

How beauty influencers practice product placement in YouTube videos

A Qualitative Research

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How beauty influencers practice product placement in YouTube videos

Abstract

Despite vast research on product placement in traditional media, little academic research focused on product placement in YouTube videos. This research investigated how beauty influencers practice product placement in their YouTube videos. A theoretical framework was developed to present which theories regarding product placement and product placement in audio-visual content exist. In addition, nine makeup videos created by three beauty influencers were collected and analyzed using Grounded Theory by Strauss & Corbin (1990). The videos were coded in three stages: open coding, axial coding and selective coding, to determine interrelationships and core concepts.

Coding these nine videos revealed six core characteristics that illustrate how beauty influencers practice product placement and communicate with their audience. Namely: identification, accessibility, confidence, articulation, expertise and helpfulness. In these videos influencers talk to their audience as if they are close friends. They directly connect with consumers in an authentic way. Thereafter, influencers are confident, they articulate comprehensible and videos are professionally edited and clearly structured. They are seen as professionals that give extensive information about product characteristics and guide the viewer in using these products.

Results show that beauty influencers practice four different types of product placement in their videos. The first type is verbal product placement, there is solely a verbal reference to the branded product. The second type is visual product placement, which is divided into showing a product extensively and showing a product moderately. The third type of product placement is a combination of both verbal and visual brand appearance. The majority of the branded products in the beauty videos appeared both verbal and visual. The fourth type is active product placement. The main type of placement practiced in these videos is active product placement as products were actively used and applied on the face.

Moreover, results show that product placement in YouTube videos by beauty influencers are omnipresent with 1.8 brand appearances in 60 seconds. The coding process provided insight on the visual and verbal, and both visual and verbal brand appearance of beauty products. Overall, 32.9% of brand appearance was only visual, 3.7% of brand appearance was only verbal. The combination of both was most frequently practiced by beauty influencers, as 63.4% of product placement combined both visual and verbal description of a product. Most products were shown in a more or less quick manner, as 32.9% was shown extensively and 63.4% moderately.

KEY WORDS: *Influencer marketing, Influencers, Product placement, YouTube.*

Preface

This thesis is the final work of my Master at the Erasmus University of Rotterdam. It represents the results of a study on product placement as part of new media marketing strategies rapidly developing in this digital era. As marketers endure to compete for the attention of a continuously fragmented consumer market, they turn to new communication outlets to reach their audience. This thesis examined in particular product placement as practiced in YouTube videos.

I could not have achieved this level of success and completed my thesis without my incredible support group. First of all I want to thank my mother, brothers and friends, for loving and understanding me. I also wish to thank my supervisor Teresa de la Hera for the excellent guidance and above all keeping me motivated during this process.

Most importantly I would like to thank my father for enduring, and showing me how to overcome the steepest hills, your unconditional love and unwavering support.

I hope you enjoy your reading,

Maren Verbunt

21st June, Rotterdam

1. Introduction

Today, the ever-developing media landscape facilitates more tools for branding experts than ever before (Lee & Watkins, 2016). This digital era poses new opportunities and challenges for brands. Researchers state that the main platforms of brand communication, and the development of new advertising techniques, are shifting from traditional- to social media (Bruhn, Schoenmueller, & Schäfer, 2012) such as Instagram and YouTube.

One growing method of advertising is product placement in social media (Gillespie & Joireman, 2016). This type of advertising is omnipresent in today's media landscape. One of the initial definitions of product placement by Balasubramanian (1994) describes that product placement can be defined as a product message, paid for by the brand, and intends to impact the viewers through a subtle passage of a product (Balasubramanian, 1994). As product placement evolved over the years, the definition of product placement changed too. For example the American Federal Trade Commission, that works to prevent unfair business practices, characterize product placement as branded products that are positioned by advertisers in television programs in exchange for a fee or another type of reward (Powell, Hardy, Hawkin & Macrury, 2009). The phenomenon of product placement in media has a long history and continues to expand in the movie industry, on television, and on other media platforms (Sabour, Pillai, Gistri, 2016).

A recent example of such a media platform is YouTube. The video website evolved from a platform based on the input from amateurs and user-generated content (UGC), to a broadcasting network with professionally generated content (Kim, 2012). After Google purchased YouTube in 2006, combined with the quick development of professional content and rising visitation numbers, the platform became attractive for marketers (Kim, 2012). This resulted in YouTube becoming a new advertising space for brands (Bruhn, Schoenmueller & Schäfer, 2012), and became increasingly attractive for advertisers (Gerhards, 2017). Specifically, regarding product placement, the practice of this marketing technique has become widespread on video-platform (Gerhards, 2017). A large role in this development was played by YouTube-celebrities, the amount of which has exponentially grown in the last decade. In 2007 YouTube classified only 30 video creators as thriving and requested them to join the ad revenue program (Gerhards 2017; Wasko & Erickso, 2009). Two years later, the phenomenon 'YouTube star' was born, and the first YouTuber amassed more than one million subscribers. To put this into perspective, the most popular YouTuber in 2018 is PewDiePie with more than 63 million subscribers (YouTube, 2018). PewDiePie makes money by having different sponsored-content deals on his YouTube channel, for example in Gameplay videos. Especially the beauty industry is known for sending established YouTubers products to review (Gerhards, 2017). Beauty influencers with more than a million

followers collaborate with huge brands in their videos. Some well-known beauty influencers earn thousands of dollars and enjoyed so much success they were able to launch their own makeup or beauty lines.

Given the growing importance of YouTube as a marketing space, and the YouTubers ability to influence its users, this study will focus on beauty influencers and product placement as an advertising technique on YouTube.

1.1 Research problem

Even though traditional advertising techniques do not disguise their attempts to influence their audience, research shows that the persuasive endeavors in product placement are difficult for viewers to recognize (Wei, Fischer, & Main, 2008). Correspondingly, since the commencement of product placement, there has been controversy about the advertising technique (Wenner, 2004). It is applauded for expanding the media production values, the experience of viewers and assumed realism (Branswell, 2002; Chabria, 2002), but scrutinized for the unethical nature, concealed persuasion, a maker of deceitful realism and destroying integrity (Gillespie & Joireman, 2016). This may be a problem because people make decisions while they are being influenced, but they themselves do not realize that they are being influenced. Furthermore, YouTube differentiates from other media as it may resonate more than traditional media. Also, it allows marketers to advertise in a new space and in new ways. Moreover, there is a vague line between paid content and therefore, it becomes an interesting medium and subject to explore new forms of product placement.

1.2 Research question

YouTube is an interesting medium to explore new forms of product placement and beauty influencers collaborate with brands to use this type of advertising technique in videos on this platform. Therefore, this study aims to answer the following research question:

RQ: How do beauty influencers practice product placement on their YouTube channels?

To answer the research question, several sub-questions will be answered accordingly:

SQ1: What are the types of product placement used in beauty YouTube videos?

SQ2: How are different beauty products shown in the videos of beauty influencers?

SQ3: What are the ways in which beauty influencers that practice product placement communicate in YouTube videos?

1.3 Scientific and social relevance

Because the platform YouTube is relatively new, so is the phenomenon *YouTube stars*. These so-called YouTube celebrities with thousands and millions of followers have the characteristics of opinion leaders (Flynn, Goldsmith, & Eastman, 1996) and therefore play an influential role in the lives of teenagers. Effective influencers are able to affect the purchasing decisions of consumers via trust in electronic word-of-mouth marketing (eWOM) (Kim, 2014). Thus, YouTube creators who are seen as peers or opinion leaders might influence their followers by using beauty products in their videos, which may lead to purchase and use of these products by the YouTubers audience. Vlogger and blogger Zoe Sugg from the YouTube-channel Zoella, explains in the documentary *The Creators*: “A lot of people see me as a big sister or, you know, a friend” (*The Creators*, 2015). Especially the younger target audience who watch a lot of these beauty YouTube videos can be easily reached (European Publishers Council, 2015). Balasubramanian et al. (2014) examined the effectiveness of product placement on consumers and noticed that variables such as identification with an influencer could empower the effectiveness of the placement.

Prior research on product placement focused in traditional media, such as movies and television (Gupta & Lord, 1998; Balasubramanian, 1994, Russel & Stern, 2006; Hackley & Hackley, 2012). Others examined the consumer’s awareness of the persuasive intent in narrative media (Gillespie & Joireman, 2016) or consumer’s attitudes toward product placement in movies (Nebenzahl & Secunda, 1993). Additionally, existing research on product placement mostly focuses on the effectiveness, attitude, brand recall and recognition (Barnes, 2007; Mau, Silberer, & Constien, 2008; Winkler & Buckner, 2006). As these studies are mainly quantitative, it would be of great value to conduct qualitative research to examine how product placement is practiced in makeup videos by beauty influencers on YouTube.

Further research emphasizes the examination of the effectiveness of product placement, regardless what media types, (Balasubramanian, Karrh, & Patwardhan, 2006; Verhellen, Dens, & Pelsmacker, 2013) and the effectiveness of product placement in social media (Liu, Chou, & Liao, 2015). One of the few authors that examined how YouTube creators use product placement is Gerhards (2017). Gerhards (2017) conducted an empirical online survey of the use of product placement by German YouTubers. Verhellen, Dens & Pelsmacker (2013) concluded that in spite of the quick development of the 2.0 Web, academic research is developing in a slower pace than the rapid expansion of different digital advertising techniques for user-generated content itself. While some recent research considered how product placement is implemented in the new media landscape, the area of product placement on YouTube, remains under-researched.

Since product placement in the new media landscape, such as in YouTube videos, is relatively new there has been little academic research done about macro influencers in

connection to product placement in YouTube videos. However, the increasing popularity of the influencer business has gained the attention of big multinationals, education, political affairs and social and charitable organizations (Abidin & Ots, 2015), and therefore makes it an interesting and relevant subject to study.

Despite the fact that YouTube is not the only video-sharing website, its exponential growth, the total user amount of more than a billion, local versions in more than 88 countries (YouTube, 2016), makes it a valuable case for understanding the evolving connections between new media techniques, such as product placement in YouTube videos, and brands.

Although previous analysis on product placement focused on movies, television and videos such as music videos, there has been little academic research on different types of product placement in YouTube videos of beauty influencers. Even though little attention has been given to this matter, many YouTubers seem to engage in some sort of collaboration with brands and practice product placement. Research by Gerhards (2017) on product placement in YouTube videos showed that 64.9% of the YouTubers used product placement in one or more videos. As few researchers have considered how product placement is practiced by beauty influencers in YouTube videos, filling this gap could teach us more about how these influencers integrate products into audio-visual content and help explore opportunities of product placement as part of influencer marketing strategies.

In summary, given the rapid development of digital advertising techniques on YouTube and a considerable literature gap, this research aims to investigate how three successful YouTube beauty influencers practice product placement in their videos.

1.4 Thesis overview

To answer the research question, YouTube videos by beauty influencers are analyzed. Three beauty influencers with three different nationalities were chosen to examine how they practice product placement. A purposive sample of nine videos was selected, three for each influencers. As the research question states, the purpose of this research is to answer how product placement is practiced by beauty influencers in their video content.

This thesis is structured as follows. First, all relevant literature about product placement, influencer marketing en beauty influencers is discussed. The research will be draws upon this previous work. Next, the approaches and methods employed in this study are explained. The methodology focuses on the Grounded Theory by Strauss & Corbin (1990). Subsequently, the results of the coding process are described. Next, the results derived from the coding process are critically discussed. The last chapter provides the conclusion and answers the research question.

2. Theoretical Framework

2.1 Influencer marketing

The rise of the Web 2.0 and the vast growth of social media channels have provided marketers opportunities to develop new strategies (Eccleston & Griseri, 2008; Falcker, 2018). One marketing method that is emerging is marketing through influential people and their connected online network, so-called influencers (Uzunoğlu & Kip, 2014). The term social influencer is not new. Feick and Price (1987) described them as individuals who are specialized in particular niches and became big in doing so. An early definition of an influencer who is known for a certain niche is the concept of the 'market maven'. A market maven is an individual that has knowledge, expertise and influence. Or as Feick & Price (1987) describe: "Influencers defined by marketplace knowledge. Individuals who have information about many kinds of products, places to shop, and other facets of markets, and initiate discussions with consumers and respond to requests from consumers for market information" (p.85). Feick & Price (1987) suggest that the definition of a market maven is similar to an opinion leader, it has knowledge and expertise, but it is not attached to one specific product.

These definitions could still be applicable for today's characterizations of influencers. For example, beauty blogger and vlogger Zoe Sugg became popular through her beauty blog and beauty videos on YouTube. Influencer marketing as a serious marketing strategy emerged together with the rise of social media and rapid development of technology. In recent years the interest of marketers and researchers has focused on the spread of information via certain extraordinary individuals, so called 'influentials' or 'influencers' (Bakshy, Hofman, Mason, & Watts, 2011). Influencer marketing is the collaboration with people who have a substantial audience and influence in a particular client segment (Fischer, 2016). Influencers are opinion makers with certain know-how within their segment; they are authentic and express sympathy to create credibility in comparison to traditional advertising (Fackler, 2018). Firsching and Bersch (as cited in Fackler, 2018) describes influencer marketing as following: "The term influencer stands for people who can be seen as experts and opinion leaders about content, their communication, their knowledge and their reach" (p.3).

There are two imperative elements of influencer marketing: content marketing and social media. The influencer's social media presence can be used to promote a brand. This message is spread via content marketing. Advertisers can partner up with influencers and create content that the influencers propagate through their channels, or influencers create content themselves in support of a product or brand. The brand communication through influencer marketing is based on the two-step flow of communication (Uzunoğlu & Kip, 2014).

Influencer marketing is not entirely new. One of the most famous individuals in influencer marketing is Santa Claus. "The Santa Claus we know today was made up by Coca-Cola and is far more than just a single-brand influencer by now" (Fackler, 2018, p.4).

As Brown and Haynes (2008) describe there have been many different cultural changes since 1990 that influenced purchasing decisions of consumers and how decision-makers collect their information. In terms of influencer marketing; in today's world decision-makers operate within communities of influencers (Brown & Haynes, 2008).

2.1.1 Word-of-mouth marketing

When you scroll through your social media channels, it is not uncommon for influencers to rave on about a product on Twitter, Facebook, Instagram or YouTube. Although, word-of-mouth marketing is nothing new for marketers, influencer marketing got its breakthrough in the last couple of years (Fickler, 2018). Word-of-mouth (WOM) diffusion has been regarded as an imperative mechanism by which information can be transferred to a large audience, possibly affecting the prevailing public opinion, market share of a new product, innovation, or brand awareness - the extent to which customers are able to recognize or recall a brand (Katz & Lazarsfeld, 1955; Keller & Berry, 2003; Bakshy, Hofman, Mason, & Watts, 2011). Word-of-mouth marketing via online social interaction is recognized by marketers as an important strategy to attract consumers and gain their attention (Li, Lai & Chen, 2011). Word-of-mouth can complement influencer marketing; influence can be transmitted in this matter (Chapple & Cownie, 2017; Li, Lai & Chen, 2011; McKinsey, 2010).

One way of creating electronic word-of-mouth, spread a message quickly and sometimes virally, is via influencers. As research has shown, effective influencers are able to affect consumers' purchasing decisions by promoting a brand (Jiang et al., 2015). A study by the Word-Of-Mouth Marketing Association (2014) indicated that one-third of the sales impact of word-of-mouth is because WOM works as an amplifier to paid advertising (Keller & Fay, 2016). This is in line with research by Lazarsfeld & Kats (1955) as they argued that advertising is effective due to the fact that it creates conversations between opinion leaders and individuals who are then swayed into purchasing.

As Brown and Haynes (2008) state, influencer marketing is the most significant advertising technique in purchase decision making. The development of social networks provides advertisers opportunities to build marketing strategies based on influencers and electronic word-of-mouth. Social networks help them spread information faster and more easily. According to a study by McKinsey (2010) word-of-mouth marketing is the primary factor behind up to half of all purchasing decisions. The influence seems to be the greatest when consumers or buy a product for the first time or when they consider an expensive purchase (McKinsey, 2010).

The Nielsen Global Trust in Advertising Survey (2015) questioned 30.000 respondents in sixty different countries on consumer trust. The study showed that 83 percent of the respondents completely or at least somewhat place their trust in word-of-mouth recommendations from their friends and family (Nielsen, 2015). Nevertheless, credibility and trust are not confined to their close social circle as 66 percent of the consumers state they trust recommendations via consumer opinions posted online, and 61 percent say they trust brand sponsorships (Nielsen, 2015).

Endorsement from YouTubers is a type of electronic WOM (Chapple & Cownie, 2017). For these promotions via eWOM to be successful, the sender needs to have some form of credibility. The first definition of WOM was described by Arndt (1967) as “Oral, person-to-person communication between a perceived non-commercial communicator and receiver concerning a brand, a product, or a service” (p.190). However, recent research defines credibility as the extent to which a person perceives a review recommendation as true, factual or believable (Cheung et al., 2009).

Six out of ten influencers, that target teenagers between the age of 13 and 18 years old, use YouTube as a platform to post their content (Variety Magazine, 2014). Research showed that teenagers can identify themselves better with these YouTubers and find them more trustworthy compared to traditional celebrities because of reliability and attainability (Defy Media, 2015). Individuals tend to duplicate the behavior of people they like or share the same behavioral style with (Bentley, Earls, & O'Brien, 2011).

As mentioned before, this research focuses on three social beauty influencers that gained their followers on YouTube by creating beauty videos. Therefore, the following chapter will explain concepts of influencers such as celebrity endorsement, influencer credibility and the para-social interaction between the audience and influencers.

2.1.2 Celebrity endorsement

Early research found that celebrities can create a positive brand attitude (Kamins et al., 1989). Celebrity endorsements are thought to produce a greater probability of the consumer appreciating and embracing the brand (Hackley & Hackley, 2015; Kahle & Homer, 1985). Through the act of product placement, celebrities are related with brands yet in a verifiable endorsement in the context of entertainment (Balasubramanian, 1994). The development of social media gives the audience a closer insight in the private lives of celebrities and what products they use, which gives consumers more information about brands they might use in the future or already consume (Jin & Phua, 2014; Russel & Rasolofoarison, 2017).

2.1.3 Influencer credibility

To conclude why influencers are used as promoters of brand messages, it is important to know why influencers are so successful. As Chu & Kamal (2008) describe, influencers are effective promoters of brands because people find them credible and trustworthy. Being a trustworthy influencer takes a large amount of time and energy, as research found that building trust with the audience can take several years (Ioanid, Militaru, & Mihai, 2015). Influencers with millions of subscribers that have a powerful fan community have successfully build this trust with their fan base over a longer period of time. The source credibility theory by Dou et al (2012) states: “That a communicator’s positive characteristics can enhance the value of information in a message, and (...) the receiver’s acceptance of a message” (p.1556). Being credible is vital for influencers in developing their own media brand and to effectively advert for commercial product brands (Chu & Kamal, 2008). Reichelt et al. (2014) suggests that message acceptance is the largest when there is trustworthiness.

2.1.4 Para-social interaction

Para-social interaction (PSI) is an interpersonal relationship that audiences create with media characters. Horton and Wohl (1956) stated that viewers create an intimate bond with these characters through shared experience by only watching the media personalities over time. As Horton and Wohl (1956) clarify: “They ‘know’ such a person in somewhat the same way they know their chosen friends: through direct observation and interpretation of his appearance, his gesture and voice, his conversation and conduct in a variety of situations” (p.216).

Ko and Wen (2017) studied the role of PSI in influencing viewers’ loyalties towards beauty YouTubers. Ko and Wen (2017) argue “Viewers’ perception of beauty YouTubers’ self-disclosure, similarity, expertise, and likability are the significant determinants of PSI. Moreover, the PSI can positively boost viewers’ loyalty toward beauty YouTubers” (p.2).

This study will focus on influencer marketing practiced on the social media platform YouTube. Influencers conduct between brands and consumers, giving their personal opinion in their videos. It is open to discussion if influencers recommending brands or products with their followers are just as effective as opinions from consumers close inner circle such as family and friends. This study will not explore the effectiveness of influencer marketing, but try to answer how influencers practice product placement in their content.

2.1.5 Effectiveness of product placement

Other research focused on the effectiveness of product placement in different audio-visual content. Kamleitner and Jyote (2013) examined the interaction between products and main characters in movies, and how this interaction can boost the effectiveness of product placement. Kamleitner and Jyote (2013) show that there is a difference between when a character in a movie interacts with a product, and when the character does not interact with the product. This interaction between the character and the product is called Character-product interaction (CPI). CPI is seen as a type of placement centrality. Placement centrality occurs when the character interacts with the product and the focus of the viewer shifts to the product. An example is, when an actor or actress in a movie drinks from a well known beer bottle, the focus of the audience automatically goes to the brand of the beer. The focus of the brand is less profound in the scene when the branded product is only placed in the background and when there is zero interaction between the actor and the brand (Kamleitner and Jyote, 2013).

Wiles and Danielova (2009) conducted an event study analysis on product placement in successful films. Their study showed how main movie characters implicitly endorse branded products and what kind of influence this has on the firm stock market. Wiles and Danielova (2009) found that when a main character in a successful film endorses a brand by holding, consuming or verbally referring to it, this may lead to positive movements in firm stock prices.

Yang and Roskos-Ewoldsen (2007) also examined the effectiveness of brand placement. Yang and Rokos-Ewolsden (2007) used the terms 'story-connection placements' and 'used-by-character placements' to explain the specific manner in which the character interacts with the brand product. They showed that interacting with a brand product amplifies brand preference and enhances both explicit and implicit brand recall. There is a psychological explanation for why CPI is an effective way of product placement (Kamleitner & Jyote, 2013). Movement, as well as interaction, draws the attention to the product and this is the main connection to the explicit placement memory (Kamleitner & Jyote, 2013). This is in line with research by Chan, Petrovici & Lowe (2016) that found that branded products prominently placed in movies catches the audience's attention and enhances brand recall.

2.1.6 Beauty influencers

YouTube has launched the careers of not only musicians such as Justin Bieber and Shawn Mendes, but also many other creative industries. Beauty influencers such as Chloe Morello, Michelle Phan and Kandee Johnson all started in their bedroom giving advice on hair and makeup. Today they have built goldmine careers with their multi-million subscriber channels, have worldwide success and are asked to collaborate with international makeup brands (Henriksen & Hoelting, 2016).

Advertising techniques for user-generated content on the platform YouTube are recently receiving the attention of marketers. Beauty influencers that build a multi-million fan base on YouTube and are seen as both experts and celebrities. As literature on traditional advertising shows, consumers respond positively to celebrity expert endorsers, in comparison to non-celebrity and particularly non-experts, as they believe these authoritative people are more trustworthy sources for information (Cialdini, 2001; Till & Busier, 2000). In finding new advertising strategies, beauty and makeup brands are harnessing the growth of these influential online beauty gurus. However, a person does not need to have millions of followers in the social media sphere to be influential.

2.1.7 Micro- and macro-influencers

There is a distinction between micro-, macro- and mega-influencers. Micro-influencers have a low follower amount (1.000 – 100.000) but have a higher engagement percentage than macro-influencers (100.000-500.000 followers) and mega-influencers (500.000 or more followers) (Brown & Fiorella, 2013; Fackler, 2018). Macro-influencers have loosely defined or unknown relationships with the individuals that follow them. Micro-influencers have a more personal relationship and therefore direct impact on the behavior of consumers (Brown & Fiorella, 2013). An example of the use of micro-influencers is the liquid brand Dettol in China. They asked moms that volunteered to convey their brand message into smaller Chinese cities where brand penetration was low. Dettol achieved double purchase intent and an increase in sales of 80 percent, at one-sixth of the cost of traditional media strategies (Keller & Fay, 2016).

Other research argues that influencers with a high social media presence and high amount of follower are established as more likeable, since they are seen as more popular. Other studies argue that collaborating with mega- and macro-influencers is not always the best marketing choice for endorsing varying products, as this can harm the brand's uniqueness and affect brand attitudes (De Veirman, Cauberghe, & Hudders, 2017). Nevertheless, how much money an influencer receives for posting paid-content, seems to depend on the amount of followers, not the size of impact on consumers (Fackler, 2018). As micro-influencers receive free products or a couple of hundreds euros, macro-influencers

with a range of 500.000 followers charge four-digit numbers for one post (Fackler, 2018). Influencer marketing holds a significant appeal for marketers who are moving away from mass market approaches. One way of doing so is via product placement. This will be further explored in the next paragraph.

2.2 Product placement

Product placement can be defined as a product message that is being paid for by the brand and intends to impact the viewers through a subtle passage of a product in a movie or television program (Balasubramanian, 1994; Balasubramanian et al. 2014). Karrh (1998, p.33) defines it as “the paid inclusion of branded products or brand identifiers, through audio and/or visual means, within mass media programming.” In product placement there is an interdependent relationship among the moviemaker and the sponsor of the product (Balasubramanian, 1994). In order to place the product as effectively as possible, the brand typically employs a professional firm to act as a connection with movie studios and tries to secure the script far ahead of time of the film production (Balasubramanian, 1994). The scripts are checked on to find alluring story settings to place a product (Salmans, 1981; Galician, 2004). Influencers can be seen as the moviemakers, who partly have control over how to embed the product in their video.

Product placement is by some also referred to as brand placement (Dens, Pelsmacker & Verhellen, 2018). As described by Karrh (1998) product placement is the incorporation of brands in media content in exchange for compensation. It consolidates entertainment and advertising (Galician, 2004; Williams, Petrosky, Hernandez & Page, 2011). Marketers identify that there is a paradox in the effectiveness of product placement: “If you notice it, it’s bad. But if you don’t notice it, it’s worthless” (Ephron, 2003, p. 20). Other research reveals the same, subtle placements are less likely to cause negative brand attitudes. However, this same study also found positive brand attitudes towards the exposure of prominent product placement when viewers report high levels of program liking (Cowley & Barron, 2008).

Companies are increasingly turning to this type of advertisement as a substitute to traditional advertising techniques (Al-Kadi, 2013). As a matter of fact, product placement has surpassed traditional advertising and is perceived as a ‘strategic-must-have’ by marketers (PQ Media, 2016). The worldwide product placement industry has accomplished twofold digital development rates in the last decade and is evaluated to be worth over \$21 billion in 2019 (PQMedia, 2015; Dens, Pelsmacker, & Vehellen 2018). In spite of the fact that the United States represents the biggest marketplace with \$6 billion in 2014, product placement is developing on a worldwide scale (PQMedia, 2015).

2.3 Product placement in audio-visual content

Researchers have aimed to categorize placement strategies in movies and in television shows in many different ways (Barnes, 2007; D'Astous & Seguin, 1999; Winkler and Buckner 2006). D'Astous and Seguin (1999) identified three different types of strategies for product placement in television sponsorship: implicit, integrated explicit and non-integrated explicit. Implicit product placement is the placement of branded products in a program without it being officially communicated. An integrated explicit product placement plays an active role in audio-visual content (Tiwsakul, Hackley, & Szmigin, 2005). For example James Bond drinks Heineken in the film *Skyfall*, Daniel Craig is seen drinking a Heineken. Non-integrated explicit product placement is formally expressed but does not play an active role (Tiwsakul, Hackley, & Szmigin, 2005). Russel (1998) categorized product placement in screen placement, script placement and plot placement. In screen placement a product is displayed in a scene or program. Script placement is verbally expressed during a dialogue. Plot placement combines both visual and verbal features.

More recent research by Prikrylova & Jahodova (2010) describes three different types of product placement in audio-visual content. The first type of product placement is discussed in the script; there is a verbal reference to the brand or product. The second type is active product placement; the product is actively used by the character seen on screen. Some researchers technically refer to active product placement as product integration, when the product is woven into the storyline (Williams, Petrosky, Hernandez & Page, 2011). The third type identified by Prikrylova & Jahodova (2010) is passive placement; the product is showed in a shot or positioned in a virtual environment.

Other research (Palkova, 2010 as cited in Kramolis & Kopecková, 2013) distinguishes dominant and non-dominant shots. A dominant shot shows a certain product visibly and clear, taking up a large part of the screen. With dominant shots the product is instantly identified by viewers. Non-dominant shots take up minor parts of the screen. The product is mostly placed in the background or takes up only a small part of the screen. The product may not be instantly identified by viewers as it is merely recognized as an ordinary part of the setting.

Other research identified that with a verbal reference, the audience is not only able to pronounce the brand name, but they are also informed about and are able to pronounce characteristics of the product (Lehu, 2007). Lehu (2007) describes four types of product placement: classic placement, corporate placement, evocative placement and stealth placement. The author supported each type by possible benefits and disadvantages:

- Classic placement is seen as traditional product placement used since the commencement of the technique. It is significantly more a tactic than a strategy,

due to the fact that the main goal is to simply make a brand or product appear on screen.

Classic placement can be beneficial as it is genuinely straightforward and simple to set up, at a moderately minimal effort. However, the product may be overlooked by the audience, particularly if there is a high amount of other product placement in the same video.

- Corporate placement focuses on the brand, not the product. A potential advantage of corporate placement is that it is regularly less demanding to achieve onscreen, including subsequent recording. Furthermore, prioritizing the brand over the product ages less quickly than prioritizing a product of a brand. A possible weakness of corporate placement is that it expects the audience know the brand (or recognizes the logo) before watching the film. If the audience is unfamiliar with the brand, it might be unnoticed.
- Evocative placement is discreet placement, as in the brand does not clearly show up, nor is it obviously referred to onscreen. For example the audience may recognize the distinctive design of a product, even if it is not clearly visible or referred to. Potential advantage of this discreet type is that the reminiscent position of a product is more subtle than the classic placement and it offers a genuine distinction amongst its competitors.
- Stealth placement is very discreet, nearly imperceptible. This type is frequently coordinated into the scene, its inconspicuousness owes it a characteristic viewpoint, which may produce and all the more ground-breaking effect and a powerful conviction when it is distinguished. When stealth placement is seamlessly incorporated into the storyline of a scene it brings great advantages. Stealth placement avoids commercial overtones. However, also with evocative placement, there is a chance that stealth placement passes entirely unnoticed.

2.3.1 Product placement in YouTube videos

There has been little academic research about which types of strategies for product placement are integrated in YouTube videos made by beauty influencers. In this chapter various different types of product placement in YouTube videos will be discussed.

Even though product placement in YouTube videos is under researched, many YouTubers seem to engage in some sort of collaboration with brands and embed product placement. Research by Gerhards (2017) on product placement in YouTube videos showed

that 64.9% of the YouTubers used product placement in one or more videos. There are different ways on how this advertising strategy is practiced in YouTube videos. When consumers watch YouTube videos, for example beauty vlogs for their entertainment, they may not realize that they are engaging in commercial communication (Gürkaynak, Kama, & Ergün, 2018). Sonderman and Tran (2013) claim, the more original and more entertaining an advertisement is, the better it sticks to the target audience. This type of convert advertisement is inserted in native advertisements. Native advertising takes place when a product or brand is embedded in such a way that is comparable to the content that is presented on the platform; when consumers are not able clearly distinguish that influencers are endorsing brands, the advertising is more effective (Gürkaynak, Kama, & Ergün, 2018). Thus, when consumers watch beauty vlogs for their entertainment, they may not realize that they are engaging in commercial communication.

To increase brand exposure, companies send influencers free products, so-called freebies. Especially the beauty industry is known for sending established YouTubers free products to review (Gerhards, 2017). Additionally, there are the regular paid-for product placements in which influencers get paid for embedding a product in a video (Gerhards, 2017).

Product placement in YouTube videos consolidates entertainment and advertising as people watch these videos for entertainment purposes (Galician, 2004; Williams, Petrosky, Hernandez, & Page, 2011; Gürkaynak, Kama, & Ergün, 2018). The increased practice of product placement in all new entertainment media has started a debate on possible negative impacts and the lack of regulation (Chen et al., 2013; Eagle & Dahl, 2018, Johnson et al., 2013; Russell et al., 2014). There is an ongoing debate about self-regulation by advertising companies and solid policy decision-making (Terlutter & Capella, 2013). Hence, the next paragraph will highlight the policy from YouTube regarding product placement in videos.

Regulation for product placement on YouTube

Every YouTuber that includes product placement or another form of paid promotion in a video needs to act upon YouTube's Ad policies (YouTube, 2016). The incorporation of product placement or endorsements has to be notified to YouTube by checking the 'This video contains paid promotion' confine in the personal account settings. In addition, this notifies the viewer with a 10-second text disclosure at the beginning that the video contains compensated promotion (YouTube, 2016).

2.3.2 Attitudes towards product placement

Research showed that people favor product placement and non-integrated explicit product placement, over other intrusive advertising techniques (Nebenzahl & Secunda 1993; Karrh 1998; Tiwsakul, Hackley, & Szmigin, 2005). Non-integrated explicit product placement

lead to low brand recall in television programs. D'Astous and Seguin (1999) indicate that not the degree of obtrusiveness, but the type of program impacts the consumers' negative evaluation on product placement in television sponsorship. For example, product placement in mini-series or drama's turned out to create negative consumer perceptions as they less expected to be exposed to advertising in contrast to other television shows. Furthermore they argue that the ethical consumer reaction is better when there is stronger sponsor-program congruity (D'Astous & Seguin, 1999).

2.4 Traditional product placement versus new media strategies

With the rapid technological development and rise of social media, product placement has evolved. The definition by Balasubramanian (1994, p.31): "a paid product message aimed at influencing movie (or television) audiences via the planned and unobtrusive entry of a branded product into a movie (or television)", is not fully applicable anymore. Product placement today can be implemented in all sort of media containing radio, print media, music, video games, social media, blogs, mobile phone apps and videos, in unobtrusive but also very obtrusive ways (Gupta & Gould 1997, Hart, 2003; Eagle & Dahl, 2015). Formats on social media include microblogging, user-sponsored website, social networking platforms, content sharing websites (such as YouTube) and virtual social words (Eagle & Dahl, 2015).

Hudson and Hudson (2006) argued if the use of product placement in entertainment is a totally new adverting technique or the traditional product placement in disguise. In order to make a stronger emotional connection with consumers, branded products are not randomly placed; they are interwoven in entertainment content. Therefore Hudson and Hudson (2006) define this as branded entertainment: "the integration of advertising into entertainment content, whereby brands are embedded into storylines of a film, television program, or other entertainment medium. This involves co-creation and collaboration between entertainment, media and brands" (p.492).

Although product placement exists for over 70 years, it has been intensively studied and used in the past few years. As social media provided new channels, marketing and advertising professionals created new media strategies and product placement is seen as one as the most important one (Hanna, Rohm, & Crittenden, 2011). One distinctive difference with traditional media compared to social media is the fact that consumers play a more active role in promotional messages and a part the content on social media is user-generated (Garretson, 2008; Hanna, Rohm, & Crittenden, 2011). Therefore it is up to discussion if product placement it is just as effective, less effective or more effective than traditional product placement. Product placement in social media consists of engaged content with a promotional message; a written message, a still image or a video (Liu, Cou, & Liao, 2015). For example, a blogpost about coffee with a picture of Starbucks, or a video with

a review on a beauty product.

There is a great paradox in the use of product placement by marketers. The practice of prominent placement has a greater recall than subtle product placement. However, prominent placement will negatively impact consumers' attitudes towards the advertisement. As Ephron (2003) states: "If you notice it, it's bad. But if you don't notice it, it's worthless" (p.20). Placement of products in social media enables brands to enter personal spaces and blurring commercial messages and entertainment (Eagle & Dahl, 2015).

Only few studies examined the product placement in YouTube videos. Liu, Chou and Liao (2015) explored how viewers respond to the placement of brands and products in social media. Subtle placement enhances the probability of consumers' to click on a video, prominent product placement in videos can have great impact on brand impression (Liu, Chou & Liao, 2015). Gerhard (2017) explored how often YouTube creators use product placement and examined the professional relations between advertisers and YouTube creators. Up to 64% of YouTube creators used product placement in one or more videos. The more professional the YouTuber, the higher the chance they practice some type of product placement in their videos (Gerhard, 2017). Product placement in YouTube is a widespread practice and the brand integration is highly professional on a structural level, not on the operational level (Gerhard, 2017). Additionally, Gerhard (2017) argues that the professional process between YouTubers and marketers still has a long way to go.

3. Methodology

This research will use the qualitative methods to understand how beauty influencers practice product placement in their videos. Nine YouTube videos were coded using Grounded Theory by Corbin and Strauss (1990) to identify the types of product placement used in these videos, the differences between the placement of various makeup products in these videos and how beauty influencers as brand promoters communicate in their YouTube videos.

The first section of this chapter provides an overview of the research design and rationale. Subsequently, the type of sampling and sampling criteria is given. After the sampling, there is an outline of the operationalization. Thereafter, the data collection and analysis will be explained. At last, the validity and reliability of the methodology will be argued.

3.1 Research design and rationale

Although previous analysis on product placement focused on movies, television and videos such as music videos, there has been little academic research on different types of product placement in YouTube videos of beauty influencers. Even though little attention has been given to this matter, many YouTubers seem to engage in some sort of collaboration with brands and practice product placement. Research by Gerhards (2017) on product placement in YouTube videos showed that 64.9% of the YouTubers used product placement in one or more videos. As few researchers have considered how product placement is practiced by beauty influencers in YouTube videos, filling this gap could teach us more about how these influencers integrate products into audio-visual content and help explore opportunities of product placement as part of influencer marketing strategies.

Analyzing datasets is used by social scientist to study patterns in communication for the purpose of summarization and classification and is seen as a flexible method to analyze data (Cavanagh, 1997). This strategy helps researchers clearly organize large quantities of data into fewer categories (Weber, 1990). These categories are themes or patterns that emerge from the data through analysis. At this point connections among categories are made. Researchers build a coding scheme to guide coders during the decision making process in the analysis of the data. This scheme incorporates the procedure and principles of information examination that are scientific, systematic and logical. Developing a good coding scheme is fundamental to contain trustworthiness (Folger, Hewes & Poole, 1984).

In this research Grounded Theory by Strauss and Corbin (1990) is used as a tool to organize analytical core concepts. Grounded Theory uses a specific form of analysis with the goal of generating theory that is grounded in the data. It is used as a general methodology that enables researchers to develop theory grounded in analyzed data through the process

of coding (Strauss & Corbin, 1990). Grounded Theory, or inductively building theory, is a widely used method of analysis in qualitative research that is accessible and theoretically flexible. Grounded Theory can be used for different types of data such as interviews, observations, videos and text.

