and smiles. She is wearing a white tank top, and there is calming music playing in the background. The “Makeup Tutorial A Natural Approach” is printed on the screen right after, and then the video starts with her saying to clean, tone, and moisturize your skin. In the voiceover, she says to conceal dark under-eye circles next, then she pouts in the video and demonstrates how to apply concealer under the eye. She is using her ring finger since it is a delicate area. Next, she conceals other parts of the face with a mineral foundation/concealer. Michelle demonstrates each step slowly and talks over the video with tips, telling us which products she uses. Next, she fills in her brows and suggests that it is good to make them look natural and blend the brow color. A natural, clean look will require only lining the top part of the lids, she says, as she lines her eyes with liquid liner. She then curls her lashes and applies mascara. Each step starts with the keywords to the next step on the screen. When she prints on the screen to curl lashes and apply mascara, she misspells “mascara” (“mascera”). She finishes the look with lip products. As she finishes the tutorial, she suggests checking in the mirror for a final look. Here, she switches the music to a romantic song – L.O.V.E., and looks at the camera with her head tilted and smiles. She thanks us for watching and puts her name, Michelle Phan, on the screen, followed with “RiceBunny.” Snapshots of her look from different angles are followed after.
zefrontashley:
Guys, I don't understand what's wrong with the sponsored Michelle that "you miss". If you like 'the old' Michelle and not the sponsored one, it means you only like her for what she has, not what she is huh? It's still Michelle, and she still does tutorials.

aQUIETroar:
Guys. You can't even tell she is that sponsored in her newer videos! Even starting out gurus say what products they use. And don't complain that she only uses higher end products because it is easy to find similar drugstore products. :) Thumbs up if you agree and love Michelle back then and now!

Snezhinka9:
I do miss her more diy/unprofessional videos, but in a way you might miss someone when they were a child ,for instance.But someone as talented as her cannot stay in the same place forever. time goes by and people change with them. I'm very happy for her in that she's successful, and more professional and glamourous, and that she works for such a top brand, though sometimes I go back and watch her old videos, in the same way I look at pics of myself as a child and miss those times. :-)

irishbrynn:
I miss this Michelle not the sponsored one. :

SwEKiD:
ooh thanks, You are my Hero, You movies has helpt me a lot! im so jealous! and you have a Fabulous voice! // Neo

tillywink2:
This has been flagged as spam   showhide
she already has make-up on.. she fake

MichellePhan:
Nope, no makeup prior, all I had on before applying on the concealer was moisturizer =)

shirtstain:
i like how you're so nice to people who are pricks haha :) people are jeluz

oohbuttercup:
She's not fake. If you don't like her, don't watch. People are so retarded these days ..

roro18200:
nice tutorial! what is your secret to flawless skin?

philosgal:
michelle when you say clean tone and moisturize, does that mean i have to put some toner and then cream before applying makeup??

crazyazneatricex: 
thanks i really need it for de comin up wedding

hollydolly1083: 
This has been flagged as spam  showhide 
she's fake it's obvious she's wearing eye makeup more than she tells and she is already wearing lipstick when she puts more on, she needs to get over herself the make-up makes her pretty nothing else!

ladyyunax5: 
you're so gorgeous! -. iiijeealous. what is the lip colour you're wearing?

xgirlywirlyx: 
Fabulous Voice And Fabulous Compelement!! Perfect :DD Xx

ohitislovex: 
wow i just wanted to say you're beautiful :) thanks for the tutorial. & where can i download l-o-v-e? i can't find it anywhere :( please message me! thanks.

cutetweetiepie: 
what kind of brush are u using! looksso soft

heyheystephex: 
wow this vid is so good so relaxing while watching u put on make up XD thx for ur tips!!!!!

