



Influencers als fans

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GEABONNEERD



Een onderzoek naar de positionering van social media influencers binnen de fancultuur van *Euphoria*.

MEER WEERGEVEN

Master thesis

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Abstract

In deze master thesis wordt de veranderende relatie tussen fans en producenten in de digitale economie verder blootgelegd aan de hand van een thematische analyse naar het fenomeen 'influencers als fans'. De make-up trend op sociale media rondom de televisieserie *Euphoria* dient hier als case study. Ik concludeer dat de gift culture, die Hellekson en Sabotini als inherent aan fanculturen omschrijven, niet van toepassing is binnen de context van het fenomeen van influencers als fans. Door alle fanactiviteiten te conceptualiseren als vormen van arbeid, wordt duidelijk dat er tussen mediaproductenten, de influencer-fans en andere fans van *Euphoria* sprake is van een uitwisseling van arbeid in plaats van een uitwisseling van geschenken. De influencer-fans voeren arbeid uit voor de mediaproductenten, maar de influencers hebben ook eigen fans die arbeid voor hen verrichten. De influencer-fans zijn hier een voorbeeld van fans die hun content naar eigen gewin gecommificeerd. Abigail De Kosnik en Nele Noppe pleiten hier respectievelijk al voor in 2009 en 2011. Dit is een empowerment voor fans in het algemeen. De afwijkende relatie tussen influencer-fans en andere fans van *Euphoria* heeft vervolgens meerdere gevolgen voor de positie van de influencers binnen de hiërarchische fancultuur van *Euphoria*. Ik maak hier gebruik van de pijlers van kapitaal van Pierre Bourdieu om de hiërarchische aard van fanculturen te onderbouwen. Ik concludeer dat de influencers zich op verschillende manieren positioneren binnen de hiërarchische structuren door middel van het opbouwen van cultureel en sociaal kapitaal binnen de fancultuur van *Euphoria*.

Sleutelwoorden: thematische analyse, *Euphoria*, fanculturen, gift economy, free labor, commodificatie, YouTube, influencers, kapitaal

Inhoudsopgave

Abstract	3
Inhoudsopgave	4
1. Inleiding	6
2. Theoretisch kader	9
2.1. <i>Gift economy</i>	9
2.2. <i>Free labor en exploitatie</i>	11
2.3. <i>Gevolgen voor de relaties tussen fans</i>	13
3. Methodologie	16
3.1. <i>Aanpak en verantwoording thema's</i>	17
3.2. <i>Corpus</i>	17
4. Influencers in de gift economy	19
4.1. <i>Influencers verrichten arbeid</i>	19
4.2. <i>Influencers ontvangen arbeid</i>	21
5. Influencers in de hiërarchische structuren	25
5.1. <i>Authenticiteit en herkenbaarheid</i>	25
5.2. <i>Cultureel kapitaal</i>	26
5.3. <i>Sociaal kapitaal</i>	28
6. Conclusie	31
6.1. <i>Uitwisseling van arbeid</i>	31
6.2. <i>Gevolgen voor de sociale relaties</i>	32
6.3. <i>Discussie en vervolgonderzoek</i>	33
Bibliografie	34
<i>Audiovisuele bronnen</i>	35
Bijlage 1 : videoinformatie en bijschriften	37

Bijlage 2 : reacties onder video's	42
Bijlage 3 : transcripten	48

1. Inleiding

De komst van het internet en social mediaplatformen zoals Instagram en YouTube geeft een podium aan een nieuwe soort beroemdheid: social media influencers. In mediawetenschappelijke literatuur worden deze individuen vaak micro-celebrities genoemd.¹ Deze term werd in 2008 geïntroduceerd door Theresa Senft ter omschrijving van een nieuwe vorm van online performance waarin mensen online content produceren om hun populariteit te doen stijgen.² Senft beargumenteert dat influencers verschillen van normale beroemdheden, omdat er van influencers wordt verwacht dat zij een intieme connectie hebben met hun publiek. Dit door zichzelf te profileren als ‘echte’ mensen met ‘echte’ problemen.³ Eén van de manieren voor influencers om deze intimiteit te construeren is door zichzelf te positioneren als onderdeel van een bepaalde fancultuur.

Een voorbeeld hiervan is te zien in de make-up trend rondom *Euphoria*, een Amerikaanse televisieserie die in juni 2019 in première ging op HBO. *Euphoria* speelt zich af op een middelbare school en volgt de levens van een groepje scholieren, die leren zich te navigeren als jongvolwassenen in de eenentwintigste eeuw. De serie kaart de omgang met belangrijke maatschappelijke onderwerpen aan, zoals seksualiteit, drugs en geweld. Kijkers en recensenten reageerden echter online vooral op de excentrieke make-up die in de serie gebruikt wordt.⁴ De serie resulteerde in een trend onder beauty influencers op social media om de bijzondere make-up looks van de personages na te maken en online te posten op YouTube. Het maken van een video kan gezien worden als een fanactiviteit en laat al zien dat deze influencers zich positioneren als onderdeel van de fancultuur van *Euphoria*.

Dat de influencers zich positioneren binnen een bepaalde fancultuur laat een afwijkende relatie tussen producenten en fans zien dan in eerdere teksten beschreven. Zo beargumenteren wetenschappers zoals Suzanne Scott en Karen Hellekson, in afzonderlijke teksten in 2009, dat de *gift economy* een centrale rol speelt binnen fanculturen.⁵ Het gaat bij een gift economy volgens Hellekson om een vrijwillige uitwisseling van geschenken tussen fans.⁶ De gift economy wordt in de conceptualisatie van Scott en Hellekson vaak gezien als

¹ In deze thesis worden de termen micro-celebrities en influencers als synoniemen gebruikt.

² Theresa Senft, *Camgirls: Celebrity and Community in the Age of Social Networks* (New York: Peter Lang, 2008), 25.

³ Senft, *Camgirls*, 25-26.

⁴ Lauren Valenti, “How Euphoria’s Lead Makeup Artist Sparked a Gen Z Beauty Movement,” *Vogue* (Vogue, 1 augustus 2019), <https://www.vogue.com/article/euphoria-hbo-gen-z-makeup>

⁵ Suzanne Scott, “Repackaging Fan Culture: The Regifting Economy of Ancillary Content Models.” *Transformative Works and Cultures* 3 (2009): 1.1; Karen Hellekson, “A Fannish Field of Value: Online Fan Gift Culture.” *Cinema Journal* 48, no. 4 (2009): 114.

⁶ Karen Hellekson, “The Fan Experience,” In *A Companion to Media Fandom and Fan Studies*, red. Paul Booth (Hoboken, NJ: John Wiley and Sons, 2018), 71.

een anti-commerciële manier van weerstand van fans aan mediaproducten, omdat de geschenken gratis worden weggegeven en er zo geen geld mee verdiend wordt.⁷

In deze thesis beargumenteer ik aan de hand van een thematische analyse van vijf YouTube video's dat de influencer-fans van *Euphoria* zich afzetten tegen de gift economy. Door alle fanactiviteiten te conceptualiseren als vormen van arbeid, zoals in 2018 beschreven door Mel Stanfill, wordt duidelijk dat er tussen mediaproducten, de influencer-fans en andere fans van *Euphoria* sprake is van een uitwisseling van arbeid in plaats van een uitwisseling van geschenken.⁸ De gift economy lijkt hierdoor niet van toepassing binnen de context van het fenomeen 'influencers als fans' en geeft zo de mogelijkheid tot nieuwe inzichten in debatten rondom de macht van fans. De uitwisseling van arbeid laat namelijk zien dat (influencer-)fans hun werk kunnen commercialiseren en er sprake is van een verschuivende machtsrelatie tussen producenten en fans.

Abigail De Kosnik en Nele Noppe pleiten in afzonderlijke onderzoeken in 2009 en 2011 al voor een commodificatie van fanfictie die ten goede komt aan makers, maar beargumenteren dat dit nog zelden gebeurt.⁹ In dit onderzoek wordt echter duidelijk dat hier in de context van video content op YouTube al wel sprake van is. De influencer-fans van *Euphoria* laten zien dat zij, door zich af te zetten tegen de gift economy, hun content commodificeren en zo niet misbruikt worden door mediaproducten.¹⁰ Dit brengt ons tot het hoofdargument van deze thesis: het fenomeen van influencers als fans laat een verschuivende machtsrelatie tussen fans en producenten zien en kan zo gezien worden als een empowerment voor fans.

Alhoewel deze thesis zich voornamelijk focust op hoe de influencers van *Euphoria* zich afzetten tegen de gift economy en zo meer macht behouden over hun eigen fan content, zal de thesis ook ingaan op de gevolgen hiervan voor de sociale relaties binnen de fancultuur van de serie. Waar de gift economy volgens wetenschappers zoals Hellekson namelijk bijdraagt aan het bouwen van een community, laat het volgens Bertha Chin juist de hiërarchische aard van fanculturen zien.¹¹ Door economisch kapitaal te verdienen met hun content, positioneren de influencers zich op een andere manier binnen de hiërarchische

⁷ Ik trek dit argument aan de hand van free labor in twijfel omdat de fans bijvoorbeeld promotional labor uitvoeren voor mediaproducten, waardoor anderen ook in aanraking komen met het mediaproduct. Hier verdienen de mediaproducten vervolgens weer geld mee.

⁸ Mel Stanfill, *Exploiting Fandom How the Media Industry Seeks to Manipulate Fans* (Chicago: University of Iowa Press, 2019), 94.

⁹ De Kosnik, "Should Fan Fiction Be Free," *Cinema Journal* 48, nr. 4 (2009): 124; Nele Noppe, "Why We Should Talk About Commodifying Fan Work," *Transformative Works and Cultures*, nr. 8 (2011): 5.1; De term commodificeren wordt hier gebruikt als vertaling van het Engelse woord commodify. Het gaat hier om het zien van mediaproducten als verhandelbare goederen, waar dus geld aan te verdienen valt.

¹⁰ Ik stel in deze thesis voor dat er geen misbruik voorkomt omdat er sprake is van een wederzijds voordeel. Dit betekent niet dat de content van de influencers geen promotional labor is voor mediaproducten van *Euphoria*. Dit wordt in de analyse verder toegelicht.

¹¹ Bertha Chin, *From Textual Poachers to Textual Gifters: Exploring Fan Community and Celebrity in The Field of Fan Cultural Production* (Cardiff: Cardiff University, 2010), 20.

structuren dan andere fans.¹² Dit onderzoek zal aan de hand van een thematische analyse onderbouwen hoe het fenomeen van influencers als fans de relaties tussen producenten en fans, en onder fans zelf verandert en zo toevoegen aan studies rondom de machtsrelaties binnen fanculturen. De influencers laten zien dat fancommodification wel degelijk mogelijk is en leggen zo meer macht in de handen van fans.

¹² Dit onderzoek heeft hier niet als doel een gefixeerde lijst op te stellen van de hiërarchische posities van de influencers binnen de fancultuur van *Euphoria*, maar wil meer inzichten genereren in hoe deze structuren bepaald worden.

2. Theoretisch kader

In dit hoofdstuk wordt eerst het debat rondom de conceptualisatie van fanculturen als gift economies toegelicht. Vervolgens wordt er ingegaan op de verschillende soorten van free labor die Mel Stanfill beschrijft. Ten slotte worden de argumenten toegelicht die verschillende wetenschappers gebruiken om de hiërarchische aard van fanculturen te beschrijven.

2.1. Gift economy

In een van de grondleggende studies binnen het onderzoeksveld van fan studies positioneert Henry Jenkins fans in 1992 als *textual poachers*. Hij suggereert met deze term dat fans personages en materialen van teksten stropen als een manier om weerstand te bieden aan commerciële mediaproducten.¹³ Dit terwijl de producenten de macht over de teksten behouden:

Like the poachers of old, fans operate from a position of cultural marginality and social weakness. Fans lack direct access to the means of commercial cultural production and have only the most limited resources with which to influence entertainment industry's decisions.¹⁴

Jenkins gaat er in zijn boek vanuit dat fans vanuit een zwakke positie weerstand willen bieden aan de media-industrie. Dit kan, vooral 25 jaar later in het actuele medialandschap, in twijfel getrokken worden. Bertha Chin reageert bijvoorbeeld in 2010 op de conceptualisatie van Jenkins en is het niet met hem eens. Het begrip van Jenkins, *poaching* (stropen), focust zich volgens haar te veel op fandom-als-weerstand, terwijl de meeste fans hun producties juist als een geschenk aan andere fans zien.¹⁵ Ze stelt in een etnografisch onderzoek naar de fanculturen van de televisieseries *The X-Files*, *Angel* en *Battlestar Galactica* dan ook de term *textual gifting* voor.¹⁶

De uitwisseling van geschenken die Chin hier noemt, wordt door meerdere wetenschappers ook wel een *gift economy* genoemd. Mediawetenschapper Suzanne Scott beargumenteert in 2009 dat de gift economy een centrale rol speelt in de constructie en in het onderhoud van online community's.¹⁷ Ook Karen Hellekson spreekt in 2009 over een

¹³ Henry Jenkins, *Textual Poachers: Television Fans and Participatory Culture* (Hoboken: Taylor and Francis, 1992), 24.

¹⁴ Jenkins, *Textual Poachers*, 26.

¹⁵ In een herziene uitgave van zijn boek geeft Jenkins in 2012 zelf ook aan dat de term *poaching* te veel uitgaat van een manier van weerstand, en dat hij deze term zelf ook niet meer gebruikt. Hij lijkt zich hierbij aan te sluiten bij de kritiek die wetenschappers zoals Chin uiten.

¹⁶ Chin, *From Textual Poachers*, 13.