For a more thorough understanding of how beauty influencers practice product placement this coding process explored the types of product placement used in these videos, the differences between the placement of various makeup products in these videos and beauty influencers as promoters of brand messages communicate in their videos. Additionally the Grounded Theory by Corbin and Strauss (1990) provides a tangible data set on product placement in beauty videos.

To answer the second sub-question more in depth on how different beauty products are placed by the influencers, the frequencies of occurrence of various codes derived from the coding process will be summed. Listing the occurrence of these codes create a quantitative overview as a clarification of qualitative result reporting. The researcher chose to do this to increase clarity in formulating the answer on the second sub-question.

The coding process of the Grounded Theory is further explained in the paragraph data collection and analysis. In the following paragraph, the sampling method and sample size of the research will be explained.

3.2 Sampling and sampling criteria

As mentioned, the YouTube videos of three biggest beauty influencers practicing product placement will be analyzed. As stated in the research question, the research focuses on successful beauty YouTubers who are daily active on the platform. The video content of the following three beauty influencers with more than two million subscribers on YouTube will be analyzed:

- 1) Desi Perkins owns a YouTube channel with 3.067.580 million (June, 2018) subscribers. Perkins is an American influencer that makes videos about beauty, lifestyle and fashions. Her main focus is beauty, especially makeup tutorials. In her videos, she discloses brands and products that are mentioned in the video in the subscription box below the video. In this disclosure she states that she uses affiliated links. As she explains she receives a percentage of the revenue made from purchasing products through this link. Furthermore, she promotes things in her channel in different ways.
- 2) Nikkie de Jager from NikkieTutorials has 10.100.095 subscribers (June, 2018) on her YouTube channel. The Dutch influencer teaches her audience how to do their makeup via tutorials. Sometimes her videos involve celebrities like Nicole Richie and

Kim Kardashian. In most of her videos, De Jager states that the video is not sponsored. However, in her video description she states that there are affiliate links used and she earns a small percentage from the sale.

- 3) Chloe Morello from Australia has 2.517.407 subscribers (June, 2018) and focuses mainly on makeup, lifestyle and fashion. She has her own beauty line which she promotes on her channel, there is product placement in videos in which she reviews product. In the description box of her videos she explains that she uses affiliate links. Morello also makes trips paid by brands. For example, together with other beauty YouTubers she flew to a resort at the Maldives as a press trip for Benefit. During this trip Morello made a video about her vacation makeup routine. This video included eight brands, including her own makeup line, Benefit and the brand Tarte, which flew her to the Bora Bora on another press trip.

The reason for choosing these influencers is their similar content brought in three different ways, the different ways of collaborations with brands and the fact that they all have millions of subscribers. As these videos are watched by people all over the world, three influencers with three different nationalities are chosen: American, Australian and Dutch. As the sampling units are selected according to particular criteria, this is a non-probability approach for sampling (Ritchie & Lewis, 2003). For this research, a purposive sampling technique is used. Purposive sampling is a type of non-probability sampling that is suitable in studying certain domains, and is constructed to serve a specific need (Tongco, 2007). Some researchers in semiotic studies choose their sample on how theoretically interesting they are (Rose, 2007). Additionally, this purposive sampling permits control over the representativeness of the sample (Babbie, 2011).

Snedecor (1939) argues that it is important to know about the culture before sampling the population. Therefore, the researcher conducted preliminary research on YouTube beauty influencers and watched a range of videos created by different type of beauty influencers on YouTube.

After the purposive sampling, three beauty YouTubers with the same characteristics the videos were compared. In doing so, two types of videos were analyzed: hauls and reviews. Furthermore, the videos were collected between the publishing dates in the years 2017 and 2018. As preliminary research showed, hauls and reviews, were created by all three YouTubers and overall share the same characteristics.

3.3 Operationalization

For qualitative operationalization, conceptual definitions are formed by the researcher out of rudimentary ideas during the data collection (Newman, 2012). Operationalization is done by describing how observations and thoughts about the data contributed to ideas. The process of qualitative operationalization goes from empirical observations to working ideas to concepts to theory (Newman, 2012).

In analyzing the videos, the sub-question and theoretical framework will help creating a guideline as the prior findings will be considered in developing the template. As mentioned before creating a coding scheme, all videos were transcribed. Thereafter, a solid and clear template was created that gives a good overview of the three different steps made during the coding process: open, axial and selective coding (Corbin & Strauss, 1990). This scheme is important whilst as a researcher it is vital to be clear about what you are doing, why you are doing it and how you performed the analysis (Attride-Stirling, 2001).

3.4 Data collection and analysis

The data collection and analysis are an interrelated process. The process of collecting and coding the data systematically permits the researcher to grasp all significant aspects of the topic when they are perceived (Corbin & Strauss, 1990). The development of coding is an iterative process that consists of adjustments of the open and axial codes during analyzing the data set. Adjustments are made throughout the process which results in the development of selective codes.

The primary strategy of data collection involved gathering nine videos by three beauty influencers. First, the researcher explored YouTube and influencers that create content on this platform about makeup and other beauty products. Different influencers, channels and videos were examined. Next, three beauty influencers from three different counties with similar content and a comparable number of subscribers were chosen. Thereafter, three videos per influencer were carefully chosen. In total, nine YouTube videos were gathered during the sampling period within one year. The average length of the videos lies between 12 and 20 minutes, in total 200 minutes of video content. The videos were downloaded and saved on the computer using the program YouTube Red. Next, the videos were watched with sound as the both verbal and visual product placement was examined. During the coding, the researcher watched the video multiple times and made notes or highlighted sections in the coding scheme.

Thereafter, each video was separately transcribed. In coding the data set, the researcher created a clear and comprehensive format using Microsoft Word and Excel. Every sentence was divided into two or three parts to code the data thoroughly. After creating a format, the videos were watched multiple times by the researcher while making

notes. The videos were coded using Grounded Theory by Corbin and Strauss (1990). This coding process will be further explained in the upcoming paragraph.

3.4.1 Open, axial and selective coding

As explained, the videos are analyzed using Grounded Theory. Strauss and Corbin (1990) defined three different steps for this inductive approach.

The first step in coding is open coding. Strauss and Corbin (1990) define open coding as “the process of breaking down, examining, comparing, conceptualizing and categorizing data” (Corbin & Strauss 1990, p. 61). This first step involved coding the text line-by-line. As Glaser (1998) explained: Open code the data asks the researcher: ‘What is this data a study of?’, ‘What category does this incident indicate?’ ‘What is actually happening in the data?’, ‘what is the main concern being faced by the participants?’, and ‘What accounts for the continual resolving of this concern?’ (p.140).

The second step is axial coding, through repetition a recognizable pattern will appear in which the researcher can make new codes in the form of classifications (Strauss & Corbin, 1990). This will be used during the search for codes and overarching codes. Next the videos were coded per frame. Then both coding steps, line-by-line and per frame, were amalgamated to structure the scheme as one.

The last step is selective coding. This relates to the final step of coding, selective coding. In selective coding, all classifications are bound to a main category (Strauss & Corbin, 1990). As Strauss and Corbin (1990) argue, the main category can be made around the axial coding, it is also possible that another term can preferred by the researcher to explain the key phenomenon.

Next, all videos were examined once more to allow coding of all categories. This is an important step in Grounded Theory. This approach was done repeatedly until no other codes or categories were found. When during this process no new codes are found or can be add to understand the research topic, saturation is reached. It is important to underline that finding new codes does not imply that saturation is not reached. Saturation can also be reached when the data does not contribute new concepts that can be used to build theory (Strauss & Corbin, 1990). It can be seen as theoretical saturation. Following these steps coherently and using a clear template, guarantees relevance of the emerging theory and guide the researcher in building theory (Glaser, 1998).

3.5 Validity and reliability

As Guba & Lincoln (1981) acknowledged, all research must contain neutrality, consistency, truth value and applicability to be considered valuable. As quantitative research deals with statistics and interpreting numerical data, qualitative research consists of interpreting data that is tangled with human emotions and could lead to undesirable bias, that

skews the data (Ritchie & Lewis, 2003; Silverman, 2011). This paragraph reflects on the validity and reliability in using a qualitative research method and Grounded Theory as a valuable research strategy.

Researchers are responsible to confirm validity in their research (Strauss & Corbin, 1990). Validity can be enhanced via theoretical sampling, documentation and reflexivity (Denzin & Lincoln, 2005). Credibility, often called internal validity, is a term in which one could assess the quality of qualitative research. As Riessman (as cited in Silverman, 2011, p.351) explains: "Is the investigator's interpretation of the data persuasive and plausible, reasonable and convincing?" Internal validity and can be enhanced in Grounded Theory by connecting the emerging theory to the literature found in the theoretical framework (Pandit, 1996).

Furthermore, the researcher should be unbiased in doing data analysis. Bias harms the validity and reliability of findings, and thus affects decisions (Silverman, 2011). A one-dimensional prejudiced observation could harm the validity of the research. Antaki et al. (2003) argue that this could lead to under-analysis, as the researcher is unconsciously taking sides during the process. In order to avoid bias and enhance validity all three steps of the coding process in Grounded Theory are clearly explained. This coding process is well-documented in a clear template that can be found in Appendix B.

Furthermore, three popular beauty influencers were chosen to represent a healthy mix of the sector. Of these three influencers, the researcher chose the three most viewed videos to code on product placement. The chosen non-probability purposive sampling method enhanced validity as it permits control over the representativeness of the sample (Babbie, 2011). Additionally, choosing videos with the highest viewer rates is an objective form of sampling and adheres to the validity of the research.

Moreover, the validation of the theoretical framework, methodology and research process was reviewed by a Master thesis supervisor and lecturer at the Erasmus University Rotterdam.

Besides validity, reliability should be obtained. Reliability is the repeatability of findings. If the study were conducted by another research, it should yield the same findings (Golafshani, 2003).

The first and second sub-question were answered using both qualitative and partially quantitative reporting, as the frequencies of occurrence of various codes were being summed. Quantitative research deals with statistics and interpreting numerical data, which refers to the process and results being replicable. Reliability in this process refers to these statistics being replicable. Other researchers conducting the same research will most probable find the same results.

In addition, three videos of three different influencers are analyzed. With these nine case studies the researcher is able to generalize results on a better level than with analyzing less than three videos of beauty influencers.

Grounded Theory is criticized for the lack in transparency and rigor in analysis and poor justification of the used methods (Golafshani, 2003). To ensure reliability, it is vital that the researcher is descriptive and clear about the process of data gathering and analyzing the video content (Silverman, 2011).

Furthermore Silverman (2011) underlines that it is important that there is a constant data comparison, comprehensive use of data, and use of tables. Another critique on the reliability is not using a software program. Using for example Atlas.Ti could help organize the data in a more professional way. However, the researcher is inexperienced with Atlas.Ti in coding audio-visual data. This lack of experience could harm the reliability and validity of the analysis. Therefore, the researcher chose to create a coding template.

Before creating a coding scheme, all videos were transcribed. The transcribed videos can be found in Appendix B. Thereafter, a solid and clear template was created that gives an overview of the three different steps made during the coding process: open, axial and selective coding (Corbin & Strauss, 1990). This scheme is important whilst as a researcher it is vital to be clear about what you are doing, why you are doing it and how you performed the analysis (Attride-Stirling, 2001). The scheme used for this research is descriptive and transparent in analyzing the data and organize the data, as a clear coding template is crucial in presenting the process. The coding is well-documented and, together with the transcribed videos, can be found in Appendix B.

Furthermore, three videos of three different influencers are analyzed. With these nine case studies the researcher is able to generalize results on a better level than with analyzing less than three videos of beauty influencers.

4. Results

This chapter will outline the key results from the qualitative analysis using Grounded Theory. This chapter is structured according to the sub-questions. With these sub-questions the researcher answers the main question. The codes that emerge answer to the main question of this research:

How do beauty influencers practice product placement in their YouTube videos?

The first part gives an overview of the influencers and the videos that were used for this research; the likes, dislikes and views of the videos and the amount of subscribers compared to views and likes. Second, the findings of the types of product placement occurring in the videos of the beauty influencers are discussed. To answer the first and second sub question more in depth, the frequencies of occurrence of various codes were summed. Thereafter, differences between the placements of various makeup products in these videos are discussed to answer sub-question two. The fourth part reports on the selective codes that were found in the coding process and answers how beauty influencers that practice product placement communicate in their YouTube videos.

4.1 Influencer statistics

Three popular beauty influencers were chosen to represent a healthy mix of the sector. Of these three influencers, the researcher chose the three most viewed videos to code on product placement. The nine videos scored an average of 2.713.610 views, the range varied between 355.000 views and 7.617.596 views. The duration of each video is approximately 15:27 min on average, ranging from 12:02 min to 18:26 min. All videos have a high like to dislike ratio, ranging from 63.2:1 to 79.8:1. This means that for every dislike an influencer gets 63.2 likes. This means that the higher the ratio, the better the video is liked per dislike. The like to dislike ratio has been measured as an average over the three videos per influencer. Of the three influencers, De Jager has the highest like to dislike ratio of 79.8:1. Meaning, De Jager receives 79.8 likes per dislike on average over her three most viewed videos. Perkins scored a 63.2 and Morello scored a 71.3. The like to dislike ratio gives insight in how well a video is received amongst the group of people that give likes or dislikes.

The like to dislike ratio gives an indication of how much more a video is liked than disliked. However, it is not only the likes opposed to the dislikes that determine if a video is well received. The amount of views is another indication on the popularity of a video. The nine videos reviewed, score an average amount of views of 2.173.610. The range varies between 355.000 views to 7.617.596 views. The views say something about how many people have seen the video but are no indication on how well the video is received. How well

a video is received can be measured by the absolute likes. The absolute likes are the amount of likes that a video scores minus the dislikes. The range of absolute likes per influencer varies from 103.528 over three videos to 772.200 over three videos. To determine how well video scores, the absolute likes have to be compared to the amount of views (absolute likes per influencer divided by total views per influencer). Perkins scores 0.038, De Jager scores a 79.8 and Morello scores a 0.039. Where Morello scored a lot better on the like to dislike ratio, on the absolute likes compared to the amount of views she scores practically similar to Perkins. In these numbers one can see that the like to dislike ratio is not conclusive in how well a video is received.

4.2 Types of product placement used in beauty videos

The first sub-question examined the types of product placement used in beauty YouTube videos, which were identified during the coding process. The question is as following:

SQ1: What are the types of product placement used in beauty YouTube videos?

As the results show, the first category relating to type of product placement is verbal brand appearance which was coded naming product. In the video the influencer only names the brand; the brand is not clearly visually displayed, and gives detailed information about the product. Occasionally, the brand name is repeated verbally. An example of a solely verbal brand appearance is Desi Perkins naming a brand but now showing it one of her videos as following:

“I did actually spray my brush with a little bit of Mac fix plus to just pump it up even more. I like to do that when I want it to be even more, like a mixed wet metal. I love this color it also helps to wet your brush when you get to like, the crease right here because it gives you a really nice precise application of the eye shadow. [...] It just glides on” (Perkins, 2017, 07:19-07:40).

The second category relating to the type of product placement is visual brand appearance which is divided into showing a product extensively or showing a product moderately. An example of the category extensive display is holding the product up in the air on camera for more than seven seconds, a close-up of a product where the brand name is clearly visual or can be recognized by the audience by the packaging. When a product is categorized as moderately shown, the product is visible for less than six seconds.

Additionally the product is neither shown in close-up nor is the brand name shown in a significantly recognizable way.

The third category that was found relating to the type of product placement is a combination of both verbal and visual brand appearance that were coded at the same time. Research found that these dual-mode messages in audio-visual content enhance brand recall (Unnava & Burnkrant, 1991). The majority of the brands in the analyzed beauty videos appeared both verbal and visual. Therefore, it can be argued that the brand recall in the analyzed videos is high. An example of a dual-mode message is Desi Perkins showing and naming two products:

“So next I am taking up rust and this is from the Melt Cosmetics. [...] As you can see, I'm going to pick this up with a Smith 35 brush. We're going to place this right below the orange soda shade so that the orange soda is just slightly peeking through and this is when we're going to start building the shape” (Perkins, 2017, 2:58-3:17).

The fourth category of product placement, which was used in all videos, was actively using the product. This refers to active product placement described by Prikrylova & Jahodova (2010). Together with both verbal and visual brand appearance, active product placement is the main type of placement found in all videos. An example of active product placement is Chloe Morello holding a product, showing the packaging, opening and showing the inside of the product, swatch the product on her hand and using the product as following:

“I will then take a brown eyeliner, this is the Clinique pretty easy it is my favorite type of eyeliner it is not a felt tip I do like felt tips but find that these work easier for me because the bristles are more flexible so it doesn't get caught on little wrinkles in my eye and stuff. I am going to start at the outer half of my eye and then doing this” (Morello, 2017, 9:57-10:17).

In total Prikrylova & Jahodova (2010) identified three types of product placement in audio-visual content. The second type is verbal product placement, which was also found in this research as already explained in the first part of the results. The third type of product placement identified by these authors is passive placement. This type was not found during the coding process. However, during the coding process one single time passive placement was coded. In one of the videos by Nikkie de Jager she wears a t-shirt with Coca Cola on it. Throughout the video the brand is not visible as the camera is direct on her face. One time the t-shirt was quickly shown. However, during the coding process this type of product placement changed from passive placement to active placement at the end of the video she stands up, grabs her t-shirt, showing it on camera and states:

“I love you so much, and don't forget to drink your coke. And hopefully I will see you guys on the next one, and have an amazing Thanksgiving” (De Jager, 2017, 14:08-14:13).

According to the research done by Palkova (2010) there are two different types of shots: dominant or non-dominant shots. Dominant shots take up a large part of the screen and are visible for the audience. Therefore Palkova (2010) argues that products shown with a dominant shot are directly identified by the viewer. Non-dominant shots are merely placed in the background, or take up minor parts of the screen. As Palkova (2010) states viewers might not instantly identify the product as they perceive the product as part of the surrounding. The coding process showed that non-dominant shots were coded together with showing a product modestly. However, no products were placed in the background of the set, as all three influencers had a clear studio with no attributes behind them. The backgrounds are adjusted to the type of makeup tutorial they are doing. For example, Desi Perkins has an orange background while applying orange and pink eye shadow. The main product used in this video is an eye shadow palette. All three influencers adjust the background of their green screen to the main product that they use. It can be argued that they do this to focus the attention of the viewer subconsciously on the products.

Some products were not verbally referred to, nor were they clearly shown. However, they were used by the influencer in the videos. These were categorized in the coding process as used but not showed. Results show that a large quantity of beauty tools, such as sponges, eye shadow brushes and makeup brushes were used, but neither named nor held up in the air, such so that audience could clearly see the brand or product. Lehu (2007) describes this as evocative placement. This is a discreet type of product placement in which a product is not referred to onscreen nor is the brand clearly shown. For example two influencers use a pink makeup sponge while applying foundation, and do not refer to the products brand name nor display the product before using it. As Lehu (2007) found this discreet type is subtle and therefore more genuine than all over types of product placement. An example of evocative placement by influencer Nikkie de Jager:

“You first want to create a smokey liner, so I'm going back in with a dark brown color on the lash line blending up. [] Then you want to go in with a shimmer that's sort of like a mid-tone shimmer so it's not your lightest shimmer, it's a mid-tone shimmer” (De Jager, 2017, 06:32-06:52).

4.2.1 Brand appearances

To further examine the types of product placement, the category brand appearance was examined and counted. It is noted that every product that has been counted, is actively

used by the influencer in the video. A distinction is made between, verbal, visual and both verbal and visual brand appearance. Furthermore, of the products that were visually placed it was examined if a product was displayed extensively or modestly. The category rapidly was used for products shown between 1 and 6 seconds, the category extensively was used for products that were shown longer than 7 seconds or when the content of a product was shown and discussed.

As Table 1 shows, total of 254 brand appearances were coded in 9 different videos of 3 different YouTube beauty influencers. That amount to almost an average of 28.2 brand appearances per video and 1.8 brand appearances every 60 seconds. The video containing the most brand appearances is *Black smokey eye – Best tips for blending* by Desi Perkins with 39 brand appearances in 15 minutes and 6 seconds. The video containing the least brand appearances is *Vacation makeup routine: Sweat proof, beach proof, sun proof!* by Chloe Morello with 20 brand appearances in 15 minutes and 2 seconds. Out of 9 videos, 23.2% of brand appearance was only visual, 3.94% of brand appearance was only verbal and 72.8% of brand appearance combined both a visual and verbal description of a product. Of the products 37.4% was shown extensively and 56.7% rapidly. An overview of the number of brand appearances per video is shown in the following paragraphs.

4.2.1.1 Desi Perkins

Video 1: Rose gold New Years Eve makeup

In the first video by Desi Perkins, 31 branded products were inserted. Of these 31 products, the brand appearance was solely visual 9 times, solely verbal 1 time and brand appearance combined both visual and verbal description of a product 21 times. Of the products visually placed in the video 6 products were displayed extensively, 24 products modestly.

Video 2: Black smokey eye – Best tips for blending

In the second analyzed video by Desi Perkins, 39 branded products were inserted in 15 minutes and 6 seconds. Of these 39 products, the brand appearance was only visual 9 times, solely verbal 3 times and brand appearance combined both visual and verbal description of a product 27 times. Of the products visually placed in the video, 9 products were displayed extensively, 27 products modestly.

Video 3: Fresh peachy spring look + Faux freckles

In the third analyzed video by Desi Perkins, 27 branded products were inserted. Of these 27 products, the brand appearance was only visual 6 times, solely verbal 2 times and brand appearance combined both visual and verbal description of a product 19 times. Of the

products visually placed in the video, 9 products were displayed extensively, 16 products modestly.

Overall, 24.7% of brand appearance was only visual. 6.2% of brand appearance was only verbal 69.1% of brand appearance combined both visual and verbal description of a product. Of the products 24.7% was shown extensively and 68% modestly.

4.2.1.2 Nikkie de Jager

Video 1: The ultimate New Years Eve glam transformation

In the first analyzed video by Nikkie de Jager, 27 branded products were inserted. Of these 27 products, the brand appearance was only visual 7 times, solely verbal 0 times and brand appearance combined both visual and verbal description of a product 20 times. Of the products visually placed in the video, 9 products were displayed extensively, 18 products rapidly.

In this video Nikkie does not name or shows the packaging of a blush. However, she says “applying blush” without referring to any specific brand. This happens multiple times in the video: she does not name an eye shadow but visibly applies one, does not name a face powder but is naming she is applying powder. Additionally, multiple tools, especially brushes are used but not named by brand or product characteristic.

Video 2: How to slay your holiday makeup look!

In the second analyzed video by Nikkie de Jager, 31 branded products were inserted. Of these 31 products, the brand appearance was only visual 10 times, solely verbal 1 time and brand appearance combined both visual and verbal description of a product 20 times. Of the products visually placed in the video, 10 products were displayed extensively, 20 products rapidly.

Video 3: The natural makeup challenge

In the third analyzed video by Nikkie de Jager, 24 branded products were inserted. Of these 24 products, the brand appearance was only visual 10 times, solely verbal 2 times and brand appearance combined both visual and verbal description of a product 12 times. Of the products visually placed in the video, 8 products were displayed extensively, 14 products rapidly.

Overall, 32.9% of brand appearance was only visual 3.7% of brand appearance was only verbal 63.4% of brand appearance combined both visual and verbal description of a product. Of the products 32.9% was shown extensively and 63.4% rapidly.

4.2.1.3 Chloe Morello

Video 1: Vacation makeup routine: Sweat proof, beach proof, sun proof!

In the first analyzed video by Chloe Morello, 20 branded products were inserted. Of these 20 products, the brand appearance was only visual 2 times, solely verbal 1 times and brand appearance combined both visual and verbal description of a product 17 times. Of the products visually placed in the video, 9 products were displayed extensively, 10 products rapidly.

Video 2: Bella Hadid inspired makeup tutorial! Dramatic winged eye by Celebrity MUA Patrick Ta

In the second analyzed video by Chloe Morello, 30 branded products were inserted. Of these 30 products, the brand appearance was only visual 4 times, solely verbal 0 times and brand appearance combined both visual and verbal description of a product 26 times. Of the products visually placed in the video, 17 products were displayed extensively, 13 products rapidly.

Video 3: My wedding makeup! A bridal tutorial

In the third analyzed video by Chloe Morello, 25 branded products were inserted. Of these 25 products, the brand appearance was only visual 2 times, solely verbal 0 times and brand appearance combined both visual and verbal description of a product 23 times. Of the products visually placed in the video 20 products were displayed extensively, 5 products rapidly.

Overall, 10.7% of brand appearance was only visual 1.3% of brand appearance was only verbal 88% of brand appearance combined both visual and verbal description of a product. Of the products 58.7% was shown extensively and 34.7% rapidly.

4.3 Placement of different beauty products in beauty videos

Sub-question 2 asked how different beauty products are shown in the videos of beauty influencers. Tables that were created to support the findings for sub-question two can be found in Appendix A. Results indicate that there are strong differences between the display and the use of beauty products, extensively or moderately. To answer sub question 2, the videos were coded once more to make a distinction between the various ways beauty influencers place different beauty products in their videos. In doing so, various categories were created to define how different products were shown. As Table A1 displays six characteristics of brand appearances that distinguish how and what characteristics of a product are shown. The following paragraph compares the six categories and beauty

products to highlight the differences and similarities regarding the manner how products were showed.

4.3.1 Desi Perkins

Examination of the videos by Desi Perkins show that most tools such as beauty sponges and brushes are displayed on camera before using the tool physically while applying a makeup product, as seen in Table A6. Perkins shows face powders in different ways; quickly holding the packaging up in the air or extensively by holding the product up in the air, opening the box and tapping on the shade of the powder with her finger. As seen in Table 4, lip products such as lip-gloss, lipstick and lip liners Perkins only holds the packaging of the products up in the air without opening or showing the shade of the lip product. Eye shadow palettes and highlights have been placed most prominently in the videos by Perkins as showed in Table A7 and Table A8. Eye shadow palettes are placed extensively by showing both packaging and content and repeatedly holding the product in sight of the screen. For example, in the video *Rose gold New Years Eve makeup* the closed packaging of an eye shadow palette is shown, she subsequently explains the product characteristics, opens the palette and shows the viewer the content of the product 8 times, while applying her makeup. As seen in Table A9, both Perkins and Morello show products extensively by swatching the product on their hands or fingers before applying the product on their face. Furthermore, comparing tools with products, three tools were used but not showed and only two products, mascara and a spray, were used but not showed.

4.3.2 Nikkie de Jager

Eye shadow palettes have been placed most prominently in the videos by Nikkie de Jager. In all three videos she uses an eye shadow palette that she shows extensively and repeatedly between 3 and 5 times, as seen in Table A8. Off all three influencers, De Jager applies most makeup products that she does not show explicitly to the viewer. For example, in the video *How to slay your holiday makeup look!* She uses a face powder, eyeliner, lip-gloss, face spray and brush without first presenting the product to the audience. Furthermore, she does not name any brand when applying the lip gloss and spray, nor does she give information about the characteristics of these two products.

4.3.3 Chloe Morello

Results indicate that there are strong differences between the display and the use of beauty products used by Morello. As seen in Table A7 and A8, foundation, highlighters, mascara and face palettes have been placed most prominently. In the video *Vacation makeup routine: Sweat proof, beach proof, sun proof!* Morello applies two face creams and two foundations on her fingers and shows this close-up in front of the camera; subsequently

she applies the creams on her face and compares the products on the right and left side of her face while explaining product characteristics. A face palette, that she states is created by her together with a makeup company, is shown 13 times. As seen in Table 8, Morello shows products extensively by watching the product on their hands or fingers before applying the product on their face.

4.4 In which way do beauty influencers communicate in their videos

The third sub-question asked in which ways beauty influencers that practice product placement communicate in their YouTube videos. As mentioned, three stages for coding were done: open coding, axial coding and selective coding. The coding process can be found in Appendix B.

The open coding was done by coding the data line-by-line and per video frame into simple codes. Examples of open codes are smiling, posing, swatch on hand, close-up product, naming product, orange background, white t-shirt. The second step, axial coding, combined original codes into categories and subcategories. For example, during the second stage of the coding process the researcher categorized two different ways of showing a product: showing a product moderately and extensively. A moderate way of showing a product lies between 1 and 6 seconds, an extensive way of showing a product means the package of a product is shown for longer than 7 seconds, and/or other features of the product are shown such as the content of the product.

During the last stage, selective coding, six distinct groups were identified among the open codes and axial codes. The following selective core codes were documented: Identification, accessibility, confidence, articulation, expertise and helpfulness.

4.4.1 Identification

Examination of the video during the coding process revealed that the influencers talk about their insecurities concerning their appearance and how to cope with insecurities. Nikkie de Jager tells her audience a story about her red skin and being bullied for it when she was younger during gym class. Additionally, they also state when they have not used a product before. For example, Perkins expresses her insecurity on how to use a product. She expresses she is inexperienced with using an eye shadow to create fake freckles on her face. "I am nervous you guys, I have never done this before." In another video by Desi Perkin where she explains her audience how to apply black eye shadow, she tells a story about wearing heavy black eye shadow when she was 19 years old every time she went out to an under aged club and looking crazy. De Jager tells a story about her holiday plans and what she will do for New Year's Eve. In a video by Morello her boyfriend accidentally walks in while she is filming. She invites him to sit next to her and join the video. He waves to the camera and then starts talking, while looking into the lens, about a mug he is holding in his

hands. Another example of personal stories that do not relate to the video is Perkins telling her audience she wants to go to Mexico. While doing her makeup she tells about her previous vacations and her family.

4.4.2 Accessibility

The influencers try to connect with their audience. They speak to their audience in an informal way and try to make a two-way dialogue with their viewers even though the audience is not able to directly respond. All three influencers address their audience with the word guys: ‘Hi guys’, ‘As you guys can see...’, ‘I hope you guys enjoyed’, ‘See you guys next time’. Also, all three influencers assume the viewers know them well. For example, Morello says in a video: “Well guess what I am going to do next. Yes, I’ll put concealer over my brows. Of course.” She assumes the audience knows that this is always a part of her makeup video and talks to her audience as if they also know Morello’s routine. De Jager shows a powder, wiggles it between her hands, grins into the camera and says: “You knew this step was coming huh? The Fit Me loose powder.”

All three influencers ask their viewers to give their opinion. Perkin ends her video with the sentence: “Let me know guys, what do you think? Do you have tips? And what shall I do for my next video?” She gives her audience the option to comment and instead of ending the video with giving more tips and tricks, she asks her audience for their opinion. Perkins does the same in another video at her introduction: “Hi guys, we’re going to do a makeup tutorial on this look right here, this was voted by you guys to do and also requested in my never have I ever video.” She states the audience voted this look and she meets the request of the audience.

4.4.3 Confidence

The influencers are confident in their own arguments and statements and affirms their competence. They have a good posture, sit up straight in a chair and smile into the camera. Their posture projects confidence and authority. Especially in the beginning the influencer poses into the camera with confidence. Furthermore, their background is adjusted to the theme of the tutorial. The set-up of the video was done professionally as are the used filming tools, as if they are in a professional studio. They trust in their own capabilities and assure the audience that they know what they are doing in both implicit and explicit ways. Confidence is also shown in the products they use. They make claims throughout the whole video such as “This is my favorite”, “I wear this everyday”, “This is my Holy Grail foundation”, to describe their preference. The influencers express themselves confidently when they praise a product. Moreover, they use personal stories to enhance their certainty. For example, Chloe Morello states in her Wedding day makeup video: “I keep coming back to that foundation and I’m excited to have it as a part of my big day.”

4.4.4 Articulation

The influencer speaks clearly, fluently and coherently. They are eloquent and persuasive in their communication, both visually and verbally. They make forceful statements, enhancing their statements by using strong hand gestures. For example “I have used this so many times. It is the best. I swear.” Furthermore, all influencers present their information in a clear and logical order. First they show the packaging of a product. Secondly, they name the full brand and product name followed by product characteristics, for example the shade they use for their skin. Next they elaborate on these product characteristics by talking about their own previous experiences with the product. All three influencers edited extra instructions with a voice-over to further explain their steps, share additional tips or add extra information about the product itself. The information is not only verbally clearly explained, the videos are professionally edited which contributes to a coherent and understandable visual presentation.

4.4.5 Expertise

The influencer has an understanding about the makeup industry and offers their audience clear and extensive product characteristics. They assure their expertise to the audience multiple times. For example, Desi Perkins assures their audience the end result as following: “Don’t worry too much about the outside looking too perfect because we’re going to clean that up, it is going to be sharp by the time we are done.” By ending with a hand gesture, she assures the audience of her expertise again. Product characteristics are mentioned comprehensively by talking about the packaging, the content of the product, the shape or color of the product, how long the product lasts on face, how the product feels on the face and the benefits and disadvantages are discussed.

4.4.6 Helpfulness

The influencer gives tips and tricks. They give the audience advice on how to use a product. When using a product, the influencer gives details on the different product characteristics and sometimes they relate the product to their own skin. For example Chloe Morello states “If my skin is a bit dry I’ll use the moisturizer.” Another example, Desi Perkins gives extensive advice on a type of shade that would look good with green eyes. Furthermore the influencer tries to discharge the in expertise of the audience and encourages them during the tutorial. For example, Nikkie de Jager says: “This is one of those looks that looks atrocious till the very last step, so if at any point you’re like oh my god what is this nonsense, wait till the very end. Don’t give up.”

5. Discussion

The aim of this research is to analyze how beauty influencers practice product placement in their YouTube videos. The research commenced by reviewing the literature written on this topic. Based on this theoretical framework three sub-questions were developed. An analysis of 9 videos revealed six characteristics of beauty influencers that practice product placement in their videos.

This study started by measuring brand appearances in YouTube videos created by beauty influencers. The data showed that product placement in YouTube videos by beauty influencers are omnipresent with 1.85 brand appearances in 60 seconds. Coding the videos provided insight on the visual and verbal brand appearance of beauty products. The combination of both a visual and verbal description of a product was found in 72.8% of brand appearances. Unnava and Burnkrant (1991) found that dual-mode messages, including audio and visual, enhanced brand recall. Dual-modality processing was found repeatedly in the analyzed beauty videos. Therefore, it can be argued that this type of product placement may significantly enhance brand recall. As explained in the results, multiple dual-mode messages are embedded by the influencers in a short period of time. For example, in the video *Black smokey eye – Best tips for blending* Desi Perkins shows and names two brands within 20 seconds. The first product or brand name could be forgotten by the audience, as she names another brand name and its characteristics four seconds later.

Another advantage of product placement in these beauty videos is the vague line between entertainment and advertisement, even though the brand appearance is obvious. As Sonderman & Tran (2013) claim, the more original and more entertaining an advertisement is, the better it sticks to the target audience. Therefore, it can be argued that these entertaining makeup tutorials are an effective way to enhance brand recall.

Even traditional product placement combines entertainment and advertising (Galician, 2004; Williams, Petrosky, Hernandez & Page, 2011). Nonetheless, the placement of the products in these beauty videos is so obvious that the effectiveness can be discussed. Ephron (2003) identified that there is a great paradox in the effectiveness of product placement: “If you notice it, it’s bad. But if you don’t notice it, it’s worthless” (p. 20). However, it can be argued that there is no such paradox in product placement in these makeup videos, as the audience is already aware of frequent brand appearance before they click on the video, and therefore the effectiveness is not impaired.

Results show that in these beauty videos most product placement is active, and both verbal and visual. It can be argued that with this direct form of placement, viewers are aware of the fact that the influencer is using different brands and get paid for some of these products it.

As mentioned, the incorporation of product placement or endorsements has to be notified to YouTube by checking the 'This video contains paid promotion' confine in the personal account settings. This notifies the viewer with a 10-second text disclosure at the beginning that the video contains compensated promotion (YouTube, 2016). However, the findings do not support this. None of the analyzed videos disclosed a 10-second text that notified the viewer. It thus seems that the influencers do not see their videos as totally sponsored video as they might use product that they bought and favor themselves. As these three successful influencers are offered a lot of products for free, they might be very fussy when it comes to using the term sponsored. This will be further discussed at the end of the discussion together with future research, in paragraph 5.3.

Williams et al. (2011) argue that one of the disadvantages of product placement is lack of control. Advertisers have little control over the placement of their product in these videos as they are created by the influencers themselves. Moreover, with an average of 28 brand appearances within one video and the average length of 15 minutes and 27 seconds, companies are not guaranteed that their placement will be recalled by the audience due to the abundance of 27 other brands. On the contrary, it can be discussed that these YouTube videos can be retrieved easily online and if a viewer can't remember one of the products an influencer used, they can easily watch the videos again. Furthermore, links in the description of the video provide the consumer easy access to the specific products and brands. Hence, it can be concluded that on the one hand, a lot of brands and products are shown and information about the product is given. However, if a viewer is not able to recall a product, they can access it fairly easily.

As the results show, all three influencers have characteristics such as identification, accessibility, confidence, articulation, expertise and helpfulness. These characteristics do not show up in traditional product placement, which is often embedded in an unobtrusive way. Traditional product placement focuses on the sub consciousness by making use of subtle placements of products in movies or series. Influencers build trust over the years with their audience (Ioanid, Militaru, Mihai, 2015). As the influencer has a considerable amount of subscribers, they have a powerful fan community. Research shows that a successful characteristic is trust in the influencer (Ioanid, Militaru, Mihai, 2015). Therefore the beauty influencers might be very open in practicing product placement as they value their own transparency and honesty to maintain their trustworthiness. Building trust is not only important for influencers to enlarge their fan base, it may also be key for YouTubers practicing product placement in their videos as research showed that message acceptance is the largest when there is trustworthiness (Chu & Kamal, 2008; Reichelt et al., 2014).

Furthermore, compared to actors and other celebrities that are used for traditional product placement practiced in movies and television shows, influencers are seen as

accessible opinion leaders. As influencers share their insecurities and personal stories, they show vulnerability that can build trust among the viewer. A viewer might identify herself in the story of De Jager about being bullied for her red face during PE. Research that examined the effectiveness of product placement on consumers, noticed that variables such as identification with an influencer can empower the effectiveness of the placement (Balasubramanian et al., 2014). Effective influencers are able to affect the purchasing decisions of consumers via trust in electronic word-of-mouth marketing (eWOM) (Kim, 2014). Thus, YouTube creators who are seen as peers or opinion leaders might influence their followers by using beauty products in their videos very effectively. Research showed that recommendations from friends and family are the most effective form of marketing (Nielsen, 2015), influencers that are seen as peers or even better, as a sister or a friend, therefore possess great power to persuade their consumer audience.