AlanAlfredoSauce: 
Asian girls have the prettiest skin :D

makioosaki: 
you're so cute and this tutorial is just perfect!!!! love your voice too!! *-*

BudGirl86: 
Great tutorial! So helpful! Thanks for creating the video, and posting it for all of us to see. =] Also, the video is very well orchestrated and done, from the music and the relaxing mood to it. =]

kakcikmin: 
this is such a calming and a well-paced demo.thanx for such a beautiful beauty tip (^.^)

aiwarie: 
You're pretty *O* I can't believe that a make up can seem so natural, i'll try to do it ^^ Thanks for the tutorial
jedlou:
just passing by searching for a cool music video n dis ting pop up n i was lyk better check dat out
ROFLL .... lukin gud =] hahahahaha guessing by ur last name ur a viet ayee?? neways GOODJOB
zerotemo:
I need to know how to do this. Make up is dominated by girls I need to do something i need to learn in order to understand them.

chey246909:
how long did u have to practice to get ur eyeliner that perfect?

Liidewij:
yes, i hate eyeliner it is so difficult !!!

mizzbanks707:
you exude "classyness" lol and radiance and the makeup is gorgeous please make more! bye

lepdv8150:
wonderful!! do you have a video for a "quick daily makeup routine" ?? about 5 or 10 minutes max? i followed this vid, and it took me quite a while to achieve the natural look. otherwise, great tutorial!

MiiSzAkira018:
i like ur face girl!!!!!!all make up fits you are u filipino??haaayy ur skin is cute to0 wat brand of make up do use??

bkm2006:
she's vietnamese because her last name is phan

jlui1988:
This tutorial has been a big help with my daily make up routine. Everything about this video is exceptional. The timing, narration, etc... lol you're a pro! Might I add that you're one of the most prettiest girls I've seen, EVER (with or without make up)! =)

monicaqr:
I seldom wear makeup, but these videos make me wanna do it everyday, they're great!!! Congratulations. Are you a make up artist?

muritkayungan:
hmmmm.. ive watery eyes... =( can you tell me what to do so my makeup wont get smudge up....... thanks...

KOFits:
You're really pretty, what are you? Are you wearing colored contacts?

rae629:
she's probably filipino, vietnamese, or thai
cokewhore37:
she's not thai
ranela:
her name is pham...vietnamese
rae629:
oh ok...well i knew she was from southeast asia. Lol

Amy048
Very Very pretty.. im deffinately going to take your advice.. Thanks!

JeruDaDamaja88:
u are so beutiful if i was a woman i would definatly use ur advice

vanawesome:
i dunno how you ladies can remember how to do all this stuff.

Sangychu:
lol Im a girl and I dont even know how.. which is why I probably look like crap. XD

XxDismantleMeXxX:
you have such a calming voice. your beautiful. Are you vietnamese, Cause you have the same last name as my mom. this video was very helpful ^.^

sherribailey75:
your tutorial is great and very helpful...but I think you look better without makeup. and that's only because you have great skin and features to begin with. your tutorial, however, is very helpful for gals who aren't as lucky as you!

Nattio302:
i enjoyed the tutorial very much but i found that there was too much posing.

MichellePhan:
haha even I agree and I made this video. Learn from your mistakes =)

kiku4:
i liked the posing though haha, your pretty so it works, if I did it I'd look retarded XP

preciousvibe:
You don't need make up child!

tam8392:
u wrote mascara wrong. i just noticed that after watching this video for probably the 10th time =]

moonlightblossom:
she already has a good complexion, like most asians do. so of course its going to come out flawless for her. now if your white, black, and maybe hispanic, well..... you might need to try a little harder. (oh and im hispanic so i know how it is D:)

iloveluisillog:
ooooooo my god!! you're sooo pretty and i love your hair!! seriously, you should do a tutorial on how do style hair!!

AquariusPisces21:
I like the look. Natural makeup, except for the blush and lipstick. Usu. concealer, eyeliner and gloss is good. Or concealer, mascara and gloss. I know other Asian girls that put on way too much - like 7 to 9 products regularly.

Kailys3:
Ahh...lucky. I've got too many acne scars to ever have a smooth face. Sucks!

mynewyorkcloset
This has been flagged as spam  showhide
concealer should always go on OVER Foundation. But, as an artist for DIOR, she is right about THREE SHADES LIGHTER ON THE EYEBROWS AND USE YOUR ring finger to blend and apply.
Blonde or lightskin blondes for BROWS should always use TAUPE-
Mascara:Brown is a great thickener and black is a great lenghtener. if you are dry, try not use too much powder... etc etc
JUST A FYI from A dior ARTIST...
THE best mascara out there is CHANEL, DIOR AND LAURA MERCIER.