¹⁷ Scott, "Repackaging Fan Culture," 1.1.

centrale rol van geschenken in de huidige faneconomie.¹⁸ Zij focust in haar tekst vooral op de anti-commerciële aard van de gift economy. Fans gaan er volgens haar vanuit dat zij niet aangeklaagd zullen worden voor copyrightovertredingen als de content die zij aanbieden gratis is.¹⁹ Dit argument herhaalt ze ook recenter in 2018.²⁰ Het is binnen een gift economy belangrijk te benadrukken dat het gaat om een *uitwisseling*: de cadeaus zijn niet gratis maar worden gegeven “with the understanding that there is to be exchange within a ‘currency’ understood by and valid only in a particular fandom”.²¹ Dit kunnen volgens Hellekson bijvoorbeeld reacties, fan art, fanfictie, podcasts en deelacties op social media zijn.²²

De gift economy die Scott en Hellekson beschrijven lijkt hier gezien te worden als een manier van weerstand tegen mediaproducten en is zo vergelijkbaar met het begrip van poaching van Jenkins. Deze thesis wil echter aan de hand van het fenomeen van influencers als fans laten zien dat de relaties tussen producenten en fans gecompliceerder zijn dan door deze wetenschappers beschreven. Dit wordt ook door Chin beaamd. Zij uit in haar boek specifiek kritiek op de conceptualisering van de gift economy van Hellekson omdat deze, net als het begrip van poaching van Jenkins, uitgaat van fandom-als-weerstand. Dit doet volgens haar teniet aan de gecompliceerde relatie tussen fans en producenten.²³

Dat de gift economy een belangrijk onderdeel is van fanculturen lijkt een terugkerende uitspraak van wetenschappers.²⁴ Scott benoemt vervolgens dat fanculturen steeds vaker geconstrueerd worden als een slagveld “where the territory between online gift economies and commodity culture will be negotiated”.²⁵ Ze noemt hier ook Abigail De Kosnik, die in haar tekst over fanfictie onderzoekt wat de mogelijkheden zijn voor fans om juist wel geld te verdienen aan hun content en waarom dit in de huidige fan economie nog zelden gebeurt. De Kosnik is bezorgd dat fanfictie auteurs te lang wachten met de beslissing om winst te halen uit hun fanactiviteiten.²⁶ Ze pleit voor een commercialisatie van fanfictie die ten goede komt aan makers en beargumenteert dat wanneer dit niet snel gebeurt, alleen de mediaproducten economische winsten zullen halen uit het vrijwillige werk van de schrijvers.²⁷ Scott noemt de zorgen van De Kosnik gegrond.²⁸ Ze stelt dat het model van De Kosnik “clearly identifies the value of fan labor and encourages fans to develop a competitive

¹⁸ Hellekson, “A Fannish Field” 114.

¹⁹ Hellekson, “A Fannish Field,” 114.

²⁰ Hellekson, “The Fan Experience,” 71.

²¹ Hellekson, “The Fan Experience,” 71.

²² Hellekson, “The Fan Experience,” 71.

²³ Chin, *From Textual Poachers*, 11.

²⁴ Naast Scott en Hellekson, spreekt ook Rachael Saboritini in haar stuk over fanfictie over een centrale rol van de gift economy; Rachael Sabotini, “The Fannish Potlatch: Creation of Status Within the Fan Community,” *The Fanfic Symposium*, 20 december 1999, <http://www.trickster.org/symposium/symp41.html>

²⁵ Scott, “Repackaging Fan Culture,” 0.1.

²⁶ De Kosnik, “Should Fan Fiction Be Free,” 120.

²⁷ De Kosnik, “Should Fan Fiction Be Free,” 124; Dit sluit aan bij de conceptualisatie van fanactiviteiten als free labor, wat later in dit hoofdstuk besproken wordt.

²⁸ Scott, “Repackaging Fan Culture,” 1.3.

model to profit from their labors of love rather than continuing to feed an industrial promotional machine".²⁹ In 2011 maakt Nele een vergelijkbare stelling als De Kosnik. Ze noemt de commodificatie van fanproducties onvermijdelijk en stelt dat het tijd wordt te onderzoeken hoe dit vooral voordelen op kan leveren voor fans.³⁰ De Kosnik noemt in haar artikel een aantal succesvolle commercialisaties van fan content. Ze noemt hier bepaalde fan filmmakers die hun content gebruiken als visitekaartjes in Hollywood en zo bij grote studio's terechtkomen. Ook heeft ze het over game modders die hun games verkopen aan de bedrijven die de originele games maken.³¹

Bovenstaande auteurs leggen in hun teksten een focus op de commodificatie van fanfictie rond 2010. In deze thesis vertaal ik hun argumenten naar het huidige medialandschap en beargumenteer ik dat er van deze commodificatie op YouTube al veel meer sprake is. YouTubers kunnen op meerdere manieren geld verdienen aan hun content, bijvoorbeeld door middel van advertenties en sponsors. De influencers van *Euphoria* zetten zich op deze manier af tegen de gift economy, die fanculturen volgens meerdere wetenschappers kenmerkt.³² De Kosnik noemt haar voorbeelden van de enkele succesvolle commodificaties bovendien "interestingly gendered" en beargumenteert dat vooral mannelijke fans tot nu toe voordelen hebben gehad aan de commodificatie van fan content.³³ De influencers van *Euphoria* zijn echter voornamelijk van het vrouwelijke geslacht. Dit laat zien dat commodificatie van fanproducties die ten goede komt aan vrouwelijke makers, waar De Kosnik en Noppe in 2009 en 2011 al op hoopten, wel degelijk mogelijk is.

2.2. Free labor en exploitatie

De uitwisseling van geschenken door fans wordt door wetenschappers zoals De Kosnik en Mel Stanfill gezien als *free labor* voor mediaproductenten.³⁴ Fans produceren namelijk content zonder hier iets voor terug te krijgen in de vorm van geld. Free labor wordt voor het eerst beschreven in de context van fanculturen door Tiziana Terranova. Terranova beargumenteert in 2000 al dat de gift economy niet als weerstand moet worden gezien en suggereert dat deze juist steeds belangrijker wordt voor "late capitalism as a whole", omdat de content die fans produceren vaak gebruikt wordt door de media-industrie.³⁵

²⁹ Scott, "Repackaging Fan Culture," 1.3.

³⁰ Ook Noppe focust in haar artikel op het fenomeen van fanfictie; Noppe, "Why We Should Talk," 5.1.

³¹ De Kosnik, "Should Fan Fiction Be Free," 121; Game modders zijn fans die de game waar zij fan van zijn zelf aanpassen; Er zijn ongetwijfeld nieuwe voorbeelden te vinden sinds de publicatie van De Kosnik's artikel in 2009.

³² Scott, "Repackaging Fan Culture," 1.1; Hellekson, "A Fannish Field" 114.

³³ De Kosnik, "Should Fan Fiction Be Free," 121.

³⁴ Abigail De Kosnik, "Interrogating "Free" Fan Labor," <https://spreadablemedia.org/essays/kosnik/index.html#.X3ryj2czbDI>

³⁵ Terranova zet zich met deze uitspraak in tegen de conceptualisatie van fanculturen als weerstand zoals bijvoorbeeld Jenkins en Hellekson dit wel doen; Tiziana Terranova, "Free Labor: Producing Culture for the Digital Economy," *Social Text* 18 (2000): 36.

Stanfill beschrijft in 2018 in hun boek *Exploiting Fandom* verschillende manieren waarop fans arbeid verrichten voor de media-industrie. Ze noemen hier eerst een begrip van Dallas Smythe, *audience commodity work*, waarbij het gaat om het idee dat het publiek zelf het product is wanneer zij er niet voor hoeven te betalen.³⁶ Het gaat hier bijvoorbeeld om het kijken van advertenties in ruil voor mediaproducten. Dit traditionele verdienmodel van de media-industrie is echter door technologische ontwikkelingen sterk veranderd. Zo stelt Stanfill dat het publiek in de tijd van het internet nu vooral een *data commodity* is geworden.³⁷ Het publiek geeft nu data af aan organisaties in ruil voor content, die zij bijvoorbeeld weer verkopen aan adverteerders. Stanfill haalt vervolgens een concept van Mark Andrejevic aan, namelijk “the work of being watched”.³⁸ In 2008 beargumenteert Andrejevic dat het publiek werk verricht voor de media-industrie in de zin dat het publiek bekeken wordt: publieksparticipatie zorgt er volgens hem voor dat bedrijven het publiek kunnen monitoren en hier geld mee verdienen.³⁹ Online community’s geven mediaproducten directe feedback die schrijvers vervolgens kunnen gebruiken.

Naast de functie van het publiek als een audience en data commodity formuleert Stanfill ook andere vormen van arbeid: *promotional labor*, *content labor* en *lovebor*.⁴⁰ Fans produceren en circuleren alleen al door publiekelijk te praten over een mediaproduct promotionele content. Iets wat mediaproducten kunnen gebruiken naar hun eigen voordeel en zo gezien kan worden als een vorm van free labor. Daarnaast verrichten fans content labor met hun fanproducties, bijvoorbeeld in de vorm van fanfictie of fan art.⁴¹ Ten slotte omschrijft Stanfill lovebor als “the work of (showing) love”. Ze betogen dat het waarderen van een mediaproduct waarde op zichzelf heeft en daarom ook herkend moet worden als een vorm van free labor.⁴² Stanfill stelt dat door fanactiviteiten te conceptualiseren als vormen van arbeid, duidelijk wordt wie ervan profiteert.⁴³ In deze thesis wordt de hand van de conceptualisatie van fanactiviteiten als arbeid, onderzocht welke vormen van arbeid voorkomen binnen het fenomeen van influencers als fans en zo laten zien dat er sprake is van een uitwisseling van arbeid tussen producenten, influencers en andere fans van *Euphoria*.

³⁶ Stanfill, *Exploiting Fandom*, 96; Dallas Smythe introduceerde dit begrip in 1977 in zijn artikel “Communications: Blindspot of Western Marxism”.

³⁷ Stanfill, *Exploiting Fandom*, 98.

³⁸ Stanfill, *Exploiting Fandom*, 100.

³⁹ Mark Andrejevic, “Watching Television Without Pity,” *Television & New Media* 9, nr. 1 (2008): 42.

⁴⁰ Stanfill, *Exploiting Fandom*, 103-110.

⁴¹ Stanfill, *Exploiting Fandom*, 105-106.

⁴² Stanfill, *Exploiting Fandom*, 109.

⁴³ Stanfill, *Exploiting Fandom*, 94.

2.3. Gevolgen voor de relaties tussen fans

Dat de influencers geen deel uitmaken van de gift economy, heeft ongetwijfeld gevolgen voor hun sociale relaties binnen de fancultuur van *Euphoria*. Alhoewel deze thesis zich voornamelijk focust op de veranderende relatie tussen fans en producenten binnen de economie van fanculturen die de influencers van *Euphoria* laten zien, wordt hier ook op ingegaan. De gift economy die wetenschappers zoals Scott en Hellekson beschrijven, wordt volgens Chin vaak gebruikt als argument om de gemeenschappelijke en verenigde aard van fanculturen te benadrukken.⁴⁴ Chin betoogt in 2010 echter dat de volgens haar feministische auteurs zoals Hellekson vaak een te grote focus leggen op dit communale gevoel:

Feminist accounts rarely factor in the complexity of the fan relationships and the struggle to determine fan social hierarchies, since these accounts tend to emphasize the nurturing, intimacy and collaborative effort of the female fan community.⁴⁵

Waar de gift economy volgens Hellekson bijdraagt aan het bouwen van een community, laat dit volgens Chin juist de hiërarchische aard van fanculturen zien. Ook Stanfill spreekt over hiërarchieën binnen fanculturen en beargumenteert dat het geven van geschenken status genereert.⁴⁶ Zij stellen dat het produceren van verhalen, kunst, video's en essays wordt gezien als een grote bijdrage aan de community en zo status geeft aan makers.⁴⁷ Dat er binnen het fenomeen van influencers als fans geen sprake is van een uitwisseling van geschenken, maar van een uitwisseling van arbeid, biedt nieuwe inzichten in het debat rondom de hiërarchische aard van fanculturen. Dat de influencers een soort beroemdheden zijn, lijkt te suggereren dat er wel degelijk sprake is van hiërarchieën binnen fanculturen.

Wanneer wetenschappers het hebben over de hiërarchische aard van fanculturen wordt vaak het theoretische en conceptuele instrumentarium van de Franse socioloog Pierre Bourdieu als raamwerk gebruikt.⁴⁸ Bourdieu introduceert in de jaren tachtig drie soorten kapitaal die volgens hem de sociale ongelijkheden in de maatschappij verklaren: economisch, cultureel en sociaal kapitaal.⁴⁹ Hij benadert alle sociale relaties alsof zij economisch zijn en beargumenteert dat de verschillende soorten kapitaal oneerlijk verdeeld worden over de maatschappij.⁵⁰ Naast economisch kapitaal, waarbij het gaat om tastbare zaken die direct in te wisselen zijn voor geld, beschrijft Bourdieu cultureel kapitaal als het

⁴⁴ Chin, *From Textual Poachers*, 7.

⁴⁵ Chin, *From Textual Poachers*, 20.

⁴⁶ Stanfill, *Exploiting Fandom*, 116.

⁴⁷ Stanfill, *Exploiting Fandom*, 116.

⁴⁸ Dit onderzoek gaat kort in op de definities van kapitaal zoals Bourdieu deze beschrijft maar richt zich vervolgens op de vertalingen die wetenschappers zoals Hills, Stanfill en Chin specifiek binnen de context van fanculturen beschrijven.

⁴⁹ Pierre Bourdieu, "The Forms of Capital," In *Handbook of Theory and Research for the Sociology of Education*, red. J. Richardson (New York: Greenwood, 1986), 16.