These influencers give extensive advice on how to use a product. They talk to their audience as if they are helping a friend or a sister. Moreover, they appear knowledgeable since they know all the products characteristics. This sister-like behavior appears again when the influencers is helpful towards the viewer. They do not only convey their expertise while applying makeup, they also tell the audience that they can ask questions and she will help them. Furthermore, the influencers try to make the product as personal as possible by making strong statements about the product in relation to their own skin and personal life. As Chloe Morello states in her Wedding day makeup video: “I keep coming back to that foundation and I'm excited to have it as a part of my big day.” She expressed her fondness of this product in a confident and convinced way. The audience can be influenced by such statements. The audience may think: This product must be good, as she wears it for her wedding day.

It is clear that not only the audience seeks the interaction with their YouTube-star, by leaving comments on the video, but also the influencer does her best to get as close to her viewers as possible. Through their informal way of talking, two-way dialogue and sharing personal information, they assume the audience is a person close-by, almost a friend. All three influencers assume the viewers know them on a personal level. For example, Morello says in a video “Well guess what I am going to do next. Yes, I'll put concealer over my eyebrows. Of course.” She assumes the audience knows that this is always part of her makeup routine. De Jager shows a powder, wiggles it between her fingers, grins into the camera and says: “You knew this step was coming, huh? The Fit Me loose powder.” This personal two-way dialogue can be an effective method to attract and influence viewers that also buy the actual product.

In their persuasion, the insecurities or personal stories may not be shared with the audience by coincidence. For example, Perkins tells a story about going to under aged clubs

and putting on way to much black eye shadow when she was younger and looking ridiculous. She tries to explain the audience she had a bad experience with black eye shadow but now has the expertise to create a beautiful makeup look with the same black eye shadow. The YouTuber is hereby connecting her life experience with the product she advertises. Another example: In a holiday makeup tutorial by De Jager, she uses a bronzer to contour her face. She then starts talking about her own holiday plans, how much she will eat during these days and explains she applies the product because she wants to have a slimmer looking face during the holidays.

Identification, accessibility, confidence, articulation, expertise and helpfulness can be seen as six key characteristics a successful beauty YouTuber should have that practice product placement. Balasubramanian (1994) described that product placement is a paid product message in television or movies in an unobtrusive way. This description is not fully applicable for product placement in videos by beauty influencers on YouTube. In comparison with traditional product placement, there is nothing unobtrusive about this new type of product placement. Some research argues obtrusive product placement is not effective (Ephron, 2003), it can be argued that the types of product placement practiced in these videos are not successful. Other research found positive brand attitudes towards the exposure product placement when viewers report high levels of program liking (Cowley & Barron, 2008). Consequently, as the influencers are transparent and honest about the placement, are seen as a big sister by the audience and practice word-of-mouth-marketing, these beauty influencers can also be seen as the complete opposite: reliable sources for product recommendations.

5.1 Strengths and Limitations

There are some concerns in the methodology and findings that should be understood with vigilance. Accordingly, the limitations of this study are vital to take into account. First of all, nine different videos were analyzed enhancing validity. The videos of three influencers are studied carefully and thoroughly. Therefore, the findings for this group are valid. However, future research could benefit from analyzing more videos and different influencers to enhance generalizability. As Glaser and Strauss (1967) recommend saturation as an appropriate sample size. It can be concluded that the saturation in these nine videos is reached. Due to time constraints and guidelines from the Erasmus University Rotterdam nine videos were analyzed. However, a bigger sample size could lead to more generalizable findings.

Secondly, the first and second sub-questions were answered using both qualitative and partially quantitative reporting, as the frequencies of occurrence of various codes were summed. Quantitative research deals with statistics and interpreting numerical data, which

refers to the process and results being replicable. Reliability in this process refers to the statistics being replicable. Other researchers conducting the same research will overall find the same results. However, the coding process is sensitive to the independence of the researcher's analysis as the data is only interpreted by one person. However, using a systematic software program such as Atlas.Ti could help the researcher organize data in a more professional way. However, using a software program was beyond the scope of the knowledge of the researcher.

The internal validity in the method Grounded Theory is kept because the emerging theory is connected to the literature found in the theoretical framework (Pandit, 1996).

Furthermore, the results of this study might be different if other beauty influencers or other YouTubers that practice product placement in their videos would be examined. Additionally, the sample consists of female influencers. It can be argued that the study is not generalizable for all genders.

Moreover, the selective sample of influencers was purposive sampling. This was done to focus on influencers from three countries that create similar content. This sampling method includes non-random selection of data. Of these three influencers, the researcher chose the three most viewed videos to code on product placement. This non-probability purposive sampling method enhanced validity as it permits control over the representativeness of the sample (Babbie, 2011). Additionally, choosing videos with the highest viewer rates is an objective form of sampling and adheres to the validity of the research. However, the data was collected based on the judgment of the researcher, which could be prone to selection bias.

Concluding, as this study is the first in examining how beauty influencers practice product placement in YouTube videos, the findings of this study should be interpreted with caution as this is the first step in filling this literature gap. Preferably, the study should be repeated by other researchers.

5.2 Relevance

There has been little academic research about which types of strategies for product placement are integrated in YouTube videos created by beauty influencers. Even though product placement in YouTube videos is under researched, many YouTubers seem to engage in some sort of collaboration with brands and embed product placement. The results of this study open new avenues that may serve as a source for further qualitative research on product placement in YouTube videos.

Additionally, the methodology used for coding YouTube videos can help future researchers examining product placement in audio-visual data. Moreover, this research is not only relevant for academics but also may serve as guidance for makeup brands and

advertisers. In this digital era and due to rapid technological developments, it is likely that in the future the practice of product placement in audio-visual content will be expanded.

Therefore, the examination of how product placement is practiced by influencers can be a rewarding avenue for the advertising industry, as it may contribute to successful new media marketing strategies.

5.3 Future research

Future research could benefit from analyzing more videos from more different influencers. Additionally, researchers report differently on the effectiveness of obtrusive types of product placement. It may be interesting for further research to examine the effectiveness of these prominent types of placement in YouTube videos by influencers.

Other future studies could examine if and how influencers on social media, clearly communicate with their audience that they get paid for including certain brand messages. As discussed before, the incorporation of product placement or endorsements has to be notified to YouTube by checking the 'This video contains paid promotion' confine in the personal account settings. However, none of the influencers embedded this 10-second text disclosure.

Furthermore, during the preliminary research before starting the coding process, a subsequent amount of videos was found where some of the products that were showed both visually and verbally. However, the researcher found after comparing the long list of products in the description box, that some were included. This was not part of this research. However, it could be interesting for further research as an explanation for this occurrence could be that only products where the influencer receives financial revenue for are described in the description box. Chloe Morello states in the disclaimer of her videos "Please note that I use affiliate links" (YouTube, 2017). The other two beauty influencers have a more extensive disclaimer. Nikkie de Jager states in the disclaimer of her videos:

"All thoughts mentioned are my own. Some affiliate links are used. They do not cost you anything, but I make a small percentage from the sale. Honesty is key on my channel, thank you for supporting me" (YouTube, 2017).

Desi Perkins states in the disclaimer of her videos:

"This video was not sponsored. The description may contain affiliate links, which means that if you click on one of the product links and make a purchase, I may receive a small commission. This helps support the channel and allows us to continue to make videos like this. Thank you for the support" (YouTube, 2017).

It is not very clear which links are affiliated and which links are not. This is not in line with previous research that underlines that trustworthiness for influencers is very important. An answer could be that influencers try to be transparent, and state that honest is key, but are in fact not completely honest by disguise that they get paid for promoting these brands. This is a very interesting topic which could be further examined by future research.

6. Conclusion

This research gave new comprehensive insights into how product placement is practiced by beauty influencers on YouTube. Beauty influencers practice four types of product placement in their videos.

Results show that beauty influencers practice four different types of product placement in their videos. The first type is verbal product placement, there is solely a verbal reference to the brand or product and the product is not clearly visually displayed. The second type is visual product placement, which is divided into showing a product extensively and showing a product moderately. The third type of product placement is a combination of both verbal and visual brand appearance. The majority of the branded products in the beauty videos appeared both verbal and visual. The fourth type is active product placement. The main type of placement practiced in these videos is active product placement as most products were actively used and applied on the face by the influencer.

Overall, 32.9% of brand appearance was only visual 3.7% of brand appearance was only verbal 63.4% of brand appearance combined both visual and verbal description of a product. Most products were shown in a more or less quick way, as 32.9% was shown extensively and 63.4% moderately.

How different beauty products shown in the videos of beauty influencers vary in many ways. Beauty tools such as brushes and sponges are shown quickly or not explicitly shown but only used. Makeup products such as eye shadows, highlighters, blush and foundations are shown extensively. In all nine videos eye shadow palettes are shown most extensively; the packaging is exposed clearly, the content is shown multiple times and swatches of the product are applied on the hand or finger.

The research found six characteristics to distinguish how beauty influencers communicate in their YouTube videos. Namely: Identification, accessibility, confidence, articulation, expertise and helpfulness. Influencers directly connect with consumers in an authentic way, offering brands opportunities to connect on a deeper level than via traditional product placement. Thereafter, influencers are confident, they articulate comprehensible and videos are professionally edited and clearly structured. They are professionals that give extensive information about product characteristics and guide the viewer in using these products.

Furthermore, it can be concluded that product placement in YouTube videos by beauty influencers are omnipresent with an average of 28.2 brand appearances per video which means an average of 1.8 brand appearances every 60 seconds.

In conclusion, this research shows that active product placement in beauty videos on YouTube is the main type of placement. It is likely that in the future, the use of product placement in audio-visual content will be further developed. Therefore, the examination of how product placement is practiced by influencers can be a fruitful avenue for extensive research as it may be a successful contribution to new media marketing strategies.

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Appendix A

Table A1

Brand appearances per influencers

	Perkins	Perkins	Morello	Morello	DeJage	DeJager
					r	
Visual brand appearance	24	24.27%	8	10.67%	27	32.93%
Verbal brand appearance	6	6.19%	1	1.33%	3	3.66%
Both visual and verbal brand appearance	67	69.07%	66	88%	52	63.41%
Shown extensively	24	24.74%	44	58.67%	27	32.93%
Shown moderately	66	68.04%	26	34.67%	52	63.41%

Table A2

Total brand appearances in all videos

Visual brand appearance	59	23.23%
Verbal brand appearance	10	3.94%
Both visual and verbal brand appearance	185	72.83%
Total brand appearances	254	100%
Shown extensively	95	37.40%
Shown moderately	144	56.69%

Table A3

Brand appearance per video and influencers

		Perkins	Morello	De Jager
Vid1	BrandApp total	31	20	27
Vid1	TotalVisual	9	2	7
Vid1	TotalVerbal	1	1	0
Vid1	TotalCombined	21	17	20
Vid1	TotalExtensive	6	9	9
Vid1	TotalRapid	24	10	18
Vid2	Appearance	39	30	31
Vid2	TotalVisual	9	4	10
Vid2	TotalVerbal	3	0	1
Vid2	TotalCombined	27	26	20
Vid2	TotalExtensive	9	17	10
Vid2	TotalRapid	27	13	20
Vid3	Appearance	27	25	24
Vid3	TotalVisual	6	2	10
Vid3	TotalVerbal	2	0	2
Vid3	TotalCombined	19	23	12
Vid3	TotalExtensive	9	20	8
Vid3	TotalRapid	16	5	14

Table A4

Product used, but not showed

	Perkins		Morello		De Jager	
	Amount	%	Amount	%	Amount	%
Bronzer brush	1	14,29%				
Brow product			1	33,33%		
Concealer brush	1	14,29%				
Eye brush					2	18,18%
Eyebrow pencil			1	33,33%		
Eyeliner					1	9,09%
Face brush	2	28,57%	1	33,33%		
Face powder					2	18,18%
Face spray					1	9,09%
Highlighter					1	9,09%
Lipgloss					1	9,09%
Lipstick					1	9,09%
Mascara	1	14,29%			1	9,09%
Prime spray	2	28,57%				
Primer					1	9,09%
Total	7		3		11	

Table A5

Showing packaging

	Perkins		Morello		De Jager	
	Amount	%	Amount	%	Amount	%
Bronzer	1	2,78%				
Bronzer brush			1	4,55%		
Browgel					1	3,45%
Concealer	5	13,89%	3	13,64%	2	6,90%
Concealer brush	1	2,78%				
Contour stick			1	4,55%		
Eye brush	4	11,11%				
Eye primer					1	3,45%
Eyebrow pencil			1	4,55%		
Eyelashes					2	6,90%
Eyliner	1	2,78%				
Eyliner pencil	1	2,78%				
Eye shadow					2	6,90%
Eye shadow base	1	2,78%				
Face brush	3	8,33%	1	4,55%		
Face drops					1	3,45%
Face halo (tool)			2	9,09%		
Face powder	2	5,56%	1	4,55%	1	3,45%
Face primer			1	4,55%		
Face spray					2	6,90%
Face tanner			1	4,55%		
Flat brush	1	2,78%				
Foundation	4	11,11%	1	4,55%	3	10,34%
Highlighter powder			1	4,55%		
Highlighter					1	3,45%
Lipcream					2	6,90%
Lipgloss	3	8,33%	1	4,55%	2	6,90%
Lipliner	1	2,78%	2	9,09%	3	10,34%
Lipstick			1	4,55%		
Mascara	2	5,56%	1	4,55%		
Pencil brush	2	5,56%	1	4,55%		
Prime spray	1	2,78%	2	9,09%		
Primer					3	10,34%

Single eye shadow	1	2,78%		
Sponge			1	3,45%
Sponge brush	1	2,78%		
Strobe cream			2	6,90%
Translucent powder	1	2,78%	4,55%	
Total	36		22	29

Table A6

An overview of the amount of products shown per influencer, for video 1.

Product type	Perkins		Morello		De Jager	
	Amount	%	Amount	%	Amount	%
Blush	1	5.9%	1	7.7%	2	15.4%
Bronzer	2	11.8%			2	15.4%
Brow pencil			1	7.7%		
Brow product			1	7.7%		
Browgel			1	7.7%		
Concealer			1	7.7%	1	7.7%
Eyebrow gel			1	7.7%		
Eyelashes	3	17.7%	1	7.7%	1	7.7%
Eyeliner					1	7.7%
Eyeliner gel	1	5.9%				
Eye pencil	1	5.9%				
Eye shadow	4	23.5%			2	15.4%
Eye shadow cream	1	5.9%				
Eye shadow palette	1	5.9%			3	23.1%
Face powder	1	5.9%				
Highlighter	2	11.8%	1	7.7%	1	7.7%
Lipgloss			1	7.7%		
Lipstick			2	15.4%		
Powder foundation			1	7.7%		
Primer			1	7.7%		
Total	17	100%	13	100%	13	100%

Table A7

Showing both packaging and content of product

	DesiNr	Desi%	ChloeNr	Chloe%	NikkieNr	Nikkie%
Blush	1	9,09%				
Bronzer			1	3,45%	1	25,00%
Concealer			2	6,90%		
Contour powder			1	3,45%		
Eyebrow pencil			1	3,45%		
Eyeliner			4	13,79%		
Eye shadow base	1	9,09%				
Eye shadow palette	2	18,18%	1	3,45%	1	25,00%
Face palette blush	1	9,09%				
Face palette			1	3,45%		
Face powder	1	9,09%	2	6,90%		
Face serum			1	3,45%		
Foundation	1	9,09%	3	10,34%		
Highlighter	2	18,18%	3	10,34%	1	25,00%
Lipstick			1	3,45%	1	25,00%
Mascara			4	13,79%		
Moisturizer			1	3,45%		
Perfume			1	3,45%		
Primer	1	9,09%	1	3,45%		
Strobe cream	1	9,09%				
Travel set			1	3,45%		
Total	11		29		4	

Table A8

Showing product multiple times

	DesiNr	Desi%	ChloeNr	Chloe%	NikkieNr	Nikkie%
Concealer 2x			1	7,69%	1	14,29%
Contour powder 3x			1	7,69%		
Eyebrowpencil 4x			1	7,69%		
Eyelineer 2x			2	15,38%		
Eyelineer 5x			1	7,69%		
Eye shadow 3x					1	14,29%
Eye shadow palette (2x)	1	50,00%				
Eye shadow palette (8x)	1	50,00%				
Eye shadow palette 5x					1	14,29%
Eye shadow palette 6x			1	7,69%		
Eye shadow palette 2x					1	14,29%
Eye shadow palette 3x					2	28,57%
Face drops 2x					1	14,29%
Face palette (13 times)			1	7,69%		
Foundation 3x			1	7,69%		
Highlighter 4x			2	15,38%		
Mascara 2x			1	7,69%		
Perfume (for 63 seconds straight)			1	7,69%		
Total	2		13		7	

Table A9

Swatch of product

	DesiNr	Desi%	ChloeNr	Chloe%	NikkieNr	Nikkie%
Blush	1	50,00%				
Eyeliner			1	12,50%		
Eye shadow base	1	50,00%				
Face serum			1	12,50%		
Foundation			3	37,50%		
Moisturizer			1	12,50%		
Primer			2	25,00%		
Total	2		8		n.a.	

Table A10

Using product, not showing

	DesiNr	Desi%	ChloeNr	Chloe%	NikkieNr	Nikkie%
Bronzer brush	1	14,29%				
Brow product			1	33,33%		
Concealer brush	1	14,29%				
Eye brush					2	18,18%
Eyebrow pencil			1	33,33%		
Eyeliner					1	9,09%
Face brush	2	28,57%	1	33,33%		
Face powder					2	18,18%
Face spray					1	9,09%
Highlighter					1	9,09%
Lipgloss					1	9,09%
Lipstick					1	9,09%
Mascara	1	14,29%			1	9,09%
Prime spray	2	28,57%				
Primer					1	9,09%
Total	7		3		11	

Table A11

Showing content

	DesiNr	Desi%	ChloeNr	Chloe%	NikkieNr	Nikkie%
Blush	1	5,88%	1	7,69%	2	15,38%
Bronzer	2	11,76%			2	15,38%
Brow pencil			1	7,69%		
Brow product			1	7,69%		
Browgel			1	7,69%		
Concealer			1	7,69%	1	7,69%
Eyebrow gel			1	7,69%		
Eyelashes	3	17,65%	1	7,69%	1	7,69%
Eyeliners					1	7,69%
Eyeliners gel	1	5,88%				
Eyepencil	1	5,88%				
Eye shadow	4	23,53%			2	15,38%
Eye shadow cream	1	5,88%				
Eye shadow palette	1	5,88%			3	23,08%
Face powder	1	5,88%				
Highlighter	2	11,76%	1	7,69%	1	7,69%
Lipgloss			1	7,69%		
Lipstick			2	15,38%		
Powder foundation			1	7,69%		
Primer			1	7,69%		
Total	17		13		13	

Appendix B

Coding scheme for Grounded Theory

Overview videos

Desi Perkins

Fresh peachy spring look 17 min: <https://www.youtube.com/watch?v=rRhPpE8dP8k>

Rose Gold New years eve Makeup 17 min: https://www.youtube.com/watch?v=gT3MQRt_tDs

Black Smokey Eye 15 min: <https://www.youtube.com/watch?v=RQbXOTspSlo>

Nikkie Tutorials

The ultimate glam tutorial 12 mins: <https://www.youtube.com/watch?v=GT23RJvMVLU>

How to slay your holiday makeup look 14 mins: https://www.youtube.com/watch?v=qTgDrI3_Ypo

The natural makeup challenge 14 mins: <https://www.youtube.com/watch?v=RhyY-bQ64QU&t=32s>

Chloe Morello

Vacation make up 15 min: <https://www.youtube.com/watch?v=hMsbnt5IOaE>

Bella hadid inspired tutorial 18 min: <https://www.youtube.com/watch?v=3gv1uezyjL8>

My wedding makeup 14 mins: <https://www.youtube.com/watch?v=YdzJYpbTKjw>

Coding scheme for Grounded Theory

Desi Perkins Fresh peachy spring look 17 min: <https://www.youtube.com/watch?v=rRhPpE8dP8k>

Fresh peachy spring look 17 min. Desi Perkins	Open coding	Axial coding	Selective coding
00:00-00:17 [Music] 00:18 hey guys welcome back to my channel so 00:21 for today's video we're gonna be doing 00:23 this makeup tutorial so I was cruising 00:25 on Instagram like I do you know every 00:27 morning and I found this beautiful	Introduction Confidently posing Smiling Brown hair Flipping hair Green t-shirt Diamond ring Orange background Commentation Inspiration for make-up tutorial Scrolling on Instagram	Shots of finished look Welcoming audience Explaining content video Social media usage	Identification Accessibility Confidence Articulation Expertise Helpfulness
00:30 boomerang on JD and NGOs Instagram 00:34 account which I will put right over here 00:36 this was such a beautiful boomerang 00:38 everything about this boomerang just 00:40 sang spring to me I did my whole 00:43 backdrop inspired by this image I'm 00:45	Showing the boomerang to audience on phone Close-up of Instagrampage Inspired by image on Instagram	Inspiration for look	

<p>trying to be like really the model in 00:48 this image has freckles so I was like I 00:51 have to do the freckles because the 00:52 freckles are so gorgeous and if you have 00:55 freckles I mean just embrace them 00:57 because I think there are some of the 00:58 most beautiful features and I've always 01:00 really wanted them so I thought for the 01:02 look I would recreate it exactly as the 01:04 image shows really fresh dewy skin a 01:07 wash of color on the lid and then the 01:10 wash on the lips everything very creamy 01:13 or all about the creams and it's fairly 01:15 easy so if you guys are interested in 01:17 this makeup look then keep on watching 01:19 so let's go ahead and get started I'm 01:21 gonna start by priming my skin 01:22 everybody's been talking about this 01:24 tatcha primer the silk canvas looks like 01:27 this it almost looks like it's like a 01:30 very thick primer almost like the Tarte 01:32 primer and the primers are thick like</p>	<p>Freckles are gorgeous</p> <p>Inner beauty</p> <p>Freckles are gorgeous</p> <p>Wanting freckles</p> <p>Explanation</p> <p>Inspiration from Instagram</p> <p>Dewy skin</p> <p>Wash of color</p> <p>Eyelids</p> <p>Lips</p> <p>Creamy</p> <p>Easy</p> <p>Speaking to audience</p> <p>Make-up look</p> <p>Asking audience to stay watching</p> <p>Priming skin</p> <p>Naming product</p> <p>Holding product up in air in front of body</p> <p>Looking at product</p> <p>Opening product and showing product inside</p> <p>Thick primer</p> <p>Tarte primer</p>	<p>Embracing natural beauty</p> <p>Inspiration for look</p> <p>Degree of difficulty</p> <p>Two-way dialogue</p> <p>Encourage audience to watch video</p> <p>First step of look</p> <p>Naming product</p> <p>Showing product</p> <p>Assertion product</p> <p>Comparing product</p> <p>Feature of product</p>	
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01:34 this it's better to just push them into	Pores	Advice on how-to use product	
01:38 the pores really just fill those in I	Crater on face		
01:42 have like a crater right here I wonder			
01:46 if it would like I just shove it in	Extracting breakout		
01:47 there back in my days when I used to not	Talking about own inexperience		
01:50 know how to extract a breakout I still			
01:53 do it actually I'm gonna put some of us	Joking Goofing	Advice on how-to use product	
01:57 under my under-eye	Under-eye		
01:57 maybe it'll fill those lines too, shit			
02:00 this is a foundation I've been using	Filling lines		
02:02 recently it is the Lancome	Foundation	Naming product	
02:05 tint Idol ultra wear pin so I am in the shii...blublu..	Showing product up in air	Showing product	
02:13 shade 410 beat is what it says on	Looking at product reading name		
02:16 the back and I really really love the	Mumbling English/Spanish	Personal shade	
02:19 way this foundation has been looking	Explanation product shade	Assertion product	
02:21 I've only used it about four times when			
02:24 I do more skin based looks and I want	Look of foundation		
02:27 the skin to look a little bit more like	Amount of times	Personal preference	
02:28 skin I always mix a little bit of my	Skin based looks		
02:30 matte gold light in there and this is	Showing product holding up in air	Combining products	
02:31 just a reflective luminous moisturizer	Make-up look	Product trait	
02:34 for the skin by mixing it in there it	Putting product on plate		
02:37	Holding product in hand		

adds that luminosity and then it also 02:38	Luminosity		
thins the foundation down just a little 02:41	Foundation	Advice on how-to use product	
bit but you still get that coverage it's 02:43	Explanation product		
just not as thick it cosmetics fluffy 02:46	Coverage	Product trait	
brush here and I'm gonna blend it 02:50	Showing product up in air holding right hand behind it to show bristles		
all together oh I just extracted right 02:53	Blending	Talking about own skin	
here and it hurts still which means it's 02:57	Pain	Humorous comment	
coming back with a vengeance it's not done with me yet okay so I just do a 03:01	Pimple break-out		
nice thin layer of this all over and 03:05	Explanation product	Advice on how-to use product	
then if I feel like I need extra 03:06	Personal preference of layering		
coverage you could always go in and spot 03:08	Explanation product		
conceal with concealer or you can just 03:09	Adding more product		
add a little bit more foundation and go 03:12			
over those areas a little bit more the 03:14			
trick with this look is to not make it 03:16			
look like you are wearing foundation so 03:18	Natural finish	Tips and tricks	
if there are some imperfections in your 03:21	Imperfections is not terrible	Embracing flaws	
skin it's not terrible 03:23			
once you add freckles I feel like it'll 03:24	Freckles will distract		
distract from everything else and just 03:26			
show the freckles the only time I've 03:27			

<p>done faux freckles is for a doll 03:29 tutorial but let me tell you guys 03:31 something about freckles I think they 03:32 were so stunning if I see people on my 03:35 timeline that have freckles or like in 03:36 the Explorer page I just follow them I 03:38 know that some of my friends with 03:40 freckles are like if you had freckles 03:41 you wouldn't want them it's not always 03:44 the way it is though we never ever happy 03:46 I wasn't happy with my curly hair 03:48 growing up and now that it's gone I'm 03:49 like I won't my curly hair out alright 03:52 so now we have a nice base I'm gonna go 03:53 in with concealer I'm gonna be using the 03:55 k'law concealer in the shade and nine 04:03 right here 04:07 using my beauty blender I'm gonna go 04:08 ahead and blend that out 04:14 I really like this concealer I feel like it just 04:16 covers everything on the under eyes I 04:19 really like the undertone doesn't look</p>	<p>Doll tutorial</p> <p>Freckles are gorgeous</p> <p>People with freckles are stunning</p> <p>People with freckles are not happy with their freckles</p> <p>Not happy with natural features</p> <p>Unhappy about curls</p> <p>Base</p> <p>Concealer</p> <p>Naming product</p> <p>Holding up product in air in front of body (no close-up)</p> <p>Showing actual product on face</p> <p>Blending product out</p> <p>Explanation make-up</p> <p>Concealer</p> <p>Undereye coverage</p> <p>Personal product opinion</p>	<p>Inexperience</p> <p>Embracing natural beauty</p> <p>Talking about own insecurities</p> <p>Naming product</p> <p>Showing product</p> <p>Tool for applying product</p> <p>Showing result of product</p> <p>Personal assertion on product</p>	
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04:23 too cakey it looks nice	Not caky		
04:25 the trick to this look is not a lot of	Explanation look	Tips and tricks	
04:26 powder products you want to keep your	No powder products		
04:27 skin looking very fresh very dewy think	Fresh Dewy skin	End result of look	
04:30 juicy peach so I'm gonna be doing all	Juicy peach		
04:32 the liquid products first before I even	Liquid products first	Order of how to use products	
04:36 think about any powder I'm gonna be	Glow products		
04:38 going in with my favorite liquid combo	Iconic	Assertion product	
04:40 of glow products and that is the iconic	Showing two packaging of two products in front of body at same time	Combining products	
04:42 illuminator and the shade original and	Holding products next to each other looking at both	Naming product Showing product	
04:44 then the Marc Jacob beauty dew drops - do you draw.. I'll be mixing this	Holding up products individually	Shade of product	
04:46 on my palette start working that into	Naming product	Naming product Showing product	
04:49 the cheekbones			
04:56 above the brow here on the forehead area		Advice on how to use product	
04:59 a little on the chin judge for the			
05:05 highlight over my breakout I think I did	Explanation how to use product		
05:07 that's a mistake			
05:07 don't do that just cover that up juicy			
05:12 peach thinking juicy peach whatever is	Breakout	End result of look	
05:18 left over I'm just gonna run over the		Advice on how to use product	
05:19 Cupid's bow I'm not gonna put a lot	Run leftover on cupid's bow		
05:20 there for once and that is it for the			
05:24 highlight already I feel very glowy	Cupid's bow		
05:26	Explanation how to use		

05:29 next step we're going to bronze up the	Bronze skin		
05:31 skin and with that I'm also gonna use a			
05:32 cream it's all about creams today and	Cream is main type of product used	This type of product is most important	
05:34 this is the ultra wear makeup stick by	Naming product	Naming product	
05:36 Lancome in the shade 435 bisque W and	Showing packaging holding up in the air	Showing product Shade of product	
05:41 let me tell you I've been loving this to	Opening product showing content		
05:43 warm up the skin just looks so nice puts	Positive personal product opinion	Personal assertion on product	
05:49 them under the lip here to accentuate	Warms up skin		
05:51 creams can be a little bit harder to	Lip accentuating	Advice on how to use product	
05:53 work with sometimes when it comes to			
05:55 bronzing and contouring but this one is	Creams are sometimes hard to apply, this product is easy to blend	Assertion product Information on type of product	
05:58 really nice easy to blend to blend it	Bronzing	Discharge inexpertise audience	
06:00 out I'm gonna be using a morphe g4t	Contouring		
06:02 brush you want to push the product up	Naming product	Naming product Showing product	
06:04 and then I use the back of my hand to			
06:08 kind of take off some of the product	Explanation how to use product		
06:10 kind of blending it up into the		Advice on how to use product	
06:13 highlight I'm very very gentle with the	Highlight		
06:16 way I'm blending this I'm not pushing	Blending		
06:18 too hard			
06:18 also apply that on the forehead because			
06:21 we want our whole face to look nice and	Bronzing		
06:22 bronzed I've got to blend out my this	Blending	End result of look	

06:27 just kind of gives you a under lip Shana	Illusion of bigger lips	Advice on how to use product	
06:29 so it makes your lower lip look bigger		Product trait	
06:32 I'm pretty excited for summer right now	Excited for summer		
06:34 already I'm like ready for summer I		Personal story	
06:36 would like to go to Mexico actually I	Vacation to Mexico		
06:38 used to go to Mexico all the time and I			
06:40 haven't gone in so long so I think I'm	Family in Mexico		
06:43 gonna plan a trip to go see my family up			
06:47 there yeah one without me so she			
06:50 couldn't even invite me see how easy	Explanation how to use product		
06:52 this blends out I mean that's just like	Easy product to work with	Assertion product	
06:53 it's such a nice easy product to work			
06:56 with I'm so in love		Assertion product	
06:59 with it and then sometimes if I even	Creating definition		
07:01 want to just just on the very very outer		Advice on how to use product	
07:03 part define it just a little more I'll	Explanation how to use product		
07:05 go back in add a little more product			
07:07 bloom bloom bloom I would definitely	Tropical vacation		
07:10 wear this like a tropical vacation a	Light make-up base		
07:12 light makeup base if any maybe just a	Warming up		
07:15 spot concealing but then just put this	Explanation how to use product		
07:17 all over my skin to just warm me up and		Advice on how to use product	
07:20 also take whatever is on your brush and			

07:21 just kind of so now for a blush we're	Blush		
07:25 gonna be using the NARS liquid blush and	Naming product	Naming product	
07:27 this isn't the shade lustre this is my	Showing packaging in front of body	Showing product	
07:29 first time using this actually I do is	Showing	Product shade	
07:31 take a clean Beauty Blender and I'm	Type of shade	Unfamiliar with product	
07:34 gonna dip into that product and pounce	Beauty blender	Tool for applying product	
07:36 it on the back of my hand first because	Showing content/substance of product on hand	Advice on how to use product	
07:39 you don't want to apply it too much	Explanation how to use product	Showing content product on hand	
07:40 right away for a more fresh spring look	Light make-up base		
07:43 I like to put it on the apples of my	Fresh spring look	Advice on how to use product	
07:44 cheeks just give us like a little bit	Put product on cheeks		
07:47 more of a youthful appearance to me a	Youthful appearance		
07:53 little goes a long way for this	Making a weird face		
07:56 blush I tapped most of the product off I	Sun	Humorous comment	
07:59 have to make that weird face across the	Natural bronzed		
08:02 nose because you'd be sunny there you			
08:06 were in the Sun you know when you feel			
08:10 like there's a little hair somewhere on			
08:11 your face but you can't you can't figure	Hair on face while filming	Personal story	
08:14 it out it's there and it's taunting you	Breathing in own face		
08:16 it's happening to me like right over	Hair is taunting		
08:18 here I'm gonna take it even further			

08:19 because I love love love this for that	Personal product opinion	Assertion product	
08:22 really fresh juicy look on the cheeks	Naming product collaboration	Showing	
08:24 and it's the Becca Chrissy Teigen collab	Apples of cheeks	Naming product	
08:27 I always use this one I want to add a	Glow	Familiar with product Assertion product	
08:29 sheen to the apples of the cheeks a	Naming product		
08:31 little glow I'm using a Smith 112 brush	Cheeks	Naming product	
08:34 and then you got a smile okay see that		Humorous comment	
08:38 little mm-hmm-hmm you see that so then	Showing content product on face	Showing applied product	
08:44 it like goes down to your cheeks you			
08:46 just look so sunkissed at this point if			
08:51 you feel like you would like to powder		Advice on how to use product	
08:52 parts of your skin I'm gonna use a			
08:55 really lightweight powder this is the	Lightweight powder		
08:57 charlotte tilbury number 2 you don't	Showing packaging product	Naming product	
08:59 have to do this but if you have oily or	Different skin type		
09:01 skin and you want to make sure that you	Features product	Advice on skin	
09:03 don't get too oily just go over those	Advise product		
09:05 like problem areas right so for me it's		Talking about own skin	
09:08 around the nose			
09:12 and not too many powders if you want to	Problem areas around nose	Tips and tricks	
09:13 set your under-eyes to you with a little			
09:15 powder you can typically when I do	Light make-up base		
09:17 minimal makeup looks I don't set my		Personal preference	

09:20 under eye I know that's crazy to some			
09:22 people but I just like that if dirt	Blending		
09:24 throughout the day it does crease I can		Advice on how to use product	
09:25 just kind of tap it a little bit and			
09:27 blend it away now we can go in with the			
09:30 fixed plus so we're gonna do freckles	Naming product	Not showing product	
09:34 last because I had the technique that	Not showing product	Order of using products	
09:36 I'm going to be using I don't want to	Freckles		
09:38 get it on my eyelid and then I try to	Make-up technique		
09:40 blend my eyelids after with the	Don't put it on eyelid	Advice on how to use product	
09:41 eyeshadow and then it smears the	Blend eyelids		
09:42 freckles so I think I'm gonna dip into			
09:44 this new Pat McGrath palette and this is		Naming product	
09:45 the mother ship sublime bronze ambition	Eye shadow smears freckles	Showing product	
09:48 this packaging is really really cool I	Naming product		
09:50 love how she does this to close it that	Showing packaging product holding up in front of body	Personal assertion product	
09:54 image love it this is the colors I'm	Opening product showing content in front of body		
09:58 really gonna focus on this color right	Pointing at shades		
10:01 here I feel like that's the perfect			
10:02 perfect shade for this eye look that	Focusing on color		
10:04 we're trying to do I'm gonna use a		Type of shade	
10:06 little bit of this in the crease iust to	Praising product		

10:07 start it off but not too much the matte			
10:09 shade I'm using my Mac two to four I	Naming product	Naming product	
10:11 love this brush for this kind of work	Showing product holding up in air	Showing product	
10:13 because it's so fluffy that it diffuses	Personal product opinion	Personal assertion product	
10:15 the eyeshadow so nicely so I'm just	Fluffy brush		
10:17 going in with that first color just to	Eyeshadow		
10:19 get a nice diffused shadow that's not			
10:23 shimmery all across we want to take a	Make-up technique	Advice on how to use product	
10:26 nice small pencil brush this one is from	Showing product holding it up in air	Product characteristic	
10:28 Dose of colors and I'm also gonna run	Naming product	Naming product	
10:30 that on the lower lash line focusing			
10:33 most of the product on the outer corner	Lash line	Advice on how to use product	
10:36 love about this eye look is it's very	Make-up technique		
10:38 easy and you only need two eyeshadows	Easy	Degree of difficulty tutorial	
10:40 [Music]	Only need two eyeshadows	Discharge inexpertise audience	
10:42 it's nothing to define so it's like you		Easy make-up tutorial	
10:45 could do it really quickly and it just	Definition		
10:47 still looks so romantic	Quick		
10:50 sultry if you have green eyes game over	Romantic		
10:53 so just our light smoke focus it on the	Light smoke	Embracing natural beauty	
10:56 outer corner first and whatever's left			
10:58 on the brush then you take it in I'm	Make-up technique	Advice on how to use product	
11:04			

gonna take my blending brush make sure 11:07 to diffuse it just a little bit 11:08 underneath 11:09 all right so now it's time for the lid 11:11 color and like I said I'm gonna be going 11:13 in with this shade right here I feel 11:14 like it's such a pretty peachy color I'm 11:17 gonna use a flat shader brush but I'm 11:19 also gonna spritz it with a little fix 11:21 plus just start in the center of the lid 11:25 I'm just gonna kind of work it in so the 11:28 outer and inner corner slowly really 11:31 matches my backdrop actually this color 11:34 has a really nice wet effect look take a 11:39 little bit of the eye shadow the shimmer 11:41 shadow on the blending brush and I'm 11:45 going to diffuse that into the edges now 11:48 it's time for freckles which actually 11:49 terrifies me because we only have one 11:51 one shot one life one chance not Katy 11:55 and anyone her tattoo no okay 12:03 taking my water bottle here get a little 12:05 water don't spill it everywhere like I 12:10 just did so I'm taking a flat fluffy	Blending Not naming product Not showing product (only using it on camera) Make-up technique Tapping with finger on eyeshadow showing content product Personal product opinion Naming product Fixing spray Make-up technique Wet look Shimmer/glow Blending brush Freckles One shot Spilling water	Using tool to apply product Not naming product Not showing product clearly Advice on how to use product Showing content product in packaging Personal assertion product Advice on how to use product Product characteristic Advice on how to use product Unfamiliar with technique Humorous comment	
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12:12 shader brush right one that you feel	Make-up technique	No brand name	
12:14 like you could just and you want to soak	Showing product holding up brushing fingers through bristles		
12:16 it I'm nervous you guys I've never done	No brand named	Expressing inexperience	
12:19 this before I'm gonna dip it into a dark	Nervous for freckles		
12:21 brown shade so espresso from the lorac	Showing content product holding up next to face and dipping brush in shade	Naming product	
12:24 pro palette I feel like I should put my	Naming product	Shade of product	
12:26 hair back ready the closer you get the			
12:33 bigger the freckles will be the further	Explanation make-up technique	Advice on how to use product	
12:36 away you get the smaller they will be			
12:55 flick away			
13:04 mine with a little more fine it's fine a			
13:12 little too much water I got a little too	Make-up technique		
13:15 crazy there remember what I said about			
13:16 powders we're gonna need a powder to	Not too much powder	Advice on how to use product	
13:18 apply over these freckles once they dry			
13:21 just to kind of make them look a tiny	Freckles		
13:23 bit more natural but I really like this	Liking technique	Personal preference technique	
13:25 technique because as you can see it's	Make-up technique		
13:27 such a random placement of freckles so		Easy make-up tutorial	
13:30 it doesn't look too forced			
13:33 and you can go in and add more or less	Looking natural		
13:35 or you could not do the step at all if		Advice on how to use product	
13:36 you don't want to do the look without			