MichellePhan:
Actually, when you are just using powder foundation, it is best to use concealer before applying the foundation not after. I always say, there are no SET rules to makeup, just guidelines.

MissxCassandra:
this tutorial helped so much ^_^ and since people are asking what song this is, it's called LOVE(l is for the way you look..)it's a classic. sung by many people but i don't know who does the version in this vid.

yumyumstrawberry:
Thank you for this tutorial! It really helped me with better understanding on how to apply make-up. And I didn't know that 9 out of 10 people have dark circles under there eyes! That's such a big proportion. Oh, and I think you're really pretty!

MichellePhan: Lady Gaga Bad Romance Look (January 18, 2010)
The video starts with the finished look and the computer-generated eyes as she asks the fans to stay tuned for the tutorial. “Wide Eyed Girl Look” is printed on the screen before she starts the tutorial. Then the rest of the video, like most of Michelle’s videos, is a voiceover while she demonstrates on camera with Lady Gaga music in the background. For the dress, she is wearing a clear tablecloth that she cut out of a pattern. The look starts with
false eyelash layering on top (about four strips). Then she takes the eyeliner and lines the
top of the top lashes. Michelle redefines her brows lightly as she gives a suggestion to not
overdo, since the goal here is for the eyes to stand out. Purple shadow on the hollows of her
eyes are used next, just like Lady Gaga uses in the video. As she quickly does the next few
steps, she talks and demonstrates the rest of the makeup look. She says she forgot to put
the eye drops in, so she puts a few drops in to make her red eyes whiter and shows us the
before-and-after look: her eyes are white now. Michelle uses more eye color, liners, and
bottom fake lashes to create an exaggerated eye look. She applies a matte peachy blush just
like Gaga has in her videos, she says. She finishes the look off with pink lipstick. At the end,
she wears a blond wig to make the look even more authentic, and completes the look with
circle lens to make her eyes seem even bigger. Finally, she shows how Lady Gaga made her
eyes so large by dotting her face for tracking and enlarges her eyes by using a computer
program. She ends the video with a quick demonstration of her removing the products she
just applied.

abrazadodude:
@thi711 She's not trying to make girls think life is all about appearance. She's just promoting
iQQU and making fun videos. This video isn't even really about beauty and more costume-y.
What's wrong with girls wearing make up. Sure some look better without. But it's fun to wear
and be pampered. So if they're gonna wear make-up at least she teaches people to use it at it's
best.

@abrazadodude She also teaches how to deal with black heads and dry skin; things that lower
self esteem and/or is uncomfortable. Furthermore she has a video in which she applauds girls
who wear little to no make-up and focuses more on skin care rather than make-up so a girl's
natural beauty shines through.

madisonfaithxD:
that's awesome!! I'm considering doing that for Halloween!!

ytfjordan:
Oh thank goodness...i thought gaga really messed up her eyes just for the video

BellaEdwardJacob1000:
LOL YOU KNOW HOW LADY GAGA CRIES IN THE VIDEO WELL MICHELLE DID
THE EYE DROPS AND IT LOOKED LIKE SHE WAS CRYING LOL GOOD

iHatewAsabi:
ERR i do NOT love lady gaga. i just thought this was kinda cool.
MsNajii:
Oh verdammt dieses Viedo ist einfach soo genial gemacht!! Du bist toll ;) Ich mag deine Videos voll!!! This video is fantastic!!!!!!!!!!!!!!!! Youre great! Love your videos ;)

univega8:
girl you rule!!! you're most amazing make-up artist in the world

BambiiNL:
wow your really good! and your a beautifull girl dont listen to that stupidss

SophiaSinot:
OMG YOURE AMAZING !!!! IM GONNA TAKE THIS LOOK FOR HALLOWEEN <3

Sandra15243:
that's only creepy, and it's not good for the eyes

MrBlutos:
You voice make me feel relaxed,

samisido:
God why im I watching this, and damn you girls spend too much time and money on your make up!!!!
jennifereliseLBC:
gaga is the shit so get the fuck out of here iHatewAsabi because no one cares what you dont like. how about be positive.