⁵⁰ Bourdieu, "The Forms of Capital," 19.

geheel van kennis, cognitieve vaardigheden en opleiding van een persoon.⁵¹ Bourdieu spreekt vervolgens over sociaal kapitaal. Dit zijn de potentiële middelen die relaties en netwerken met zich meebrengen.⁵²

Matt Hills vertaalt in 2002 in zijn boek *Fan Cultures* de begrippen van Bourdieu specifiek naar fanculturen. Hij onderscheidt cultureel fankapitaal als de kennis die fans hebben over hun fandom en sociaal fankapitaal als het sociale netwerk dat de fan heeft.⁵³ Ook onderscheidt Hills symbolisch fankapitaal, een kapitaalvorm die Bourdieu later nog toevoegde aan zijn instrumentarium. Het is volgens Hills onduidelijk of Bourdieu symbolisch kapitaal echt als een kapitaalvorm ziet, of dat hij hiermee de vorm bedoelt die de andere vormen van kapitaal kunnen aannemen. Hills interpreteert symbolisch kapitaal zelf als een vorm van herkenning en als de legitimering van de andere vormen van kapitaal.⁵⁴ Ook Stanfill haalt in *Exploiting Fandom* concepten van Bourdieu aan. Zij noemen het genereren van sociaal kapitaal de grote drijfveer voor fans om te creëren en beschrijft de voordelen van fanactiviteiten als voornamelijk relationeel: de vergoeding die fans krijgen voor hun werk is de erkenning die zij krijgen van andere fans.⁵⁵ Ten slotte bespreekt ook Chin concepten van Bourdieu in haar boek en ze stelt dat er verschillende soorten kapitaal uitgewisseld worden tussen fans, waarbij de accumulatie van sociaal kapitaal, (sub)cultureel kapitaal en symbolisch kapitaal helpt bij het opbouwen van een bepaalde fanstatus.⁵⁶

Binnen het fenomeen influencers als fans is het duidelijk dat er ook sprake is van een accumulatie van economisch kapitaal met de inkomsten die de influencers verdienen op YouTube. Dit suggereert meteen, zoals in deze thesis verder beaamd wordt, dat de influencers geen deel uitmaken van de gift economy en zich zo anders positioneren binnen de hiërarchische structuren dan andere fans, die hier wel deel van uitmaken. Van de bovengenoemde auteurs die Bourdieu als raamwerk gebruiken gaat alleen Chin kort in op het vergaren van economisch kapitaal. Ze stelt dat het af en toe wel voorkomt dat fans geld verdienen met hun producties, bijvoorbeeld wanneer auteurs van fanfictie professioneel betaalde auteurs of mediaproductanten worden. Het meeste materiaal dat fans produceren voor andere fans is echter volgens Chin niet inwisselbaar voor economisch kapitaal.⁵⁷ Ze beargumenteert dat het idee dat fans geld verdienen aan hun producties tegen de

⁵¹ Cultureel kapitaal kan in drie vormen bestaan. Ten eerste in de belichaamde staat, hier gaat het om geletterdheid, culturele kennis en andere competenties. Vervolgens bestaat de geobjectiveerde uit tastbare dingen zoals documenten en schilderijen en ten slotte omvat de geïnstitutionaliseerde onder meer diploma's en titels; Bourdieu, "The Forms of Capital," 17.

⁵² Bourdieu, "The Forms of Capital," 21.

⁵³ Matt Hills, *Fan Cultures* (Londen: Routledge, 2002), 29-30.

⁵⁴ Hills, *Fan Cultures*, 30.

⁵⁵ Stanfill, *Exploiting Fandom*, 116.

⁵⁶ Chin, *From Textual Poachers*, 5.

⁵⁷ Chin, *From Textual Poachers*, 70.

conceptualisatie van fanculturen als een gift economy ingaat.⁵⁸ Dit omdat er dan geen sprake meer is van een uitwisseling van vrijwillige geschenken, maar er economisch kapitaal bij komt kijken. De influencers accumuleren wel degelijk economisch kapitaal en gaan zo dus ook tegen de conceptualisatie van fanculturen als een gift economy in. In de analyse wordt verder onderzocht wat dit betekent voor de positie van de influencers binnen de hiërarchische structuren van de fancultuur van *Euphoria*.

⁵⁸ Chin, *From Textual Poachers*, 70.

3. Methodologie

De argumenten van deze thesis worden onderbouwd aan de hand van een thematische analyse van een vijftal YouTube video's, gemaakt door vijf verschillende social media influencers. De thematische analyse wordt door Virginia Braun en Victoria Clarke beschreven als een methode om patronen in data te identificeren, te analyseren en te rapporteren.⁵⁹ Deze kwalitatieve manier van onderzoeken is dan ook zeer geschikt om patronen te ontdekken in de vijf video's, om zo overeenkomsten en verschillen te vinden in de positionering van de verschillende influencers binnen de fancultuur van *Euphoria*. Braun en Clarke onderscheiden in hun artikel de inductieve en theoretische thematische analyse, waarbij de inductieve vorm voornamelijk data gedreven is, terwijl de theoretische thematische analyse gedreven wordt door de theoretische of analytische interesse van de onderzoeker.⁶⁰ Omdat dit onderzoek vanuit een theoretisch kader werkt en zich hierbinnen wil positioneren, is er gekozen voor een theoretische thematische analyse. De focus ligt hier op de relevante onderdelen van de data die aan de hand van de literatuur al vastgelegd zijn.⁶¹ Aan de hand van het theoretisch kader zijn een drietal vragen geformuleerd die fungeren als leidraad bij het bepalen van de thema's. Deze vragen luiden als volgt:

1. Hoe positioneren de influencers zich tegenover de mediaproducten van *Euphoria*?
2. Hoe positioneren de influencers zich tegenover de medefans van *Euphoria*?
3. Hoe positioneren de influencers zich binnen de hiërarchische structuren van de fancultuur van *Euphoria*?

Deze vragen bepalen bovendien de structuur van de analyse. Brown en Clarke maken vervolgens onderscheid tussen expliciete en interpretatieve niveaus om thema's te identificeren. Bij de expliciete betekenis van de data wordt niet verder gekeken dan wat de participant daadwerkelijk zegt of schrijft.⁶² Deze analyse zal op een interpretatief niveau thema's identificeren: er wordt dieper gekeken naar de onderliggende betekenissen van wat de vloggers, maar ook de kijkers van de vloggers, doen en zeggen. De uitspraken van de participanten worden namelijk in relatie gelegd tot begrippen zoals de gift economy, free labor en kapitaal. De analyse is hierdoor niet alleen beschrijvend, maar ook theoretisch onderbouwd.

⁵⁹ Virginia Braun en Victoria Clarke. "Using Thematic Analysis in Psychology," *Qualitative Research in Psychology* 3, nr. 2 (2006): 79.

⁶⁰ Braun en Clarke, "Using Thematic Analysis," 83-84.

⁶¹ Braun en Clarke, "Using Thematic Analysis," 84.

⁶² Braun en Clarke, "Using Thematic Analysis," 84.

3.1. Aanpak en verantwoording thema's

De thematische analyse kent volgens Braun en Clarke geen vaste regels, maar is juist een flexibele methode.⁶³ Er is dan ook een eigen stappenplan opgesteld aan de hand van de zes fases van het analyseproces die de auteurs beschrijven. De eerste fase houdt zich bezig met het vertrouwd raken met de data.⁶⁴ Er is hiervoor eerst een overzicht gemaakt van de statistische informatie van de video: hoeveel abonnees heeft de vlogger, hoe vaak is de video bekeken en hoeveel vind-ik-leuks en reacties zijn er? Een overzicht van al deze gegevens is te vinden in bijlage 1. Daarna zijn de reacties en bijschriften genoteerd in een schema (bijlage 2) en zijn de video's getranscribeerd. Aan de hand van deze eerste fase zijn de twee hoofdthema's bepaald. Bij het transcriberen kwam de dubbelrol van de influencer duidelijk naar voren, de twee hoofdthema's zijn dan ook 'influencers als fans' en 'influencers als producenten' geworden.

Vervolgens is de data in de tweede fase aan de hand van deze twee thema's een eerste keer gecodeerd. Dit betekent dat wanneer een onderwerp in de vlogs niet overeenkomt met een van deze twee hoofdthema's, deze ook niet gecodeerd is. Dit is in lijn met de theoretische insteek van de analyse. Na het coderen van de twee hoofdthema's werden in de derde fase de subthema's geïdentificeerd. Er zijn hier een aantal onderwerpen geformuleerd aan de hand van terugkerende elementen in de transcripten. Dit zijn 'Euphoria', 'make-up', 'herkenbaarheid/authenticiteit', 'commerciële partners', 'zelfpromotie' en 'interactie'. De subthema's worden gebruikt om de rol van de influencers als fans en als producenten te analyseren. In fase vier werden deze subthema's naar behoeven aangepast, zo is het subthema 'Euphoria' nog opgesplitst in 'positief over Euphoria' en 'kennis over Euphoria'. In fase vijf zijn deze thema's definitief gemaakt.⁶⁵ De volledig gecodeerde transcripten zijn te vinden in bijlage 3. De definitieve thema's fungeren als leidraad tijdens de laatste fase: het schrijven van de analyse.⁶⁶

3.2. Corpus

Het materiaal van de thematische analyse is een selectie van vijf verschillende YouTube video's van vijf verschillende vloggers. Het gaat hier om make-up video's die geïnspireerd zijn door de personages van *Euphoria*. De video's zijn, op één na, in augustus 2019 geplaatst. Hier is voor gekozen omdat de serie tussen 16 juni en 4 augustus 2019 werd uitgezonden, maar de social mediatrend pas echt op gang kwam toen de laatste aflevering van het seizoen uitgezonden was. Er is echter een enkele video die niet in augustus 2019

⁶³ Braun en Clarke, "Using Thematic Analysis," 79.

⁶⁴ Braun en Clarke, "Using Thematic Analysis," 87.

⁶⁵ Braun en Clarke, "Using Thematic Analysis," 92.

⁶⁶ Braun en Clarke, "Using Thematic Analysis," 93.

geplaatst werd: de video van Tana Mongeau. Tana is de meest succesvolle YouTuber die meedeed aan de social mediatrend. Haar video werd daarentegen pas in november geplaatst. Omdat het onderzoek ook in enige mate verschillen in patronen naar abonnee-aantal wil analyseren, is er toch voor gekozen haar mee te nemen in het onderzoek. De vloggers hebben hierdoor uiteindelijk tussen de 8.500 en 5,2 miljoen abonnees op YouTube. Met het oog op de haalbaarheid van het uitvoeren van het onderzoek binnen een periode van tien weken is gekozen voor vijf video's. Er is van tevoren besloten dat, wanneer er geen informatieverzadiging optrad met deze vijf YouTube-video's, het aantal kon worden opgehoogd tot deze verzadiging wel optrad. Er is pas informatieverzadiging wanneer er bij de analyse van een make-up video niet of nauwelijks nieuwe informatie wordt gevonden.⁶⁷ Er vond informatieverzadiging plaats bij vijf video's, hier is het dus ook bij gebleven. De selectie is als volgt:

YouTuber	Plaatsingsdatum	Aantal abonnees	Aantal minuten
Tana Mongeau	10 november 2019	5.200.000	34:39
Daisy Marquez	1 augustus 2019	1.400.000	16:17
Madi Bernard	6 augustus 2019	171.000	10:02
Nyra	12 augustus 2019	18.100	30:51
Jenz Christine	13 augustus 2019	8.500	18:04

Tabel 1: informatie over de geselecteerde YouTubers

Tana Mongeau is, zoals al genoemd, de grootste YouTuber van de selectie. Ze is al jaren actief op YouTube en plaatst uiteenlopende content, maar vlogt voornamelijk over haar persoonlijke leven. Daisy Marquez en Madi Bernard zijn beauty vloggers. Zij plaatsen bijna alleen maar make-upvideo's. Nyra en Jenz Christine zijn allebei minder bekende YouTubers. Ze plaatsen beiden vaker make-upvideo's, maar bieden ook andere content. Er is hier expres gekozen voor een uiteenlopende selectie om bijvoorbeeld ook uitspraken te kunnen doen over het verschil tussen kleine en grote YouTubers. De vijf YouTubers wonen allemaal in de Verenigde Staten en zijn al langer actief op het platform.

⁶⁷ Benjamin Saunders et al. "Saturation in Qualitative Research: Exploring its Conceptualization and Operationalization," *Quality & Quantity* 52, nr. 4 (2018): 1893.

4. Influencers in de gift economy

In het eerste deel van de analyse laat ik zien hoe de activiteiten van de influencer-fans van *Euphoria* begrepen kunnen worden als vormen van free labor, maar dat de fans van de influencers ook free labor verrichten voor hen. Deze uitwisseling van arbeid laat een verschuiving zien in de machstrelaties tussen (influencer-)fans en mediaproductanten.

4.1. Influencers verrichten arbeid

De video's van de influencers zijn, net als bijvoorbeeld het schrijven van fanfictie of het maken van fan art, vormen van fanactiviteiten. Ik gebruik de conceptualisatie van fanactiviteiten als free labor om dit toe te lichten. Stanfill onderscheidt in *Exploiting Fandom* verschillende vormen van arbeid. De video's kunnen zo, ten eerste, gezien worden als vormen van *content labor*. Stanfill beargumenteert bij deze vorm van labor dat fans met hun fanactiviteiten gratis content produceren voor mediaproductanten.⁶⁸ De video's van de influencers kosten mediaproductanten geen geld, terwijl de video's wel toegevoegde waarde hebben voor de serie. De video's kunnen namelijk gezien worden als tutorials over hoe fans van *Euphoria* de make-up looks van de personages kunnen namaken.⁶⁹ Vooral de video's van Daisy Marquez en Madi Bernard zijn make-up tutorials. In hun video's ligt de nadruk op het uitleggen van de looks zodat kijkers die na kunnen doen. Daisy benoemt bijvoorbeeld ook, zowel in de video als in het bijschrift van de video, alle producten die gebruikt zijn voor haar look. Ook Madi legt in stappen uit wat ze doet en geeft kijkers de kans haar aanwijzingen op te volgen:

You don't need to do much, but what I'm gonna do now is take a little bit of a fluffier brush like this and take this lighter purple and mix it a little bit with this pink. And I'm kind of just gonna bring it into the crease, the slightest bit just to bring a little bit of depth in there. To like, shape the eye a little bit, I'm like really softly just bringing it over.⁷⁰

Daisy en Madi plaatsen alleen content over make-up op hun YouTube-kanaal en positioneren zich zo als beauty vloggers op het platform. Hun fans verwachten waarschijnlijk dan ook een focus op make-up in de video over *Euphoria*.