13:37 the freckles but I think they're so cute	Make-up technique Cute freckles	Assertion of make-up look	
13:39 so I'm gonna keep them I think I'm gonna	Showing product holding up in air	Naming product	
13:41 use actually a Roach liner from urban	Naming product		
13:45 decay to finish off the eyes I think I	Definition		
13:49 want to smoke out my lashline just a		Advice on how to use product	
13:51 little bit just to add some definition			
13:53 not a wing or anything but just at the	Make-up technique		
13:55 base I'm also gonna take that on the		Advice on how to use product	
13:58 waterline so for mascara I'm gonna be	Showing packaging product up holding in front of body	Showing product	
14:01 using the colossal Big Shot mascara and	Explaining collaboration with makeup Shayla (other YouTuber)	Naming product	
14:03 this is in collaboration with makeup	Naming product		
14:05 Shayla and baddest black I'm just gonna		Advice on how to use product	
14:08 wiggle this into my base and then pull			
14:11 it up just a nice light coat if you			
14:14 naturally have long lashes I would just	Natural long lashes		
14:16 do mascara for this look I wouldn't even	No mascara	Embracing natural beauty	
14:18 add falsies so I feel like that looks so	No fake lashes		
14:21 nice and soft and it will go with the	Nice and soft look		
14:23 whole look I stopped using my Latisse	Naming product		
14:25 I'm on the struggle bus over here so I'm			
14:28 gonna apply some falsies feel like when	False lashes		
14:30 I was using Latisse I could totally	Personal product opinion	Personal assertion product	

14:32 just put mascara on and it was like	Mascara		
14:34 living my best life now applying the	Product		
14:37 iconic lights just cuz these are nice	Showing product holding up in air	Showing product	
14:39 and wispy fluffy and make the freckles	Naming product	Naming product	
14:42 look a little bit more natural I'm	Natural look		
14:43 taking a little bit of this powder with		Naming product	
14:45 Charlotte Tilbury powder and I'm just	Naming product	Advice on how to use product	
14:47 gonna press it over the freckles before	Showing content product holding up in air		
14:51 the lips I'm gonna be using the new Dior	Showing packaging product holding up in air	Showing product	
14:53 Addict also my first time using these	Naming product	Naming product	Unfamiliar with product
14:55 and these two colors I feel like	Personal product opinion	Combining products	
14:57 together will be a really perfect	Mixing two lipsticks		
14:59 mixture this is the			
15:01 six for one orange and then this one is	Showing packaging products holding up in air individually naming shades	Shade of product	
15:04 three for one lychee let's start with a			
15:08 lighter one in the center here I'm			
15:16 smells so good	Product smells good	Product characteristics	
15:16 so this is gonna be the perfect product		Personal assertion of product	
15:18 for this look now because it has a	Perfect product for look		
15:20 really pretty sheer like it just goes	Nice texture	Product characteristics	
15:24 with the vibes and it goes with like the			
15:26 textures all the textures are meant to			
15:30 be very sheer like washes basically our			

15:33 whole face is a wash of color I really	Personal product opinion	Personal assertion of product	
15:35 like this color I just want to add a			
15:37 tiny bit of orange let's see let's test			
15:40 it out I want to add a little bit more	Mixing products	Combining products	
15:41 orange to the look so I'm just gonna go			
15:43 over it			
15:48 so making it a little bit more red a			
15:53 little too red pull back I liked the			
15:57 other color by itself let me try to		Assertion product	
15:58 dilute it that's actually really pretty	Dilute		
16:02 now I'm gonna try this the four three	Showing content product holding up in air/in front of body	Naming product	
16:04 eight Dior Addict lipstick I'm just		Showing product	
16:07 gonna lightly tap it oh yeah that just	Naming product		
16:10 kind of brought it home to like the			
16:11 perfect shade oh yeeees perfect color combo	Personal product opinion	Personal assertion product	
16:16 I'm so happy with that			
16:17 I'm shouting a little highlight you know on	Not naming product	Advice on how to use product	
16:20 my shoulder blades	Not showing product		
16:22 gotta stay consistent here alright so	Applying highlight	Not brand named	
16:26 this is the finished makeup look I love		Not showing product	
16:28 this lip combo together oh my god	Personal product opinion	Only applying product	
16:30 Marking it is one of my new favorites	Showing packaging product again holding up in air	Showing product	
16:32 already lost it these two so good lvchee	Happy about result	End result of make-up look	

16:37 and then the Dior Addict lipstick and	Naming product	Naming product	
16:39 four three eight like that is such a		Shade of product	
16:42 perfect color for spring love that I	Personal product opinion	Personal assertion product	
16:44 feel like it's so fresh dewy radiant			
16:48 you're just glowing from within if you	Freckles		
16:51 have freckles Oh beautiful	Happy about result		
16:54 it's everything I wanted I want it to	Personal opinion		
16:56 look like a juicy peach and I feel like			
16:58 that's what this look is just a juicy	Favorite look		
17:00 fresh dewy a speech I mean this is one	Asking for likes		
17:04 of my favorite looks if you didn't love		Encouraging audience to like video	
17:05 this video don't forget to give me a	Asking to subscribe	Assertion makeup look	
17:07 thumbs up if you are neo don't forget	Saying goodbye	Encourage audience to subscribe	
17:09 click that subscribe button and I'll see	Frames with bloopers		
17:11 you guys in my next video	Smelling air		
17:12 Bye. Oh no I'm saying I keep getting like		Saying goodbye to audience	
17:15 a stinky smoke but did I smell myself			
17:17 it's not me	Spring look		
17:21 well first of all I know could always	Original content, sarcastic	Humorous comment	
17:22 been peeing in here so now that we're in		Bloopers	
17:24 spring I'm gonna do a spring look	Joke about making original content		
17:26 because I'm very original like that and		Humorous comment	
17:29 that's what I do so so original it's	Making weird face		
17:34 spring guys let's do a spring look			

Rose Gold New years eve Makeup 17 min: https://www.youtube.com/watch?v=gT3MQRt_tDs

	Open coding	Axial coding	Selective coding
00:01 [Music]	Posing + close up of end result make-up look	Welcoming audience	Identification
00:12 hey guys welcome back to my channel for	Confident posing looking in camera		Accessibility
00:15 today's video we're gonna be doing a	Pink background	Explaining content video	Confidence
00:16 makeup tutorial on this look right here	Introduction		Articulation
00:18 this was voted by you guys to do and	Tutorial	Showing finished look	Expertise
00:21 also request it in the never have I ever	Choice of audience	Two-way dialogue with audience	Helpfulness
00:23 video I'm doing the whole eye look using	Showing packaging product holding up in air next to face	Audience preference	
00:26 the new Kathleen lights colourpop palette	Naming product	Showing product	
00:28 and this shit is so good I love this	Personal product opinion	Naming product	
00:30 palette it's gonna go in my favorites		Personal assertion product	
00:32 for this month for sure with all of that	Adding product in favorite videos		
00:34 say let's go ahead and get into the	Start tutorial	Start of tutorial	
00:35 tutorial I wanna take the heart shape	Showing packaging product holding up in front of body	Showing product	
00:38 tape and medium I'm gonna go	Naming product	Naming product	
00:40 ahead and use that as my eyeshadow base	Eyeshadow color	A	
00:42 I'm just taking my dose of colors flat	Not showing product	Naming product	
00:44 concealer brush and I like to run that	Explaining technique	Not showing product	
00:46 right under the brow		Advice on how to use product	
00:49 I always do this when I want like a			
00:52 super sharp clean look which is kind of	Explaining technique		
00:55 what we're going for in today's look so			
00:57			

<p>I took a poll on IG stories and I asked 00:59 you guys what makeup look you guys 01:00 wanted me to film today and I was pretty 01:02 surprised because the two options were 01:05 this look and the sparkly green look I 01:09 thought you know for sure that sparkly 01:13 green look because you know I'm always 01:15 doing like warm tone looks and they 01:18 always want something different but you 01:19 guys don't actually want something 01:20 everyone do you want those warm tones 01:22 sparkly rose gold looks still lie so now 01:25 I'm just taking a little bit of my Laura 01:27 Mercier translucent powder I'm gonna set 01:29 the concealer so that it's not all 01:31 sticky and it dries nice and matte and 01:34 powdery that's gonna make everything 01:36 easier to blend I usually skip this part 01:38 but I thought I'd add it because it's 01:39 always the same here sometimes I'll use 01:41 like a bone colored eyeshadow which I 01:43 like to use for the brow bone highlight 01:45 still might do that after</p>	<p>Make-up look</p> <p>Choice of audience</p> <p>Eyeshadow color</p> <p>Different type of video</p> <p>Audience</p> <p>Naming product</p> <p>Showing packaging product holding up in air for less than second invisible to see packaging</p> <p>Warm tones</p> <p>Gold make-up looks</p> <p>Explaining technique</p> <p>Blending</p>	<p>Advice on how to use product</p> <p>Two-way dialogue with audience</p> <p>Personal preference</p> <p>Naming product</p> <p>Showing product almost invisible</p> <p>Product characteristics</p> <p>Personal preference</p>	
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<p>this is just 01:47 to get everything modified here this 01:50 whole eyes shadow look I did using for 01:53 the most part the Kathleen lights 01:55 colourpop dream street palette really 01:58 pretty the tones in here I really like 02:00 the blues the warm tones the matte 02:02 colors like I said I'm gonna use a bone 02:05 colored eyeshadow to highlight the brow 02:06 bone and there's not really one in here 02:09 so I'm gonna use Mac Brule on the brow 02:12 bone here Mac Brule is gonna make me 02:14 change my mind real quick it's not 02:16 really showing up as much as I need it 02:17 to you know what does give it to me as a 02:19 brow bone highlight Kat Von D matte 02:21 metals palette I love bone so I'm gonna 02:24 use own Oh putting it on the high points 02:27 and then I'm gonna blend it out feather 02:32 it out on the edges 02:33 now that we've highlighted the brow bone 02:35 I'm just kind of dragging it downwards 02:38 blends nice so now I'm gonna go into the 02:41</p>	<p>Eyeshadow color Naming product Showing product again Showing content product holding up in air Explaining technique Make-up look Disadvantage product Naming product Showing content product holding up in face Color not showing up Eyeshadow color Naming product Showing content product holding up in air tapping on shade Personal product opinion Naming product Not happy with result Using different product instead</p>	<p>Naming product Naming product Assertion product Personal preference Advice on how to use product Disadvantage product Naming product Showing product Disadvantage product Naming product Naming product Showing product Personal assertion product Advice on how to use product Advice on how to use product</p>	
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<p>dream Street palette and the first color 02:42</p> <p>I'm gonna be taking is darkness from the 02:44</p> <p>palette it's this light orange shade and 02:47</p> <p>I'm using my Mac 286 brush I've really 02:50</p> <p>been liking this brush and we're gonna 02:51</p> <p>apply that in the upper crease I'm 02:54</p> <p>taking it all the way down to downtown 02:58</p> <p>and we're really just gonna keep 02:59</p> <p>building this color until we have a nice 03:01</p> <p>gradient into that 03:02</p> <p>a bone highlight yes I've loved this mac 03:07</p> <p>brush it's um 03:09</p> <p>I don't know what it is about it but it 03:11</p> <p>just blends everything so nice and easy 03:16</p> <p>alright next we're taking this shade 03:18</p> <p>right over here using the same brush I'm 03:20</p> <p>gonna apply that into the crease and I 03:23</p> <p>like to tilt my head and look down into 03:25</p> <p>a mirror so that I could really see my 03:27</p> <p>eye socket shape and follow that this 03:30</p> <p>technique helps especially if you have a 03:32</p> <p>hard time finding your crease I'm also 03:35</p> <p>gonna let that go on to the outer v too as 03:38</p>	<p>Naming product</p> <p>Showing content product holding in front of face tapping on shade</p> <p>Naming product</p> <p>Holding product in front of face</p> <p>Personal product opinion</p> <p>Make-up technique</p> <p>Highlight</p> <p>Make-up technique</p> <p>Blending</p> <p>Naming product</p> <p>Personal product opinion</p> <p>Make-up technique</p> <p>Showing content product for fourth time holding in front of face tapping on shade</p> <p>Make-up technique</p>	<p>Assertion product</p> <p>Naming product for third time</p> <p>Showing product for third time</p> <p>Naming product</p> <p>Showing product</p> <p>Personal assertion product</p> <p>Advice on how to use product</p> <p>Personal assertion product</p> <p>Product characteristic</p> <p>Naming product</p> <p>Showing product fourth time</p> <p>No product detail</p> <p>Assertion product</p> <p>Advice on how to use product</p>	
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<p>well this color definitely picks up more 03:42 like rosy pinky than it looks in the pan 03:46 and the pan it looks more of like kind 03:48 of like a Sienna type color but then 03:50 once you apply it it definitely is a 03:53 little bit more on the pinky side which 03:55 I like we're gonna take a clean brush 03:57 and blend out those edges so now that 04:01 we're all smoked oh we're gonna go into 04:05 the deep shade mooney first we're gonna 04:08 pack it on to the outer corner of the 04:11 eye give a little depth over here in 04:14 this area I'm just packing it on with a 04:16 pencil brush first and then I'll use a 04:17 blending brush to blend it out I'm also 04:20 gonna run that on the upper lash line 04:22 just across the lid a little bit into 04:25 the lashes they're kind of hitting it at 04:27 a diagonal gonna give you that sultry 04:29 Nick so how was your Christmas? Or how 04:32 are your holidays? I am officially done 04:36 eating bad food alright I always say 04:40 that I ate so much that</p>	<p>Color picks up different than in packaging</p> <p>Personal product opinion</p> <p>Color looks different in pallet but is good</p> <p>Showing content product for fourth time holding in front of face tapping on shade</p> <p>Make-up technique</p> <p>Make-up technique</p> <p>Tools (pencil brush, blending brush no brands named)</p> <p>Make-up technique</p>	<p>Product characteristics</p> <p>Personal assertion product</p> <p>Advice on how to use product</p> <p>Showing product</p> <p>Advice on how to use product</p> <p>No brand named</p> <p>Advice on how to use product</p> <p>Personal story</p>	
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<p>this morning I 04:43 woke up and my stomach was like hard as 04:45 a rock bloated like pretty bad it caught 04:47 up to me just thought I'd share that 04:48 with you guys it's pretty bad over here 04:51 on my end as far as the bloat you know 04:54 you just can't feel bad you just the 04:56 holidays you should just enjoy and eat 04:58 and spend time with your family have a 05:01 good time you know we had a really good 05:03 Christmas I spent time with my dad went 05:06 to Katie's house also spent time with 05:09 Stevens family Steven and I baked pies 05:12 for the first time ever from scratch 05:14 okay 05:15 I'm very proud I'm gonna say it five 05:16 hundred thousand times because making 05:18 the dough for that pie was not easy you 05:21 think it'd be like just follow the 05:23 directions and you're good but no it's a 05:25 feeling you have to feel the dough be 05:28 one with the dough or else your crosses 05:30 in to come out like shit 05:31 and it took us a few times</p>	<p>Talking to audience</p> <p>Eating unhealthy</p> <p>Sharing intimate information with audience</p> <p>Audience</p> <p>Spending time with family</p> <p>Cooking skills</p> <p>Talking to audience</p> <p>Baking a pie</p>	<p>Two-way dialogue with audience</p> <p>Personal story</p>	
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<p>to get it 05:33 right but then when we did we were like 05:35 yes okay we're getting smoky over here 05:37 so basically I'm just building it up and 05:39 then as I build it as I build it I'm 05:42 taking it into the inner corner as well 05:45 just deepening up the socket right into 05:48 the crease with whatever's left over on 05:50 the brush but you want the majority of 05:52 the depth to be on the outer taking it 05:54 downtown over here too and then when 05:56 there's nothing really left 05:58 I'll feather out the edges here now 06:00 we've done all the blending and all that 06:02 stuff we're gonna go ahead and move on 06:03 to the lid and I'm gonna carve the lid 06:05 out cuz it's okay if you make it messy 06:08 when you're blending it as long as you 06:09 keep most of it in the crease cuz then 06:11 we're gonna take concealer and just 06:12 clean it up taking medium again on the 06:15 same little concealer brush that we were 06:17 using earlier look down really get a 06:20</p>	<p>Personal story</p> <p>Make-up technique</p> <p>Make-up technique</p> <p>Making a mess is fine</p> <p>Make-up technique</p> <p>Showing product second time quickly</p> <p>Concealer brush (no brand</p>	<p>Advice on how to use product</p> <p>Advice on how to use product</p> <p>Discharge inexpertise audience</p> <p>Showing product second time</p>	
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<p>feel of where your creases and then just 06:24 clean up the lid and I start like low so 06:28 I don't mess up and then I'll make my 06:30 way to the crease little by little I 06:36 find that like holding the brush and 06:38 then dragging down helps me get a better 06:41 line I don't know what that does to my 06:43 actual eyelid space it probably makes it 06:46 wrinkly a faster but you know here we 06:48 are like everything they tell you in 06:50 skincare is don't tug on your skin look 06:52 at this eyelid you see makes it look 06:55 clean so now I'm just taking a paper 06:59 towel and cleaning off that concealer 07:01 brush that we just used and I'm gonna 07:03 use the same brush for the lid color and 07:06 that color is gonna be this one 07:07 right here it's so pretty 07:09 shooting star boom looks so like wet 07:13 shimmery metallic and I believe I did 07:16 actually spray my brush with a little 07:18 bit of fix+ 07:19 to just pump it up even more I like to 07:21</p>	<p>named)</p> <p>Make-up technique</p> <p>Using palette again</p> <p>Make-up technique</p> <p>Dragging down brush</p> <p>Showing content product for fifth time holding in front of face tapping on shade</p> <p>Personal product opinion</p> <p>Naming product</p> <p>Not showing product</p>	<p>No brand named</p> <p>Advice on how to use product</p> <p>Personal preference</p> <p>Advice on skincare</p> <p>Advice on cleaning brush</p> <p>Showing product fifth time</p> <p>Personal assertion product</p>	
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do that when I want it to be even more 07:23 like a mixed wet metal 07:26 I love this color it also helps to wet 07:28 your brush when you get to like the 07:30 crease right here because it gives you a 07:32 really nice precise application of the 07:35 eyeshadow opposed to it being like all 07:37 powdery it kind of makes it more of like 07:40 it just glides on and you want a precise 07:43 line up there so wet the brush and then 07:44 really get up here into this crease I 07:47 love it oh this is also the look that I 07:51 was wearing in the never have I ever 07:52 video you guys all requested in the 07:55 comments that I do this look I love 07:58 these tones oh that lid color Kathleen 08:02 even Harper's digging it now once you 08:06 get to this area you hit it with more of 08:08 like a pack you know because you don't 08:10 want a harsh line you want to hit it 08:12 with a gradient so you just Pat it into 08:14 the matte colors on the outer corners 08:18 and you could also go back into that	Make-up technique Personal product opinion Precise application Personal product opinion Wet brush Talking about previous video Personal product opinion Naming product again Dog barks, joke about dog also loving product Make-up technique	Naming product Not showing product Advice on how to use product Personal assertion product Mixing product Assertion product Advice on how to use product Personal assertion product Talking about another video Personal assertion product Naming product brand third time Personal assertion product Advice on how to use product	
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<p>08:20 more mmm.. warm tone shade one what we 08:23 used in the crease that like ready shade 08:24 and you could even Pat it along the edge 08:29 as well just to have a nice gradient 08:32 from the dark brown to the more ready 08:35 color to the rose gold color you can hit 08:39 that on the lower lash line here just 08:40 look a little honestly truly 08:44 Kathleen lights that lid shadow I know I 08:48 said it already but she killed it 08:50 okay murdered it murdered alright so 08:56 before I finish the eyes I'm gonna move 08:57 on to my foundation because do my lower 09:00 lashline don't wanna you know the drill 09:02 so I'm gonna be using the new NARS 09:04 foundation this is my new favorite 09:08 foundation right now I'm mixing Syracuse 09:10 and Barcelona 09:11 somebody told me there's a shade in 09:12 between but these work so good mixed 09:14 together for me so I'm just doing that 09:16 this is the new natural radiant long 09:18 wear foundation I have been wearing this</p>	<p>Make-up technique</p> <p>Naming product</p> <p>Personal product opinion</p> <p>Make-up technique</p> <p>Showing packaging product in front of face</p> <p>Personal product opinion</p>	<p>Advice on how to use product</p> <p>Shade of product</p> <p>Assertion product</p> <p>Advice on how to use product</p> <p>Naming product brand fourth time</p> <p>Personal assertion product</p> <p>Advice on how to use product</p> <p>Naming product</p> <p>Personal assertion product</p>	
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<p>09:20 in all my makeup photos lately and it</p> <p>09:23 just like flawless it has lasted all day</p> <p>09:26 and it's just like covers everything so</p> <p>09:29 nice and I've been applying it with this</p> <p>09:30 Charlotte Tilbury Hollywood complexion</p> <p>09:33 brush so I just have it on my little did</p> <p>09:35 my mixture here I used a brush recently</p> <p>09:37 cuz I was like I'm trying to hurry up my</p> <p>09:39 makeup sometimes we spend a lot of time</p> <p>09:41 pouncing with our Beauty Blender we</p> <p>09:43 don't have a lot of time to pounce</p> <p>09:44 certain days so I was like let me just</p> <p>09:46 try this brush and I ended up really</p> <p>09:47 loving it it just buffs everything in so</p> <p>09:49 nice and quickly so I do like a nice</p> <p>09:53 thin layer really get it into the skin</p> <p>09:56 and then I'll go back in and really just</p> <p>09:59 like press the foundation into the skin</p> <p>10:01 where I want more coverage always have</p> <p>10:07 to make sure to take this color down my</p> <p>10:09 neck because my shoulders are dark but</p> <p>10:12 my face and neck are like really light</p> <p>10:13</p>	<p>Personal product opinion</p> <p>Flawless finish</p> <p>Showing product quickly holding up in air</p> <p>Naming product</p> <p>Blending</p> <p>Quick make-up</p> <p>Accidently loving product</p> <p>Praising product</p> <p>Make-up technique</p>	<p>Personal assertion product</p> <p>Product characteristics</p> <p>Mixing product/shades</p> <p>Showing product</p> <p>Naming product</p> <p>Familiar with product</p> <p>Product characteristics</p> <p>Naming product</p> <p>Personal preference</p> <p>Easy technique</p> <p>Advice on how to use product</p> <p>Familiar with product</p>	
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<p>so I've got to really match it now I'm 10:18 moving on a concealer I love to always 10:20 mix these two this is the Becca luminous 10:22 and beige always apply that one first 10:25 this one I like to apply closer to the 10:26 lash line because I feel like it's more 10:28 hydrating so it doesn't settle into my 10:31 fine lines as much as the I was gonna 10:34 call it the shark so hard for me to say 10:36 heart-shaped tape 10:37 I love the Tarte shaped tape for like 10:40 any hollowness it's like the best but 10:42 it's a little dry for like right under 10:44 my eyes so what I do is I apply this 10:46 first closer in those areas and then I 10:50 like to use tan sand because it has a 10:52 little bit more of a warmer undertone 10:54 and it cancels out any like hollow area 10:57 so I just pull up a little bit of that 10:58 right there and it's also a good 11:00 transition shade from my concealer to my 11:02 foundation okay I'm gonna take a beauty 11:05 sponge and this is LC cosmetics I love a</p>	<p>Light face darker skin</p> <p>Personal product opinion</p> <p>Not showing packaging</p> <p>Naming product</p> <p>Personal product opinion</p> <p>Naming product</p> <p>Personal product opinion</p> <p>Naming product</p> <p>Personal product opinion</p> <p>Warm undertone</p> <p>Personal product opinion</p> <p>Cancels out hollow areas</p>	<p>Advice on how to use product</p> <p>Talking about own skin</p> <p>Personal assertion product</p> <p>Not showing product</p> <p>Naming product</p> <p>Personal assertion product</p> <p>Product characteristics</p> <p>Naming product</p> <p>Personal assertion product</p> <p>Advice on how to use product</p> <p>Disadvantage product</p> <p>Personal preference</p> <p>Personal assertion product</p> <p>Product characteristics</p> <p>Talking about own skin</p> <p>Assertion product</p> <p>Mixing product</p>	
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11:08 little point cuz it gets right up into	Showing product holding in front of face	Shade of product	
11:09 the tear duct there and then the point	Naming product	Showing product	
11:11 also helps like the edge of your shadow	Personal product opinion	Naming product	
11:13 here then I'll just take my foundation		Personal assertion product	
11:18 brush with whatever's left over and		Product characteristics	
11:20 stipple the edges to make sure it's like			
11:21 seamless I take a little bit of the	Make-up technique		
11:23 medium shape tape and I'm gonna apply		Advice on how to use product	
11:25 that down the bridge of the nose bring	Naming product		
11:29 the highlights back in the face boom and	Showing content product holding up in face	Naming product	
11:32 then the forehead and then of course		Showing product	
11:36 like right here I have a little shadow	Make-up technique	Product characteristics	
11:38 so I'm gonna hit that one time the chin			
11:40 the Kubitz Ville living that full		Advice on how to use product	
11:42 coverage life today I'm gonna blend the			
11:45 bridge of the nose last	Comment on wearing a lot of makeup		
11:49 squish this little guy the reason I do			
11:57 the bridge of the nose last is because I	Make-up technique		
11:58 want to keep the shape straight and if I		Personal preference	
12:01 let it set just a second longer than the			
12:03 rest it'll keep the straight shape			
12:05 instead of blending out all over the			
12:06 place you don't want to			

<p>let it sit there 12:08 for too long but just it's the last 12:09 thing I blend out time to set the under 12:12 eyes what I like to do first and this is 12:14 something glam texts even taught me is 12:16 take a little bit of c-5 Studio Fix make 12:19 sure you blend all the creases out 12:21 before you put any powder and then I'm 12:23 gonna show it like this like a crazy 12:25 person I'm gonna take a little bit of 12:28 that c-5 powder just a tiny bit and 12:31 place it right under the eye first 12:33 before I apply any um translucent powder 12:36 I just go with it cuz he told me and 12:39 then I'm gonna take my Laura Mercier 12:40 translucent powder and apply that on the 12:42 under eyes no just whatever is left over 12:49 I get it on the apples of the cheeks and 12:51 then just take a small powder brush and 12:52 we're just gonna hit the center of the 12:54 face with a translucent powder as well 12:56 just so it mattifies I'm just right here 13:00 alright so now for my highlight I'm</p>	<p>Make-up technique</p> <p>Naming the product</p> <p>Holding content product in front of camera quickly</p> <p>Make-up technique</p> <p>Joke about weird face expression</p> <p>Naming the product</p> <p>Make-up technique</p> <p>Making funny face</p> <p>Showing product quickly</p> <p>Naming product</p> <p>Make-up technique</p> <p>No brand named</p>	<p>Advice on how to use product</p> <p>Naming product</p> <p>Showing product</p> <p>Advice on how to use product</p> <p>Humorous comment</p> <p>Naming product again</p> <p>Advice on how to use product</p> <p>Showing product almost invisible</p> <p>Naming product</p> <p>Advice on how to use product</p> <p>No brand named</p>	
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13:02 about to use Mirame this has a little			
13:04 bit more of a rosy gold undertone so I'm	Naming product		
13:07 gonna use our DesiXKaty Mirame. I'm a	Explaining feature	Advice on how to use product	
13:09 highlight I'm gonna start with the	Showing product holding up in air	Naming product	
13:10 bridge of my nose keep with the tones oh	Naming product	Showing product	
13:16 I'm so like in love with our highlights	Holding content product in front of camera	Product characteristic	
13:19 I love them so much it just gives you	Make-up technique	Naming product	
13:24 such a glow from within then I'm gonna	Personal product opinion	Showing product	
13:26 put that on the bridge of the nose too	Explaining feature	Advice on how to use product	
13:28 cupids bow and then switching brushes	Praising own product	Personal assertion product	
13:32 we're gonna take the highlighting brush		Product characteristic	
13:34 turn your cheek to the side to really	No brand named	Advice on how to use product	
13:36 see what's going on here I'm gonna be			
13:42 using the Victoria Beckham bronzer in	Make-up technique	Not naming brand	
13:45 Java Sun this is with Estee Lauder I'm		Not showing product	
13:49 gonna use this Smith 133 brush	Naming product	Advice on how to use product	
13:55 for blush I'm gonna be using this Bobby	Holding content product in front of camera	Naming product	
13:58 Brown		Showing product	
13:59 slopes slush just gonna take a Mac 116	Naming product	Advice on how to use product	
14:02 and apply that this is a nice like rosy	Naming product	Naming product	
14:04 color okay place so we're done with the	Holding content product in front of camera	Naming product	
14:07 face now let's go ahead and finish the	Naming product	Showing product	
14:08 lower lash line let me	Not showing product	Naming product	
		Not showing	

<p>dust off a little of 14:11 this powder. I'm gonna do you know the 14:16 lower lash line the same as we always do 14:18 just mimicking the crease I'm gonna use 14:21 this color first fly that all over this 14:24 really warm tone color and I'm gonna let 14:26 it like really be heavy out here and 14:28 then take it up to the winged out 14:30 shadow. Take a blending brush and smoke 14:34 it out and then you're just gonna take 14:38 the blending brush and smoke it up and out 14:42 so now we've really smoked out that 14:45 lower lash line now I'm gonna take the 14:47 dark brown shade here and we're gonna 14:50 just put that on the outer part of the 14:52 lower lash line and define it I love 14:55 this makeup look you guys I love it I 14:57 love that it's just this palette 15:00 this dark brown does have like a little 15:02 fallout I will say so just like make 15:05 sure to tap and I'm just using an angled 15:10 brush from Target this is a badda-bing 15:12 badda-boom Sonia Kashuk I believe yep</p>	<p>Make-up technique</p> <p>Showing the content product holding it up next to face tapping on shade</p> <p>Not naming product</p> <p>Wing out shadow</p> <p>Blending lash line</p> <p>Smoke out with brush</p> <p>No brand named</p> <p>Holding product up in air next to face tapping on shade with finger</p> <p>Not naming product</p> <p>Applying shade on outer lash line</p> <p>Expressing fondness of this make-up look</p> <p>Personal product opinion</p> <p>Comment on negative feature of product</p> <p>Naming product</p>	<p>Advice on how to use product</p> <p>Naming product</p> <p>Showing product</p> <p>Not naming product</p> <p>Advice on how to use product</p> <p>Advice on how to use product</p> <p>Product characteristic</p> <p>Not naming product</p> <p>Showing product</p> <p>No brand named</p> <p>Advice on how to use product</p> <p>Personal assertion look</p> <p>Personal assertion product</p> <p>Disadvantage product</p>	
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15:16 we're gonna take a pencil brush and then	Turning brush and looking at it	Naming product	
15:18 I'm gonna go into this shade right over			
15:19 here called spark and this is going to	Holding product next to face tapping on shade		
15:21 be my inner corner highlight ooh boy. So	No brand named	Showing product	
15:28 I'm just gonna apply a little coat of		Not naming product	
15:30 mascara this is my MAC mascara this is	Naming product		
15:33 the extended play this eyeliner is	Holding up product		
15:37 really good I've been using the mister	Naming product		
15:38 right by the balm cosmetics black liner	Not showing product, only applying it. Package in left hand while applying but almost invisible	Naming product	
15:41 I'm gonna put that in my waterline and	Showing product in front of face	Not showing product	
15:42 then also make sure you put it on the	Naming product	Showing product	
15:45 upper waterline there's like nothing	Make-up technique	Naming product	
15:50 worse than getting a liner on your		Advice on how to use product	
15:52 contact which I just did I'm taking	Addressing pain from putting on make-up		
15:54 these Lillie lashes these are some of my			
15:56 favorite lashes recently I've been	Naming product		
15:58 wearing them a lot these are the makeup	Holding content product up in the air	Naming product	
16:00 by samuel collab with Lily lashes		Showing product	
16:03 they're just like the perfect fluttery	Naming product		
16:06 wispy lash and then they flare out the	Personal product opinion	Naming product	
16:10 outer corner so it gives you that nice		Personal assertion product	
16:12 winged look what I'd like to do what			
16:14			

<p>applying lashes is I need to look down 16:17 into a mirror and I try to just get the 16:20 lash right on my lash line alright and 16:27 the last step of this look is the lips 16:29 i'm gonna be using nyx abu-dhabi and i 16:31 didn't really use a lip liner I kind of 16:32 just put it on really quick and that is 16:40 it that's the finished makeup look guys 16:42 we're all done well I really hope you 16:44 guys enjoyed the video I'll probably 16:45 still end up filming that green sparkly 16:47 look because I loved it any requests you 16:49 guys have leave them in the comments 16:50 down below and I'll see you guys in my 16:52 next video bye! 16:53 Ah heels ready crack discrepancy going on 16:57 up here somewhere mm-hmm. I set a brush 17:00 down for two seconds and it's gone 17:03 forever. Mm-hmm, let me check my teeth really quick. Sst.. chocolate peanut butter. 17:12</p>	<p>Make-up technique</p> <p>Explaining next step</p> <p>Holding product up</p> <p>Naming product</p> <p>Showing product holding it up in air</p> <p>Show end result</p> <p>Expressing fondness</p> <p>Speaking to audience Audience can request video</p> <p>Wrapping up</p> <p>Hoping that audiences watches next video</p> <p>Receiving a milkshake from somebody that is not visible on the screen (only a hand)</p>	<p>Advice on how to use product</p> <p>Naming product</p> <p>Showing product</p> <p>Advice on how to use product</p> <p>Showing finished look</p> <p>Two-way dialogue with audience</p> <p>Talking about new tutorial</p> <p>Encouragement to comment</p> <p>Saying goodbye to audience</p> <p>Frame of bloopers</p> <p>Make-up mistakes</p>	
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Desi Perkins Black Smokey Eye 15 min: <https://www.youtube.com/watch?v=RQbX0TspSlo>

	Open coding	Axial coding	Selective coding
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00:02 [Music]	Music playing		Identification
00:08 hey guys welcome back to my channel and	Confident pose with finished make-up look	Welcoming audience	Accessibility
00:11 so for today's video we're going to be	Looking in camera		Confidence
00:12 doing this deep dark blackest black	Closeup of make-up face	Explaining content video	Articulation
00:14 smoky eye I know smoky eye should be	Welcoming audience	Showing finished look	Expertise
00:16 very intimidating it even intimidates me	Explanation content/subject video	Explaining content video	Helpfulness
00:19 I've been doing makeup for a long time	Doing a smokey eye is difficult	Two-way dialogue to audience	
00:20 there's some black smokey eye photos in	Talking about her experience with make-up	Professionalism as an make-up artist	
00:22 my house that I would wish to never see		Personal story	
00:25 again I think it could be difficult to	Degree of difficulty of the tutorial	Humorous comment	
00:27 get the black to graduate into the brow			
00:29 bone without looking too overpowering or	Overall result		
00:31 too crazy right so I know we all can			
00:33 struggle with that when we first start	Struggling to do a smokey eye	Amplification of degree of difficulty	
00:35 doing a black smokey eye so I've picked		Resonate with audience	
00:36 up a few tips and tricks along the way	Tips and tricks in doing smokey eye	Showing professionalism	
00:38 that has made it so much easier for me			
00:40 so I wanted to really go in depth as to	Emphasizing on blending	Explaining content video	
00:42 what you need to do to blend it it is a			
00:44 lot of work but I feel like when you're	Explaining content video	Degree of effort	
00:46 done it's definitely worth it so you	First step tutorial	Resonate with audience	
00:48 guys are interested in this black smoky	Naming product	Two-way dialogue	
00:49 eye and then keep on	Showing packaging product in front of face closeup	Encouraging audience to watch video	