YumikoSasaki14:
lol I hate lady gaga..but cool eyes ;D

SuperAmsg:
Hi, I love your videos but I have a question: do the videos yourself? well the truth esque if they are useful for a costume party or those who like to make parody videos on laddy gaga videos like this from bad romance. Keep it up.

raizen991ra:
ur eyes look like my balls sweety :|

Nicoleslovakia:
I have read that u can get blind because of these lens.
TheRetardedHippo:
LOVE UR VID!!! ... and im a boy :D

sabiwhey:
i really like your video but on a german website there is a video about your tutorial. They tell that it's "faked" And that your eyes aren't really so big. I don't belive that :D

rottincherrie:
@sabiwhey No duh it's "faked". She SAID she used circle lens, makeup and CG for a few shots to make them look bigger. That's the point of the video.

JuanseCR:
That is ridiculously big eyes

Ordenspoliti:
Fantastic! -you're amazing! :D Where do you buy your lenses?

Juju3X4:
Who can tell me whatis the site for the eyes? (computer eyes generated) Because I'd like to download. Thanks

carecml0788:
hey i want to be lady gaga for halloween and have started buying stuff for the costume. however i am from the u.s. and heard circle lenses are illegal in the u.s. so that poses a bit of a problem....

LucySkyz:
@carecml0788 I want to be Lady Gaga as well! :) 

nayelianditzel321
@carecml0788 ikr im probably just gonna not wear circle lens

Soley411:
Ur like the queen of make-up! Im a guy and I hate this type of stuff but I love watching u

fdesignr:
Where can I find those cute contacts? :)

thesofty2121:
im a bloke and your amazing :)

Jorsh41:
not being chinese helps a bit...
iTroIlu:
shouldn't you be in the kitchen?

Kizzy10Luv:
I like how this was one of those legitimate Tutorials. Not the ones those little girls do when they're bored or something

brittany6154:
Would this happily work with a African American?

KristiFoley4ever:

I loved the video but you might want to put a disclaimer on your video for the lenses..they've been now to cause some good damage to people's eyesights. But I do love your variation of make-up art, etc. Continue playing with your make-up! It's always fun to try something new! :) gameay
This video is most popular with:
Gender  Age
Female 13-17
Female 18-24
Male 35-44 <----WTFFFF!!!!!!

MrMadness87:
im a 23 year old heterosexual man - and i enjoyed that

reddracoqueen:
I heard you could hurt your eyes by wearing those kinds of contacts. Also, the whole big eye thing reminds me of some gray alien stuff.

BoxHeadGuerra:
i enjoyed this tutorial. Very nice and well presented. Clean, and the music doesn't distract the viewer or interrupt your explanations. I have a pet peeve, and that's terrible tutorials. Haha. You should make a Mad Hatter tutorial. I've seen a few, but I'm curious as to see what you'd create. Could be fun.

6711dylan:
Wow got to keep this away from my Sister & Gf they're gonna waste money knowing something like this is on here

LookOutForTheTwaffle:
She's asian, so her eyes now look normal xD sorry I had to say it hahaha:3
Ilmissme:
Hi im Megan from England can u do a young look that people under 13 can wear and an easy quick design!

Snuggles2507:
Super cute.... Im a make up artist and I am going to try this for like a costume party... lol

gtoffmyfrigginlawn:
Have fun with your damaged corneas. Those lenses are well-known to cause potentially blinding eye damage.

kaijurajinx:
@getoffmyfrigginlawn Yeah, there is no evidence at all to support that. Meanwhile, numerous opticians have said that the lenses have no more health implications then normal contact lenses, and any contact lens can be potentially damaging if never taken out. That, and numerous other countries have deemed them safe. In anycase, as long as they go through all the routine lens stuff, then they are fine.