Nyra noemt net als Daisy de producten die ze gebruikt maar legt in haar video voornamelijk de focus op de serie: ze legt niet altijd uit hoe ze bepaalde make-uptechnieken

⁶⁸ Stanfill, *Exploiting Fandom*, 105.

⁶⁹ Tutorials zijn vrij vertaald leerprogramma's waarin stap voor stap wordt uitgelegd hoe je iets doet.

⁷⁰ "Euphoria Maddy Makeup Tutorial! Madi Bernard," YouTube video, 10:00, "madi bernard," 6 augustus 2019, <https://www.youtube.com/watch?v=lfmy8YyW3ow&t=1s>

gebruikt. Jenz is wisselend in haar uitleg. Ze maakt meerdere *Euphoria*-looks na, waar ze de ene keer haar make-up look al af heeft voor ze begint met filmen, maar de andere keer wel uitleg geeft en ook alle producten die ze gebruikt noemt. Tana Mongeau legt zelden uit wat ze doet. Haar video gaat meer om de reacties die de mensen in haar leven geven op de extravagante make-up, dan daadwerkelijk om het creëren van de looks. Ze doet ook niet alle looks zelf, maar laat een make-upartiest het voor haar doen. Toch beargumenteer ik dat ook de video's die minder uitleg geven, vormen zijn van content labor. De video's zijn namelijk allemaal content die de makers van *Euphoria* ook zelf, met toegevoegde waarde, op hun social mediakanalen hadden kunnen zetten, maar nu niet meer hoeven te doen.

Naast content labor voeren de influencers ook lovebor uit voor de producenten van *Euphoria*. Het gaat hier om wat Stanfill als “the work of loving the object of fandom and showing that love” beschrijft.⁷¹ Er ligt volgens Stanfill al arbeid in het waarderen van de serie. Zo noemt Nyra *Euphoria* haar favoriete serie: “Yeah, so my literal absolute favorite show in the whole world right now is *Euphoria*”.⁷² Ook Jenz Christine noemt het programma een favoriet: “The whole show is incredible and I'm so happy with it and it's easily one of my favorite shows ever. Bold statement, but it's true”.⁷³ Dat Nyra en Jenz zich zo positief uiten over de serie laat zien dat ze echt fan zijn en de serie waarderen. Alhoewel Nyra en Jenz het meest positief zijn, laten ook Daisy en Madi hun enthousiasme over de serie vaker merken. Daisy uit zich bijvoorbeeld eerst positief over de make-up: “As soon as I started watching the show, I instantly became obsessed with all of the makeup,” en heeft het aan het einde van de video nog inhoudelijk over de serie zelf: “(...) each one of [the characters] is so different and versatile and I fucking love each character. I feel like I can relate to each character in a different way”.⁷⁴ Ook Madi is toegewijd: “I'm really excited. It's the best show I've ever seen, it really makes you like feel something”.⁷⁵ Tana Mongeau heeft het in haar video eigenlijk weinig over *Euphoria* en zegt hier ook inhoudelijk geen positieve dingen over. Daisy, Madi, Nyra en Jenz positioneren zich met hun uitspraken als enthousiast over de serie en voeren daarom ook lovebor uit. Stanfill betoogt dat lovebor zorgt voor affectieve banden, ofwel een community.⁷⁶ Dit betekent dat met de lovebor die de influencers uitvoeren, zij zich positioneren als onderdeel van de fan community van *Euphoria*.⁷⁷

⁷¹ Stanfill, *Exploiting Fandom*, 107.

⁷² “Euphoria Inspired Makeup While We Talk About Euphoria,” YouTube video, 18:03. “Nyra,” 12 augustus 2019, <https://www.youtube.com/watch?v=V3Ba89Ri0Rs&t=1s>

⁷³ “Doing My Makeup Like Euphoria for a Week!! *..° ✧,” YouTube video, 30:50. “Jenz Christine,” 13 augustus 2019, <https://www.youtube.com/watch?v=Hyf8FoHuCRQ&t=1387s>

⁷⁴ “Euphoria Maddy Makeup Tutorial | Daisy Marquez,” YouTube video, 16:16, “Daisy Marquez,” 1 augustus 2019, <https://www.youtube.com/watch?v=33JFueelZq0&t=6s>

⁷⁵ “Euphoria Maddy Makeup Tutorial! Madi Bernard,” YouTube video, 10:00, “madi bernard,” 6 augustus 2019, <https://www.youtube.com/watch?v=lfmy8YyW3ow&t=1s>

⁷⁶ Stanfill, *Exploiting Fandom*, 109.

⁷⁷ Tana voert niet per se lovebor uit. In het volgende hoofdstuk worden de gevolgen hiervan voor haar positionering binnen de fancultuur besproken.

Ten slotte verrichten de influencers allemaal *promotional labor* voor de serie. Promotional labor vindt volgens Stanfill simpelweg al plaats wanneer er publiekelijk gesproken wordt over de serie. Ze stelden dat “getting the word out has value in itself”.⁷⁸ Dit betekent dat alle onderzochte influencers promotional labor uitvoeren voor HBO. De een doet dit echter meer dan de ander. Een aantal influencers motiveren hun kijkers echt om de serie te kijken. Daisy Marquez, Jenz Christine en Nyra sporen in hun video kijkers aan om de serie te streamen via HBO. Nyra doet dit het meest prominent door meteen aan het begin van haar video te stellen dat kijkers, voordat ze beginnen aan de video, de serie moeten streamen:

If you have not finished the whole season, do not watch this video, go watch the series for the next few hours and then come back and watch this video because I spoil you everything okay? I got a big mouth.⁷⁹

Daisy Marquez en Jenz Christine vertellen beide aan het einde van hun video dat hun fans *Euphoria* moeten kijken. Jenz voegt hier ook specifiek aan toe hoe haar kijkers dit zouden kunnen doen. De activiteiten van de influencers kunnen met deze uitspraken gezien worden als vormen van promotional labor. Tana Mongeau voert promotional labor uit omdat ze het publiekelijk over de serie heeft, maar spoort kijkers verder niet actief aan de serie te kijken.

Hier wordt duidelijk dat de vormen van arbeid die Stanfill beschrijft ook toepasbaar zijn op de activiteiten die de influencers met hun video's verrichten. De influencer-fans zijn met hun fanactiviteiten op deze manier onderdeel van de fancultuur van *Euphoria*. Free labor wordt door Stanfill gebruikt om de uitbuitende relaties tussen producenten en fans toe te lichten.⁸⁰ Ik ben het hier in deze context echter niet mee eens. Dat de influencers arbeid verrichten voor de mediaproducten lijkt te suggereren dat zij deel uitmaken van de gift economy die fanculturen volgens Scott en De Kosnik kenmerkt.⁸¹ De influencers ontvangen echter ook vormen van arbeid en weten deze arbeid naar eigen gewin te commidificeren. Ze zetten zich op deze manier af tegen de gift economy en er is zo geen sprake van een uitbuitende relatie met de mediaproducten.

4.2. Influencers ontvangen arbeid

Ik laat in dit deel van de analyse aan de hand van de conceptualisatie van fanactiviteiten als arbeid zien dat influencers niet alleen arbeid verrichten voor mediaproducten, maar dat de influencers ook arbeid ontvangen. Alle influencers hebben namelijk een eigen fancultuur, met

⁷⁸ Stanfill, *Exploiting Fandom*, 103.

⁷⁹ “Euphoria Inspired Makeup While We Talk About Euphoria,” YouTube video, 18:03, “Nyra,” 12 augustus 2019, <https://www.youtube.com/watch?v=V3Ba89Ri0Rs&t=1s>

⁸⁰ Stanfill, *Exploiting Fandom*.

⁸¹ Scott, “Repackaging Fan Culture,” 1.1; Hellekson, “A Fannish Field” 114.

fans die arbeid voor hen verrichten in de vorm van audience en data commodity work, zoals beschreven door Stanfill. Ik wil zo aanduiden dat de influencer-fans een manier hebben gevonden om hun fanactiviteiten te commodificeren en zo meer macht in eigen handen hebben.

Dat fans van de influencers niet hoeven te betalen voor het kijken van de vlogs van de influencers, betekent niet dat zij hier niets voor hoeven te doen. De beauty vloggers verdienen namelijk geld met advertenties, sponsors en partners, waar de kijkers naar moeten kijken en luisteren. YouTube laat gebruikers zelf de keuze maken om advertenties in hun video plaatsen. Bij een video die langer dan tien minuten duurt, kunnen de gebruikers ook zelf bepalen waar in de video zogenaamde *ad breaks* afgespeeld worden.⁸² Alle vloggers hebben een video langer dan tien minuten (zie tabel 1) en tussen de twee en de zeven advertenties in hun video (zie bijlage 1). De vlogger met het meest aantal reclames is Nyra, een van de YouTubers met minder abonnees. De influencer met het minst abonnees, Jenz Christine, heeft daarentegen slechts twee advertenties in haar video. Ook Madi Bernard heeft twee advertenties, Daisy Marquez heeft er drie. Ten slotte heeft Tana Mongeau vier advertenties in haar video geplaatst.⁸³ Door reclame in hun video's te plaatsen, kiezen alle influencers er bewust voor om geld te verdienen aan hun video's. Er zijn echter verder geen duidelijke verbanden zichtbaar, bijvoorbeeld tussen de hoeveelheid advertenties en de hoeveelheid abonnees of de duur van de video's.

De video van Tana Mongeau's is de enige met een directe sponsor. Zij wordt gesponsord door het bedrijf Honey, een browserextensie die kortingscodes automatisch aan winkelwagens toevoegt. Tana heeft het ongeveer twee minuten over dit bedrijf aan het begin van haar video. Ze noemt het de beste uitvinding ooit en bedankt het bedrijf ook meerdere keren voor de sponsoring:

I think Honey is the greatest invention ever and I cannot believe they are sponsoring this video. Thank you so much Honey. Thank you so much. So, if you want to save money, if you're not an idiot, if you literally like to keep your own money, go to joinhoney.com/tana. I am in utter shock that they're sponsoring this video, so thank you again.⁸⁴

⁸² "Manage Ad Breaks in Long Videos - YouTube Help," Google. 10 april 2020 geraadpleegd, <https://support.google.com/youtube/answer/6175006?hl=en>.

⁸³ Het is hier belangrijk te vermelden dat YouTube uiteindelijk bepaalt hoeveel advertenties de website laat zien aan individuele personen. Dit betekent dat de vloggers in ieder geval toestemming hebben gegeven voor een bepaald aantal advertenties, maar dit aantal soms lager kan zijn als er bijvoorbeeld geen advertentie geschikt is; "Advertenties Op YouTube," YouTube. 10 april 2020 geraadpleegd, <https://creatoracademy.youtube.com/page/lesson/ad-types>

⁸⁴ "I Wore Only Euphoria Makeup for a Week (MTV Meetings, Dates) (Mortifying)," YouTube video, 34:38, "Tana Mongeau," 10 november 2019, <https://www.youtube.com/watch?v=vwjE7DdygIA&t=2s>

Alhoewel Tana de enige is met een sponsor, heeft Daisy Marquez wel meerdere partners in het bijschrift van haar video staan. Er staan daar in totaal twaalf kortingscodes waar kijkers geld mee kunnen besparen bij de aanschaf van verschillende merken zoals BH Cosmetics en OFRA. Daisy gebruikt voor al haar looks nepwimpers van Lilly Lashes, waar zij ook een partner van is. Ook Tana Mongeau gebruikt in haar video de wimpers van Lilly Lashes en heeft een kortingscode voor tien procent korting in haar bijschrift staan. Deze samenwerkingen laten een logisch patroon zien, namelijk dat de vloggers met de meeste abonnees, de meeste deals hebben.

Met de advertenties, sponsors en partners, is er sprake van de klassieke vorm van audience commodity work, zoals Smythe en Stanfill deze beschrijven. Het gaat hier om het kopen en verkopen van de aandacht van het publiek.⁸⁵ Het kijken van advertenties op YouTube is hier vergelijkbaar met het bekijken van reclames op gewone televisie en de partnerschappen lijken op product placements in televisieseries. Naast deze traditionele vorm van audience commodity work, voert het publiek van de influencer ook data commodity work uit. In het huidige internettijdperk kijkt het publiek niet alleen advertenties, maar geven zij ook continu data af aan mediabedrijven.⁸⁶ Mark Andrejevic gaat zelfs zo ver door dit “one of the dominant business models for the online economy” te noemen.⁸⁷ Kijkers van de vloggers geven allemaal gegevens af wanneer ze een video kijken. Veel van deze data is niet alleen inzichtelijk voor YouTube, maar ook voor de influencers. Zo kunnen ze zien hoe oud hun kijkers zijn, welk geslacht ze hebben, waar ze vandaan komen, maar ook welke zoekwoorden kijkers hebben gebruikt om hun video's te vinden en wanneer kijkers bijvoorbeeld wegklikken.⁸⁸ Deze data wordt ten eerste gebruikt bij het gericht aanreiken van advertenties. Hier is YouTube verantwoordelijk voor. Influencers gebruiken de data echter ook om sponsors en partners te vinden. Het publiek van de beauty vlogger voert op deze manier dus data commodity work uit voor de influencer.

Er wordt ten slotte ook van het publiek van de influencer gevraagd om actief hun voorkeuren duidelijk te maken, iets dat Andrejevic als “the work of being watched” omschrijft.⁸⁹ De vloggers sporen kijkers bijna in elke video aan te abonneren op hun kanaal, de video te liken en een reactie achter te laten. Madi Bernard zegt bijvoorbeeld: “If you guys enjoyed it as well, be sure leave a comment down below and hit subscribe. I know you got me. Hit subscribe baby”.⁹⁰ Dit is een manier voor de influencers om hun publiek zichtbaar te

⁸⁵ Stanfill, *Exploiting Fandom*, 96.

⁸⁶ Stanfill, *Exploiting Fandom*, 98.

⁸⁷ Mark Andrejevic, “Estranged Free Labor,” in *Digital Labor: The Internet as Playground and Factory*, red. Trebor Scholz (New York: Routledge, 2012), 149.