<p>watching 00:50 first thing we want to do is apply an 00:52 eyeshadow base this is the benefit Air 00:54 Patrol and I'm using my concealer buffer 00:57 brush 5 zoeva 00:58 gives me a nice even distribution all 01:02 over the lid you can see my lids are 01:03 like naturally pretty red so this 01:05 cancels everything out just so it gives 01:07 me a nice base I don't usually mind the 01:10 discoloration actually but when we're 01:12 doing a look where it's like very 01:14 precise blending you want to make sure 01:16 everything is nice and even before you 01:18 can see I'm making sure to buff it all 01:20 in especially towards the crease and 01:22 like out here just make sure you really 01:24 get even layer next also a very 01:27 important step when you're doing a lot 01:28 of blending is to set your eyeshadow 01:30 base and this is a BH cream and I'm 01:32 going to really pack this on starting up 01:35 under my brow that's where I like to put 01:37</p>	<p>Start of tutorial</p> <p>Showing packaging of product in front of face</p> <p>Naming product</p> <p>Showing close-up swatch of product on back of hand</p> <p>Showing product close to camera Naming product</p> <p>Personal product opinion</p> <p>Red eyelids</p> <p>Discoloration eye</p> <p>Explaining technique</p> <p>Important step</p> <p>Showing content product in front of face</p> <p>Naming product</p> <p>Make-up technique</p> <p>Personal preference</p>	<p>Showing product</p> <p>Naming product</p> <p>Showing product</p> <p>Showing product</p> <p>Naming product</p> <p>Personal product opinion</p> <p>Product characteristic</p> <p>Talking about own skin</p> <p>Product characteristics</p> <p>Talking about own skin flaws</p> <p>Advice on how to use product</p> <p>Showing product</p> <p>Naming product Advice on how to use product</p> <p>Advice on how to use the product</p>	
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<p>most of the product because it gives you 01:38 a nice brow bone highlight and then 01:40 bring it all down just make sure to set 01:43 everything so we're going to make 01:44 everything nice and smooth - don't be 01:46 afraid to bring your eyeshadow out all 01:48 the way over here because we're going to 01:50 clean it up with a makeup wipe after and 01:52 you just want to make sure that you 01:53 blend everything out words so when you 01:55 do clean it up you have a nice sharp 01:57 line and everything with gradients out 01:59 all the way instead of stopping abruptly 02:01 next I'm going to pick up a transition 02:03 shade this is orange soda by a ABH it's a 02:06 nice peachy tone I love this for the 02:08 transition shade another one similar is 02:10 peach smoothie from makeup geek by Eminem 02:13 that with my two to eight crease brush 02:14 fries away that's a nice fluffy brush 02:16 I am tilting my head back and I'm going 02:18 to apply this eyeshadow into the crease 02:21 and then slightly above</p>	<p>Make-up technique</p> <p>Make-up mistakes happen</p> <p>Make-up technique</p> <p>Blending</p> <p>End result is sharp</p> <p>Make-up technique</p> <p>Showing content product closeup in front of face</p> <p>Naming product</p> <p>Personal product opinion</p> <p>Naming similar product</p> <p>Quickly showing closeup of product</p> <p>Naming product</p> <p>Apply in crease</p>	<p>Advice on how to use product</p> <p>Showing product</p> <p>Naming product</p> <p>Shade of product</p> <p>Product characteristics</p> <p>Personal assertion product</p> <p>Naming similar product brand</p> <p>Showing</p> <p>Naming product</p> <p>Advice on how to use</p>	
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<p>the crease doing 02:24 a black smoky eye you really want to 02:25 have a transition shade because this is 02:27 going to be the first step to the 02:28 gradient of your eyeshadow look you need 02:31 a few shadows to grading it down before 02:33 you get to that really harsh black and 02:35 that's what makes it look a lot cleaner 02:37 smoother better okay if you get any 02:39 eyeshadow on your lid because that's 02:41 going to be blacked out anyway and 02:42 another trick I like to do is if for 02:45 some reason you feel like you're blend 02:46 went up a little too high right around 02:48 here go back into your brow bone 02:50 highlight you set your base with and 02:52 just kind of run it along the edges and 02:54 softly clean it up that happens to me 02:56 all the time and I just do that 02:58 so next I'm taking up rust and this is 02:59 from the melt cosmetics rough stacked 03:01 dwellst as you can see I'm going to 03:04 pick this up with a Smith</p>	<p>Transition shade</p> <p>Eyeshadow on lid is fine</p> <p>Trick for blending</p> <p>Make-up technique</p> <p>Trick to blend</p> <p>Happens to her all the time</p> <p>Showing content product closeup in front of face</p> <p>Naming product</p>	<p>product</p> <p>Discharge inexpertise audience</p> <p>Advice on how to use product</p> <p>Discharge inexpertise audience</p> <p>Showing product</p> <p>Naming product</p>	
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to 3/5 brush 03:06 we're going to place this right below 03:08 the orange soda shade so that the orange 03:11 soda is just slightly peeking through 03:13 and this is when we're going to start 03:14 building the shape so I'm really trying 03:17 to pinpoint this into the crease we're 03:20 going to start deepening everything up I 03:21 love this Smith brush if you guys saw my 03:24 video on my favorite brushes because as 03:26 you guys can see it's creating pretty 03:28 nice line here into the crease almost 03:31 like it's cutting the crease but then 03:32 the bristles that are below the 03:35 point here really help blend that out 03:37 can do like really good precision 03:39 blending work into the crease also what 03:42 I did when I did this makeup look was I 03:44 also mixed in a little bit of a BH 03:45 Sienna you guys haven't seen this 03:47 eyeshadow in a hot minute this one has a 03:49 slightly lighter color than the rest and 03:53 I just kind of went over the edges with	Naming product Showing product closeup in front of face Closeup of product Naming product As audience can see Creating nice line Bristles help blending Personal preference Naming product shade Showing content product closeup between two fingers Lighter color	Naming product Showing product Advice on how to use product Showing product Naming product Addressing audience Assertion product Product characteristic Combining product Naming product Showing product Product characteristic	
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03:55 that when it gives it like a nice sunsetty vibe			
03:57 and then I'm taking the orange soda			
04:00 shade one more time and I'm going to run	Naming product shade	Naming product	
04:02 that along the edges of everything we	Showing content product closeup between two fingers	Showing product	
04:04 just put down just in case you covered			
04:07 up too much of the orange soda or you	Run along edges	Advice on how to use product	
04:09 need a little bit of blending to happen			
04:11 this is what I feel like really makes			
04:14 the difference for me when I'm doing a			
04:16 black smokey eye before when I did a		Personal preference	
04:17 black smokey eye what I would do is I			
04:19 would pack the black onto the lid at		Make-up mistakes	
04:21 this point and then buff that out but I			
04:23 find that the black fades into the other			
04:25 color		Advice on how to use product	
04:25 a lot better if you apply it in the			
04:28 crease first blend it all out and then			
04:30 tack it onto the lid you see what I'm			
04:32 saying so I'm using the Melt cosmetics			
04:34 black eyeshadow this is called dark	Showing product closeup/quickly	Showing product	
04:37 matter super black. Love it. Some picking	Naming product	Naming product	
04:40 that up on a smith 230 brush here same	Personal product opinion	Personal assertion product	
04:43 thing we did with the	Showing product closeup	Showing product	

<p>other colors but 04:45 this time keep it as low as possible and 04:47 it's okay if you get it a little bit 04:48 onto you would start on the outside and 04:51 start blending it lay the brush this 04:54 outer part with the point going into the 04:57 crease and then I blend it through 05:01 because I don't want the black to go too 05:02 high that's the key right if I put the 05:04 black eyeshadow too far up in my crease 05:07 that's when it's going to start to look 05:08 like too crazy you know that's what's 05:10 scary if the black goes up too high and 05:12 don't pick up too much black eyeshadow 05:13 so I dipped my brush in and I'm going to 05:15 make sure that I blend all of this out 05:17 as much as I can before I apply more 05:19 black eyeshadow that's also key a lot of 05:22 rules and tricks to this to get it just 05:25 right but I look back at some of the 05:27 smoky eye as I've done and I was like 05:28 cool I was really into them when I was 05:30 19 I think black smokey eye when I'd go</p>	<p>in front of face</p> <p>Naming product</p> <p>Blending into crease</p> <p>Run eyeshadow over edges</p> <p>Blending the product</p> <p>Used to pack black on lid</p>	<p>Naming product</p> <p>Advice on how to use product</p> <p>Humorous comment</p>	
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<p>05:33 to the club to like underaged clubs you 05:35 know a thought and bopping out there 05:36 wearing black smokey eyes on the regular 05:39 so it all looks kind of crazy right now 05:41 a little messy right because it's all 05:43 over our lids gonna look fabulous once 05:46 we're done so first go at it now I'm 05:48 going to go back in again deepening it 05:50 up don't worry too much about the 05:55 outside looking too perfect because 05:57 we're going to clean that up it's going 05:58 to be sharp by the time we're done 06:00 sometimes you got to go back in with a 06:03 little bit of the Sienna shade just kind 06:05 of go over the block line that we made 06:07 there's a lot of blending that goes into 06:09 this look it's totally worth it when 06:11 you're done now that place that just 06:13 going over with my transition shade 06:15 brush lightly grating now moving onto 06:19 the lid if you really want the black to 06:22 be just like really dark a lot of 06:24</p>	<p>When she was 19 years she did smokey eye</p> <p>Looks messy now</p> <p>Don't worry about outside</p> <p>Using same product again</p> <p>Quick closeup of product</p> <p>Naming product</p> <p>Loving product</p> <p>Showing product closeup/quickly</p>	<p>Personal story</p> <p>Advice on how to use product</p> <p>Discharge inexpertise of audience</p> <p>Advice on how to use product</p> <p>Advice on how to use product</p>	
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<p>eyeshadows when you pack on black don't 06:25 look as deep so what I like to do I mean 06:27 even though this one's really really 06:29 dark what I like to do is first apply a 06:31 dark eyeshadow base or Inglot black gel 06:34 liner which is really really dark this 06:36 is probably the darkest 06:38 I have so I take that on a concealer 06:41 brush and we're just going to apply that 06:43 over the lid and this is what's going to 06:45 make it just deep and dark really work 06:48 it into your lashes too over here make 06:50 sure you apply most of it like towards 06:53 the lash base and then as you work up 06:55 going to have less product on your brush 06:56 which is what you want that way you 06:58 could just kind of lightly fade it into 07:01 the blending we already did don't want 07:03 to start with like the glob up here in 07:05 the crease because it'll be too heavy 07:07 and I like to keep less cream products 07:09 closer to my crease as well because if 07:12 you have hooded eyes or anything like</p>	<p>Personal preference</p> <p>Naming product</p> <p>Showing product closeup in front of face</p> <p>Blending product</p> <p>No brand named</p> <p>Applying over lid</p> <p>Working product into lashes</p> <p>Apply towards base</p> <p>Blending product</p> <p>Start in the crease</p> <p>Preference on products</p>	<p>Advice on how to use product</p> <p>Personal preference</p> <p>Naming product</p> <p>Showing product</p> <p>No brand named</p> <p>Advice on how to use product</p> <p>Advice on how to use product</p> <p>Advice on how to use product</p> <p>Personal preference</p>	
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07:14 that like sometimes it could get a			
07:15 little too slippery I don't find that			
07:17 that happens with English eyeliner but	English eyeliner is not slippery	Product characteristics	
07:19 if I were to use like for example a NYX			
07:21 jumbo eye shadow base that happens to me	NYX jumbo base is slippery		
07:24 where it creases up then we're going to			
07:27 pack on that same black eyeshadow with a			
07:29 little flat shader brush and tap off the	Use same shade	Advice on how to use product	
07:32 eye shadow distant nothing Falls doesn't			
07:34 matter anyways because I like to do my			
07:36 foundation afterwards so if you have	Like doing foundation afterwards	Personal preference	
07:38 fallout not a big deal and then cover			
07:40 that hold with space now it's cleanup	Reassure result to audience	Discharge inexpertise audience	
07:43 time so I'm taking a makeup wipe and			
07:45 cleaning up all the black under our eyes	Cleaning excess make-up		
07:47 and I just really sharpen up the edge	Using beauty product naming no brand	No brand named	
07:50 here so now picking up a black pencil	Sharpen edge		
07:54 liner this is scandal eyes Rimmel and			
07:56 just want really uncomfortably twist	Quickly holding up product in front of face	Showing product	
07:59 that up in your waterline since the	Naming product	Naming product	
08:02 eyeshadow is so dark you can't have any	Pinching in eye	Humorous comment	
08:04 skin peeking through once you apply your	Pigmented eyeshadow	Product characteristic	
08:06			

lashes so all going to get it all in 08:09 AH! between those lashes so I'm going to go 08:11 ahead and apply some mascara this is the 08:13 Tarte light camera flashes don't really 08:15 need a lot to small coat here then we're 08:18 just going to go ahead and apply some 08:19 falsies and I have to use some semi 08:22 dramatic ones because the eyeshadow is 08:24 so dark but you can't really see the 08:27 lashes if I were to use for example like 08:30 Iconics by House of lashes which is usually 08:32 my go-to, these are Camilla and these are 08:34 by Flutter lashes so you guys can see 08:36 they're super thick like really fluttery 08:38 Lashes. They are pretty. All right here we go 08:41 You can't even see them 08:46 Can you see them? Anybody see my lashes or not? You know they're 08:48 there in spirit they're there I'm going 08:49 to go ahead and prime my face using this 08:52 Smashbox primer water and then I'm going 08:56 to use my Armani luminous silk 08:57 foundation and 7.5 with my Beauty 09:00	Screaming shortly Naming product Quickly holding product in front of camera Applying fake lashes Pigment of eyeshadow Naming product that she is not using Talking about other favorite brand Comparing product Favorite product Personal preference Showing product in front of camera Naming product Personal product opinion Questioning if it is visible to audience Lashes not visible on screen but visible in spirit Naming product Quickly holding up product in front of face Naming product	Advice on how to use product Humorous comment Naming product Showing product Product characteristics Naming product Personal preference Naming product Addressing audience Showing product Naming product Personal assertion product Addressing audience Humorous comment Naming product Showing product	
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<p>Blender now what I like to do is apply 09:06 the matte next to nothing face color and 09:09 this is in dark they call this kind of 09:11 like a sheer luminous balm so I take 09:13 about two pumps of that with my Beauty 09:16 Blender you can go over your whole face 09:17 with what I usually do but I start where 09:19 I want it to be the most dewy which is 09:21 over here in this area of the face and 09:23 it does have a little coverage when you 09:24 apply it on top of more heavy coverage 09:26 foundation but by itself didn't really 09:28 cover anything it's not supposed to do 09:30 that's not what it's meant to do I apply 09:31 a little bit of this all over my 09:33 foundation and I looked so luminous when 09:35 I took photos just in person - it looks 09:38 really nice I was impressed which I'm 09:40 happy because when I did it when I wore 09:42 it without anything else just the 09:44 regular balm I was like oh man thought I 09:46 was going to love this product the 09:48 colors are a little bit warm</p>	<p>Showing product quickly in front of face Blending Personal preference Naming product Showing product in front of face Two pumps Personal preference Has little coverage Not good coverage Luminous effect of product Product is good for photos Product is good in person Thought she would love product</p>	<p>Naming product Showing product Personal preference Naming product Showing product Advice on how to use product Personal preference Product characteristic Disadvantage of product Assertion product Personal assertion product Disadvantage of product</p>	
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<p>I'm kind of 09:50 in-between because of the undertones of 09:52 all the colors this is OK for me now 09:54 because I'm a little bit tan right now 09:56 but it still did make me pretty warm but 09:58 once I apply like my concealer and 10:00 everything you can't really tell. I'm 10:01 gonna use a NARS creamy concealer in 10:02 biscuits this is kind of like a color 10:04 correcting concealer right here so I'm 10:06 applying this first just a little bit or 10:08 a lot of it blend that in concealer just 10:12 makes this smokey eye look so much 10:13 Cleaner. This is why you want to do your smoky 10:16 eye first and then do everything else 10:17 because it can get super messy and if 10:19 you try to do it before your under eyes 10:21 may look really dark and then to 10:23 brighten all that up I'm going to go 10:25 over that with medium in Becca aqua 10:28 limit concealer and also use that to 10:30 really sharpen up that part of the look 10:33 I'm sorry if I seem a little out of it</p>	<p>Personal preference Tan skin Warm colors Skin color is in-between Tanned skin Naming product Quickly holding product up in the air Concealer is color correcting Apply a certain amount of product Concealer makes eye look cleaner Explaining order of steps Otherwise ending up too dark Naming product Showing product quickly in</p>	<p>Personal preference Talking about own skin Naming product Shade of product Product characteristics Advice in what order to use products Talking about own skin Naming product Showing product</p>	
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10:35 like I swear every single time I work	the air		
10:37 out legs I just feel so unable to speak	Concealer sharpens look	Apologizing to audience	
10:41 So since we're here might as well just kind of	Tired of workout	Personal story	
10:44 sit at one time down the nose you know			
10:46 what the hell should come on hit it over			
10:48 here this is like a really extreme			
10:50 makeup look so when you highlight and	Applying product on nose	Humorous comment	
10:51 everything it looks really nice and just	Apply more product		
10:53 go ahead and blend that all out. So when			
10:58 you make this line up concealer make	Extreme make-up look		
10:59 sure you flip your to flip your beauty blender around and buff that	Blending product	Advice on how to use product	
11:01 line out after the eye shadow			
11:03 so you don't have like this white line	Importance of blending		
11:05 across			
11:05 simple so now I'm gonna go ahead and set	Make-up technique		
11:07 my concealer using the RCM a powder and			
11:09 this is the morphe 27 brush I'm just	Naming product	Naming product	
11:12 going to set this under eye part and	Quickly showing product in the air	Showing product	
11:14 then right around my nose area on the	Naming product	Naming product	
11:16 apples of my cheeks I'm going to go	Not showing product	Not showing product	
11:18 ahead and finish the eyes because they	Apply on under eye		
11:20 look super top-heavy right now and I		Advice on how to use product	
11:22	Apply on nose		

<p>want to give you guys to finish the look 11:23 of the eyes we're going to take this 11:25 dose of colors pencil brush and I'm 11:27 going to go into Sienna which is that 11:29 reddish shade and I'm going to start 11:31 smoking out the lower lash line starting 11:34 with most of the product on the outer 11:35 part connecting it to the black up here 11:37 and then smoking inwards bringing up 11:39 pretty low because once we put the black 11:41 liner on the lower lash line everything 11:44 kind of disappears a little bit so apply 11:46 it and then blend it all out with a semi 11:49 clean blending brush whatever you use 11:51 for your transition shade you could use 11:52 to blend out this lower lash part and 11:55 apply a little bit more on the outer 11:56 part of the eye here is where the black 11:57 will go down the lowest next we're going 11:59 to take the black liner that we used in 12:01 our waterline and we're going to apply 12:02 that in the waterline on our lower lash 12:05 line and also smoke it out</p>	<p>Apply on apple of cheeks</p> <p>Naming product</p> <p>Quickly holding up product in the air</p> <p>Smoke out lash line</p> <p>Smoking product</p> <p>Apply and blend</p> <p>Blending with brush</p> <p>Apply more product</p>	<p>Observation about eye make-up</p> <p>Addressing audience</p> <p>Naming product</p> <p>Showing product</p> <p>Product characteristic</p> <p>Advice on how to use product</p> <p>No brand named</p> <p>Addressing audience preference</p> <p>Advice on how to use product</p>	
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<p>pretty heavy 12:07 on the outer part it's really going to 12:09 connect to the top and the bottom so I'm 12:11 just building it up on this outer part 12:12 first and then as I go to the inner 12:15 corner of the eye I kind of make sure it 12:18 only goes in the waterline over here if 12:22 I make it too thick all the way in it 12:24 may close off my eyes a little too much 12:26 and then this gives it more of like a 12:27 caddy look then I take this tiny little 12:30 Morphe e36 brush with a little bit of 12:33 black eyeshadow and I'm going to smoke 12:35 that out and just kind of set it so I 12:37 barely dipped my brush into the 12:39 eyeshadow I just tiny tiny bit just 12:41 enough so I could smoke everything out 12:43 so now we have the black under the eye 12:45 really balances out at the top of our 12:47 eyes so we don't love like super crazy 12:49 if you need to go back in with a little 12:51 bit of Sienna 12:51 to just clean up those edges you can and 12:54</p>	<p>Showing product holding up in air again</p> <p>Apply liner</p> <p>Smoke out liner</p> <p>Apply liner on specific part of eye</p> <p>Close off eyes</p> <p>Naming product</p> <p>Quickly holding up product in front of face</p> <p>Using same black eyeshadow</p> <p>Dip brush into eyeshadow</p>	<p>Showing product</p> <p>Brand not named</p> <p>Advice on how to use product</p> <p>Naming product</p> <p>Showing product</p> <p>No brand named</p> <p>Advice on how to use product</p>	
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go ahead and pick up my bronzer this is 12:56	Clean up eye		
the Hoola by benefit this is the 12:57	Clean up edges	Advice on how to use product	
japonesque brush no lightly bronze the 13:02	Bronze face		
cheekbones and the forehead for me with 13:05		Discharge inexperience of audience	
a smoky I like to do more of just 13:07	Naming product	Naming product	
bronzer no blusher leaks I feel like the 13:09	Quickly holding product up next to face	Showing product	
eyes already so extreme I mean at least 13:12		Shade of product	
for me and what I got going on that I 13:14	Personal preference of not using blush	Personal preference	
like to just apply bronzer also going to 13:16			
take a little bit of that Hoola bronzer 13:18			
on a flat brush and contour the tip of 13:21			
the nose here and down I'm going to go 13:29			
in with this little foundation brush 13:31	Naming product again	Naming product	
trying to lightly tap over the contour 13:33	Contour nose with brush	No brand name	
so it doesn't look harsh I'm going to 13:37			
set my face with the Smashbox photo 13:39			
primary water and i like to do that 13:42		Advice on how to use product	
before i apply a little bit of highlight 13:44			
because it makes my highlight pop a 13:46	Naming product	Naming product	
little bit more I'm so sore right now 13:48	Quickly holding up product in the air	Showing product	
that when I move backwards my whole 13:51			
stomach is just like.. and for the 13:53	Set face before highlight	Advice on how to use product	
highlight I'm going to be			

<p>using gilded 13:54 honey by Laura Geller on the morphe 13:57 brush just kind of give a look to the 13:59 side and apply that on the top of the 14:01 cheekbone to keep its bow a little bit 14:04 on the chin a little bit on the tip of 14:06 the nose and up here on the bridge you 14:09 can apply blush if you want to I don't 14:11 want to so I'm not doing two and I think 14:14 that's it besides lips let me figure out 14:15 what lip color I'm going to do so I 14:17 don't really want too much of a like lip 14:19 color I'm just going to take oak by Mac 14:21 and just lightly run that over the lips 14:23 kind of all over you guys notice I just 14:29 like have a beauty mark all of the sudden I just did 14:31 it real quick kind of like a wash in 14:32 this color over the lips alright so 14:36 that's it for this dramatic smoky eye so 14:38 I hope you guys picked up a few tips and 14:39 tricks on how to get the black to 14:40 gradient a little bit easier with the 14:42 rest of the colors up into the brow bone</p>	<p>Sore from workout</p> <p>Naming product</p> <p>Quickly holding up content product in front of face</p> <p>Applying on chin and nose</p> <p>Give audience options</p> <p>Apply blush if audience wants to</p> <p>Undecided on lip color</p> <p>Naming product</p> <p>Showing product while applying</p> <p>Lightly add lipstick</p> <p>Added fake beauty mark</p>	<p>Personal story</p> <p>Naming product</p> <p>Showing product</p> <p>Advice on how to use product</p> <p>Preference of audience</p> <p>Naming product</p> <p>Advice on how to use product</p> <p>End result of make-up look</p>	
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14:44 I know putting the black in the crease 14:45 really helped me when I first picked up 14:47 that chip. I hope you guys enjoyed thank 14:49 you guys so much for watching and I'll 14:50 see you next video 14:53 mm-hmm sometimes you have to appreciate 14:55 the blend 14:56 [Music] 15:02 [Music]	Hoping audience picked up tips Giving tip again Personal preference Hoping audience enjoyed Thanking for watching Saying goodbye Fart noises Singing high pitch voice	Degree of difficulty Two-way dialogue with audience Advice on how to use product Personal preference Thanking audience for watching Encouragement to watch next video Saying goodbye Bloopers	
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Nikkie Tutorials:

[How to/tutorials/looks different products](#)

The ultimate glam tutorial 12 mins: <https://www.youtube.com/watch?v=GT23RjvMVLU>

	Open coding	Axial coding	Selective coding
00:00 hello guys it's me Nikki and welcome to 00:03 winter wonder weekday 4. It's the most 00:06 wonderful week of the year. Ding dong. Ok so for day 4 of winter 00:16 wonder week I thought it was fun to just 00:18 sit down and do a classic makeup 00:21 tutorial sit down do the makeup get the 00:24 glam and today I wanted to focus on a	Saying hi Introducing herself Christmas background Bare face Starts singing Christmas song and moving hands Doing a classic makeup tutorial Sit down and do make-up	Welcoming audience Showing bare face Explaining content video Two-way dialogue with audience Explaining tutorial	Identification Accessibility Confidence Articulation Expertise Helpfulness

00:26 very fun New Year's Eve look	Fun New Years Eve look		
00:28 Christmas is over and done with	Christmas is over		
00:30 so now let's focus on our next big thing	Focus on New Year's Eve	Personal story	
00:33 New Year's Eve. I have no idea what my	No plans for New Year's Eve		
00:35 plans are for New Year's Eve this year			
00:37 but I do know that when the clock			
00:39 strikes 12:00 I want to be glowing and	Glowing and glittering when clock strikes 12		
00:42 glittering so I got my hands on this			
00:45 glitter right here this is what they	Showing product next to face	Showing product	
00:47 call a magic hollow glitter basically	Explaining product		
00:50 today's the video I want to do Christine	Explaining intentions of video: making Christine proud	Referring to other Youtuber	
00:52 proud and just do a holo smokey eye			
00:55 for New Year's Eve I'm in space I got	I'm in space referring to cosmos background	Humorous comment	
00:58 holo in my hands and I am so excited	Expressing fondness for video	Assertion video	
01:00 for that is basically what today's video			
01:03 is gonna be all about is just sitting	Sitting down doing make-up		
01:04 down getting glam for New Year's Eve and			
01:06 playing with Holo and don't forget	Trying out product		
01:08 that at every end of every video during			
01:11 winter wonder week there is a giveaway	End of video there is a giveaway	Explanation giveaways	
01:13 so make sure you stay tuned until the		Encouraging audience to watch whole video	
01:15 very end to enter everything any further	More details at end of video		
01:18			

<p>ado let's let's get glam honey 01:28 all right so today for priming I want to 01:32 be a true Instagram legend is that going 01:34 to be priming using the farce Ollie 01:36 Unicorn essence. Pffft. Oh it is still going in my 01:44 mouth I don't know how they do it 01:48 because it runs like crazy and then 01:51 you're like it runs into your mouth. then 01:54 to mattify my t-zone area I'm 01:56 gonna go in with this right here this is 01:57 by Cover effects the custom blot drops 02:00 this right here is an oil control product 02:03 and this is going right on my t-zone 02:06 because you know I like my oil to be 02:08 controlled there. Hahaha. For foundation today 02:12 I'm using a brand new one that I've never 02:14 tried before this is Laura Mercier 02:16 flawless fusion ultra long wear 02:19 foundation in the color 02:22 one-and-two one-and-two vanilla vanilla 02:26 vanilla vanilla 02:39 and as I am doing my concealer I do want 02:43 to let you know that if you like the 02:45</p>	<p>Wants to be Instagram legend Showing product next to face Naming product Leaking product in mouth. Joke Making funny face Liquid make-up runs Showing product next to face Naming product Showing product next to face Control oily skin Speaking in low voice Showing product next to face Naming product Pronouncing vanilla with French accent in different ways Joke</p>	<p>Starting tutorial Referring to Instagram make-up artists Showing product Naming product Disadvantage of product Humorous comment Showing product Naming product Product characteristics Personal preference Talking about own skin Humorous comment Showing product Naming product Shade of product Humorous comment</p>	
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<p>earrings that I'm wearing right now so 02:47 these little spikey guys right here 02:49 they've been my latest obsession so just 02:52 a little heads-up that if you like those 02:55 today is a very special giveaway day 02:57 because I'm doing a giveaway here on my 02:59 channel but there's also a giveaway on 03:02 my Instagram at Nikkietutorials for 03:04 these earrings right here so go to the 03:06 post and it will tell you what to do to 03:09 enter yourself for this giveaway right 03:11 here and if you're in the mood to see me 03:18 compare a drugstore full-coverage 03:20 foundation to my Holy Grail foundation 03:23 then click on the video that appears in 03:25 the screen right now it's a nice little 03:27 battle I make a battle. You knew this 03:29 step was coming hah the fit me loose 03:32 powder in O5 I'm gonna set my under 03:34 eyes with that first we're gonna prime my 03:44 eyelid using this select cover-up 03:46 concealer by Mac this is not soft ochre 03:49 paint pop it I've been</p>	<p>Pointing to earring</p> <p>Her latest obsession</p> <p>Talking to audience</p> <p>Promoting earrings</p> <p>Giveaway on YouTube channel and Instagram</p> <p>Explaining how giveaway works</p> <p>Referring to other video</p> <p>Clickable link to other video in video</p> <p>Favorite product / holy grail</p> <p>Making a battle</p> <p>Audience should knew this was coming</p> <p>Naming product Showing product next to face</p> <p>Showing product close up</p> <p>Close up of eye</p>	<p>Two-way dialogue with audience</p> <p>Showing product</p> <p>Explaining giveaway</p> <p>Encouraging audience to participate in giveaway for this product</p> <p>Encouraging audience to watch other video</p> <p>Humorous comment</p> <p>Expecting audience to know she would use this product again</p> <p>Naming product</p> <p>Showing product</p> <p>Showing product</p> <p>Naming product</p> <p>Shade product</p>	
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<p>seeing a lot of 03:50 UK artists use this as a primer so let 03:54 me go ahead and try it too the first 04:04 shade of going in with is by the Zulu 04:07 palette by Juvia splays and it's the 04:09 fiery orange and I'm applying this into 04:12 the crease using a zoeva 2 to 7 brush 04:15 and go ahead and buff and blend that out big. 04:17 Once that is applied I go in with 04:28 the yellow and apply just a little bit 04:30 above as a softer transition and doing 04:33 so on a Mac two to one brush and you 04:36 definitely want to keep your brush very 04:37 soft to the skin so don't put too much 04:40 pressure on it just very small feathery 04:43 strokes this is one of those looks that 04:45 looks atrocious till the very last step 04:48 which is flashes so if at any point you 04:51 are recreating just looking you're like 04:53 oh my god what is this nonsense wait 04:57 till the very end don't give up apply 04:59 the lashes and boom! It pulls it together 05:01 honey same palette going in with the</p>	<p>Explaining product</p> <p>Showing product close up</p> <p>Naming product</p> <p>Naming product</p> <p>Blending eyeshadow</p> <p>Showing product close up</p> <p>Naming product</p> <p>Explaining technique</p> <p>Naming product</p> <p>Makeup is hideous until end</p> <p>Explaining make-up look</p> <p>Using palette</p>	<p>Inspired by makeup artist to try out product</p> <p>Unfamiliar with product</p> <p>Showing product</p> <p>Naming product</p> <p>Naming product</p> <p>Advice on how to use product</p> <p>Showing product</p> <p>Naming product</p> <p>Advice on how to use product</p> <p>Discharge fear of inexperience audience</p>	
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<p>05:04 purple and because we have applied the</p> <p>05:07 orange the purple is not going to grip</p> <p>05:10 onto the lid as much as you would do it</p> <p>05:12 on a clean base a trick to make your eye</p> <p>05:14 should a super super pigmented is by</p> <p>05:16 applying them over something sticky aka</p> <p>05:18 the concealer which was our first step</p> <p>05:20 but because we have applied the orange</p> <p>05:23 we have lost that stickiness so you will</p> <p>05:25 see that the purple looks very faded and</p> <p>05:27 messy until we go back in with something</p> <p>05:30 sticky to get that power back does that</p> <p>05:32 make sense</p> <p>05:33 so for this first portion it's gonna</p> <p>05:35 look very very messy but then we're</p> <p>05:37 gonna fix it a couple moments later I'm</p> <p>05:39 basically using the purple as a next</p> <p>05:40 transition step for the darkest color on</p> <p>05:42 the lid</p> <p>05:49 okay on the outer and inner corner of</p> <p>05:51 the lid on going into the Juvia's place magic palette</p> <p>05:53 and I want to go in with</p> <p>05:55 this shade right here and I'm applying</p>	<p>Showing left side of face with end result</p> <p>Showing product closeup</p> <p>Applying product onto sticky base</p> <p>Explaining steps</p> <p>Look is messy</p> <p>Purple as transition</p> <p>Showing product closeup</p> <p>Naming product</p> <p>Applying shade</p>	<p>Shade product</p> <p>Shade product</p> <p>Advice on how to use product</p> <p>Discharge fear of inexperience audience</p> <p>Shade of product</p> <p>Showing product</p> <p>Naming product</p>	
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<p>05:58 it right there but because we have lost 06:00 all stickiness from applying the shadow 06:01 over top of the base I'm reapplying a 06:03 bit of that concealer to get the 06:05 stickiness back for maximum coverage and 06:16 I personally love this shade even though 06:19 it's hard to blend but I love it because 06:21 it's a different twist than the usual 06:23 black now I'm cutting the lit using a 06:25 little bit of that same concealer and 06:27 I'm doing a spotlight smoky eye so it's 06:30 just focused on the center still working 06:36 with the Juvia's magic palette and 06:38 taking this shade right here to set the 06:40 sides of the lid that we just carved out 06:42 so going on this outer portion here 06:45 blending it in and also on the inner 06:53 portion here and also blending that and 06:56 now this look is finally starting to 06:59 come together it looked like a very hot 07:02 mess all this time but now we can see 07:06 something coming to the horizon and then 07:08</p>	<p>Apply concealer for coverage</p> <p>Personal opinion Praising product</p> <p>Different</p> <p>Cutting lit with concealer</p> <p>Focus on center</p> <p>Naming product</p> <p>Showing product closeup</p> <p>Set sides lid</p> <p>Blending colors</p> <p>Progress in makeup look</p> <p>Deep voice</p>	<p>Advice on how to use product</p> <p>Assertion product</p> <p>Disadvantage product</p> <p>Advice on how to use product</p> <p>Naming product</p> <p>Showing product</p> <p>Advice on how to use product</p> <p>Humorous comment</p>	
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<p>on that center portion I'm applying a 07:10 bit of the NYX glitter primer and then 07:12 finally sticking the holo glitter 07:15 overtop a holo party 07:32 all right quickly highlighting my brow 07:34 bone and highlighting my inner corners 07:42 using an icy blue highlighter shade 07:45 smoking out that waterline using a black 07:48 cole this is by Jouer and setting that 08:01 and smoking it out using a black shadow 08:04 and mine is also by Juvia's place called 08:06 Chad alright oh it's been very long and 08:12 intense but you made it and it's finally 08:14 time for lashes these are dull Beauty 08:17 lashes in Eva okay so I think this is 08:27 one of the most extravagant looks I've 08:29 ever done in my entire career 08:32 of course inspiration is taken from 08:34 Mitchell and Stacey Murray makeup artist 08:37 on Instagram those two are like my 08:40 biggest inspirations and when it comes 08:41 to makeup and basically I was channeling 08:44 them so I hope I do them proud as well</p>	<p>Quickly showing product</p> <p>Naming product</p> <p>Showing product</p> <p>Highlight eyes</p> <p>Showing product quickly</p> <p>Line waterline</p> <p>Naming product</p> <p>Naming product</p> <p>Quickly showing product</p> <p>Telling audience they made it</p> <p>Naming product</p> <p>Showing product closeup</p> <p>Extravagant looks</p> <p>Pop-up with Instagram pages of two makeup artists</p> <p>Inspiration from makeup artists</p>	<p>Showing product</p> <p>Naming product</p> <p>Showing product</p> <p>No brand named</p> <p>Assertion product</p> <p>Advice on how to use product</p> <p>Showing product</p> <p>Naming product</p> <p>Naming product</p> <p>Naming product</p> <p>Showing product</p> <p>Joking to audience tutorial is taking too long</p> <p>Naming product</p> <p>Showing product</p> <p>Talking about experience</p> <p>Inspired by makeup artist</p> <p>Assertion artists</p>	
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08:47 as well as Christine Holo Queen so	Christine is a Holo queen	Hoping to live up to makeup artists	
08:49 focusing on the face now the bronze next			
08:53 to nothing powder in medium dark. Brush	Naming product		
08:55 doing it. Bronzing, bronzing, bronzing. Hmm.	Quickly showing product holding up in air	Naming product	
grows	Humming	Showing product	
09:03 Contouring while we're at it	Contour face	Humorous comment	
09:06 creating cheekbones where there aren't.	Making weird faces		
Hahaha	Sarcastic laugh		
09:09 nice glowy blush on those apples and		Embracing natural beauty	
09:13 working it back. And for my glow I'll	Quickly showing product	Assertion product	
09:24 be taking this dull beauty dull light	Naming product	Showing product	
09:26 highlighter in Shine.. no. Like a		Naming product	
09:28 diamond it's called like a diam.. Do you see	Wiggling product		
09:31 that like a diamond and then to finish		Humorous comment	
09:39 For lips I think it's smartest too	Choosing lip color		
09:41 because this is so intense			
09:43 let's focus on this and not anything			
09:46 else except for the glow so I'm gonna go			
09:48 for nude glossy lips I just feel like it			
09:50 will give the most balance			
09:52 so first going in with the Jouer long		Personal preference	
09:54 wear lip cream liner in pink champagne	Naming product		
09:57 shimmer my favorite and then from	Quickly showing product	Naming product	
10:03 lipstick I'm gonna take this L'Oreal	Showing product again	Showing product	
10:04	Favorite liner	Shade of product	
	Showing product	Assertion product	