⁸⁸ “Wie Bezoekt Mijn Kanaal?,” YouTube, 10 april 2020 geraadpleegd, <https://creatoracademy.youtube.com/page/lesson/discoverability-analytics#strategies-zippy-link-4>

⁸⁹ Andrejevic, “Watching Television Without Pity,” 42.

⁹⁰ “Euphoria Maddy Makeup Tutorial! Madi Bernard,” YouTube video, 10:00, “madi bernard,” 6 augustus 2019, <https://www.youtube.com/watch?v=lfmy8YyW3ow&t=1s>

maken. Dit kan voordelen opleveren bij het overeenkomen van partnerschappen en adverteerders. Wanneer bedrijven zien dat een influencer veel vind-ik-leuks en reacties heeft, en dus veel interactie heeft met haar publiek, zijn zij eerder bereid een samenwerking aan te gaan en hier meer voor te betalen. Vervolgens vraagt Daisy Marquez naar de mening van haar kijkers over haar idee om een videoserie te maken waarin ze steeds de make-up looks van een ander *Euphoria* personage recreëert. Stanfill beargumenteert dat door te vragen naar de mening van kijkers, de industrie gratis marktonderzoek kan uitvoeren.⁹¹ De meningen van de kijkers worden hier gebruikt om content te produceren die bij hun behoeften aansluit.

In bovenstaande analyse wordt duidelijk dat er binnen de fancultuur van *Euphoria* geen sprake is van een uitwisseling van geschenken, zoals kenmerkend is binnen de gift economy, maar van een uitwisseling van arbeid. De influencer-fans voeren arbeid uit voor mediaproducten en laten hun eigen fans ook arbeid voor hen verrichten. Door dit te doen zetten zij zich juist af tegen de gift economy die fanculturen volgens Scott en De Kosnik kenmerkt.⁹² De video's die de influencers aanbieden zijn geen geschenken: kijkers zijn hier zelf het product dat verkocht wordt als een audience en data commodity. De influencer-fans commodificeren op deze manier hun fanactiviteiten.

De Kosnik en Noppe pleiten in hun afzonderlijke onderzoeken al voor een commodificatie van fanactiviteiten die ten goede komt aan makers. Waar zij het hier hebben over fanfictie en stellen dat deze commodificatie niet tot zelden plaatsvindt, wordt in deze analyse duidelijk dat er binnen het fenomeen van influencers als fans al wel sprake van is. De Kosnik heeft het in haar onderzoek er bovendien over dat de succesverhalen over het commodificeren van fan content tot op dat punt altijd exclusief voor mannelijke fans waren. De influencer-fans van *Euphoria* zijn echter vooral vrouwelijk. Dit laat dus zien dat ook vrouwelijke fans hun content kunnen commodificeren, in dit geval op YouTube. Ik beargumenteer in deze master thesis dat het wel degelijk mogelijk is voor (vrouwelijke) fans om zelf winst te behalen uit hun eigen producties en dat dit gezien kan worden als een empowerment voor fans in het algemeen.

⁹¹ Stanfill, *Exploiting Fandom*, 101.

⁹² Scott, "Repackaging Fan Culture," 1.1; Hellekson, "A Fannish Field" 114.

5. Influencers in de hiërarchische structuren

In het eerste deel van de analyse heb ik laten zien hoe de influencer-fans van *Euphoria* zich positioneren als fans, maar zich tegelijkertijd ook afzetten tegen de gift economy die fanculturen kenmerkt. In dit tweede analysehoofdstuk onderzoek ik welke gevolgen dit heeft voor hun positie binnen de hiërarchische structuren van de fancultuur van *Euphoria*.

5.1. Authenticiteit en herkenbaarheid

Voordat ik analyseer hoe de influencers zich positioneren binnen de hiërarchieën van de *Euphoria* fancultuur, stel ik eerst voor dat de vloggers, door zich als ‘normale mensen’ te positioneren, makkelijker worden opgenomen in de fan community van de serie.⁹³ Dit komt overeen met de definitie die Alice Marwick aan micro-celebrities (influencers) geeft. Ze beschrijft micro-celebrities als een strategie van zelfpresentatie,

(...) sharing personal information about oneself, constructing intimate connections to create the illusion of friendship or closeness, acknowledging an audience and identifying them as fans, and strategically revealing information to increase or maintain this audience.⁹⁴

Ik beargumenteer dat deze constructie van intimiteit in dit geval zorgt voor een makkelijkere opname van de influencers binnen de fancultuur van *Euphoria*, omdat zij zich zo als ‘one of the girls’ positioneren.

Deze constructie van intimiteit met de kijkers is voor alle vloggers verschillend. Alle *Euphoria*-influencers spreken hun publiek rechtstreeks aan, maar de ene vlogger is daar persoonlijker in dan de ander. Tana Mongeau praat in haar video bijna alleen maar over haar privéleven: haar vrienden zijn te zien en ze deelt haar problemen met haar kijkers. Daisy Marquez daarentegen noemt slechts een enkele keer een ex-vriendje waar ze een make-up palette van gekregen heeft. Ook Madi Bernard noemt haar privéleven nauwelijks. Daisy en Madi bouwen zo minder intimiteit op met hun kijkers dan de andere influencers. Jenz Christine en Nyra hebben het meer over hun persoonlijke leven. Jenz Christine bouwt een bepaalde intimiteit op met haar publiek door het uitgebreid te hebben over de actrice die in *Euphoria* het personage van Kat speelt, Barbie Ferreira, en hoe zij Jenz geholpen heeft met haar zelfvertrouwen:

⁹³ Ik verricht in thesis geen onderzoek naar de zelfconstructie van de influencers van *Euphoria*, maar maak hier in dit geval een productieve koppeling om toe te lichten hoe deze constructie van intimiteit kan bijdragen aan de opname van influencers binnen de fan community van de serie.

⁹⁴ Alice Marwick, *Status Update: Celebrity, Publicity, and Branding in the Social Media Age* (New Haven: Yale University Press, 2013), 117.

I found her when I was like fifteen on Instagram, you know. Being like a slightly insecure fat girl and like having to see all these skinny, okay granted, beautiful, everyone's fucking beautiful, of all these skinny white girls all over my timeline and that would like do shit to my head. (...) It's just it's weird we finally have someone to like, look up to and admire or even just like casually follow, you know.⁹⁵

Nyra heeft het een paar minuten over haar eigen geestelijke gezondheid en de depressie waar zij mee te maken heeft gehad. Dit gesprek bouwt, net als Jenz' verhaal over haar onzekerheden, een bepaalde intimiteit op met kijkers.

Een andere manier waarop een aantal vloggers zich positioneren als herkenbaar voor het publiek, is door hun gebrek aan kennis over make-up te benadrukken. De influencers positioneren zich zo als een gelijke. Dit is een strategie om intimiteit te creëren, zoals ook Marwick dit omschrijft.⁹⁶ Jenz Christine zegt bijvoorbeeld het volgende: "I'm just gonna work with what I've got and try my best to do what I can with what I have. So, I'm not a makeup artist, I just really enjoy makeup. it's really fine".⁹⁷ Tana Mongeau positioneert zich ook niet als make-upartiest. Ze benadrukt juist hoe slecht haar make-up look eruitziet:

Looks nothing, nothing like the photo. I'm having a breakdown. It's time to trace that with like a bright blue eyeliner. I'm like, on God, who thinks of these makeup looks? Like I'm just gonna do a winged copper shadow look and then I'm going to trace it with blue liner? I really was like; I'm going to do an easy one today. I'm just gonna hope that when I rip off this tape it looks okay. Oh, and it doesn't. Oh God, I'm so fucking untalented. It is so frustrating. I don't even know how to fix it.⁹⁸

Met uitspraken zoals deze benadrukken de twee influencers dat zij geen professionals zijn en dus niet beter zijn in make-up dan hun kijkers. Ze positioneren zich zo als herkenbaar. Deze herkenbaarheid zorgt ervoor dat het publiek van de vloggers hen eerder als 'een van hen' ziet en de influencers zo makkelijker opnemen in hun fancultuur.

5.2. Cultureel kapitaal

In deze thesis gebruik ik het theoretische raamwerk van de Franse socioloog Bourdieu om te beargumenteren dat fanculturen hiërarchisch van aard zijn. Ik leg hierbij een focus op cultureel en sociaal fankapitaal. Hills betoogt in *Fan Cultures* namelijk dat deze twee kapitaalsoorten zorgen voor status binnen fanculturen.⁹⁹ Hij vertaalt het kapitaal van

⁹⁵ "Doing My Makeup Like Euphoria for a Week!! *:* ✨," YouTube video, 30:50. "Jenz Christine," 13 augustus 2019, <https://www.youtube.com/watch?v=Hyf8FoHuCRQ&t=1387s>

⁹⁶ Marwick, *Status Update*, 117.

⁹⁷ "Doing My Makeup Like Euphoria for a Week!! *:* ✨," YouTube video, 30:50. "Jenz Christine," 13 augustus 2019, <https://www.youtube.com/watch?v=Hyf8FoHuCRQ&t=1387s>

⁹⁸ "I Wore Only Euphoria Makeup for a Week (MTV Meetings, Dates) (Mortifying)," YouTube video, 34:38. "Tana Mongeau," 10 november 2019, <https://www.youtube.com/watch?v=vwjE7DdygIA&t=2s>

⁹⁹ Hills, *Fan Cultures*, 29.

Bourdieu in dit boek naar fanculturen en omschrijft cultureel fankapitaal als het hebben van kennis over de desbetreffende fancultuur¹⁰⁰ De influencers genereren cultureel kapitaal binnen de fancultuur van *Euphoria* wanneer zij het inhoudelijk over de serie hebben en hier zo hun kennis over uiten. Nyra praat in haar video het meeste over *Euphoria*. Ze geeft haar mening over het seizoen en noemt het haar favoriete serie. Ze vertelt wat ze allemaal zo goed vindt aan de serie, zoals de make-up, de cinematografie en de verhaallijnen, maar heeft het ook inhoudelijk over de serie door uit te leggen wie haar favoriete en minst favoriete personages zijn:

My number one favorite character is probably gonna have to go to Fez. He valued Rue more as a friend than as a client you know. He cared more about her life than the money she was willing to pay him for drugs and that was really, really important and beautiful and it was just great. That was really great to see, he very clearly was willing to do things that he wasn't comfortable doing, i.e. when he threatened Nate because Rue asked him, you know.¹⁰¹

Het citaat laat zien dat Nyra een actieve kijker is en echt in gesprek wil gaan met haar kijkers over de inhoud van de serie. Na Nyra praat Jenz Christine het meest inhoudelijk over de serie. Ook zij heeft het over haar favoriete personages: "My favorite characters have to be Rue and Fez, Fez 'cause like I love you. I just feel like those two humans need to be protected, they really really do".¹⁰² Vervolgens bespreekt ze de relatie tussen Rue en Jules, de twee hoofdpersonages van de serie:

At the beginning I really wanted for Rue and Jules to be together and now I'm like, this is so toxic. And like, I still hope that it can work out, but I hope that if it does that it's healthy and it's not like they're both feeding into each other's toxicity, you know.¹⁰³

De twee YouTubers laten met deze uitspraken zien dat zij gedetailleerde kennis hebben over de serie en genereren zo cultureel kapitaal bij medefans.

Daisy Marquez en Madi Bernard hebben het minder over de serie dan Nyra en Jenz. Ze uiten zich vooral positief over de make-up looks van de personages. Daisy heeft het eigenlijk alleen aan het einde van de video inhoudelijk over de serie zelf: "Each one of them is so different and versatile and I fucking love each character. I feel like I can relate to each character in a different way". Madi heeft het juist alleen aan het begin van haar video even kort over de serie zelf. Daisy en Madi positioneren zich met citaten zoals deze dus wel als

¹⁰⁰ Hills, *Fan Cultures*, 29.

¹⁰¹ "Euphoria Inspired Makeup While We Talk About Euphoria," YouTube video, 18:03. "Nyra," 12 augustus 2019, <https://www.youtube.com/watch?v=V3Ba89Ris>

¹⁰² "Doing My Makeup Like Euphoria for a Week!! *:* ✨," YouTube video, 30:50. "Jenz Christine," 13 augustus 2019, <https://www.youtube.com/watch?v=Hyf8FoHuCRQ&t=1387s>

¹⁰³ "Doing My Makeup Like Euphoria for a Week!! *:* ✨," YouTube video, 30:50. "Jenz Christine," 13 augustus 2019, <https://www.youtube.com/watch?v=Hyf8FoHuCRQ&t=1387s>

enthousiast over de serie, maar gaan minder inhoudelijk de dialoog aan met kijkers dan Nyra en Jenz en uiten weinig kennis. Tana Mongeau praat het minst over *Euphoria* in haar video. De enige keer dat ze enigzins inhoudelijk ingaat op de serie en de personages is in de achttiende minuut:

If you guys have seen *Euphoria* and you're not just watching this to watch me be like, a miserable failure: comment down below your favorite character and why. Your favorite episode, favorite scene. I feel like the character I resonate the most with is Rue. Most girls are like, I just love Maddie.¹⁰⁴

Met dit citaat wordt duidelijk dat Tana de serie kijkt, maar er wordt niet per se geïmpliceerd dat ze groot fan is van de serie of veel inhoudelijke kennis over de serie heeft. Ze zegt zelf ook meerdere keren dat ze deze video maakt om zo veel mogelijk kijkers te generen: "I am never subjecting myself to public humiliation again. This was solely for the views, solely for the clout".¹⁰⁵ Tana gaat als enige van de vijf vloggers vrijwel niet in op wat zij zelf van de serie vindt. Nyra en Jenz genereren in dit geval het meeste culturele kapitaal binnen de fancultuur van *Euphoria*, Tana het minste en Daisy en Maddie zitten hier tussenin. Wanneer er alleen gekeken zou worden naar cultureel kapitaal, zouden Nyra en Jenz zich dus het hoogst plaatsen in deze hiërarchische structuur.

Er lijkt hier een duidelijk patroon te zien: de vloggers met de minste abonnees uiten de meeste kennis over de serie, terwijl de vloggers met meer abonnees dit minder doen. Hier zijn meerdere verklaringen voor te bedenken. Zo kan het zijn dat de bekende vloggers meedoen met de trend, omdat ze altijd op zoek zijn naar content die aansluit bij hun doelgroep, terwijl de kleine vloggers gewoon doen wat ze leuk vinden en dus ook meer kennis hebben over de serie. Het kan ook liggen aan de verwachtingen die fans van de influencers hebben van de video's. Hier kunnen echter, aan de hand van de uitgevoerde analyse, geen definitieve uitspraken over gedaan worden.

5.3. Sociaal kapitaal

Naast cultureel fankapitaal kunnen de influencer-fans van *Euphoria* ook sociaal fankapitaal genereren. Dit doen zij echter op een andere manier dan andere fans. De influencers zijn namelijk niet alleen medefans van de serie, maar hebben zelf ook hun eigen fancultuur op YouTube. Chin stelt in haar artikel dat "the accumulation of likes and retweets/reblogs builds on fans' reputations, elevating their status (...)".¹⁰⁶ Als we dit vertalen naar YouTube zouden

¹⁰⁴ "I Wore Only Euphoria Makeup for a Week (MTV Meetings, Dates) (Mortifying)," YouTube video, 34:38. "Tana Mongeau," 10 november 2019, <https://www.youtube.com/watch?v=vwjE7DdygIA&t=2s>

¹⁰⁵ "I Wore Only Euphoria Makeup for a Week (MTV Meetings, Dates) (Mortifying)," YouTube video, 34:38. "Tana Mongeau," 10 november 2019, <https://www.youtube.com/watch?v=vwjE7DdygIA&t=2s>

¹⁰⁶ Bertha Chin, "It's About Who You Know: Social Capital, Hierarchies and Fandom," In *A Companion to Media Fandom and Fan Studies*, red. Paul Booth (Hoboken: John Wiley and Sons, 2018), 244.

het aantal abonnees, weergaven, vind-ik-leuks en reacties op de video's allemaal bijdragen aan het sociale kapitaal van de vloggers. Tana Mongeau heeft het meest aantal abonnees, weergaven, vind-ik-leuks en reacties op haar video. Haar video was in april 2020 maar liefst 2,5 miljoen keer bekeken. Ook Daisy heeft een groot abonneeaantal van bijna 1,5 miljoen. Nyra en Jenz Christine hebben het minst aantal abonnees. Dat de influencer met het minst aantal abonnees een sociaal netwerk heeft van 8.500 mensen, suggereert dat alle influencers veel sociaal kapitaal genereren. Hoe groter dit netwerk is, hoe meer sociaal kapitaal de influencer heeft.

YouTuber	Abonnees/ weergaven		Likes, dislikes, comments		
Tana Mongeau	5,2m	2,5m	96k	2,1k	7,1k
Daisy Marquez	1,43m	572k	29k	424	847
Madi Bernard	171k	58k	3,5k	28	139
Nyra	18,1k	6,2k	407	9	28
Jenz Christine	8,5k	255k	15k	167	835

Tabel 2: statistieken van de YouTube-video's

Dat het niet alleen gaat om 'abonnees' of 'kijkers', maar er ook echt sprake is van een eigen fancultuur, is te zien aan de reacties onder de video's. In de twintig bovenste reacties gaan er bij alle vloggers een aantal reacties over henzelf. Het gaat hier bijvoorbeeld om persoonlijke complimenten. Zo schrijft iemand naar Jenz Christine: "Omg all of these looks r BOMB you killed it" of naar Nyra: "BABY omg i just found your channel and i LOVE LOVE LOVE this so much!!<3". In de reactiesectie onder Tana's video wordt snel duidelijk dat de meeste kijkers voor haar kijken en geïnteresseerd zijn in haar persoonlijke leven. Bijna alle reacties gaan hier namelijk inhoudelijk op in. Zo zegt een fan bijvoorbeeld: "Tana literally looks perfect in that color of her sweatshirt that she's wearing in the beginning".

Alhoewel de vloggers allemaal veel sociaal kapitaal genereren met hun content op YouTube, is het nog maar de vraag of dit sociale kapitaal zomaar overdraagbaar is van YouTube naar de fancultuur van *Euphoria*. In *Textual Gifters* beargumenteert Chin namelijk al dat kapitaal zelden overdraagbaar is van de ene subcultuur naar een andere.¹⁰⁷ Hier is het belangrijk om te weten of de kijkers van de video's fans zijn van *Euphoria* en vervolgens of ze de influencers als medefans zien waar zij mee in dialoog willen gaan. Dit leid ik in dit geval af aan de reacties onder de video's die inhoudelijk over de serie gaan. Bij Madi Bernard en Nyra gaan van de twintig bovenste reacties meer dan de helft over de serie. Het gaat hier bij Madi Bernard vaak om antwoorden op de vraag die zij in haar video aan haar

¹⁰⁷ Chin, *From Textual Poachers*, 287.

kijkers stelde: wie van de personages uit *Euphoria* is jouw favoriet? Bij Nyra zijn de reacties over *Euphoria* meer divers dan bij Madi: het zijn veelal reacties op uiteenlopende dingen die Nyra heeft gezegd over de serie en gaan vaak dieper in op de serie dan bij de reacties op de video van Madi. Ook bij Jenz Christine en Daisy Marquez gaan er een aantal reacties over *Euphoria*. Het gaat hier om zes en zeven van de twintig geanalyseerde reacties. Bij Tana Mongeau gaat er geen enkele reactie inhoudelijk over de serie. Dit lijkt in lijn te liggen met hoe weinig Tana het zelf over de serie heeft in de video. Hier kan uit worden opgemaakt dat de kijkers Tana niet zien als een fan van de serie of hier met haar over in gesprek willen gaan. Uit bovenstaande analyse lijkt ook een overlap binnen het genereren van cultureel en sociaal kapitaal zichtbaar te worden. De influencers die zelf veel inhoudelijk over de serie praten en zo veel cultureel kapitaal genereren, hebben ook de meeste inhoudelijke reacties over de serie van hun eigen fans. Zo genereren ze met behulp van hun culturele kapitaal, sociaal kapitaal binnen de fancultuur van *Euphoria*.

Aan de hand van bovenstaande observaties wil ik suggereren dat het moeilijk is te analyseren hoeveel sociaal kapitaal de influencers genereren binnen de fancultuur van *Euphoria*, zonder te weten hoeveel van hun abonnees daadwerkelijk zelf onderdeel uitmaken van deze fancultuur. Bij sociaal kapitaal gaat het om het sociale netwerk dat de fans hebben: hoe groter dit netwerk is, hoe meer sociaal kapitaal gegenereerd is.¹⁰⁸ Aan het aantal abonnees is af te leiden dat de influencers veel sociaal kapitaal hebben binnen de beauty community op YouTube, de community waar zij met hun video's deel van uitmaken. Ik stel echter voor dat Tana, alhoewel zij veruit het meest aantal abonnees heeft, het minste sociaal kapitaal accumuleert binnen de fancultuur van *Euphoria*, omdat de reacties onder haar video niet de suggestie wekken dat veel van haar publiek de serie daadwerkelijk kijkt. Bij de andere YouTubers is dit wel vaak het geval, wat impliceert dat zij meer sociaal kapitaal hebben en zo een hogere sociale status hebben binnen de fancultuur van *Euphoria*.

¹⁰⁸ Hills, *Fan Cultures*, 29-30.

6. Conclusie

In deze master thesis is onderzocht hoe de influencer-fans van *Euphoria* zich positioneren binnen de fancultuur van de televisieserie. Hierin werd de veranderende relatie tussen fans en producenten in de digitale economie geanalyseerd aan de hand van een thematische analyse. Ik concludeer dat de influencer-fans voorbeelden zijn van fans die hun eigen content hebben gecommuniceerd en zo gezien kunnen worden als een empowerment voor (vrouwelijke) fans in het algemeen.

6.1. Uitwisseling van arbeid

Aan de hand van de conceptualisatie van fanactiviteiten als arbeid bleek snel dat er binnen het fenomeen van influencers als fans sprake is van een uitwisseling van arbeid tussen de producenten, influencer-fans en andere fans van *Euphoria*. De analyse liet zien dat de influencers arbeid uitvoeren voor de producenten van *Euphoria* in de vorm van content labor, lovebor en promotional labor, zoals deze zijn beschreven door Stanfill.¹⁰⁹ Het gaat hier om het gratis produceren van content die de producenten zelf niet meer hoeven te maken en gebruikt kunnen worden als promotie voor de serie. De influencers hebben echter ook een eigen fancultuur en laten hun fans arbeid verrichten in de vorm van audience commodity work, data commodity work en “the work of being watched”, zoals deze laatste is beschreven door Andrejevic.¹¹⁰ Kijkers van de video's van de influencers betalen niet voor het product, maar zijn zelf het product geworden.

Deze uitwisseling van arbeid laat zien dat de influencer-fans zich afzetten tegen de gift economy van de fancultuur van *Euphoria*. De influencers geven hun content namelijk niet als geschenken weg, maar hebben hun content naar eigen gewin gecommuniceerd.¹¹¹ Waar De Kosnik en Noppe in afzonderlijke onderzoeken in 2009 en 2011 nog beargumenteerden dat commodificatie van fanfiction die ten goede komt aan makers nog zelden gebeurt, werd in deze thesis duidelijk dat hier in de context van influencers als fans op YouTube wel sprake van is.¹¹² De influencers zetten zich, door hun eigen content te commodificeren, af tegen de gift economy en laten zo een verschuiving zien in de machtsrelaties tussen mediaproductanten en fans. Dit is een empowerment voor fans in het algemeen. De Kosnik beargumenteerde in 2011 bovendien dat wanneer deze commodificatie wel plaatsvindt, dit vaak alleen gebeurt bij mannelijke fans. De influencer-

¹⁰⁹ Stanfill, *Exploiting Fandom*, 103-110.

¹¹⁰ Andrejevic, “Watching Television Without Pity,” 42.

¹¹¹ Hellekson, “A Fannish Field,” 114.

¹¹² De Kosnik, “Should Fan Fiction Be Free,” 124; Noppe, “Why We Should Talk.”

fans van *Euphoria* zijn echter voornamelijk van het vrouwelijke geslacht. Dit laat zien dat commodificatie van fanproducties die ten goede komt aan vrouwelijke makers, waar De Kosnik en Noppe in de jaren 2010 al op hoopten, wel degelijk mogelijk is.

6.2. Gevolgen voor de sociale relaties

Dat de influencer-fans van *Euphoria* zich afzetten tegen de gift economy en hun content commodificeren, heeft gevolgen voor hun positie binnen de hiërarchische structuren van de fancultuur. In deze thesis zijn deze hiërarchische structuren aan de hand van de pijlers van kapitaal onderzocht. Er was onder de vloggers veel verschil te zien in de accumulatie van de verschillende soorten kapitaal, pijlers die volgens Bourdieu bijdragen aan sociale ongelijkheid. Hills, Stanfill en Chin gebruiken deze pijlers om de hiërarchische praktijken binnen fanculturen te beschrijven.¹¹³ Ik stel voor dat Nyra en Jenz Christine het meeste cultureel kapitaal binnen de fancultuur van *Euphoria* genereren omdat ze het beide uitgebreid over de serie hebben en hun gedetailleerde kennis delen.

De andere YouTubers hebben echter meer abonnees en genereren zo meer sociaal kapitaal in de YouTube community, omdat zij een groter sociaal netwerk hebben. Ik concludeer daarentegen dat dit kapitaal niet zomaar overdraagbaar is van de YouTube community naar de fancultuur van *Euphoria*.¹¹⁴ Dit betekent dat er alleen sociaal kapitaal gegenereerd wordt binnen de fancultuur van de serie als de kijkers van de video's, medefans zijn van *Euphoria*. De accumulatie van cultureel en sociaal kapitaal binnen de fancultuur van *Euphoria* bleken hier onlosmakelijk aan elkaar verbonden: de vloggers die het meest cultureel kapitaal opbouwden door gedetailleerde kennis over *Euphoria* te uitten, hadden ook de meeste fans die in de reactiesectie inhoudelijk op de serie in gingen en dus ook medefans zijn van de serie. Alleen bij Tana Mongeau gingen er geen reacties inhoudelijk over de serie en kan geconcludeerd worden dat, alhoewel zij de meeste abonnees heeft, zij het minst sociaal kapitaal opbouwt binnen de fancultuur van *Euphoria* als fan van de serie.

Ik stel echter voor dat in dit geval symbolisch kapitaal, zoals vertaalt naar fanculturen door Hills, wel in enige mate overdraagbaar is naar een andere community.¹¹⁵ Tana Mongeau is een van de meest bekende vloggers van YouTube en heeft een iconische status op het platform. Bij symbolisch kapitaal gaat het om herkenbaarheid en status, wat Tana, met haar vijf miljoen abonnees en jaren ervaring op YouTube, wel degelijk heeft. Deze herkenning is in enige mate overdraagbaar naar de community van *Euphoria* waar het

¹¹³ Bourdieu, "Forms of Capital," 21; Stanfill, *Exploiting Fandom*, 19; Hills, *Fan Cultures*, 20; Chin, *From Textual Poachers*, 116.

¹¹⁴ Zoals ook beargumenteerd wordt door Chin, *From Textual Poachers*, 287.

¹¹⁵ Hills definieert symbolisch kapitaal als een vorm van herkenning, en als de legitimering van de andere vormen van kapitaal.

publiek van YouTube en *Euphoria* overlappen: voor fans van *Euphoria* die ook onderdeel van de YouTube community zijn, zal Tana status en herkenning hebben en dus symbolisch kapitaal genereren. Dit kapitaal is echter, met gebrek aan cultureel en sociaal kapitaal, slechts een symbolische status.