<p>Balmain urban Safari nude lipstick bomb oh 10:09 oh man baalmaahn 10:11 oh man artists balaah 10:17 and then over top to add some color and 10:19 depth this Fenty beauty lip gloss in the 10:23 color spi.. O, no it is a cosmic gloss. Cosmic gloss 10:26 in the color spacesuit and to seal the 10:35 deal some setting spray. And that guys 10:45 is this magical New Year's Eve glitter 10:48 smokey eyed I definitely love doing this 10:51 video because I was being a little bit 10:53 more creative and playing with color and 10:55 glitter of course so in my book that is 10:57 a success definitely let me know in the 10:59 comments down below what you think of 11:00 this look and what your favorite part 11:03 about it is. So that brings me to you 11:05 today's winter wonder winner and today's 11:08 winter wonder winner will win Juvia's place 11:10 magic palette this is one of my 11:13 favorite palettes plus it was one of the 11:15 main palettes used in this video to 11:17 create this look so I'm giving away</p>	<p>Naming product</p> <p>Showing product</p> <p>Pronouncing name in different ways</p> <p>Adding depth</p> <p>Pronouncing name in different ways</p> <p>Use setting spray</p> <p>Last step</p> <p>Expressing fondness of look</p> <p>Expressing fondness of color and glitter</p> <p>Audience can comment below</p> <p>Giveaway</p> <p>Naming product</p> <p>Showing product</p> <p>Favorite product</p> <p>Pallet used in video</p>	<p>Showing product</p> <p>Naming product</p> <p>Shade of product</p> <p>Humorous comment</p> <p>Naming product Showing product</p> <p>Shade of product</p> <p>No brand named</p> <p>Finished look</p> <p>Assertion makeup look</p> <p>Encouraging audience to comment</p> <p>Giveaway explanation</p> <p>Naming product</p> <p>Showing product</p> <p>Assertion product</p> <p>Assertion product</p>	
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<p>11:19 three magic palettes by Juvias and all you 11:22 have to do to enter yourself into this 11:24 giveaway is of course be subscribed to 11:26 my channel so if you're not, go subscribe 11:28 you have to like this video so go ahead 11:30 and give it a thumbs up and as a last 11:32 step you have to comment your favorite 11:34 eyeshadow color is the bronze is it gold 11:37 is it black is the brown is the pink is 11:41 a blue your favorite eyeshadow color 11:43 comment it down below do all those three 11:45 steps and you're entered into today's 11:47 winter wonder winner. That brings me 11:49 towards the end of this video I want to 11:51 thank you so much for watching again 11:53 that wraps up day four of winter Wonder 11:56 week and I cannot wait to see you 11:57 tomorrow for day five so I hope I will 12:00 see you then bye guys</p>	<p>Giving away three palettes</p> <p>Giveaway</p> <p>Subscribe to win pallet</p> <p>Like to win pallet</p> <p>Comment to win pallet</p> <p>Naming all colors</p> <p>Comment to win pallet</p> <p>Entering giveaway</p> <p>End of video</p> <p>Day four of winter wonder week</p> <p>Can't wait to see audience tomorrow</p> <p>Saying goodbye</p>	<p>Naming product</p> <p>Explaining giveaway</p> <p>Encouraging audience to subscribe</p> <p>Encouraging audience to like video</p> <p>Encouraging audience to comment</p> <p>Shades of product</p> <p>Encouraging audience to comment</p> <p>Thanking audience</p> <p>Encouraging audience to watch next video</p> <p>Saying goodbye</p>	
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Nikkie Tutorials: How to slay your holiday makeup look 14 mins: https://www.youtube.com/watch?v=qTgDrI3_Ypo

	Open coding	Axial coding	Selective coding
00:00 hello guys there's the plot twist for	Introduction	Welcoming audience	Identification
00:02 you just I've never done this before for	Opening tutorial without makeup	Showing bare face	Accessibility Confidence
00:04 the first time ever on my channel	Not first time		Articulation
00:06 probably not because I've been doing	9 years on YouTube	Two-way dialogue with audience	Expertise Helpfulness
00:07 this for nine years but I am opening a	No make-up	Humorous comment	
00:09 tutorial video with no makeup on hello	Nice Wednesday		
00:13 so on this a lovely Wednesday today I	Glam smokey makeup look		
00:16 want to do a very glam sexy smoky	Suitable for Thanksgiving		
00:21 sophisticated but most of all go lamb			
00:24 Thanksgiving makeup look and I want to I	Best selves	Explaining content of video	
00:27 just want everyone to feel beautiful and	Transforming together with audience		
00:30 amazing and their best selves basically	Sparkly turkey		
00:33 we're going to be transforming ourselves	Looking like a sparkly turkey is the goal		
00:34 into a sparkly turkey. GOALS! today gold so grab	Collect make-up		
00:37 your brushes, grab your shadows and let's	Glam up	Start tutorial	
00:40 get glammed together alright so today	Priming differently	Using different makeup technique	
00:42 I'm gonna be priming way differently			
00:44 than I usually do because I've been			
00:46 seeing people Prime with the most glowy	People priming with glowy products		
00:48 products on the market and then they put		Inspired by others	
00:51			

<p>foundation overtop and somehow it just 00:53 it just radiates through so I'm gonna be 00:55 trying that so I'm gonna be trying the 00:58 iconic London illuminator drops this one 01:01 is in the color Shan... Shh...shine... original so 01:09 gonna be playing this but also mixing in 01:11 with a Mac strobe cream just a warning 01:14 I'm gonna be looking like a radiating 01:16 tinman so wear sunglasses wear 01:19 protection baby shall I do with the 01:21 Instagram way I'm doing it I'm not gonna 01:23 miss this opportunity you're gonna do 01:24 with the Instagram way yes mmm yes what 01:32 my brand new shirt why do people do it 01:36 like that it doesn't make any sense and 01:38 then the best part. I am crying. Ah! And now we start 01:46 buffing it in baby 01:56 suddenly Instagram loves me why do 01:59 people do this I'm so confused okay then 02:03 so apparently this is an amazing dewey 02:06 primer that is gonna make you look like 02:09 a glowy Victoria's Secret model and you 02:12 know give me that</p>	<p>Foundation over primer</p> <p>Naming product</p> <p>Quickly showing product packaging holding up in air left hand next to face</p> <p>Pronouncing color of brand</p> <p>Quickly showing product packaging again holding up in air left hand next to face</p> <p>Showing other product holding in air next to face in left hand</p> <p>Naming product</p> <p>Looking like tinman</p> <p>Wear protection</p> <p>Wondering to self if putting make-up on the Instagram way</p> <p>This is an opportunity</p> <p>Doing it Instagram way</p> <p>Dripping product on new t-shirt</p> <p>Failing make-up technique</p> <p>Product drips off face</p> <p>Look like tears</p> <p>Buff product</p> <p>Instagram way will be liked</p> <p>Questioning if product will deliver good result</p>	<p>Naming product</p> <p>Showing product</p> <p>Humorous comment</p> <p>Mixing product</p> <p>Naming product</p> <p>Showing product</p> <p>Warning audience for glowing face</p> <p>Humorous comment</p> <p>Unfamiliar with makeup technique</p> <p>Advice on how to use product</p> <p>Humorous comment</p> <p>Questioning make-up technique</p> <p>Product characterization</p> <p>Product characteristic</p>	
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<p>please. For 02:15 foundation today I'm gonna be going in 02:16 with the Huda beauty faux filter in 02:18 the color angel food and mixing it in 02:21 with a drop of Jouer essential high 02:24 coverage cream foundation this is so 02:26 high coverage is insane and this is in 02:29 the color alabaster and applying this 02:31 using my morphe sponge oh and let me say 02:47 it again if you are new here and you 02:49 were looking for a natural finish this 02:52 is not the channel although I have told 02:55 myself to do a natural makeup challenge 02:57 this is probably an everyday look for 03:00 most people but for me it's an actual 03:01 challenge to go natural so I might 03:04 upload a video soon to do a natural 03:07 makeup challenge and I'm talking natural 03:09 things BB cream think naturalness think 03:13 natural for concealer gonna be using 03:16 this NARS complete note no soft matte 03:19 complete concealer in the color light.. no, 03:22 one and this is my favorite concealer as</p>	<p>Goal is to look like model</p> <p>Quickly showing product packaging holding up in air left hand next to face</p> <p>Naming product</p> <p>Quickly showing product packaging holding up in air left hand next to face</p> <p>Naming product</p> <p>High coverage</p> <p>Color of product</p> <p>Quickly showing product holding up in air right hand next to face</p> <p>Naming product</p> <p>Not the channel for natural makeup</p> <p>Most people do natural make-up</p> <p>Challenge to film natural look</p> <p>Uploading natural look soon</p> <p>Natural cream and concealer</p> <p>Quickly showing opened product holding up in air right hand next to face</p> <p>Naming product</p>	<p>Showing product</p> <p>Naming product</p> <p>Mixing product</p> <p>Showing product Naming product</p> <p>Personal assertion product</p> <p>Product characteristics</p> <p>Shade of product</p> <p>Naming product</p> <p>Showing product</p> <p>Addressing audience she will use a lot of makeup</p> <p>Personal story</p> <p>Ideas for future content</p> <p>Showing product</p> <p>Naming product</p> <p>Personal assertion</p>	
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03:24 of this moment		product	
03:26 look I've hit pan, I've hit pan. I love	Personal product opinion	Personal product preference	
03:29 that so much	Difficulty pronouncing color		
03:42 and I'm gonna bake my under-eye area	Product is almost empty	Personal assertion product	
03:44 using the Maybelline fit me loose	Loving product		
03:46 finishing powder alright so here we are	Naming product	Naming product	
03:53 before we start I do want to let you	Not showing packaging product only applying it on face	Not showing product	
03:54 know that throughout this look there are			
03:57 gonna be a couple of stages where you	Close-up of eye		
04:00 are gonna think to yourself oh my god			
04:02 oh my god I mean I definitely have those	Warning audience will be shocked	Discharge inexpertise audience	
04:05 stages throughout doing this look as			
04:06 well but I just want you to know that in	End result is fine		
04:08 the end everything will be just fine			
04:12 you're gonna look amazing for	Look good for Thanksgiving	Assertion video	
04:13 Thanksgiving or wherever you want to			
04:15 wear this look - but I just want to warn			
04:17 you that there are gonna be stages where	Audience will be shocked		
04:19 you're like oh my god what did we do and			
04:21 you know if at the very end you still	Unsatisfied with result		
04:23 don't like what you're looking at just			
04:25 throw glitter on top and you're fine	Use glitter	Assertion video	
04:26 alright so I'm already primed and now			

04:29 we're gonna move on to the first shadow			
04:30 I'm going in with this Morphe 39a			
04:33 eyeshadow palette and taking this color			
04:35 right here called cat eye and this is	Closeup of content product, edited arrow points at shade	Showing product	
04:38 going all the way into the crease and	Naming product	Naming product	
04:40 first and kind of stamping the color on	Close-up color		
04:42 in the shape that I want		Advice on how to use product	
04:44 and today in keeping this shape a little			
04:46 bit more rounded and by pressing the	Stamp color		
04:48 color in first into the shape that you			
04:50 like it you're gonna have minimal			
04:52 fallout	Round shape		
04:56 going all the way to the inner corner			
05:01 now that you've got this very intense	Intense shape eyeshadow		
05:04 shape you want to go in with a clean	Showing product quickly holding it half visible in front of camera	Showing product	
05:06 blending brush and buff out the edges			
05:08 and just use very light feathery strokes	Not naming product	No brand named	
05:11 you barely don't touch your skin and the	Light strokes		
05:14 bristles of your brush are barely moving			
05:16 that's how soft you want to blend this	Soft blending	Advice on how to use product	
05:18 out now I'm gonna take a little bit of			
05:23 the color Bear and this is gonna go	Closeup of content product, edited arrow points at shade	Showing product	
05:25 right in between where it's looking a		Not naming brand again	

<p>05:26 little messy and this is definitely one</p> <p>05:28 of those stages where you're like oh my</p> <p>05:30 god it's looking so splotchy it's</p> <p>05:32 looking so messy you're gonna be fine so</p> <p>05:39 after all of that you have something</p> <p>05:41 like this but you can see that in some</p> <p>05:43 spots the dark brown looks a little</p> <p>05:45 splotchy or ashy so I'm gonna go</p> <p>05:47 back in with the dark brown to kind of</p> <p>05:49 reinforce it now it's time to focus on</p> <p>05:58 that horizontal smoky spotlight eyes so</p> <p>06:02 I'm gonna go in with the Mac select</p> <p>06:03 cover up to carve it out you want to go</p> <p>06:05 right on the center of your eye kind of</p> <p>06:08 stamp the brush down and drag it down</p> <p>06:10 towards the lid</p> <p>06:22 now usually what you would do is set the</p> <p>06:25 entire mid portion of the lid and create</p> <p>06:28 a spotlight smokey eye for the</p> <p>06:30 horizontal one you first want to create</p> <p>06:32 a smokey liner so I'm going back in with</p> <p>06:35 a dark brown color on the lash line</p> <p>06:37 blending up then you</p>	<p>Audience will be shocked</p> <p>Messy look but result will be good</p> <p>Repeat same steps</p> <p>Showing packaging product holding up in air right hand next to face closeup</p> <p>Naming product</p> <p>Stamp brush</p> <p>Usually set lid</p> <p>Doing it horizontally</p> <p>Smokey liner</p> <p>Using same product</p>	<p>Discharge inexpertise audience</p> <p>Reassuring result to audience</p> <p>Discharge inexpertise of audience</p> <p>Advice on how to use the product</p> <p>Showing product</p> <p>Naming product</p> <p>Advice on how to use product</p>	
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<p>want to go in with 06:47 a shimmer that's sort of like a mid-tone 06:49 shimmer so it's not your lightest 06:51 shimmer 06:52 it's a mid-tone shimmer. I said that and I'm 06:55 using so glam from that same morphe 06:57 palette and your find this on top of the 06:59 concealer almost touching the far top 07:02 edge of the concealer but just leaving 07:04 that top edge bare now on the very top 07:10 edge we're gonna use this pigment by 07:12 Peaches and cream this is called Gatsby 07:15 and they're pigments are one of my 07:17 favorite pigments on the market so this 07:19 is going right on that bear edge until 07:27 you have something like this. Yummy. On the 07:32 waterline I'm applying the Jouer 07:34 cream eyeliner in black then setting 07:38 that with a black shadow I'm using the 07:40 one from the morphe palette and now 07:46 smoking that lower lash out, using 07:48 Evolve. And on the inner corner my 07:58 favorite festive gold. This one is 08:01</p>	<p>Using a different brush for applying eyeshadow that she did not named and not showed</p> <p>Advice on shimmer</p> <p>Mid-tone shimmer</p> <p>Aware of repeating herself</p> <p>Closeup of content product, edited arrow points at shade</p> <p>Naming brand product for second time (third time showed)</p> <p>Showing content product holding up in air right hand next to face closeup</p> <p>Naming product</p> <p>Advice on make-up</p> <p>Personal product preference</p> <p>Applying eyeshadow</p> <p>Not showing product only visible while applying</p> <p>Naming product</p> <p>Not showing product only visible while applying</p> <p>Naming product</p> <p>Not showing product only visible while applying</p> <p>Not naming product again</p> <p>Closeup of content product, edited arrow points at shade</p>	<p>Not naming product Not naming brand</p> <p>Advice to audience on product shade</p> <p>Showing product (third time)</p> <p>Naming product (second time)</p> <p>Showing product</p> <p>Naming product</p> <p>Advice on how to use product</p> <p>Personal assertion product</p> <p>Assert</p> <p>Not showing product</p> <p>Naming product</p> <p>Shades product</p> <p>Assertion product</p> <p>Naming product (third time)</p> <p>Not showing product</p> <p>Naming product</p> <p>Showing product</p>	
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everything 08:03	Personal product opinion		
[Music] 08:08	Music	Personal assertion product	
For Lashes I'm gonna be applying the 08:11	Naming product	Naming product	
top t lashes in T L 24 alright so that 08:22	Closeup product	Showing product	
is it for the horizontal spotlights 08:24			
smokey eyes I just had so much fun doing 08:27	Enjoying look	Assertion product	
this look because it's a different 08:29	Different shape		
shape for once and it's a new technique 08:31	New technique		
for one so big thumbs up to Stacey Marie 08:34		Naming product	
MUA on Instagram for inspiring me with 08:36	Thumbs up to makeup artist on Instagram	Showing product	
this and I hope this made you happy that 08:39			
I finally played with the morphe 3098 on 08:42	Showing product again	Assertion makeup look	
camera so now let's go on to cheeks also 08:46	Discount code in video for four seconds	New makeup technique	
again if you're new here foundation lips 08:48	Comment on pale lips		
hi it's much it's my fourth name after 08:50	Much is her fourth name	Inspiration from Stacey Marie	
extra brown smokey eyes and glowy it 08:54			
will all be over in about a minute or 08:55	Putting on make-up	Showing product	
two so I ordered this bronzer right here 08:57	Ordered bronzer	Naming product	
by Tom Ford and it is called the 09:01	Quickly showing product	Discount claimer	
ultimate bronzer in the car one gold 09:03	Naming product		
dust but 09:05		Joking about amount of make-up on face	
that's warm. Alright so let's compare 09:08	Shocked about color		
this is gold dust Tom Ford this is my 09:11	Showing color product		
usual from 3rd mm-hmm			

<p>I'm gonna mix up 09:15 the two because people are giving me 09:17 trouble for it because people want me to 09:19 use new bronzers and I am.. but how can.. 09:22 you why fix something when did I broke. HmMMM, I bronze I bronz I bronze up the face. Lala, hmm. 09:36 Quickly some additional contouring I 09:39 cannot live without you know with all 09:41 the turkey that's gonna go down my 09:43 throat I need to sculpt honey because 09:45 I'm gonna look bloated. For blush I am 09:47 gonna go in with barely legal by Kylie 09:50 cosmetics 09:54 now let's do some cheek carving I told 09:57 you we're gonna we're gonna look like 09:58 we're full we're gonna look full you 10:06 know this past week I applied this to my 10:09 jaw line to like cut my cheeks and at 10:11 the very end of doing my makeup I forgot 10:13 to take this off so I went out looking 10:17 like this 10:17 yes I walked out of the house looking 10:19 like this and my friend was like honey 10:22 is that a new trend and I</p>	<p>Showing her regular bronzer</p> <p>Audience wants to see new bronzers</p> <p>Stumbling</p> <p>Why use other bronzer if this one is good</p> <p>Singing about bronzing</p> <p>Contour face</p> <p>Die without contour</p> <p>Eating turkey</p> <p>Looking bloated after eating</p> <p>Contour will solve this</p> <p>Quickly showing product</p> <p>Naming product</p> <p>Carve cheeks</p> <p>Looking bloated</p> <p>Forgot blending makeup</p> <p>Went outside with stripes on face</p>	<p>Showing product</p> <p>Naming product</p> <p>Shade product</p> <p>Showing color</p> <p>Comparing products</p> <p>Mixing products</p> <p>Two-way dialogue with audience</p> <p>Questioning switching product</p> <p>Assertion product</p> <p>Joking about making face look smaller after eating turkey</p> <p>Showing product</p> <p>Naming product</p>	
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<p>ingredients in this is gonna make it 11:34 last all day long and I've been wearing 11:36 it everyday when I wear makeup and I 11:39 just did the Cupid's bow and the bottom 11:40 lip a little bit and then just rub it in 11:42 a little bit for that shimmer and oh my 11:44 god perfect lip pencil on planet earth 11:51 so see how I just did the top here for 11:54 some definition and then rub it in to 11:57 get that shimmer and make it a little 11:59 softer I love this stuff it's like 12:03 instant JLo lips in one go like look at 12:06 the difference that makes the top lip it 12:08 just makes it look so much more defined 12:11 okay now going to be applying two Jouer 12:14 Lip creams. The matte ones and the first 12:17 color is buff and for a highlight this 12:19 one is so special this is called Popeye 12:22 and it is a beautiful look at the gold 12:25 shimmer and some pop and I didn't think 12:41 I would want a gloss but I do and of 12:50 course in setting spray. And that guys 12:57 too includes this sexy</p>	<p>Using product everyday</p> <p>First top then bottom</p> <p>Perfect pencil</p> <p>Favorite product</p> <p>Loving product</p> <p>Looking like JLo</p> <p>Quickly showing product</p> <p>Naming product</p> <p>Showing both lip liners again</p> <p>Loving product</p> <p>Loving color of product</p> <p>Using gloss</p> <p>Setting make-up</p>	<p>Advice on how to use product</p> <p>Natural beauty</p> <p>Assertion product</p> <p>Product characteristic</p> <p>Assertion product</p> <p>Advice on how to use product</p> <p>Assertion product</p> <p>Advice on how to use product</p> <p>Assertion product</p> <p>Product characteristics</p> <p>Showing product</p> <p>Naming product</p>	
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<p>smokey 12:59 sophisticated most of all very very glam 13:03 Thanksgiving party look or just dinner 13:06 look or party smokey clubbing look it's 13:09 just a pretty awesome horizontal 13:12 spotlight inspired smokey eye inspired 13:14 of course by Stacy Murray makeup artists 13:17 on Instagram go check her out she's my 13:18 favorite makeup artist on planet earth 13:19 so yeah I had so much fun doing this 13:22 look for you I hope that if you 13:24 recreated that, you tag me on Instagram 13:27 or send me photos on twitter it's also 13:29 been a while since I did a true 13:31 old-school makeup tutorial instead of a 13:33 review and it feels so good to do 13:35 that again to just let the creative 13:37 juices flow and just that sounded so 13:39 dirty to just let that creativity go and 13:42 just get all the brushes and glam and 13:45 sit down and just enjoy the process of 13:47 it so I want to thank you so much for 13:48 Watching. For a full list of every single</p>	<p>Sophisticated look</p> <p>Horizontal technique</p> <p>Inspired by Stacy Murray</p> <p>Check her Instagram</p> <p>Praising artist</p> <p>Tag Nikkie on social media</p> <p>Been a long time since old-school tutorial</p> <p>Joking about word 'juices'</p> <p>Enjoy make-up process</p> <p>Thanking for watching</p>	<p>Shade product</p> <p>Comparing shades</p> <p>Assertion product</p> <p>End result look</p> <p>New makeup technique</p> <p>Inspiration from make-up artist</p> <p>Encouraging audience to check her Instagram</p> <p>Assertion makeup artist</p> <p>Assertion tutorial</p> <p>Encouraging audience to post photo of look</p> <p>Ideas for future content</p>	
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<p>13:51 product mentioned and used to go to my 13:52 description box below as always. If you 13:55 enjoyed watching this video then please 13:57 sort of get to give it a thumbs up and 13:58 subscribe 14:00 channel and definitely give this video a 14:02 thumbs up if you want me to do that 14:04 natural makeup challenge I want to thank 14:06 you so much for watching I love you so 14:08 much don't forget to drink your coke and 14:10 hopefully I will see you guys on the 14:13 next one and have an amazing Thanksgiving 14:15 and if you're not from America or 14:18 Canada or wherever 14:19 then just eat lots of food and think of 14:21 me because I'll be thinking of you 14:22 all right, bye</p>	<p>Referring to list with products in description</p> <p>Give it thumbs up</p> <p>Subscribe to channel</p> <p>Next video about natural makeup challenge</p> <p>Thanking and loving audience</p> <p>Coca Cola t-shirt</p> <p>Thanksgiving</p> <p>Also not Americans/Canadian</p> <p>Joking about thinking of audience</p> <p>Thinking of her audience during eating turkey</p> <p>Ending video</p>	<p>Humorous comment</p> <p>Assertion tutorial</p> <p>Thanking audience</p> <p>Encouraging audience to look at list of products</p> <p>Encouraging audience to like video</p> <p>Touching t-shirt</p> <p>Showing t-shirt</p> <p>Not naming brand</p> <p>Encourage audience to subscribe</p> <p>Encouraging audience to like video</p> <p>Ideas for future content</p> <p>Thanking audience Admiring audience</p> <p>Humorous comment</p> <p>Encourage audience to watch next video</p> <p>Wishing audience happy Thanksgiving</p>	
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		Humorous comment	
		Saying goodbye	

The natural makeup challenge 14 mins: <https://www.youtube.com/watch?v=RhyY-bQ64QU&t=32s>

	Open coding	Axial coding	Selective coding
00:00 hey guys it's me Nikki hello so welcome	Holographic backdrop	Introducing herself Welcoming audience	Identification Accessibility
00:02 to the most wonderful week today is the	No make-up		
00:08 kickoff the start of winter Wonder week	Styled hair and makeup clips in hair	Showing bare face	Confidence Articulation
00:11 2017 if you're new to my channel hello	Smiling confidently in camera	Welcoming new viewers	Expertise
00:14 it's so amazing to have you here every	Saying hi to new audience	Two-way dialogue with audience	Helpfulness
00:16 December every year I have a special	Start winter wonder week		
00:18 week and we called a winter wonder week	Welcoming new viewers	Humorous comment	
00:20 and is a week where I upload a brand new			
00:23 video every day for seven days and today	Explaining winter wonder week	Explaining content of video	
00:25 is number one I guess what this year I'm			
00:28 gonna make it even more special because	Seven videos for a week		
00:30 I have a really really fun surprise with			
00:33 every winter Wonder week episode so	This year extra special		
00:36 every day I will be doing a giveaway	Surprise for audience	Explaining giveaway	
00:38 towards the end of the video and my			
00:40 original plan was to kind of build up	Giveaway at end video		
00:42 and let the end of the week have the			
00:43 most amazing prizes out there but I must			
00:47 say that today's giveaway is pretty lit	Praising giveaway	Encouraging audience to participate in giveaway	

<p>00:49 as well so you definitely don't want to</p> <p>00:51 miss it so every winter wonder week day</p> <p>00:54 there's a giveaway towards the end of</p> <p>00:56 the video so you don't want to skip</p> <p>00:57 anything and if you skip this intro all</p> <p>01:00 the way towards the outer of this video</p> <p>01:01 just for the giveaway you're mean and</p> <p>01:03 rude and you shouldn't live your life</p> <p>01:05 like that but I understand please do</p> <p>01:08 come back because you don't want to miss</p> <p>01:09 out on the good stuff which is the</p> <p>01:11 makeup so in today's video I'm gonna be</p> <p>01:13 doing a video that has been so requested</p> <p>01:15 for me it has been so it has been such a</p> <p>01:19 thing for me because I've been dreading</p> <p>01:21 it since I started doing makeup you</p> <p>01:23 probably read it from the title already</p> <p>01:25 but today's video is gonna be my natural</p> <p>01:28 makeup challenge again if you're new to</p> <p>01:32 my channel um hello my name is Nikki and</p> <p>01:34 I am a full-coverage glow Queen addict I</p> <p>01:38 love a full coverage layer I love the</p> <p>01:42</p>	<p>Instructions giveaway</p> <p>Asking to watch whole video</p> <p>Good stuff is the makeup tutorial</p> <p>This tutorial is requested a lot</p> <p>Dreading this tutorial</p> <p>Natural make-up</p> <p>Nikki is a full-coverage gow queen addict</p> <p>She likes full-coverage</p>	<p>Encouraging audience to watch whole video</p> <p>Humorous comment</p> <p>Assertion video</p> <p>Explaining content of video</p> <p>Talking about experience as makeup artist</p> <p>Explaining content of video</p> <p>Welcoming new viewers</p> <p>Explaining she is not font of natural makeup</p>	
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<p>k-cup I love all the makeup the more the 01:44 Merrier. I'm not the channel that people 01:47 really go to for natural makeup tips so 01:51 natural makeup I can do it I mean I can 01:54 do it I've been working as a makeup 01:55 artist for so so long now and whenever I 01:58 do a photoshoot on models or I work for 02:00 TV people do natural stuff and I can do 02:04 it it's just not my favorite thing to do 02:06 and so when I have the option to do my 02:08 own makeup I take it on so 02:11 in today's video I'm gonna treat myself 02:12 like I'm my client I'm gonna trade 02:15 myself like I'm my model and if you 02:18 follow me on snapchat or Instagram 02:19 stories nikkietutorials you know that 02:21 over the last couple of weeks I've sort 02:23 of been experimenting with this I've 02:25 been trying more natural looks than 02:27 people on Twitter have been going crazy 02:28 because they were like wait you do know 02:31 how to do it what is this so today's 02:33 video is my natural</p>	<p>make-up</p> <p>Explaining type of channel</p> <p>Experience as make-up artist</p> <p>Natural make-up not favorite</p> <p>Treating herself as client or model</p> <p>Experimented with natural makeup on social media</p> <p>Audience went crazy on Twitter</p>	<p>Talking about experience as makeup artist</p> <p>Familiar with technique</p> <p>Explaining she is not fond of natural makeup</p> <p>Start tutorial</p> <p>Using different makeup technique</p> <p>Spoiling herself with makeup</p> <p>Audience doubting her ability to do a natural look</p>	
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<p>makeup challenge 02:35 welcome to winter Wonder week day 1 and 02:38 let the natural makeup commence real 02:50 quick before we begin can you tell that 02:52 I'm doing a natural makeup look so I 02:53 stacked on the jewelry I stacked on the 02:56 earrings I looked at this hair 02:58 holographic backdrop I'm gonna 03:01 compensate for not wearing a makeup 03:03 Factory on my face today oh my god I 03:04 don't even know like where to start 03:06 right now because I'm used to like 03:08 priming and then we'll whabem! Them alright 03:09 let's start off so the first thing I'm 03:11 gonna do is go in with my Hooda Beauty 03:13 angel-food. Oh noooo.. so the first thing I'm 03:16 gonna do is go in with my Jouer 03:18 essential high coverage. Hahahaha. I just wanna cover everything. Alright the first 03:23 thing I'm gonna do is to walk on my... 03:25 Jokes aside the first thing imma do 03:27 is prime and I'm gonna be priming..well 03:29 there's two options well there's a lot 03:31</p>	<p>Challenge</p> <p>Stacked on jewelry</p> <p>Holographic backdrop</p> <p>Stacked on jewelry</p> <p>Normally puts on whole make-up factory</p> <p>Uncertain about tutorial</p> <p>Showing product</p> <p>Naming product</p> <p>Giggling about high coverage</p> <p>Showing product</p> <p>Naming product</p> <p>Laughing</p> <p>Trying to be serious</p>	<p>Compensate natural makeup with jewelry</p> <p>Explaining she is not font of natural makeup</p> <p>Start tutorial</p> <p>Showing product</p> <p>Naming product</p> <p>Explaining she is not font of natural makeup</p> <p>Showing product</p> <p>Naming product</p> <p>Humorous comment</p>	
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<p>of options when it comes to makeup but 03:32 these are my two options right now what 03:34 I like to do when going for a more 03:36 natural look is really glowing it up 03:39 because you want to blind them to sort 03:43 of like not make them see that you're 03:45 not wearing all that much makeup my two 03:47 favorite options for this are the 03:49 amazing cosmetics illuminate primer 03:51 highlighter in glow I've been really 03:53 really loving this because I put this on 03:55 and my face is super duper glowy but it 03:57 also keeps any oils at bay another 03:59 option is strobe cream by Mac this one 04:03 is in the color silver light but I feel 04:05 like strobe cream by Mac just gives you 04:06 moisture and a dew and not really 04:09 anything priming wise so I I'm gonna mix 04:13 the two I'm gonna mix it too isn't it 04:16 weird how I can literally feel sad that 04:21 I'm not doing like a full glam look 04:23 right now 04:24 so used to the fact that when I sit down</p>	<p>Two options for natural look</p> <p>Blind people with glow</p> <p>Natural look</p> <p>Personal favorite options</p> <p>Holding product up</p> <p>Naming product</p> <p>Loving this highlighter</p> <p>Feature of product</p> <p>Showing product</p> <p>Naming product</p> <p>Moisture and dew</p> <p>Mix two creams</p> <p>Feeling sad for doing natural look</p>	<p>Personal preference</p> <p>Explaining she is not font of natural makeup</p> <p>Assertion product</p> <p>Showing product</p> <p>Naming product</p> <p>Assertion product</p> <p>Product characteristics</p> <p>Showing product</p> <p>Naming product</p> <p>Product characteristics</p> <p>Mixing product</p> <p>Explaining she is not font of natural makeup</p>	
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<p>04:26 in my studio that something very intense</p> <p>04:28 and glam is about to happen on my face</p> <p>04:31 and now there isn't and it's very hard</p> <p>04:35 for me to adjust and sort of give up on</p> <p>04:38 the full coverages I feel like this is</p> <p>04:41 turning into a documentary on me being</p> <p>04:43 addicted to full coverage Ness the</p> <p>04:44 reason part of the reason why I love</p> <p>04:47 full coverage foundation is because</p> <p>04:49 often you'll see that my ears are super</p> <p>04:51 super red this is the same for my entire</p> <p>04:53 face region when I get hot or it's warm</p> <p>04:57 in a room I get red I used to get</p> <p>05:00 bullied so much during PE for getting a</p> <p>05:03 red face and I was so ashamed and every</p> <p>05:05 even now to this day when I work out and</p> <p>05:07 I'm not wearing any makeup</p> <p>05:08 I'm I don't ever wear makeup when I'm</p> <p>05:11 working out but like when I work out and</p> <p>05:13 I get that red face I always feel so</p> <p>05:14 ashamed and self- conscious but I kind of</p> <p>05:16 learned to let go in the gym but for</p> <p>05:20</p>	<p>Used to glam</p> <p>Difficult adjusting</p> <p>Addicted to make-up</p> <p>Reason of addiction</p> <p>Ears are red</p> <p>Face is red</p> <p>Bullied about face</p> <p>Ashamed of red face</p> <p>Self-conscious about face</p>	<p>Explaining she is not fond of natural makeup</p> <p>Talking about own skin flaws</p> <p>Personal story</p> <p>Admitting insecurities</p> <p>Admitting insecurities</p>	
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<p>day-to-day life I rather cover up the 05:24 redness because it makes me feel 05:25 insecure what I want to do is conceal 05:27 definitely my under eyes and like any 05:29 like shadowy stuff on my face so I'm 05:32 gonna be starting off with the Charlotte 05:34 Tilbury retouch her now any product that 05:37 you feel like needs a little bit more 05:39 coverage in your routine apply to the 05:42 skin and let it sit there for a little 05:44 bit any product that you let dry on the 05:46 skin a little bit more will get more 05:49 coverage and more opacity all right so 05:51 now take them a beauty sponge and daven 05:53 it in although there's like literally 05:57 almost nothing to dab in I don't like 06:01 this I want to stop doing this challenge 06:03 and whip out the glitter now so my under 06:10 eyes crease and my eyes just in general 06:12 crease like crazy so I do have to set 06:14 that with a powder if I'm going for full 06:16 coverage or a natural coverage I need to 06:18 powder my under eyes</p>	<p>Reason using a lot of make-up</p> <p>Showing product</p> <p>Naming product</p> <p>Coverage and opacity</p> <p>Stop doing this tutorial</p> <p>Powder eyes or look like trash</p>	<p>Explaining she is not font of natural makeup</p> <p>Admitting insecurities</p> <p>Showing product</p> <p>Naming product</p> <p>Advice on how to use product</p> <p>Product characteristics</p> <p>Advice on how to use product</p> <p>Explaining she is not font of natural makeup</p> <p>Talking about own skin</p>	
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<p>because if I don't 06:20 they will look like trash 06:23 and lightly sitting around my nose using 06:27 the laura mercier 06:28 mache Mercy Mercy Merce somewhat using 06:32 the loose powder to kind of dab on the 06:35 shine let's focus a little bit on brows 06:37 I'm just gonna put a little bit of brow 06:39 gel in them this is by Dior this is 06:41 called the Dior show bold brow mascara 06:44 brow mascara and I'm just gonna brush 06:46 this through the hairs and define using 06:49 a little bit of concealer time for eyes 07:09 and for the eyes I like it to be super 07:11 super bear but highlight it and a tiny 07:13 bit of a lash so first that's prime so 07:16 I'm gonna prime my eyeballs using some 07:20 soft ochre Paint Pot by Mac so for eyes 07:23 I mean is one of my favorite palettes on 07:25 the market The Deuce by gvs place and 07:28 first I'm going to add a little bit of 07:30 definition using this shade right here 07:32 on the outer portion of my eye and this 07:35 is called berry mousse</p>	<p>Insecure about skin</p> <p>Showing product</p> <p>Naming product</p> <p>Pronouncing brand name differently</p> <p>Holding product up in the air</p> <p>Naming product</p> <p>Liking it bear and highlight eyes</p> <p>Prime eyes</p> <p>Holding product up in the air</p> <p>Naming product Favorite product</p> <p>Holding product up in the air</p> <p>Naming product</p> <p>Discount code in video</p>	<p>Admitting insecurities</p> <p>Showing product</p> <p>Naming product</p> <p>Humorous comment</p> <p>Advice on how to use product</p> <p>Showing product</p> <p>Naming product</p> <p>Advice on how to use product</p> <p>Personal preference</p> <p>Showing product</p> <p>Naming product</p> <p>Assertion product</p> <p>Showing product</p> <p>Naming product</p>	
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and this is going 07:37 mainly right here on that outer portion 07:43 for literally the tiniest bit of 07:47 definition 07:51 now I'm a highlight like crazy first 07:54 gonna go in with this color right here 07:57 and then a little bit of that color 07:58 right there as well to give a pinky 08:01 fresh highlight first I'm hitting it on 08:04 the inner corners now I'm starting to 08:08 like this video hello we have arrived 08:11 into this channel now we're talking 08:15 literally give me anything reflective or 08:18 shiny and I'll be alright I'll be okay 08:21 like see how that totally lives up the 08:23 look like all of a sudden I have 08:25 forgotten about my red cheek my red 08:27 jawline alright on to more fun stuff I'm 08:30 gonna curl my lashes and put some 08:31 mascara on them to bring back some depth 08:34 into this face into this blob of flesh 08:37 and if you don't know what I'm doing 08:40 right now I am heating up my eyelash 08:42 curler because I have	Showing product Naming product Showing product Not naming product Pinky highlight first Changing opinion on video Liking glitter Forgotten about red cheek Heating lash curler with lighter	Discount claimer Shade of product Showing product Naming product Showing product No brand named Advice on how to use product Assertion video Assertion product Admitting insecurities Admitting insecurities	
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<p>very straight 08:45 lashes that don't want to stay up if I 08:47 curl them so this is sort of like using 08:49 a hot curling iron on your lashes so 08:52 make sure it is okay to the skin I mean 08:54 you can curl it up to heaven to keep it 08:56 there right at the gates of heaven then 09:02 I go in with a waterproof mascara to 09:06 hold that curl up with the wrist okay 09:09 and then for a photo shoot earlier I cut 09:13 up a couple of wispy lashes and what I 09:15 did was I put him on the outer portion 09:18 of my eye to sort of still get that 09:20 flick of an eyeliner without the 09:22 eyeliner so putting three very wispy 09:25 lashes towards the end of the eye gives 09:27 you that nice little swoop and will give 09:29 your eyes a little bit more definition 09:35 see what that is doing it's giving you 09:38 the feel of a very cat I like a nerd 09:41 cat I but it's just a couple of flashes 09:44 towards the end of the eye I love this 09:47 trick right here this made the video</p>	<p>Straight lashes</p> <p>Curly effect</p> <p>Using product Not showing it, not naming it</p> <p>Leftover from photoshoot</p> <p>Feeling like a cat</p>	<p>Advice on how to use product</p> <p>Talking about own skin</p> <p>Assertion product</p> <p>No brand named</p> <p>No product showed</p> <p>Talking about professionalism</p> <p>Advice on how to use product</p> <p>Product characteristics</p> <p>Assertion product</p>	
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09:48 alright the light at the end of the	Loving trick		
09:50 tunnel is in sight so now I'm gonna	Light at end of tunnel	Advice on how to use product	
09:52 bronze my face you bring back some color		Assertion video	
09:55 and for this is going to be using medium			
09:57 dark next to nothing pressed powder by			
10:00 Mac for blush I definitely want to bring	Quickly holding product next to face	Showing product	
10:09 back that glow so I'm gonna go in with	Naming product		
10:11 this right here this is my Mac this is		Naming product	
10:13 an extra dimension blush in fairly	Wanting glow	Shade product	
10:16 precious and bring back that natural	Naming product		
10:18 radiance slash flesh I also kind of	Quickly showing product next to face		
10:24 graze it over my nose to bring back	Natural radiance on face	Product characteristic	
10:26 color over there as well and I'm			
10:29 definitely not holding back on the	Graze over nose	Advice on how to use product	
10:31 highlighter either so first I'm gonna go			
10:33 in with these Givenchy cheese slime	Using a lot highlighter		
10:35 highlighter which i just did a video on			
10:37 and this gives that very natural glow	Quickly showing product next to face	Showing product	
10:41 to the face so I'm gonna put this pretty	Naming product		
10:43 much everywhere and then wherever I want	Referring to other video	Naming product	
10:45 more of a glow I pack some nylon	Natural glow	Encouraging audience to watch other video	
10:47 eyeshadow by Mac over top notice how my		Product characteristics	
10:49		Advice on how to use	