6.3. Discussie en vervolgonderzoek

Het is bij de uitvoering van elk onderzoek belangrijk om kritisch te zijn op de methode en de bevindingen. Deze master thesis moest worden uitgevoerd in een span van tien weken en heeft zich daarom beperkt tot de analyse van een vijftal influencers. Dit maakte dat er geen mogelijkheid was om te kijken naar overlappende patronen tussen meer influencers dan de vijf die onderzocht zijn. Er konden daardoor alleen conclusies worden getrokken over deze vijf influencers en hun positionering binnen de fancultuur van *Euphoria*. Ook zorgde dit ervoor dat, alhoewel er al wel enige patronen zichtbaar leken, er geen concluderende uitspraken gedaan konden worden over het verschil in positionering tussen influencer-fans met meer en minder volgers.

Waar deze thesis een focus had op de positie van de influencer-fans van *Euphoria* binnen de fancultuur van de serie, zou vervolgonderzoek in de vorm van etnografisch onderzoek onder fans kunnen uitwijzen hoe de medefans over de influencer-fans denken. Chin betoogt in haar onderzoek naar fanjournalisten en forummoderators namelijk dat het idee dat fans geld verdienen aan hun producties tegen de conceptualisatie van fanculturen als een gift economy ingaat.¹¹⁶ Ze haalt hier ook een onderzoek van Constance Penley aan die beargumenteert dat er negatief gekeken wordt naar fans die professioneel zijn geworden.¹¹⁷ Bij de influencer-fans van *Euphoria* is het tegenovergestelde aan de hand: de influencers zijn niet geleidelijk van fans naar professionals veranderd, maar zijn juist van professionals naar (deels) fans veranderd. Het zou voor een vervolgonderzoek interessant kunnen zijn om te analyseren of er met deze omgedraaide variant ook sprake is van een negatieve kijk van medefans op de influencer-fans.

¹¹⁶ Chin, *From Textual Poachers*, 70.

¹¹⁷ Constance Penley, *NASA/Trek: Popular Science and Sex in America* (New York: Verso, 1997), 112.

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Bijlage 1 : videoinformatie en bijschriften

YouTuber	Datum	Abonnees, weergaven		Likes, dislikes, comments		
Tana Mongeau	10 november 2019	5,2m	2,5m	96k	2,1k	7,1k
Daisy Marquez	1 augustus 2019	1,43m	572k	29k	424	847
Madi Bernard	6 augustus 2019	171k	58k	3,5k	28	139
Nyra	12 augustus 2019	18,1k	6,2k	407	9	28
Jenz Christine	13 augustus 2019	8,5k	255k	15k	167	835

YouTuber	Advertenties
Tana Mongeau	4
Diasy Marquez	3
Madi Bernard	2
Nyra	7
Jenz Christine	2

Tana Mongeau

Euphoria sweetie, I'm so sorry. Zendaya sweetie, I AM SO SORRY.

Get Honey for FREE and start saving money today ▶ <https://joinhoney.com/tana>
 Its 10 million members save an average of \$28.61 on stores like Amazon, Sephora, and Domino's.
 Thanks Honey for sponsoring today's video!

BRAND NEW LIGHTERS, SCANDALOUS SLIDES, ACTIVEWEAR, AND STRAWS:
<https://fanjoy.co/collections/tana-mo...>

SUBSCRIBE for more: <https://goo.gl/JP5mnS>

I'M NOMINATED FOR A PEOPLE'S CHOICE AWARD! VOTE HERE:
<https://pca.eonline.com/pop-culture/t...>

DADDY'S RICH MERCH IS OUT NOW: <http://www.fanjoy.co/tana>

FOLLOW MY SPOTIFY PLAYLIST: <https://open.spotify.com/user/heardwe...>

CATCH UP ON MY LATEST VIDEOS:

Extreme Halloween Britney Spears couples transformation:
<https://www.youtube.com/watch?v=2qsej...>

MY INSANE ANNUAL HALLOWEEN COSTUMES LOOKBOOK:
<https://www.youtube.com/watch?v=2kFcY...>

my insane uber leaving my ex Bella's house: <https://www.youtube.com/watch?v=5N7hT...>

I let my manager pick my outfits FOR A WEEK: <https://www.youtube.com/watch?v=Q6cL2...>
my everyday makeup routine SINCE MARRIAGE:
<https://www.youtube.com/watch?v=psAGP...>

SHOP MY WARDROBE ON DEPOP (including signed cards in random packages + brand new items RIGHT NOW!): <https://www.depop.com/shoptanamongeau>

HAVE U SEEN ALL OF MY UPLOADS ON MY SECOND CHANNEL?:
<https://youtu.be/71X3iAYOPeY>

MY MOST RECENT MUSIC VIDEO...: <https://goo.gl/sP3fpG>

STREAM MY SINGLE NOW ON ALL PLATFORMS:

ITUNES: <https://goo.gl/wBmAL4>

SPOTIFY: <https://goo.gl/GEjfr7>

MY EVERYDAY LASHES IN STYLE 'MIAMI' WORN IN THIS VIDEO! (use code TANA for 10% OFF!): <https://lillylashes.com/products/miami>

my social media:

twitter: <https://goo.gl/XPzcWm>

instagram: <https://goo.gl/VrsaRD>

snapchat: tanamongeau1

tumblr: uaegnomanat.tumblr.com

tiktok: @tanamongeaulol

business inquiries ONLY: tanamongeauyt@gmail.com

#Euphoria

Daisy Marquez

In today's video I decided to recreate Maddy's Makeup Tutorial from one of my favorite shows Euphoria! I'll show how I achieve Alexa Demie's character makeup look from Euphoria. I hope you enjoy this 4 make up looks from the HBO show!

💜 MAKEUP ARTIST 💜

<https://www.instagram.com/donni.davy/>

<https://www.instagram.com/kirinrider/>

🌻 PURCHASE MY PALETTE 🌻 <https://bit.ly/2U8eY7T>

▶ SUBSCRIBE <http://bit.ly/SUBdaisy>

▶ LET'S BE FRIENDS

SNAP: [marquez.daisy](https://www.snapchat.com/add/marquez.daisy)

INSTA: <http://bit.ly/2eMI5wC>

TWITTER: <http://bit.ly/2eMI3Vw>

▶ PRODUCTS MENTIONED

LOOK 1

LA Girl Fiery Liner

LA Girl Gotcha Liner

LimeCrime Retro-Futurist Lipstick

The Makeup Shack Ruby Liquid Shadow
Miami Lilly Lashes
Jewels - Michael's Craft Store

LOOK 2

Colourpop My Little Pony Palette
Colourpop x HaloTop Creamsicle Shadow
Girllactik Bashful Lipstick
Morphe Chill Gloss
Miami Lilly Lashes
Jewels - Michael's Craft Store

LOOK 3

Colourpop Rem & Frog Shadow
NYX Sandstorm Liner
Miami Lilly Lashes
Jewels - Michael's Craft Store

LOOK 4

Urban Decay Deep End Liner
Colourpop The Fish & The Bull Loose Pigment
Miami Lilly Lashes
Jewels - Michael's Craft Store

👉👉 SAVE SOME MONEY 👉👉

BH COSMETICS - Daisy
OFRA - DAISY30
MUDDYBODY - DAISY10
VANITYPLANET - DAISY7
THEMAKEUPSHACK -DAISY
LAURA'S BOUTIQUE - DAISY
MESHKI BOUTIQUE - DAISY10
BEBELLACOSMETICS - DAISYXO
ARTIST COUTURE - daisymarquez
LILLY LASHES - DAISY
KMYNX LASHES - daisy
NUBOUNSOM LASHES - DAISY

- ▶ Music: Epidemic Sound
- ▶ Camera Canon 70D

Thank you so much for watching, I love you flowers🌻💕
XOXO

Madi Bernard

This video was so fun to film... makes me want to wear face jewels everyday 🦋 Let me know if you liked it! x

follow me on IG: @madibernard

makeup look inspired by @kirinrider (euphoria MUA)

and @alexademie

this video is not sponsored

Jenz Christine

links mentioned:

Follow the glorious Euphoria makeup artist and creative director

Doniella Davy: <https://www.instagram.com/donni.davy/>

Kirsten Coleman: [https://www.instagram.com/kirinrider/...](https://www.instagram.com/kirinrider/)

Stream Floyd James: <https://soundcloud.com/4floyd7>

Music used in background:

Call it fate, call it karma by the strokes cover by Fabián Lukie

<https://www.youtube.com/watch?v=vSLgl...>

☆ MY SOCIALS ☆

Apple Music- <https://music.apple.com/profile/djbab...>

Instagram- (personal) <https://www.instagram.com/jenzchristine/>

(earrings) <https://www.instagram.com/iluvpomz/>

(closet) <https://www.instagram.com/djbabyjenz/>

Letterboxd- <https://letterboxd.com/jenzchristine/>

Pinterest- <https://www.pinterest.com/djbabyjenz/>

♡ EARRINGZ ♡

I sell handmade custom pairs of earrings for around \$5! dm me on my earrings instagram

@iluvpomz and I can send you size, style, and color options! for more info visit the account :)

Nyra

The title of this video starts and ends with the word euphoria, are you not amused?

WATCH IN 1080P !!!!!

Thanks for watching! If you liked this video subscribe for more like this every week! Leave comments with any questions comments or concerns :)

Products used in this video:

All mentioned :p

Stalk me:

Snap- nyraaa

IG- nyradelrey

TAGS (ignore):

makeup, haul, beauty, highlight, lipstick, grwm, get ready with me, tutorial, contour, routine, morning, night, skin, care, too faced, tarte, eyeshadow, eyebrows, routine, jefree starr, nikkie tutorials, jaclyn hill, jackie aina, alissa ashley, armon, nyma, tang, patricia bright, patrickstarr,

thomas halpert, bella fiori, emm, chamberlain, adelaine, morin, tana, mongeau, bretman rock, eris the planet, kianna naomi, jenna marbles, james charles, denzel dion, ricky, nazanin kavari, kennedy cymone, leslie chavez, monica muse, nathalie paris, anna, safiya nygaard, ttlyteala, victoria loopz, youkeyy, Aaliyah jay, Antonio garza, najja iman, sade imari, golden tati, glamazon tay, ava jules, adelaine, morin, amber scholl, carli bybel, golden tati, aaliyah jay, leslie chavez, nazanin kavari.

Bijlage 2 : reacties onder video's

	Reacties over <i>Euphoria</i>
	Reacties over video
	Reacties over vlogger

Tana Mongeau

Nr.	Poster	Reactie	Likes
1	Kathryn Bronly	You should do "staying sober for a week straight"	2,7k
2	MP	why is everyone's assistant named natalie	740
3	emma	why does LLLiterally no one talk about the fact that her makeup isn't as bad as everyone including her says it is !!! i was so impressed with the looks like wtf	1k
4	Lucy Soares	Noah: MY DAD TAUGHT ME THAT Disney+ : QUAKING	1,7k
5	Calico012	Noah talking about how her dad taught her smoking tricks while everyone watching damn well knows that her dad is BILLY RAY CYRUS has me dead	7,8k
6	Rata	The extensions on her head are me trying to grasp onto life	832
7	Ray ugalde	Tana: has tuberculosis Still tana: hits blunt	124
8	emily madison	the robot voice part about kylie jenner and shots has me wheezing 😂	472
9	Amy Hiesbrecht	Nobody: Imari: I LOOK GHETTO	270
10	Samantha Geier	Tana using "enthralled" incorrectly every time she says it in this video is like a little kid when they overhear a big word, but don't know how to use it.	288
11	Shana.Sh	Tana: "I've been having really bad lung problems" Also Tana like 2 mins before: Smoking a joint with Noah	572
12	Youuuuuknowww	Noah is HOTT. and they look even HOTTER together.	275
13	Angelena DuBach	I would like to talk about how stunning Tana looks in the intro	2,1k
14	lluvmcky1	I forgot for a solid 10 seconds that noah's dad is literally Billy Ray Cyrus	4,4k
15	Raising Brinley Rose	Tana literally looks perfect in that color of her sweatshirt that she's wearing in the beginning	1,3k
16	Asha Difford	tana: 'do you know what euphoria is?' jake: 'zENdaYA?'	211
17	Emma h	ok but how long did it take her to learn david's whole script	157
18	Kayden Beyer	"I'm gonna kick you in the ovaries, and you'll never have kids." THIS SENT ME	166
19	Maddi With an I	YOU'RE TELLING ME THAT BILLY RAY CYRIS TAUGHT HER HOW TO DO THAT JOINT TRICK IM DEAD	2,6k
20	Ashley Jennings	can we talk about how she did a euphoria challenge that stars zendaya and meanwhile went to Bellas bday party - she's just shaking things up if you will.	68

Daisy Marquez

Nr.	Poster	Reactie	Likes
1	Brianna Wells-Domingo	maddy is definitely one of the prettiest girls I've ever seen ❤️	2,8k
2	Tunisia Nicole	Definitely recreate Jules, her makeup looks are so artsy!	2,9k
3	Arugula Destroyer	this is the makeup looks of the future! we're ready for the 2020's	826
4	Daisy Marquez	Who's ready for part 2!?! 😊	2,7k
5	Evelyn Alvarado	"my ex got me this palette" 😭😭 #dailex	902
6	Vivanaa majorgaa	girl that is not a nude lip.. that's PINK	709
7	Bri Terry	Girl bout time u realize how bomb u look with a more natural base. You just have the kind of skin that doesn't need much (or any imo) foundation so when u do wear it you look very made up because it's almost "too" perfect lol and ur freckles poking thru were so cute.	548
8	Jazzy J	Count how many times she said "soo f** good"	250
9	Lorenia Saldana	My current favorite show atm 😭 it's soooo good!!	424
10	Jaqueline Neri	You're so pretty that it's aesthetically pleasing watching your videos lol 😍😍😍	295
11	Glamm Soul	Euphoria is Fire, But the makeup on the show is life ❤️❤️💄💄💄	145
12	Alexa Alvarez	Wish i could pruchase your pallete too! But i dont have money but it okay one day all my dreams will come true just gotta keep succeding👍💕😭	5
13	Loren Mendoza	Sis gave us LOOKS!!! 😍 Daisy is maturing so well after these years of watching her! She's seriously amazing! Keep up the great work! 😍 It gets NOTICED BABYGIRL 🙏❤️😭😭	111
14	Maria S	Omg you recreated these so well and you two do look alike !	189
15	Lillianna Gaitan	Take a shot every time daisy says f***ing Also the 3rd look is SO gorgeous on herrr	42
16	Alexis Cobbold	Lovee Euphoria, Zendaya killed the acting!!! She deserves Emmy's 😍😭😭	36
17	Athiak Akol	I need a euphoria makeup series!!!!	53
18	Steffany Galindo	okay but like this show is so good nd loved these looks	81
19	Julia Rubio	You should do Jules or kat next Bc they both have good make up looks	26
20	Gwen De guzman	Wen you're so early you can't find interesting comments to read while watching Daisy's vid.. 😂😂	87