<p>spirit is so much more uplifted now that 10:51 we have reached the stage of 10:53 highlighting and I must say after doing 10:55 blush and bronzing and doing the lashes 10:57 I am not noticing the less of a cover to 11:01 anymore but anyways let's uh this 11:04 highlight 11:15 all right so I've almost made it towards 11:18 the end of this natural makeup challenge 11:20 all that awaits me are my lips and I'm 11:22 going to go for a nude glossy lip first 11:25 I'm going to line using the Jouer pink 11:27 champagne shimmer long-wear lip liner 11:37 then a nice new lip and on top the Fenty 11:45 beauty gloss balm infinity glow 11:57 and last but certainly not least setting 12:00 Spray. And that guy's concludes this 12:08 natural makeup challenge it has been a 12:11 ride but oh my oh my we have made it 12:15 towards the end so in the end I 12:17 definitely like what I'm looking at I 12:19 feel like the eyes are so soft and 12:21 flirty I mean I could have gone with a</p>	<p>Showing product next to face Naming product Not noticing less coverage Next step is lips Nude glossy lip Quickly showing product next to face Naming product Quickly showing product next to face Naming product Not naming product Challenge was a ride Liking end result</p>	<p>product Showing product Naming product Assertion video Admitting insecurities Sharing confidence Showing product Naming product Showing product Naming product No brand named No product showed Challenging tutorial</p>	
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<p>12:23 little bit of a shorter lash but I mean</p> <p>12:25 who cares at this point I feel like the</p> <p>12:29 skin looks very dewy and healthy</p> <p>12:32 I could have toned down the bronzer a</p> <p>12:34 little bit again this is such a huge</p> <p>12:36 step for me in my makeup routine because</p> <p>12:40 I always pound it on and today it was</p> <p>12:43 such a change to like keep it light and</p> <p>12:46 to not go all the way so I hope some of</p> <p>12:48 you are proud of me because I kind of</p> <p>12:51 really am proud of myself for not taking</p> <p>12:53 it on and actually doing this challenge</p> <p>12:56 after like 12 years of not trying to do</p> <p>12:58 it so definitely let me know in the</p> <p>12:59 comments section what you like most</p> <p>13:01 about this look is that the lashes is</p> <p>13:03 that the glow is that the lips is that</p> <p>13:05 the jewelry is that the hair is that the</p> <p>13:07 backdrop let me know in the comments</p> <p>13:08 down below what you liked most about</p> <p>13:10 this video and that also enters you into</p> <p>13:12 today's winter wonder winner so for</p> <p>13:16</p>	<p>Uncertain about natural make-up</p> <p>Changing habits</p> <p>Hoping audience is proud</p> <p>Asking audience to comment</p> <p>Asking audience again for comments</p>	<p>Assertion video</p> <p>Shortcomings on look</p> <p>Talking about own insecurities</p> <p>Explaining she is not font of natural makeup</p> <p>Encouraging audience to comment</p> <p>Encouraging audience to</p>	
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<p>today's giveaway I'm giving away three 13:19 of the Duce eyeshadow palettes by juvie 13:22 s place three of you will be lucky 13:24 enough to get this palette right here 13:25 and recreate this very natural glowy 13:28 look and all I have to do is of course 13:30 we subscribe to my channel like this 13:32 video give it a thumbs up and comment 13:34 your favorite portion about this look or 13:37 about this video just let me know in the 13:39 comments section down below and that 13:40 enters you into this giveaway as always 13:43 winners will be contacted directly by me 13:45 through private messaging on YouTube and 13:48 I will let you know that it is me by 13:50 taking a photo of me holding this 13:51 palette and saying hey you won I hope 13:53 you are proud of me this has been such a 13:56 journey and things I've learned from 13:58 this is to just respect the process it 14:01 may look like a mess in the beginning 14:03 but in the end it all pulls through and 14:05</p>	<p>Giveaway palette</p> <p>Naming product</p> <p>Showing product</p> <p>Subscribe to channel</p> <p>Asking for likes</p> <p>Winners will be contracted</p> <p>Happy with end result</p>	<p>comment</p> <p>Encouraging audience to participate in giveaway</p> <p>Explaining giveaway</p> <p>Naming product</p> <p>Showing product</p> <p>Encouraging audience to participate in giveaway</p> <p>Encouraging audience to subscribe</p> <p>Encouraging audience to like video</p> <p>Encouraging audience to comment</p> <p>Explaining giveaway</p> <p>Encouraging audience to participate giveaway</p> <p>Admitting insecurities</p> <p>Assertion video</p>	
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<p>it just looks very very pretty and fresh 14:09 and sophisticated so I hope you're proud 14:11 of me and I'm definitely proud of myself 14:13 and if not you can always glam out that 14:16 hair wear a lots of jewelry or 14:19 sunglasses and act like it never 14:21 happened 14:21 thank you so much for watching winter 14:24 Wonder week day one and I cannot wait to 14:26 see you tomorrow bye guys</p>	<p>Talking about process</p> <p>Pretty and fresh result</p> <p>Thanking audience for watching</p> <p>Seeing audience tomorrow</p>	<p>Discharge inexpertise audience</p> <p>Assertion video</p> <p>Thanking audience</p> <p>Saying goodbye</p>	
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Chloe Morello

How to/tutorials/looks different products

Vacation make up 15 min: <https://www.youtube.com/watch?v=hMsbnt5IOaE>

	Open coding	Axial coding	Selective coding
<p>00:00 hi guys so I'm currently on my honeymoon 00:02 in the Maldives so I went to see my 00:04 lives because that's how I say it in 00:05 Australia and I got so many angry 00:07 messages saying I say it wrong well come 00:09 to Australia and say Melbourne instead 00:11 of Melbourne and then talk to me okay 00:13 here look at our beautiful</p>	<p>Introduction</p> <p>Welcoming audience</p> <p>Background is sunny Maldives</p> <p>Telling about vacation</p> <p>Talking about Australian accent</p>	<p>Welcoming audience</p> <p>Two-way dialogue with audience</p> <p>Personal story</p> <p>Humorous comment</p>	<p>Identification</p> <p>Accessibility</p> <p>Confidence</p> <p>Articulation</p> <p>Expertise</p> <p>Helpfulness</p>

<p>Villa we've 00:17 literally got the beach right there and 00:19 a pool and a swing chair or in kitchen 00:23 oh my gosh there's even a whole other 00:27 room upstairs this place is insane we 00:31 have got vlogs coming so so I'm going to 00:35 show you a couple of different types of 00:37 makeups my everyday makeup for when I'm 00:39 not filming and stuff and then the other 00:41 makeup for when I am shooting and 00:43 taking pictures because obviously most 00:45 people on holidays .. although would put on 00:47 as a bit of sunscreen right well not me 00:49 full glam a lot of the time or like 00:52 not eyes shadow but I wear like a lot of 00:55 face products and so I'm going to show 00:57 you those different looks 00:59 the first tip that I have is to use this 01:03 product a facial tanner this is the 01:05 James Reid express glow face mask 01:07 because I never put my face in the Sun 01:09 my body still gets in the Sun even 01:11 though it does have SPF whereas on my 01:13</p>	<p>Showing villa and beach</p> <p>Place is insane</p> <p>New vlogs coming</p> <p>Different looks</p> <p>Everyday vs photoshoot looks</p> <p>Putting on sunscreen</p> <p>Different looks</p> <p>Facial tanner</p> <p>Naming product</p> <p>Showing product</p> <p>Using sun protection</p>	<p>Showing scenery</p> <p>Assertion about location</p> <p>Explaining content video</p> <p>Personal preference</p> <p>Explaining content video</p> <p>Naming product</p> <p>Showing product</p>	
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<p>face I try to always wear a hat as well 01:15 as SPF so I need this so that my body 01:17 matches my face that way I don't need as 01:20 much coverage or even any coverage on my 01:23 face to feel like my face matches my 01:25 body and this one starts to turn your 01:27 skin after like 30 minutes you can put 01:29 it on overnight and it just helps to 01:31 keep your face looking nice and glowy so 01:34 I really recommend a product like this 01:35 but when you're on holidays I use it all 01:37 the time anyway this is my makeup bag 01:39 for traveling I just bought it at 01:41 Sephora it's really cool I liked it 01:43 because it was bright and colorful and 01:44 it's some nice size like personally I 01:47 don't think this is true B it's got 01:49 three flaps one I use for my face and 01:51 base products and one I use for my eye 01:54 products and then it's also got this 01:56 slot for your brushes. Sun cream that I 01:57 like to use for my face is the mirrored 01:59 Invisible blur one and I</p>	<p>Wearing a hat</p> <p>Coverage of makeup</p> <p>Discoloration face and body</p> <p>Put product on overnight</p> <p>Recommending product</p> <p>Using product all the time on holiday</p> <p>Place of buying</p> <p>Liking product because of packaging</p> <p>Storage of products</p> <p>Personal preference</p>	<p>Advice on skincare</p> <p>Talking about own skin</p> <p>Advice on how to use product</p> <p>Product characteristics</p> <p>Assertion product</p> <p>Personal preference</p> <p>Assertion product</p> <p>Assertion product</p> <p>Personal preference</p>	
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<p>bought this at 02:01 Nordstrom in the US I think they don't 02:03 have it at Sephora in Australia 02:05 so good guys I think Tony pann ostian 02:08 made this with Marad because it had her 02:11 face on the box and this one is SPF 30 02:14 PA plus plus plus this one treats blurs 02:18 and protects doesn't really have any 02:21 more info on their probably head on the 02:22 box so I just use a little bit and I 02:24 firstly put at the top of my forehead my 02:27 nose and my chin and then it blends out 02:31 really far and it's completely invisible 02:35 what can feel that's so many black kids 02:37 I mentioned yep and then for coverage I 02:41 have two options i have this Origins by 02:44 using SPF 15 which is actually just it's 02:47 just like a daily moisturizer with SPF 02:48 and it also has a slight tint to it and 02:51 this is the Josie maran argan matchmaker 02:53 serum foundation I'll just usually 02:56 decide in the morning if my skin is a 02:57 bit dry maybe I'll use the moisturizer</p>	<p>Naming product</p> <p>Quickly showing product</p> <p>Place of buying product</p> <p>Naming product</p> <p>Product blurs and protects</p> <p>Sun protection</p> <p>Apply on forehead and chin</p> <p>Invisible and blends</p> <p>Naming product</p> <p>Quickly showing product</p> <p>Naming product</p> <p>Quickly showing product</p> <p>Choose in morning</p>	<p>Naming product</p> <p>Showing product</p> <p>Naming product</p> <p>Showing product</p> <p>Product characteristics</p> <p>Advice on how to use product</p> <p>Product characteristics</p> <p>Naming product</p> <p>Showing product</p> <p>Comparing product</p> <p>Product characteristic</p> <p>Naming product</p> <p>Showing product</p> <p>Talking about own sin</p>	
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<p>02:58 and if not then I will use this serum 03:03 not sure if you can see that but there's 03:05 little tiny beige dots in here I'll put 03:08 it on my face Nina told me to get this 03:11 and I just bought it at Mecca so it goes 03:13 on white but as you blend it in it gets 03:17 some color 03:18 [Music] 03:26 and then the good thing is I've got my 03:28 lash extensions on and my eyebrows on 03:30 already so don't have to like worry 03:31 about that I'm going to show you how 03:33 this josie maran one works too now so 03:35 this is what the bottle looks like it's 03:39 a glass bottle so it's not great for 03:40 traveling to be honest comes out like a 03:44 white color a little bit thicker than 03:46 the other one got a little brown dots in 03:47 it similar to the other one but more 03:49 coverage so this one has no SPF so you 03:54 have to put it on over the top of some 03:56 cream 04:01 [Music] 04:07 see it working yeah it</p>	<p>Product used depends on skin</p> <p>Lash extensions</p> <p>Eyebrows on</p> <p>Naming product</p> <p>Quickly showing product</p> <p>Showing bottle</p> <p>Product is not great for travelling</p> <p>Coverage of product</p>	<p>Personal preference</p> <p>Advice on how to use product</p> <p>Not natural beauty</p> <p>Naming product</p> <p>Showing product</p> <p>Disadvantage product</p> <p>Comparing products</p> <p>Advice on how to use product</p>	
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<p>says it's self 04:10 adjusting so they don't have many shades 04:12 but it's supposed to just adapt to your 04:14 skin color and I do think it matches 04:16 really well and looks really nice so 04:18 this side has more coverage and is a bit 04:19 more matte or satin II this one's much 04:22 more hydrating so just kind of depends 04:25 on my mood of the day but this one has 04:27 more of a coverage because it's like 04:28 supposed to be a foundation right the 04:30 other one's just a moisturizer so on a 04:32 day where I'm not filming and stuff this 04:34 is all I would wear maybe a bit of brow 04:36 gel just so that the brow heads don't 04:37 like flap in the wind and then I just 04:40 hope and pray that my lashes are 04:42 definitely on the last leg like I'm not 04:45 enjoying the lashes right now but 04:47 they've been really good up until this 04:48 week and to be honest I have not been 04:51 taking care of them anyway need to brush 04:55 through these babies that's probably all</p>	<p>Not a wide shade range</p> <p>Adapt to skin color</p> <p>Which product depends on mood</p> <p>Coverage of product</p> <p>Adding brow gel</p> <p>Lash extensions are not good</p> <p>Lack of taking care</p>	<p>Disadvantage product</p> <p>Assertion product</p> <p>Product characteristics</p> <p>Personal preference</p> <p>Product characteristics</p> <p>Comparing products</p> <p>Personal preference</p> <p>Talking about own insecurities</p>	
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04:58 I would do maybe I would even put some			
05:01 eyebrows on just a little bit because I			
05:04 do have my eyebrows tattooed so they	Tattooed eyebrows		
05:05 only need a little bit probably just			
05:10 something like that			
05:12 and I really love the pixie brow tamer			
05:17 so there you have it so you can see the	Naming product	Naming product	
05:20 side with the origins is more shiny	Showing product	Showing product	
05:22 because it's a moisturizer and the side			
05:24 is the foundation so it's more matte and	Moisturizer is shiny	Product characteristics	
05:25 a bit more full coverage it's not super	Foundation is matte	Product characteristics	
05:27 high coverage but it's all you would			
05:30 need on holiday over that SPF so now I'm	Coverage of product	Comparing products	
05:32 going to show you how I do my foundation			
05:33 the rest of the time like more glam I'm			
05:37 just gonna take a face halo and take off	SPF in product	Explaining content video	
05:40 what I've done	More glam look		
05:43 the fresh one			
05:48 [Music]			
05:53 those halos are so good if you have lash			
05:56 extensions because you can use them		Assertion product	
05:58 safely around the lash extensions you're			
06:01 not allowed to use oily makeup remover	Praising lash extensions		
06:03 so these are amazing like		Advice on how to use	

<p>even when you 06:06 first get them done you can use it if 06:09 you're really careful not to get any 06:10 water on them we are shipping out of the 06:13 UK now so if you wanted to buy these but 06:15 you're scared of getting customs charges 06:17 you can now buy from the UK we also have 06:21 a subscription services so if you want 06:23 to have your face hialers replenished 06:25 every 3 6 or 12 months you can sign up 06:28 to have them automatically sent out to 06:30 you and it's just so handy okay clean 06:32 face ready to start again I'm going to 06:34 use the Murad Sun cream again and then 06:40 this foundation is such a good hug 06:42 coverage foundation these your way 06:44 essential foundation it's really thin it 06:49 would drip everywhere if you let it l 06:52 just apply it like this 06:59 [Music] 07:01 and then I like the color pop no filter 07:04 concealer for under my eyes put a bit 07:07 here too and then some around my mouth 07:10 because this foundation is</p>	<p>Careful with lash extensions</p> <p>Promoting</p> <p>Shipping product from UK</p> <p>Subscription services for product</p> <p>Start of tutorial</p> <p>Naming product</p> <p>Showing product</p> <p>Coverage foundation</p> <p>Substance foundation not good</p> <p>Spilling product</p> <p>Naming product</p> <p>Showing product</p>	<p>product</p> <p>Promoting product</p> <p>Naming product</p> <p>Showing product</p> <p>Product characteristic</p> <p>Advice on how to use product</p> <p>Naming product</p> <p>Showing product</p>	
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<p>pretty golden 07:19 how good does this all look up close I 07:26 put so much concealer on over the top 07:28 because that foundation is a bit too 07:30 bronzed for me I use it when I am faked 07:32 tanned at the start of the trip I was 07:33 faked hand and now it's worn off and 07:35 real tan has taken its place if I put 07:38 them on neutral concealer on and just 07:40 kind of spread out over the center of my 07:41 face you can really tone down a 07:44 foundation that's too orange so that's 07:46 my trick for you my eyebrows I use my 07:50 benefit precisely my brow I don't leave 07:54 the house without this on this is my 07:59 most used eyebrow pencil just because 08:00 it's so quick and easy for me and 08:03 especially because it's so good for 08:04 traveling like I do love gel eyeliners 08:07 in pots but they usually in glass pots 08:08 and that's really heavy so this is nice 08:10 and light for your makeup travel bag 08:13 this is the brush set that I packed</p>	<p>Color of product</p> <p>Bronze too dark for her skin</p> <p>Fake tan</p> <p>Orange tone foundation</p> <p>Tip eyebrows</p> <p>Product is easy and good for travelling</p> <p>Personal preference</p> <p>Good travel size</p>	<p>Assertion product</p> <p>Personal preference</p> <p>Advice on how to use product</p> <p>Advice on how to use product</p> <p>Assertion product</p>	
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08:16 it's a Bobbi Brown travel set that they			
08:18 had for Christmas a few years ago it's a	Naming product		
08:20 really good size and it fits like pixie	Showing product	Naming product	
08:23 brushes really well if it's the smaller		Showing product	
08:25 Sigma ones that like Sigma hope do		Product characteristics	
08:27 travel sizes sometimes and then it also	Naming product	Assertion product	
08:29 came with like a silver set so I've also		Naming product	
08:32 got you know a couple of other ones that			
08:34 manage to squeeze in here and it fits			
08:37 everything really nicely and it snaps	Travel sizes		
08:38 shut well actually there's a bit too			
08:40 much in there right now but it does snap			
08:41 shut so that's what I use instead of			
08:43 like my normal size brushes then I'll			
08:45 take my gimme brow from benefit I love	Naming product	Personal preference	
08:52 this product cuz it makes them look so	Quickly showing product	Naming product	
08:53 much thicker and then for the little		Showing product	
08:56 ones at the end that won't be tamed I'll		Assertion product	
08:58 take my pixie brow tema okay now they			
09:01 truly won't budge I cannot believe on	Naming product		
09:03 holidays I do like a full step route	Quickly showing product	Naming product	
09:05 routine a little bit of eyeliner just on		Showing product	
09:07			

<p>the outer lid 09:12 this is the tightest it's a double end 09:15 one so it's really good for travel and 09:17 just in general it's got a felt tip 09:20 liner on one end and then the gel pencil 09:23 on the other okay so that's on then that 09:30 just helps make my lash line look a bit 09:32 thicker and also lifts my eyes at the 09:33 end then I'm going to use the bad gal 09:35 bang from benefits then new mascara that 09:38 they just released this is the wand it's 09:40 got like a little plastic cone wand 09:42 it's got heaps of little plastic 09:44 bristles so I definitely feel like it 09:47 reaches all my lashes 10:02 god my eyelashes are so difficult to 10:05 work with right now because obviously 10:07 I've got extensions do love the mascara 10:09 though look at other side all of my 10:12 eyelid cuz my eyelashes are so long but 10:15 it is one of those mascaras you can just 10:17 flick away once it's dried which is one 10:21 of the things I didn't like about roller 10:23</p>	<p>Eyeliner on outer lid</p> <p>Good travel size</p> <p>Benefits of product</p> <p>Lifts eyes</p> <p>Naming product</p> <p>Quickly showing product</p> <p>Praising mascara bristle</p> <p>Unhappy with own lashes</p> <p>Extensions</p> <p>Feature of mascara</p> <p>Dislike roller</p>	<p>Advice on how to use product</p> <p>Product characteristics</p> <p>Personal preference</p> <p>Product characteristics</p> <p>Naming product</p> <p>Showing product</p> <p>Product characteristics</p> <p>Assertion product</p> <p>Admitting insecurities</p> <p>Talking about own skin</p> <p>Disadvantage product</p>	
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<p>lash I couldn't flick it away when I 10:25 would inevitably get it on my eye once 10:27 actually place the lashes where I want 10:29 them they look really good and this 10:30 mascara is definitely very good it stays 10:33 for a really long time I haven't had any 10:35 smudging even though I literally swim 10:36 with it in the water it's meant to last 10:38 like 36 hours but I'm not about to test 10:40 that out that is not healthy guys do not 10:42 leave your mascara on for that long and 10:44 it definitely doesn't wear your lashes 10:46 down I'll have to test that out properly 10:48 when I don't have extensions in but it's 10:51 meant to not wear your lashes down 10:53 because it has like Astro particles of 10:56 some kind of space technology that's 10:59 meant to be so light that your lashes 11:01 don't get weighed down for me I feel 11:02 like it wouldn't happen anyway because 11:04 my lashes are a favor 11:05 that's what it's meant to do and I will 11:06 test it once I don't have lash</p>	<p>Mascara is good</p> <p>No smudging</p> <p>Waterproof mascara</p> <p>Technology in mascara</p> <p>Lashes will not fall</p>	<p>Assertion product</p> <p>Product characteristics</p> <p>Product characteristics</p> <p>Lack of professionalism</p> <p>Personal preference</p>	
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<p>11:08 extensions so that's all done like</p> <p>11:11 that's the base but next I have well you</p> <p>11:14 might know by now that I release this</p> <p>11:16 palette with Pixie beauty this is the</p> <p>11:18 palette Chloe in romantic radiance I</p> <p>11:21 designed this while I was organizing the</p> <p>11:23 wedding so it has like wedding names</p> <p>11:26 romantic radiance it was all based</p> <p>11:28 around my love for Sebastian and stuff</p> <p>11:29 so it's just not all over faiths palette</p> <p>11:31 you can use these for absolutely</p> <p>11:33 anything we've got the blushes and then</p> <p>11:34 these are just they could be highlights</p> <p>11:36 they could be eyeshadows and this could</p> <p>11:38 be eyeshadow eyebrow eyeliner whatever</p> <p>11:40 you want and yeah it's just kind of the</p> <p>11:43 perfect palette to take away with you or</p> <p>11:44 use on an everyday basis so I'll put the</p> <p>11:47 color promise on it first it's more of a</p> <p>11:49 peach color it does have what might seem</p> <p>11:51 like a pointless mirror in there but I</p> <p>11:53 actually do get a lot of use out of it</p>	<p>Naming product (own product)</p> <p>Showing product (own product)</p> <p>Personal story about boyfriend</p> <p>Multifunctional makeup</p> <p>Palette for every day</p> <p>Explanation of color</p>	<p>Naming product</p> <p>Showing product</p> <p>Promoting product</p> <p>Personal story</p> <p>Assertion product</p> <p>Personal preference</p>	
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<p>11:55 and you can see like a good portion of 11:57 your face 12:01 this would be a nice subtle highlight 12:03 for people with tan - deep skin tones 12:06 but for pale people it's a really nice 12:10 peachy blush I'm going to add bouquet on 12:14 top I like to mix all the blushes I've 12:16 actually been wearing like all of them 12:17 together they have a really nice subtle 12:21 Sheen that just comes out as a glow so 12:24 it's not as much like a highlight so if 12:28 you wanted to put them over your cheek 12:29 bones really sparingly it will come out 12:31 really nice and glowy and then all of 12:34 these highlights you can use them 12:36 individually but I just kind of end up 12:38 mixing hoop together and watch this it's 12:45 really gorgeous 12:46 when pixie said they wanted to work with 12:48 me I immediately said I want to do 12:49 powder products because I love their 12:52 powder products and I was in love with 12:53 the line that they did with Aspen Mirian</p>	<p>Color suitable for people with tan skin</p> <p>Mixing products</p> <p>Glowy effect</p> <p>Start of collaboration</p> <p>Preference for powder</p>	<p>Assertion product</p> <p>Product characteristic</p> <p>Advice on how to use product</p> <p>Product characteristic</p> <p>Advice on how to use product</p> <p>Collaboration</p> <p>Assertion brand</p>	
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12:56 cuz they did powder face products and I	Explaining other collaboration with Aspen Mirian		
12:59 was like and I think they do like an		Collaboration other Youtuber	
13:01 amazing glow line so that's what I			
13:03 wanted to do with them and we came up			
13:05 with the most incredible product so			
13:07 there's that and I've got that on of	How product for collaboration got made up		
13:09 course been wearing constantly on this	Incredible product		
13:11 trip everyone's like walk she's done up		Assertion product	
13:13 for the beach and then I've got this			
13:15 bronzer that benefit gave me it says my	Naming product		
13:18 name	Showing product		
13:18 Chloe's hoola bronzer - and then I still	Naming product again	Naming product	
13:23 love this little Revlon brush	Showing product	Showing product	
13:36 and then the lipgloss I created is	Naming product	Naming product again	
13:38 called cake after wedding cake and it		Showing product	
13:42 has really gorgeous reflux in there I	New product for collaboration	Naming product	
13:45 like to wear it on its own but you can	Gorgeous reflux	Assertion product	
13:46 put it over the top of any lip product I		Product characteristic	
13:48 love the packaging I even got to pick	Pretty packaging	Assertion product	
13:50 like the color foil and everything and			
13:53 hopefully you can see sometimes the		Assertion product	
13:55 reflux don't show up when I try to film	Reflux not visible on camera		
13:57 it			

<p>14:08 it's not sticky it kind of feels like a</p> <p>14:11 gel consistency and it will look good on</p> <p>14:16 anyone because it's obviously a clear</p> <p>14:18 gloss just with all those beautiful</p> <p>14:20 reflex in there and it's also really</p> <p>14:22 nourishing gloss has heaps of good oils</p> <p>14:24 in it and it feels amazing okay so this</p> <p>14:27 is my finished holiday look it's really</p> <p>14:30 fresh it's definitely like full- on glam</p> <p>14:33 skin look at that blush up close and</p> <p>14:35 that highlight it's just melted into my</p> <p>14:38 skin and the gloss</p> <p>14:52 okay guys thank you for supporting me</p> <p>14:54 thanks for watching my holiday makeup</p> <p>14:56 video and I hope you enjoy I'm off to</p> <p>14:59 enjoy the rest of my honeymoon</p> <p>15:01 mwah</p>	<p>Consistency of product</p> <p>Clear gloss</p> <p>Nourishing product</p> <p>Full-on glam</p> <p>Highlight skin</p> <p>Thanking audience for supporting and watching</p> <p>Hoping they enjoyed</p> <p>Enjoying rest of honeymoon</p>	<p>Product characteristic</p> <p>Assertion product</p> <p>Product characteristic</p> <p>Assertion product</p> <p>End result makeup look</p> <p>Assertion look</p> <p>Thanking audience for watching</p> <p>Saying goodbye</p>	
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Bella hadid inspired tutorial 18 min: <https://www.youtube.com/watch?v=3gv1uezyjL8>

	Open coding	Axial coding	Selective coding
00:00 hi guys welcome back today I'm going to	Welcoming audience back	Welcoming audience	Identification
00:02 do a celebrity inspired makeup look I	Look inspired on a celeb	Explaining content video	Accessibility Confidence
00:04 haven't done that celeb inspired look in	Long time ago since doing this type of video		Articulation
00:06 ages I absolutely love Bella Hadid I	Adoring Bella Hadid	Personal preference	Expertise Helpfulness
00:09 think she's so beautiful and elegant and			
00:11 Patrick Tom, a makeup artist that I	Talented makeup artist Patrick Tom		
00:12 follow on Instagram who's super talented			
00:15 did her makeup in this amazing fierce	Tom did wing on Hadid	Inspired by makeup artist	
00:18 wing it looks absolutely incredible so	Incredible makeup	Assertion makeup look	
00:21 I'm going to recreate that look I've met	Recreating look		
00:23 Patrick before I was super excited he			
00:26 said that he'd seen my videos before and	Tom has seen Chloe's videos	Showing professionalism	
00:28 I freaked the fuck out I wish I knew		Admitting insecurities	
00:30 exactly what products he used in this	Understanding what products being used	Showing professionalism	
00:32 tutorial but Bella Hadid			
00:33 is the Dior face at the moment so I'm	Bella Hadid is Dior face	Naming brand	
00:36 going to try you as many do products as		Explaining content video	
00:38 I can my notification squad today I have	Notification squad	Encouraging audience to put notifications on	
00:40 a really good prize it's the Dior Addict	Good prize	Giveaway	
00:43 lip glow which is a really nice everyday	Naming product	Assertion product	
00:45 lipstick that is just clear but	Showing product	Naming product	
00:47 interacts with your pH of		Showing product	

<p>your lips and 00:49 it creates a really nice custom pink and 00:51 it's supremely hydrating and really nice 00:53 I wear them all the time you know I want 00:55 to my second or third tube right now and 00:58 I have a spare one so you just have to 00:59 make sure you remember of your 01:00 notification squad so subscribe and turn 01:02 the notification belt on and please 01:05 leave a comment after 12 hours is up I 01:06 will pick a winner and pin that comment 01:09 and reply asking for your contact 01:10 details so good luck guys I hope you 01:13 guys enjoy so I literally just had a 01:15 peel I did tell her that I'm gonna be 01:16 filming this so it wasn't too intense 01:18 but my skin is a little bit red and down 01:20 on my chest 01:21 - I flicked my hair up because Bella 01:23 Hadid has a really angular face and her 01:26 eyes are really like angled and I can 01:29 only get that look if I pull my hair 01:31 right back so I did that so the look 01:32</p>	<p>Interacts with PH of your lips Nice color Hydrating Wearing it all the time Third tube finished Spare lipstick Asking audience to put on notifications Asking to leave comment Picking a winner on comment Wishing audience goodluck Getting a peel Less intense peel because Chloe had to shoot this Red skin Bella has angular face Having same hair</p>	<p>Product characteristics Assertion product Personal preference Encouraging audience to put notifications on Encouraging audience to participate in giveaway Personal story Talking about own skin</p>	
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<p>appears to be I've only got like two 01:34 pictures to go off but it's a really 01:36 intense wing with not much color and 01:39 so I'm just gonna line up some tape when 01:41 I look at the picture the wing is lining 01:44 up kind of exactly with her lower 01:46 lashline so I'm going to use my lower 01:48 lash line as the guy okay is that okay 01:51 it's kind of stubby mixed stab stab in 01:54 my eye but I feel like I could be here 01:56 all day trying to line these up so I'm 01:58 just going to apply it as best as I can 02:00 and hope that it all goes well I'm gonna 02:03 start with eyebrows because I'm really 02:05 into that technique after going to the 02:06 makeup IRL masterclass this is the brow 02:09 chalk by Dior fellas eyebrows are really 02:12 kind of straightened up which I think 02:15 helps adds to the angular look to her 02:17 face so I'm just straightening them out 02:19 Spock style by removing my arch like 02:23 coloring it in and then adding more 02:25 color to the tail of the</p>	<p>Intense wing</p> <p>A lot of color</p> <p>Putting tape on face</p> <p>Stabbing eye</p> <p>Taking all day putting eye liner on</p> <p>Applying liner as best as she can</p> <p>Starting with eyebrows</p> <p>IRL masterclass</p> <p>Showing product</p> <p>Naming product</p> <p>Chalk is straightened</p> <p>Angular look</p> <p>Straightening out</p>	<p>Start of tutorial</p> <p>Humorous comment</p> <p>Discharge inexperience of audience</p> <p>Admitting insecurities</p> <p>Showing professionalism</p> <p>Showing product</p> <p>Naming product</p> <p>Product characteristic</p> <p>Advice on how to use product</p>	
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<p>brow above it 02:28 just using a brush to shape it a little 02:31 bit they're really messy but I'm going 02:32 to go in with concealer and all that 02:34 stuff now benefit can seal out on 02:37 a brush but eyebrows are definitely 02:46 really natural but I can't really 02:48 achieve that while also trying to change 02:51 my brow shape so I'm gonna end up with 02:53 instagrammy brows all over the eyelid 02:56 this is not a great brow pencil if you 02:59 have to change a brow shape it's super 03:01 chunky and you absolutely cannot be 03:03 precise with it would only recommend 03:04 this if you're really happy with your 03:06 natural eyebrow shape and you're just 03:07 trying to fill in gaps or just trying to 03:09 thicken up what you've already got okay 03:10 so I've got my brows on I've got 03:12 concealer all over my eyelids and I'm 03:15 going to set all of that with the Le mer 03:18 powder I know Patrick really likes 03:20 Le mer foundation so I'm gonna assume</p>	<p>Shaping with brush</p> <p>Conceal eye</p> <p>Eyebrows of Bella are natural</p> <p>Achieve same effect</p> <p>Instagram looking eyebrows</p> <p>Not great pencil for shaping</p> <p>Only recommend pencil when you like your natural eyebrow shape</p> <p>Natural eyebrow shape</p> <p>Filling in gaps</p> <p>Thicken brow</p> <p>Naming steps that are done</p> <p>Naming product</p> <p>Using same product as</p>	<p>Talking about own skin</p> <p>Inspired by Instagram</p> <p>Disadvantage product</p> <p>Naming product</p>	
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<p>03:22 that he has this powder and I'll just 03:25 letting everything out with my finger 03:27 and then 03:28 over the top including the eyebrows the 03:32 liner is obviously the most important 03:33 part I'm going to do it before I do any 03:36 eye shadow even not even sure I'm even 03:38 going to do eyeshadow but I just want to 03:40 get this in first so that if I stuff it 03:42 up there's not going to be a shadow on 03:44 there to fix or anything so I'm going to 03:46 use my BH Cosmetics gel liner this is 03:48 the Studio Pro eyeliner and it's awesome 03:51 I'm going to take the gel eyeliner on a 03:55 Kylie cosmetics brush I'm holding a 03:59 mirror with my hand so that I can keep 04:00 my eyes open. That way I can see how it 04:02 will look long my eyes are actually open 04:08 I'm still being careful with my brush 04:10 even though I have the guide there using 04:12 the picture as a reference and when she 04:14 has her eyes open you can see that a 04:18 wing kind of just sweeps</p>	<p>make-up artist</p> <p>Assuming he has same powder</p> <p>Putting powder on eye</p> <p>Liner is most important</p> <p>Not sure what products she is going to use</p> <p>Quickly showing product</p> <p>Naming product</p> <p>Naming product</p> <p>Quickly showing product</p> <p>Using hand mirror</p> <p>End result</p> <p>Careful with brush</p> <p>Picture as reference</p>	<p>Inspiration from makeup artist</p> <p>Advice on how to use product</p> <p>Showing product</p> <p>Naming product</p> <p>Shade of product</p> <p>Naming product</p> <p>Showing product</p> <p>Advice on how to use product</p>	
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<p>in and meets at 04:20 her crease which is about there for me a 04:25 little mark up for myself when I get 04:29 around to sweeping the wing in I'll just 04:32 start building up the liner at the outer 04:34 corner connecting it now to that little 04:36 marker in me so I'm just doing it really 04:39 lightly so I've got a guide once you've 04:41 got the saturation of color on it will 04:43 be really difficult for me to fix it so 04:44 I'm just going in really lightly with 04:47 that so I actually think it was a lot 04:51 thicker than this but I'm just gonna 04:52 leave it like that and try to match the 04:55 other side and then I'm going to go in 04:56 with more intensity so I've got more of 04:58 my brush I'm just gonna start slowly 05:01 building it up and going backward and 05:03 forward on both eyes so that I'm really 05:05 making sure that I'm matching them 05:10 [Music] 05:14 if I feel like I've gone up too far on 05:17 one I can just take the concealer brush 05:20</p>	<p>Looking at picture as reference</p> <p>Sweeping wing in</p> <p>Building makeup on outer corner</p> <p>Using picture as reference</p> <p>Difficult to adjust mistake</p> <p>More product for intensity</p> <p>Building product up</p> <p>Match both eyes</p>	<p>Naming product</p> <p>Showing product</p> <p>Advice on how to use product</p> <p>Discharge inexperience audience</p>	
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<p>and fix it up because it's not fully 05:23 saturated yet when I want to go all in 05:25 with the color I'll just focus the 05:28 product on.. what is that 05:32 not really? Gonna start with the brush 05:35 right at my lashline so that's where the 05:37 saturation of product is I just really 05:44 want a really opaque black eye line in 05:47 there at the moment okay now I'm gonna 05:49 take this off it worked it worked it 05:54 worked 05:55 okay other eye going in just to fix up 06:03 any buckling when you're finished using 06:07 your brushes just swivel it around in a 06:11 face halo like an old one if you've got 06:14 any old ones and they work really good 06:16 for color switches on your brushes this 06:17 product here is called the L'Oreal super 06:20 liner smoke kissimmee and it's actually 06:23 a little container of powder that has 06:26 this attachment to it and a little bit 06:29 of powder goes on the tip of the brush 06:30 and you can use it to smoke out your 06:32</p>	<p>If a mistake happens, you can easily fix it</p> <p>Not fully saturated</p> <p>Focus product on lash line</p> <p>Ripping tape off</p> <p>Getting tape off worked</p> <p>Fixing mistakes</p> <p>Naming product</p> <p>Showing product</p> <p>Little container</p> <p>Powder on tip</p>	<p>Disadvantage of product</p> <p>Advice on how to use product</p> <p>Assertion makeup look</p> <p>Advice on how to use product</p> <p>Naming product</p> <p>Showing product</p> <p>Shade of product</p> <p>Product characteristic</p>	
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<p>liner I actually really like it a lot so 06:35 I'm just going to use that to smoke out 06:40 the top of the liner 06:48 so I'm just petting that over the liner 06:51 and then I'm going to go over it with a 06:53 brush to very carefully blend it out you 07:00 can do it with the actual applicator but 07:03 it's a little bit chubby so it's a bit 07:05 difficult to maneuver it over the eye 07:07 which is like really fiddly to do the 07:10 blending I will take a pencil brush this 07:12 one is from zueva make sure it's nice 07:15 and clean 07:16 then you can just start working over the 07:18 top little backwards and forwards lines 07:22 parallel to the eyeliner or just 07:25 following what's already there come say 07:35 hi 07:35 this guy just got back from the gym 07:37 he wants to do show-and-tell of his new 07:39 mug that says don't make fun of my 07:42 mother because... it's huge oh my god that 07:48 is huge, hand scale, same shit different 07:53 Day. I love it it's like as</p>	<p>Smoking out liner</p> <p>Petting over liner</p> <p>Blending out product</p> <p>Applicator is chubby so difficult to maneuver</p> <p>Quickly showing product</p> <p>Naming product</p> <p>Backwards and forward lines</p> <p>Boyfriend saying hi</p> <p>Showing mug</p>	<p>Assertion makeup look</p> <p>Advice on how to use product</p> <p>No brand named</p> <p>Disadvantage product</p> <p>Showing product</p> <p>Naming product</p> <p>Advice on how to use product</p> <p>Personal story</p>	
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big as your 07:56 Head. Take a little clean 08:01 pencil brush with a bit of Le mar powder 08:03 on it and I'm just using that again to 08:07 really make sure it's really perfectly 08:08 blended I'm really happy with the 08:12 thickness of this one but the right one 08:15 is just needing a little bit more so I 08:18 will dab into that area 08:27 okay that's looking good to keep 08:30 everything really sharp I'm just taking 08:33 the concealer brush with nothing you 08:34 want it and using it to just make sure 08:38 that the triangle or the ankles of the 08:40 liner are really contained there's a 08:42 little bit more eyeliner in the brush 08:44 I'm just gonna work it into the lash 08:46 line kind of letting it go over the 08:51 waterline but not too much because I 08:53 don't want it to transfer onto my lower 08:55 one now I'll just curl the lashes I've 09:03 got these Dior mascaras wasn't like 09:06 super mega impressive them but it is a 09:09 pretty iconic once called	Mug is size of a head Pencil brush Naming brand Blend it Happy with thickness Dab into area No brand named Eyeliner leftover in brush Use left over product Be carefull with waterline Do not want it to transfer in lower waterline Curl lashes Naming product Showing product	Humorous comment No brand named Naming brand Advice on how to use product Assertion product Assertion makeup look No brand named Advice on how to use product Giveaway explanation Disadvantage product	
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<p>your show I do 09:11 think there are better ones now but 09:13 anyway this is the primer I've never 09:14 been into lash primers but I just kind 09:16 of intrigued when I saw it in my drawer 09:18 but I remember last time I would have 09:20 used this so then for mascara this is do 09:23 your show it's got a classic mascara 09:26 wand which I really like I eat my words 09:32 I really like this mascara maybe it's 09:34 actually really good on that primer it's 09:38 making my lashes really thick and it's 09:41 sitting nicely not gonna do the lower 09:44 lashes I did get a little bit on my 09:46 eyelid so I'm just gonna use the old 09:48 concealer brush again with nothing on it 09:51 to swipe that off there's only a little 09:53 bit Dior has this fix it color 09:57 two-in-one Prime and color effect 09:59 concealer this one's peach and if you 10:02 can see that it's the color corrector 10:04 surrounding I think it's like an eye 10:06 balm so I'm just gonna draw it straight 10:08</p>	<p>There are better mascaras than this one</p> <p>This is an iconic one</p> <p>Never been into primers</p> <p>Curious about effect</p> <p>Classis mascara wand</p> <p>First impression</p> <p>Primer is working</p> <p>Naming product</p> <p>Quickly showing product</p>	<p>Comparing product</p> <p>Product characteristic</p> <p>Assertion product</p> <p>Product characteristic</p> <p>Talking about own skin</p> <p>Talking about insecurities</p> <p>Advice on how to use product</p> <p>Naming product</p> <p>Showing product</p> <p>Product characteristic</p>	
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<p>over my skin 10:12 Oh Lord there was eyeliner there 10:19 checked that I'm just going to use a 10:22 foundation brush just so that it's quick 10:25 obviously be very careful of the 10:27 eyeliner that I just spent half my adult 10:29 life finishing. My eyes are kind of flaky 10:32 under there I think from my facial so 10:35 there's that before I move on to 10:37 foundation though I'm going to use the 10:38 glow Maximizer light boosting primer oh 10:43 my gosh my skin is so red 10:47 so that's on and I really love these 10:50 kinds of primers that have all the 10:51 shimmers in it because I find that when 10:54 your face is like reflective it 10:55 automatically looks more even and 10:57 especially when you put foundation on 10:59 over the top it kind of means that you 11:02 like require less coverage to get the 11:04 even look. The dual air flash foundation 11:06 is really awesome you can just spray it 11:08 directly on your face and we'll kind of 11:10</p>	<p>Making a mistake</p> <p>Foundation brush</p> <p>Careful with eyeliner</p> <p>Flaky from facial</p> <p>Next step</p> <p>Naming product</p> <p>Showing product</p> <p>Loving primer</p> <p>Primer</p> <p>Reflectiveness makes skin look even</p> <p>Especially</p> <p>Advice on coverage</p> <p>Naming the product</p>	<p>Advice on how to use product</p> <p>Talking about own skin</p> <p>Naming product</p> <p>Showing product</p> <p>Talking about own skin</p> <p>Assertion product</p> <p>Advice on how to use product</p> <p>Assertion product</p>	
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<p>get everywhere and I don't like the idea 11:12 of inhaling that so I actually just 11:15 spray it straight onto the brush or onto 11:18 the back of my hand then take your brush 11:25 and you can start stippling it all over 11:33 you can really see the glow coming out 11:36 from that oh my god almost went over my 11:41 eyeliner my hair is up so I do have to 11:44 work it into the hairline a little bit 11:47 okay benefit boy just over my blemishes 11:52 this one's the industrial-strength one 11:55 and it covers everything there's nothing 11:58 peeking through when you use this okay 12:06 I'm going to contour my face with this 12:08 Burberry contour stick sweeping it down 12:12 around there because she has a really 12:14 carved out bone structure naturally and 12:17 if you look at her head on it kind of 12:20 does that like naturally. I'll just use 12:25 that foundation brush I'm gonna try use 12:29 either patting motions or really small 12:31 circular motion so I'm not moving the 12:33 practicum a I don't want it</p>	<p>How to use product</p> <p>How to use product</p> <p>Effect of product</p> <p>Naming product</p> <p>Quickly showing product</p> <p>Good coverage</p> <p>Next step</p> <p>Naming product</p> <p>Showing product</p> <p>Bella has carved bone structure</p>	<p>Advice on how to use product</p> <p>Assertion product</p> <p>Naming product</p> <p>Showing product</p> <p>Product characteristic</p> <p>Assertion product</p> <p>Naming product</p> <p>Showing product</p>	
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<p>smeared 12:35 everywhere I'm gonna try really 12:37 precisely so I'm using like the side of 12:41 the brush so the smallest angle is 12:43 hitting my face I like to use the same 12:49 brush sometimes as my foundation because 12:51 then I know it's gonna mix in really 12:52 nice and evenly you can use a fresh 12:56 brush too but there's no need for me 13:01 doing my jaw as well the joy something 13:05 that I always accidentally leave a 13:07 little bit on blended so I'm going to 13:09 really make sure I'm not forgetting to 13:11 blend up every part of that I'm just 13:14 gonna take estee lauder double wear 13:16 powder foundation I'm going to clip 13:23 brightness under my eye age rewind from 13:26 Maybelline I just bought this one in 13:36 Canada actually if it was really pretty 13:38 and it's the new one it's a new one it's 13:42 called thrill taking this light shade 13:48 looks really shimmery little bit of 13:53 mascara on those lower lashes</p>	<p>Talking about technique</p> <p>Precisely</p> <p>Brush is smallest angle</p> <p>Personal preference</p> <p>Make-up technique</p> <p>Advice on what you might use</p> <p>Not using product now</p> <p>Do not forget to blend</p> <p>Naming product</p> <p>Using product</p> <p>Naming product</p> <p>Using product</p> <p>Bought it in Canada</p> <p>New product</p>	<p>Advice on how to use product</p> <p>Advice on how to use product</p> <p>Naming product</p> <p>Naming product</p> <p>Shade of product</p>	
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13:56 the only blush I have from Dior is this		Product characteristic	
14:00 one it's called your skin new 10 the dye	Shimmery shade		
14:03 edition 0:02 I bought this a number of	Only product she has by this brand		
14:05 years ago now at Selfridges I think but	Naming product	Naming product	
14:09 it's so pretty a mixture of pinks and	Showing product	Showing product	
14:12 peaches what does she have on in the	Bought it few years ago		
14:14 picture it actually does look pretty	Pretty mixture of pinks	Assertion product Product characteristic	
14:16 peachy so I'm going to apply that here			
14:21 Matt at this really fancy by terry color	Referring to picture		
14:26 it's the fresh contrast contouring			
14:29 compact it really teensy tiny that's so	Naming product	Naming product	
14:33 heavy it's got a light contour and then	Showing product	Showing product	
14:37 like a pink are commonly tell if that's	Compact product		
14:40 meant to be a brightening blush or	Colors of product	Product characteristic	
14:42 powder under the eyes			
14:44 I'm just gonna take the contour shade			
14:48 that brush sucks I'll take my Surat			
14:51 brush instead I'm having trouble getting		Naming product	
14:59 the powders to stick to my skin right	Naming product	Showing product	
15:01 now it looks a little bit patchy close	Showing product		
15:04 up to me that is looking really muddy		Talking about own skin	
15:16 uh-huh			
15:17 what this is taking the ages and the	Looking patchy		

15:20 health got a mighty contour box and also			
15:23 just bought this			
15:24 it's called hollow gold it's a			
15:26 highlighter it's actually do a chrome	Naming product	Naming product	
15:30 it's not holographic but still it's	Showing product	Showing product	
15:32 pretty well that's so cool it's a really		Product characteristic	
15:43 wet look and this is new hey I just got			
15:47 it so it's probably still in store gonna		Assertion product	
15:54 take Kylie cosmetics candy Kay lip liner			
15:57 I want to add a little bit more Brown			
16:04 her lips appear to be on the brownie	Naming product	Naming product	
16:06 toned side of things so I've got spice	Showing product	Showing product	
16:09 lip line up from Mac			
16:22 then I will take number two to six	Picture of Bella as reference		
16:25 lipstick from deal I'm gonna add brow		Naming product	
16:35 gel now and I also want to add lashes	Naming product	Showing product	
16:47 these are the quill so they've got	Showing product	Shade of product	
16:49 another pair in there these are the		No brand named	
16:51 quill lashes from Sephora they're not	Adding gel		
16:53 super long but they're really nice and	Wanting lashes		
16:55 fluffy quick hack when it comes to the		Naming product	
16:57 eyelashes I've got two colors of glue	Naming product	Showing product	
17:00 here I've got dark tone glue on the	Showing product	Assertion product	

17:02 outer edge of the lash and clear glue on	Fluffy lashes	Product characteristic	
17:04 the inner lash the dark glue will dry			
17:06 dark over the dark eyeliner and the			
17:09 clear glue will dry clear over the area	Two colors glue so it won't affect eyeliner	Advice on how to use product	
17:12 that has no eyeliner which is the inner			
17:13 part and it's not going to affect the			
17:15 eyeliner look okay I've then got gel			
17:23 eyeliner on this little bright push up			
17:25 into the lashes trying to make the			
17:28 lashes set up and out in the same			
17:31 direction of the wing just gonna add a			
17:34 little bit of nose contour	How to apply glue	Advice on how to use product	
17:41 that is the finished look I'm obsessed			
17:47 with this look oh my god that wing is			
17:49 just so epic okay guys thank you very	Adding contour		
17:53 much for tuning in I hope you enjoyed			
17:55 this tutorial let me know what other	Wing is epic	End result look	
17:56 celeb looks you want me to try recreate	Positive personal opinion on result	Assertion look	
17:58 I did see a really cool Hailee Steinfeld	Thanking audience	Thanking audience for watching	
18:00 look a while ago that I tweet it that I			
18:02 never did so I should probably do that	Asking for opinion on new video	Encouraging audience to comment	
18:04 have a couple of pallets I want to play	Seeing a Hailee Steinfeld look		
18:06 with I bought the new		Expressing thoughts on new video content	

<p>paragraph 18:07 I've got Christmas Dominique slot a 18:09 palette so there's heaps I've got to 18:11 play with I'm just got to figure out a 18:13 look to do okay guys please remember to 18:16 leave a comment within the first 12 18:17 hours to go into the running to win that 18:19 deal product and offer you very very 18:22 soon in my upcoming videos I love you 18:24 guys so much I'll talk to you then bye</p>	<p>Different pallets to try out</p> <p>Naming product</p> <p>Creating a look with product</p> <p>Leave comment</p> <p>Explain giveaway</p> <p>Offering audience a deal</p> <p>Expressing fondness towards audience</p>	<p>Talking about new pallets</p> <p>Naming products</p> <p>Expressing thoughts on new video content</p> <p>Encouraging audience to comment</p> <p>Encouraging audience to participate in giveaway</p> <p>Saying goodbye to audience</p>	
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My wedding makeup 14 mins: <https://www.youtube.com/watch?v=YdzJYpbTKjw>

	Open coding	Axial coding	Selective coding
<p>00:00 hi guys today I'm probably doing my most 00:02 exciting video ever I'm gonna be doing 00:05 my official makeup trial for my wedding 00:08 I feel like you guys are almost as 00:10 excited as I am for me to get married 00:12 and I just knew that I couldn't go and 00:14 do like my makeup trial without you guys 00:16 I'm gonna do the makeup</p>	<p>Saying hi to audience</p> <p>Excited about video</p> <p>Wedding makeup</p> <p>Trial</p> <p>Wondering if audience is excited for her</p> <p>Could not do look without audience</p>	<p>Introduction</p> <p>Assertion video</p> <p>Explaining content video</p> <p>Dialogue with audience</p> <p>Personal story</p> <p>Involving audience</p>	<p>Identification</p> <p>Accessibility</p> <p>Confidence</p> <p>Articulation</p> <p>Expertise</p> <p>Helpfulness</p>

<p>that I'm 00:17 planning on doing on my wedding day I'm 00:19 really excited to have partnered with 00:21 Estee Lauder I actually approached them 00:23 to do this video with them so I've 00:24 picked my favorite products amongst all 00:26 their brands I've got Tom for Bobbie 00:28 Brown s de la Mer Clinique Mac Jo Malone 00:32 so I'm gonna be doing my makeup with 00:34 these products and essentially it's 00:35 gonna be what I'm wearing on my big day 00:37 so I'm really excited to share I'm gonna 00:39 take my sweet time today I want to enjoy 00:42 the ritual this is like my ultimate 00:44 makeup look I meant to feel my most 00:46 beautiful in the world on this day and I 00:49 already feel so happy okay do you 00:54 remember of the notification squad that 00:56 is you're subscribed heavy notifications 00:58 turned on and you leave a comment within 01:00 the first 12 hours please also like the 01:02 video you could win this Bobby Brown 01:05 bronze glow highlight but I have a new</p>	<p>Same look on wedding day</p> <p>Partnered with Estee Lauder</p> <p>She approached the brand herself</p> <p>Picked her favorite products</p> <p>Listing all products</p> <p>Naming products</p> <p>Same make-up as on wedding day</p> <p>Excited to share makeup look</p> <p>Taking her time</p> <p>Enjoying ritual</p> <p>Ultimate make-up look</p> <p>Important to look best on wedding day</p> <p>Asking audience to put notifications on</p> <p>Leave a comment for winning product</p> <p>Giveaway explanation</p> <p>Naming product</p> <p>Showing product</p>	<p>Explaining content video</p> <p>Preference for certain brand</p> <p>Preference for product</p> <p>Naming products</p> <p>Explaining content video</p> <p>Assertion video/look</p> <p>Confidence through makeup look</p> <p>Assertion video</p> <p>Encouraging audience to enable notifications</p> <p>Encouraging audience to participate in giveaway</p> <p>Promoting brand</p> <p>Naming product</p> <p>Showing product</p>	
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01:08 one still in the packet for you so I'm			
01:11 going to go ahead as much in depth as we can			Encouraging audience to participate in giveaway
01:14 start on the base so I'm going to be	First step tutorial		
01:15 using two primers on my wedding day I	Using two primers		Combining products of same brand
01:17 will use a mattifying one on my forehead	Two different types		Advice on how to use product
01:19 and then an illuminating one on my			
01:21 cheeks this is the Estee Lauder	Naming product		Naming product
01:23 mattifier and I am going to be using	Holding packaging closeup squeezing content on fingers in front of camera		Showing product
01:26 double wear on my wedding day I'm sure			
01:28 of it so I will be sure to use the	Showing product		Advice on how to use product
01:31 primer that matches it which is this one	Products need to match each other		Showing product
01:33 that is one of my big philosophies on	Personal preference		
01:36 makeup I often find I get best results	These two products are designed to work together		Advice on how to use product
01:38 if I use products that are designed to	Personal preference		
01:40 be worked together then the illuminating	Apply primer on cheeks		Personal assertion product
01:42 primer I can just apply to my cheeks	Naming product		
01:45 foundation Estee Lauder Double Wear SPF	Holding packaging closeup squeezing content on fingers in front of camera		Advice on how to use product
01:48 10 I wanted to go with Double Wear	Holding product up in air next to face		Product characteristic
01:51 firstly my wedding is outdoors and it's	Wedding is outdoors		Personal story
01:54 in summer so I do need the SPF it is SPF	SPF in product		Product characteristic
01:56 10 it's the perfect amount of coverage	Sun protection		
01:59 for me and I just love the effect that	Perfect amount of coverage and effect		Personal assertion product
02:01			

<p>it has on 02:01 skin this is a foundation that I just 02:03 keep coming back to so today I'm using 02:06 three and one ivory beige but I find 02:09 that I'm often 2 and 1/3 w 1 or 4 and 1 02:13 it just depends on what stage of my face 02:16 hand I have on so I'm going to go ahead 02:18 and apply my foundation so I've got that 02:20 on a paddle brush for optimum coverage 02:24 I'm gonna start at the center of my face 02:26 and then blend out 02:30 [Music] 02:36 just gonna pat over everything because 02:39 one thing about paddle brushes you get 02:41 more coverage but you can also get 02:43 streaks so just tap over what you've 02:46 done perfect match 02:48 love it so I mixed two and one desert 02:51 beige three and one ivory beige because 02:55 I'm a beige I am going to have this part 02:59 of my body exposed in my dress so it is 03:02 important that my makeup matches my 03:04 décolletage skin I love that I love the 03:07 finish of that it's beautiful 03:09</p>	<p>Personal product opinion</p> <p>Using product on regular basis</p> <p>Explaining personal shade preference</p> <p>Shade depends on stage of face</p> <p>Putting content product on hand, showing packaging too</p> <p>Apply foundation</p> <p>Type of brush</p> <p>No brand named</p> <p>Blending out</p> <p>Patting over everything</p> <p>More coverage with peddle brush</p> <p>Perfect match</p> <p>Personal product opinion</p> <p>Showing packaging products closeup holding up in air in front of camera</p> <p>Explaining shades of product used</p> <p>Attention to match skin</p> <p>Loving the finish</p>	<p>Product characteristic</p> <p>Talking about own skin</p> <p>Showing product</p> <p>No brand named</p> <p>Advice on how to use product</p> <p>Advice on how to use product</p> <p>Personal assertion product</p> <p>Showing product</p> <p>Personal assertion product</p> <p>Product characteristics</p>	
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<p>I keep coming back to that foundation 03:11 and I'm excited to have it as a part of 03:13 my big day cream concealer definitely 03:16 want to use a cream concealer to 03:17 brighten up under my eyes I know 03:19 photography can enhance darkness under 03:22 the eyes and I definitely do get annoyed 03:24 by that's the instant full coverage 03:26 concealer from Bobbi Brown I'm gonna put 03:27 some in here where I get darkness and it 03:29 really annoys me and I mention it in 03:30 every video you must be getting sick of 03:32 it I'm gonna put some on these blemishes 03:34 and definitely around my mouth and 03:35 around my nose 03:37 [Music] 03:40 and then just going to tap it out with 03:42 the warmth of my finger so I know that 03:47 there's product on my finger I'm gonna 03:49 take it out to the outer edge I get my 03:51 wrinkles around my eye at the outer part 03:54 of the eye and then there are also a lot 03:55 under there so you might see that where 03:57</p>	<p>Personal product opinion</p> <p>Cream concealer</p> <p>Showing packaging product next to face</p> <p>Showing packaging product again closeup</p> <p>Brighten under eyes</p> <p>Photography enhances darkness</p> <p>Naming product</p> <p>Full coverage</p> <p>Showing product</p> <p>Naming product</p> <p>Repeating advice</p> <p>Put product on blemishes mouth and nose</p> <p>Tap with warmth of finger</p> <p>Take it to outer edge</p> <p>Talking about wrinkles</p> <p>Apply below wrinkles</p>	<p>Preference for product</p> <p>Personal assertion product</p> <p>Showing product</p> <p>Showing product</p> <p>Naming product</p> <p>Advice on how to use product</p> <p>Talking about own skin</p> <p>Advice on how to use product</p> <p>Talking about own skin</p>	
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<p>I put it it's below my wrinkles I don't 03:59 put it over the top so I like try to put 04:01 most of the product away from my 04:03 wrinkles and then I blend up into the 04:05 wrinkles so that there's not as much 04:06 there to crease so that's concealed at 04:09 all perfectly other side blends in so 04:22 seamlessly over this foundation it's a 04:26 good match my base looks great I really 04:31 really like it 04:32 those concealers did a great job so for 04:35 my eyebrows my beloved eyebrows I'm 04:39 gonna take the Tom Ford brows sculptor 04:42 in taupe I just want something really 04:44 easy right I know I'm not technically 04:46 gonna be actually doing it myself, but my eyebrows I 04:48 definitely will be doing myself but I 04:50 just want something easy that will not 04:53 stress me out because if I take a brow 04:55 pomade or something it's much easier for 04:57 me to mess up and it takes a lot more 04:59 time brow pencil save me time and I 05:01 don't need much because as you know I've</p>	<p>Blending product up to wrinkles</p> <p>Blends seamlessly</p> <p>Two products work good together</p> <p>Personal preference</p> <p>Concealer is good</p> <p>Beloved eyebrows</p> <p>Showing packaging product next to face</p> <p>Showing packaging product again holding up in air</p> <p>Naming product</p> <p>Doing own make-up on wedding day</p> <p>Wanting easy make-up</p> <p>Easy tool</p> <p>Pencil saves her time</p>	<p>Advice on how to use product</p> <p>Advice on how to use product</p> <p>Product assertion</p> <p>Personal product assertion</p> <p>Talking about own skin</p> <p>Showing product</p> <p>Naming product</p> <p>Personal product assertion</p> <p>Personal product assertion</p>	
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<p>05:03 had my eyebrows done so I really want to 05:06 look natural at my wedding 05:08 I don't want it to look too sculpted and 05:10 too defined so I mean that only took me 05:13 what 60 seconds so let's do the other 05:16 one 05:17 [Music] 05:19 three guesses what I'm doing there I'm 05:22 just gonna take my foundation brush and 05:25 work it through the head of the brow 05:28 eyebrows and eyelashes stress me out the 05:31 most when I'm doing my makeup so I need 05:32 that step to be really simple I also 05:35 want it to be the right color taupe is 05:37 normally the color I'll go for because I 05:39 like a more neutral or ashy brow next I 05:41 want them to stay in place meaning to 05:43 take the matching fiber brow gel in taupe 05:45 from Tom Ford not that my eyebrows are 05:49 gonna be flapping about in the wind but 05:51 I do sometimes get like one or two 05:53 eyebrow hairs that try to point down so 05:57 I wear eyebrow gel like every day so</p>	<p>Fake eyebrows</p> <p>Natural finish</p> <p>Product is quick to apply</p> <p>Asking audience rhetorical question</p> <p>Foundation brush</p> <p>No brand or product named</p> <p>Eyebrows and eyeliner is difficult</p> <p>Naming product</p> <p>Showing packaging product closeup in front of camera</p> <p>Eyebrow hairs point down</p> <p>Using product on daily</p>	<p>Talking about own skin</p> <p>Talking about end result</p> <p>Personal product assertion</p> <p>Advice on how to use product</p> <p>Personal product preference</p> <p>Naming product</p> <p>Showing product</p> <p>Talking about own skin</p>	
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06:01 happy with how it's going this is what I	base		
06:03 would consider my base I'm just gonna	Happy with look	Personal product assertion	
06:05 powder my forehead I'm so excited they		Assertion video/makeup look	
06:08 sent me the Le Mer	Naming product		
06:10 powders the translucent shape pressed	Showing packaging product holding them in front of camera	Naming product	
06:13 powder and the loose powder the loose		Showing product	
06:16 powder wow this is how to make over	Showing packaging product again holding it next to face, turning bottle so brand name is exposed	Showing product again	
06:18 since I used it this was my Holy Grail	Holy grail powder		
06:22 powder for years and I mean I'm talking	Favorite powder	Personal product assertion	
06:25 ages ago there like it was in a little			
06:27 plastic container now it's in this	From plastic to luxurious container	Product characteristic	
06:28 luxurious frosted blast one and I have		Personal product assertion	
06:31 to say I love the fact that I'm using			
06:33 Estee Lauder companies for my wedding	Naming product	Naming product	
06:34 day because of the luxuriousness and the	Luxuriousness of product	Personal product assertion	
06:37 experience of using it you guys know			
06:39 that is why I love makeup I love the	Loving make-up because of luxuriousness	Personal product assertion	
06:41 feeling that I'm spoiling myself doing			
06:43 something special for myself that's why	Loves spoiling herself with make-up	Personal product assertion	
06:45 I love makeup and so I feel like can you			
06:47 imagine on your wedding day like picking	Loving make-up		
06:49 up this little powder puff and just oh			
06:51 that's gonna be me I'm	Using this product on her	Personal product assertion	

<p>gonna use the 06:53 little powder puff just a very small 06:56 amount 07:00 I love this I'm so excited that I put 07:03 this again 07:06 I'm not gonna take the powder up under 07:08 my eyes something I don't really like to 07:10 do I don't like too many layers of 07:13 product over where my eye wrinkles are 07:15 so I'll just leave it there just gonna 07:17 sweep away any excess cuz it's not easy 07:22 to like blend or buff that product into 07:24 the skin from the little powder puffs my 07:28 t-zone is really the only area that gets 07:29 oily so that's the only place that I 07:31 need it they also sent me the pressed 07:34 version which is good because I can keep 07:36 this in my bridal purse for if I do need 07:40 to touch up like I said it's very 07:41 probable that my wedding could be 35 to 07:44 40 degrees because it's in January 07:47 toward the end of January it's gonna be 07:50 sweltering unless it happens to be 07:52 raining in which case it</p>	<p>wedding day</p> <p>Excited about powder</p> <p>Excited about using product</p> <p>Not under her eyes</p> <p>Not too many layers of product</p> <p>Sweeping excess</p> <p>Not easy to blend product</p> <p>T-zone gets oily</p> <p>The brand also send pressed version</p> <p>Keeping it in bridal purse</p> <p>Touch up</p> <p>Warm weather on wedding day</p>	<p>Personal product assertion</p> <p>Advice on how to use product</p> <p>Advice on how to use product</p> <p>Talking about own skin</p> <p>Product characteristic</p> <p>Product assertion</p> <p>Personal story</p>	
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<p>would be 07:53 extremely humid I'm definitely gonna 07:55 need powder because it's just the nature 07:59 of my face is now okay moving on to 08:01 eyeshadow I love the look of a wet lid 08:04 so I picked this eyeshadow palette gold 08:07 a mink from Tom Ford I pick it because 08:09 it has these they look metallic but they 08:11 kind of come out like a metallic glossy 08:14 look you can see that like a wet look I 08:19 did get over but I love that effect so 08:23 this is it 08:24 golden mink number one from Tom Ford 08:27 I showed a quote I'm gonna mix the two 08:30 shades on my finger 08:35 Oh perfect I'm gonna do my inner corner 08:38 I'm gonna take the little applicator and 08:40 put mac fix+ on it people diss these 08:43 little applicators but they shouldn't 08:45 they can be very useful so I'm gonna 08:48 take the golden one and I'm just tapping 08:52 it into the inner corner the fix+ just 08:55 makes it a little bit more intense there 09:00 put that brightness and</p>	<p>Needing this product on wedding day</p> <p>Showing packaging product holding up in air again</p> <p>Preference for wet lid</p> <p>Naming product</p> <p>Showing packaging holding up in air</p> <p>Showing content product closeup in front of camera</p> <p>Talking about specifics of eyeshadow pigment</p> <p>Loving that effect</p> <p>Naming product again</p> <p>Showing content product again closeup</p> <p>Inner corner</p> <p>Showing product holding up in air</p> <p>Naming product</p> <p>Applicator can be useful</p> <p>Showing content product again closeup tapping on shade</p> <p>Tapping it inner corner</p> <p>Naming product</p>	<p>Personal product assertion</p> <p>Showing product</p> <p>Personal product assertion</p> <p>Naming product</p> <p>Showing product</p> <p>Showing product again</p> <p>Product characteristic</p> <p>Personal product preference</p> <p>Naming product</p> <p>Showing product</p> <p>Advice on how to use product</p> <p>Showing product</p> <p>Naming product</p> <p>Product assertion</p> <p>Showing product</p> <p>Advice on how to use product</p>	
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sparklingness on 09:03 the inner corner but it's a really	Refined sparkle	Product assertion	
09:04 refined sparkle it's very light it's		Product assertion	
09:08 just gonna catch the light while I'm	Product will catch light		
09:09 under the lights at my wedding and it's			
09:12 gonna be perf. Gonna take some of the	Eye shadow will be perfect on wedding		
09:14 lighter shade just that over my brow		Personal product assertion	
09:17 bone can you see it just it doesn't add	Adding blow	Personal story	
09:21 shimmer just adds blow gonna tap a small	Blending brush		
09:26 amount on the blending brush of the	Showing content product again closeup tapping on shade	Product characteristic	
09:27 brown and then very lightly create a		Showing product	
09:30 shadow in the socket	Create shadow in socket		
09:38 under the I take a clean brush just	No brand named	Advice on how to use product	
09:45 soften out all the edges not that it's	Extra time for this look	No brand named	
09:48 not soft but I'm gonna be spending extra			
09:50 time than usual on my makeup for this	Showing product closeup	Assertion makeup look	
09:53 day I'll then take a brown eyeliner this	Showing swatch content product again on hand	Showing product	
09:57 is the Clinique pretty easy it is my	Naming product		
09:59 favorite type of eyeliner it is not a	Favorite type of eyeliner	Naming product	
10:02 felt tip I do like felt tips but find	It is not a felt tip	Personal product assertion	
10:06 that these work easier for me because	Flexible bristles work easier	Product characteristic	
10:07 the bristles are more flexible so it		Personal preference	
10:10 doesn't get caught on little wrinkles in	Start at outer half		
10:12			

<p>my eye and stuff I'm gonna start at the 10:14 outer half of my eye and doing this 10:19 [Music] 10:25 once the eyeliner is on I'm gonna take 10:28 the eyeshadow to create a soft eye 10:31 shadow winged effect I'm gonna press it 10:33 over the top so I've just smoked that 10:38 out 10:38 I'm not wearing fake eyelashes at my 10:40 wedding because I will probably cry and 10:42 a super emotional person and I'm almost 10:45 definitely gonna cry I'm going to be 10:46 getting eyelash extensions so waterproof 10:49 mascara on my lower lashes so that if I 10:53 cry I'm not screwed and then for my 10:57 upper lashes I like a lot of volume this 10:59 is the lash flutter to full mascara it's 11:02 a it's actually pretty cool it has these 11:04 notches down the bottom that you can 11:06 twist so you've got you know full medium 11:10 fluttery and you twist it so that you 11:13 get a custom amount of mascara on your 11:16 brush okay so my eyes are done I'm gonna 11:26</p>	<p>Start wing eyeliner at outer half of eye</p> <p>Showing content product again closeup tapping on shade</p> <p>Creating soft eye with eyeshadow</p> <p>Winged effect</p> <p>Pressing product on</p> <p>No fake eyelashes</p> <p>Will cry at wedding</p> <p>Emotional person</p> <p>Eyelash extensions</p> <p>Showing content product closeup</p> <p>Not naming product</p> <p>Applying waterproof mascara</p> <p>Showing packaging product closeup</p> <p>Not naming brand product</p> <p>Cool notches product</p> <p>Twist to get custom amount</p> <p>Showing product closeup tapping on color</p> <p>Naming product</p>	<p>Talking about own skin</p> <p>Advice on how to use product</p> <p>Showing product</p> <p>Advice on how to use product</p> <p>Personal story</p> <p>Showing product</p> <p>Not naming product</p> <p>Product characteristic</p> <p>Showing product</p> <p>Not naming brand product</p> <p>Product characteristic</p> <p>Personal product assertion</p>	
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take the sculpting blush from Estee 11:28 Lauder in 1:20 sensuous rose I'm picking 11:32 just a more neutral blush I don't want 11:34 anything too crazy 11:41 I'm going to take Bobby Brown pink glow 11:44 highlighter yeah what's left of my brush 11:51 I'll just dust it here beneath my 11:55 cheekbones I'll take my Tom Ford skin 11:57 illuminating powder duo in moonlight 12:06 moving on to my lips I'm of course gonna 12:09 have a nice nude lip I'll take Mac 12:11 boldly bare lip liner I'm gonna mix 12:19 honey love and faux I'm going to put 12:23 honey love in the center and then I'm 12:29 going to put faux around the edges a 12:31 little bit 12:31 [Music] 12:38 okay I'm going to put a little bit of 12:40 lip gloss on the center of my lips this 12:42 is boy bait and it kind of it's a peachy 12:44 color so it matches that color I put in 12:46 the center I'm gonna finish with prep 12:55 and prime for mac fix+ I'm just gonna 12:57 step up and then total	Neutral blush Showing product closeup tapping on shade Naming product Dust beneath cheekbones Naming product Showing product holding up in air Showing packaging product holding up in air Naming product Showing content product holding up in air Two different shades of same brand lipstick Apply on edges Gloss in the center Showing product holding up in air Lip gloss is peachy Naming product Showing product holding up in air Showing product holding up in air	Showing product Naming product Personal preference Product characteristic Showing product Naming product Advice on how to use product Showing product Naming product Showing product Naming product Showing product Mixing two products of same brand Advice on how to use product Showing product Product characteristic Naming product Showing product	
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<p>head into it 13:06 to finish off the makeup and hair and 13:08 everything you of course have to have sports have 13:10 a beautiful fragrance. I'm so sorry for 13:12 the voiceover I had accidentally turned 13:14 off my microphone so I loved Jo Malone alone 13:16 London I love wood sage and sea salt 13:19 what I'm holding 13:20 in my left hand, but that fragrance despite my love 13:23 for it, doesn't particularly fit the vibe 13:25 of my wedding day my wedding dress is 13:27 extremely romantic so you can actually 13:29 book your own scent real wedding 13:32 consultation where the fragrance stylist 13:34 at Jo Malone London can actually help 13:36 you pick some fragrances and mix 13:39 fragrances to get your own unique scent 13:41 for the big day and my wedding is going 13:43 to be much more romantic my dress is 13:45 very romantic so here I've paired 13:47 with peony and blush suede so I'm going 13:50 to be able to layer this with my wood 13:52 sage and sea salt and it's going to make 13:54</p>	<p>Naming product</p> <p>Unpacking product while holding up in air</p> <p>Fragrance is important</p> <p>Showing content product holding up in air constantly</p> <p>Naming product</p> <p>Looking at product while holding in hand</p> <p>Showing same product next to packaging</p> <p>Choosing other fragrance</p> <p>Wedding dress is romantic</p> <p>You can book a scent consultation</p> <p>Naming product again</p> <p>Fragrance stylist for help</p> <p>Mixing fragrances for wedding day</p> <p>Scent suiting dress</p> <p>Peony and blush</p> <p>Layering products</p>	<p>Showing product</p> <p>Naming product</p> <p>Showing product</p> <p>Product assertion</p> <p>Showing product constantly</p> <p>Naming product</p> <p>Personal product assertion</p> <p>Product characteristic</p> <p>Naming product again</p> <p>Personal preference</p> <p>Personal story</p> <p>Personal preference</p> <p>Product characteristics</p>	
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<p>my own custom scent and that's actually 13:56 what Jo Malone London fragrances are 13:59 designed to do you can mix and match and 14:02 layer fragrances to make your own custom 14:05 fragrance and with those two fragrances 14:07 on my look is actually complete I hope 14:10 you guys enjoyed the look if you have 14:12 been a bride before I would love to get 14:15 some advice from you guys maybe 14:16 something that you wish that you had 14:18 done that you hadn't something that you 14:20 did do that you regret it something that 14:22 you didn't do that you wish that you had 14:24 done don't forget to leave your tips in 14:26 the comment section and I hope you guys 14:29 enjoyed my wedding makeup look. Bye1</p>	<p>Wood sage and sea salt</p> <p>Custom scent</p> <p>Naming brand again</p> <p>Mix fragrances</p> <p>Custom fragrance</p> <p>Luxurious feeling</p> <p>Look is complete</p> <p>Hoping audience enjoyed</p> <p>Asking audience for advice</p> <p>Restating asking advice from audience</p> <p>Hoping audience enjoyed video</p> <p>Ending video</p>	<p>Personal preference</p> <p>Naming brand again</p> <p>Product characteristics</p> <p>Personal product assertion</p> <p>Encouraging audience to comment on video</p> <p>Two-way dialogue with audience</p> <p>Encouraging audience to comment on video</p> <p>Saying goodbye</p>	
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