Madi Bernard

Nr.	Poster	Reactie	Likes
1	Madi bernard	i may or may not have forgotten to brush up my other brow 😭 whoops x	
2	Ri	The intro was such a vibe	

3	Sophie Karaiskos	fez was the best from euphoria. period.	
4	Moni P	My fave character is my boy fez he deserves the best life and fucking producers need to protect him or I'll sue	
5	Flower Van Vactor	I'm literally watching euphoria rn this is crazy. I'm obsessed with maddys outfits on euphoria, I'm thinking of doing a video recreating her outfits on my channel	
6	Abbie.mp4	ranking the euphoria characters: - literally anyone else - nate	
7	Joerdanbrittany	now i wanna buy little rhinestones and recreate this look for the sole purpose of just taking pictures 😂 so obsessed w this show, gonna go rewatch every episode brb	
8	Joselyn Contreras	Fez, Rue, & Maddy are my faves 🥰	
9	Kyra Shalise	I can't believe ppl actually pay like \$25 for soap brow when you can literally just get a bar of clear soap for a \$1 that does the same thing	
10	Procrastination station	what app did you use to edit the intro 🥰🥰	
11	Angelina Theohari	What program did you use at your intro? ✨	
12	Tammy Gon	can you do jules' angel makeup look?	
13	Sydney Greene	did u do the other eyebrow? i don't think u did 🙄 but nice look 🥰🥰	
14	Nichole Cadena	oh my gosh you literally killed these looks 💕💕	
15	Stfu naurah	OMG YES I HAVE BEEN WAITING FOR SOMEONE TO UPLOAD A EUPHORIA MAKEUP VIDEO THANK U ILY💕💕💕	
16	June M	Can that intro be nominated for an Oscar cause that was amazing 🥰	
17	Taryn Dollanganger	Soo obsessed my fav is Jules i love her makeup looks throughout the season	
18	E W	Obsessed w euphoria and the makeup looks! Love your recreation 🥰 My favs are Kat, Maddy, Jules, I love and hate Nate at the same time lol	
19	Lay	i just finished the show & this was perfect timing!!	
20	Brandon Glenn	Maddy but I'm obsessed with everyone	

Jenz Christine

Nr.	Poster	Reactie	Likes
1	Jenz christine	hi hello i keep getting a lot of the same questions so if u were wondering!! my posters are all from a lot of diff places! if ur wondering about something specfic, watch my wall art tour video or feel free to ask me about it!	274

		<p>my earrings are from shein! the pearl hoops and the gold moon and stars</p> <p>the lashes i'm using on day 3 are Lily Lashes in "Hollywood" they are mink (which I am stupid and did not realize until I opened the package LMFAO) just in case that affects how u feel about them!</p> <p>i think that's prob it... ok bye ily all hope ur having a lovely day <33</p>	
2	danae	i never wear makeup but euphoria is kind of redefining it for me. never did i realise i could wear funky, colorful, glittery makeup when it's not halloween. great video!	1,7k
3	Dylan shananhan	Euphoria has caused me to be up at 4am putting glitter all over my face	1k
4	H B	you look like Kat and Maddy combined	835
5	Tbh . lesly	best euphoria makeup video I've watched I love your content so much.	1,2k
6	Yman Awad	i finished euphoria and instantly fell in love with the makeup. the crying glitter is my favourite one, i have been wearing it every single day. AND am now trying to get better at makeup. This vid gave me so much inspo... THANK YOU!!!!!!	70
7	Nuha s	omg you literally have the NICEST nose !!!!	531
8	Arizbeth Patino	y'all better have her on season 2 or I'm sueing 😊😊😊😊😊😊😊😊	731
9	Simply.s	You actually looked so bad ass in the red look. Highlighted your perfect teeth too! Red is definitely your colour. I loved the rhinestones in the outro too	485
10	AmiraAmourBeauty	Love how you branches out and did variations of different characters and different looks not just maddy's the glitter tears looked so good!	275
11	Ariana Bromfield	You are honestly so beautiful and your dimples are everything	185
12	Dani Luk	MEEE TOO. fez is so wholesome. i love him. but i don't like jules very much anymore.	327
13	I Don't Know Elisa	Lmao I've been watching euphoria all night and now I wanna spend my money on makeup to do these looks but I'm a broke college student	22
14	Captain queernobbles	you're gonna get famous real quick, and i'm gonna subscribe now before you become the next james charles	100
15	ROSE PARK ISAGODDESS	THAT BLUE LOOK ON YOU BITCHHHH IM IN LOVE 😍😍😍	98
16	Euphoric dreams	She's so naturally pretty and her voice is so soothing oml	9
17	Kavakeeks	Omg all of these looks r BOMB you killed it ✨💎💎💎	9
18	Joys of Julie	I wanted to do these looks too but so nervous wearing it out. How were people reactions in daily life	43
19	Lovleen Sohal	U remind me of Sarah baska and ur voice is so calming I love it	46
20	Suz Marie	The best Euphoria look I've seen so far. U deserve more views girl 💕💕	63

Nyra

Nr.	Poster	Reactie	Likes
1	Nani turner	yall out here hatin jules more than nate? in this economy? the ghetto	33
2	Tiana Mason	Can you do Rue's carnival look???nobody is doing it😭😭❤❤❤	35
3	Tysha Shelby	Okay tea. Nate is probably one of my favorite characters.. Like I hated him so bad at the beginning of the show. But I have like such a big heart so I try to look past it. Like the last episode and the scene with his dad like broke my hearttttt. I feel like theres so much about him and his childhood that we don't know.	28
4	Lorrain Capenos	Literally agree with everything you said. Zendaya was amazing, loved that they used sexuality, diversity, and mental illness as a part of the story but not as the whole thing, and all the characters were amazing minus Nate and Jules (but I understand how they were realistic and the show needed villains).	36
5	Bigtoe	I actually really like Jules (unpopular opinion) because she helped rue in a lot of ways, just by being herself and being different she gave rue someone to relate to, bond with, and kinda gave her more motivation to live and yes it was toxic that rue made Jules her reason for staying clean but I do think when you're in that toxic/ depressed state like rue was so deeply in, anything to motivate you to get you out helps. Yes Jules was very selfish just thinking about her and Rue when they were gonna leave Rue's family behind to get on the train but maybe she just saw that rue was so unhappy where she was that if they left they could go somewhere where they would be happier. I mean they didn't plan it out or decide it in a mature way they were just making dumb spontaneous decisions that teenagers do, but maybe Jules was trying to get rue away for her own mental health? Idk that's one of my takes on it.	12
6	Julia Ortega	Personally I love Rue! (I might even be crushing a bit) I didn't really find anything of her to be unlikable. If anything her flaws were more heartbreaking than they were frustrating. I do agree on everything else about the other characters though. Also love the make up ❤	16
7	NATALINE	Y'all..... I'm grown and that show was still kinda hard to watch. Am I the only one?	10
8	DELISA nj	First off love the look ! I usually skip through long videos but I didn't skip once through this I have to agree with you on your favourites maddy definitely takes the cake in the eyeshadow game and cats glo up is everything what I love most in the show is the details for ex rue also has OCD her mom mentioned she has to kiss her cheeks and forehead a certain amount of times for it to be ok and Jules catered to that and many more	4
9	Joyie	BABY omg i just found your channel and i LOVE LOVE LOVE this so much!!<3	3
10	Isaias Huerta	also, the most colorful palette is jawbreaker by JSC	4

11	Nneoma R	I thought they were gen z tho	2
12	Mizzle Baaby	I've never seen this show before and now I want too. Love your look sis	1
13	Sarah Allegra	Gorgeous look; it's very Euphoria! I love what you did! I'd love to see even more inspired looks from the show, or recreations, whatever! I adored the show too and I'm so anxious for it to come back!! Fez is possibly my favorite character too; he is just the best 🥰 I really enjoyed the look you created and hearing your thoughts on the show! Gorgeous! 💙💗💙	2
14	Tiana Castro	You're so gorgeous wow	0
15	Radical Cat	Ok but damn sis ur hella good at makeup and the eyeshadow looks so professional loved the video!	0
16	Liv macmillan	ME TOO SIS LIKE I UNDERSTAND JULES IS PRETTY AND HAS COOL STYLE BUT SHES LIKE SO INSENSITIVE	1
17	Dez Hopkins	You SNAPPED 🥰	1
18	Dasiah Simone	Can I just say that maddy is very manipulative towards Nate and since he is literally obsessive, and she is very manipulative caused their relationship to be as it was in the end.	1
19	Felii	when did maddy have that chain make up? Like in wich scene	0
20	Rain Rahman	i think rue is way too dependent on jules. like there was a point where jules asked rue if rue could ever hate her, and rue said no. i feel like after rue got clean, she got 'addicted' to jules. the way jules made rue feel was kind of like a high, and rue liked that. also, the minute after rue went home after leaving the station without jules, she relapsed. she was clean for jules because jules was another type of drug for her, which is why jules freaked out. i hope the writers explore rue being able to not have to chase after that high in people or drugs anymore.	0

Bijlage 3 : transcripten

Transcript 1: Daisy Marquez

Thema 1: influencers als fans

	Positief over <i>Euphoria</i>
	Inhoudelijk over <i>Euphoria</i>
	Authentieke/herkenbare uitspraken
	Interactie met publiek

Thema 2: influencers als producenten

	Commerciële partners
	Zelfpromotie
	Interactie met publiek
	Make-up

00:01

[Music]

00:20

Hi guys what's up and welcome back to my channel so I forgot to film my intro so here I am a day later filming the intro on my phone, so excuse me but as you guys can tell from the title today we are going to be recreating Maddie's iconic Euphoria looks. I did deliberately research and found a makeup artist I will have their socials listed down below as well.

00:40

As soon as I started watching the show, I instantly became obsessed with all of the makeup looks so I'm thinking about doing like a makeup series where I do different characters, I don't know let me know in the comments down below. But I had so much fun filming this look. I feel like the makeup artist definitely deserved as much as recognition as everybody else. There's a lot of, you know, talent and artwork that goes behind it.

01:01

This is definitely a little bit different than my vibe as you guys know, I do more like cut creases and have cut creases and stuff. This is more editorial, and I had so much fun filming this video because it's all about creativity and just playing around and being messy, and it's it ended up looking so freakin good. So, I just cannot wait until you guys see this video. I ended up loving it and I hope you guys love it as well. Do not forget to like and subscribe, turn on my post notifications somewhere right there and without further ado let's go ahead and get started.

01:34

Alright so first look that we're going to do is the wet cherry look and I am looking at Kristen's Instagram and this is like a very soft, very natural effortless makeup it's not like super contoured sharp makeup which I love, it looks super effortless. So, she did

winged liner, really like natural lashes. She has like a smoky lower lash line going on, the red glitter lips and the cherry. By the looks of it. It doesn't even look like she's wearing makeup. So, I'm gonna try to attempt-gt it. Alright let's go ahead and get started, I also see that she has half-up half-down, so that's the hair that I did. And then she has like some gold earrings, so I just put on these gold hoops.

02:19

Alright so for her eyebrows, she literally doesn't do anything to her eyebrows. I'm pretty sure just like gel so I'm just going to be combing my eyebrows and I'm gonna comb them outward. Now I'm using the Maybelline Dream urban cover full coverage foundation, it definitely does give you that like natural glow and Maddy's skin always looks dewy and just glowy. So, I'm just gonna add a tiny teeny bit of concealer cuz they're skin still looks hella flawless, it just doesn't look like she's wearing a lot of makeup. So, I'm gonna go ahead and set my face.

03:03

So, I'm looking at the picture and she has a little bit of bronzer, she literally doesn't even have that much bronzer so I'm not even gonna put any on my brush, I'm just gonna use whatever's left on there. I'm getting a little dry right now. Oh my god, this is impressive, it literally looks like I have no makeup on. This is so weird.

03:24

We're gonna go ahead and do the eyeliner. So, I'm just gonna use this Bobbi Brown black gel liner, she has a matte eyeliner so that's what I'm gonna try to you. I don't know why I feel like I look so weird maybe just cuz I'm not used to just having like super just neutral makeup, but I went ahead and I applied some lashes these are Lily Lashes Miami I believe and I'm gonna go ahead and do that black line underneath. Next thing I'm gonna do is add some red lipstick just so I don't like weird and I'm using it this one by Lime Crime, You know what's crazy is that I never ever ever use lipstick, I always use liquid lipstick, I don't know why. something's really nice though. She also has some glitter on her lips so I'm just going to be using this from The Makeup Shack it's like they're glittery shadows, perfect.

04:36

I never do anything like graphic on my face so I'm very nervous for the cherry. Okay, let me try to use a different liner. Oh, I did it! And she also did like just a little teeny tiny dot. I used the Wet 'n Wild School Prayer liquid liner and then now it's time to do the stem. The stem is what I'm really really nervous about. Okay, so for the stem I'm using this LA Girl neon liner, this is the green one. I'm using this detailed brush and I'm trying to get as much product as I can on there. I'm gonna attempt to draw a little, what the fuck, what the fuck man. Dang it, this isn't as pigmented as I wish it was. Hey so, I found this green Lime Crime lipstick and I'm going to be using the tiniest bit to just try. Oh perfect, yes, yes, come through, Lime Crime that's probably as best as this little teeny-tiny cherry is going to get. It looks cute, I fuck with this.

06:13

Right so this is the wet the cherry look. Obviously, Kristen did way better than I did but actually really liked it. I think that cherry is so freaking cute, like I've never thought about just adding something so simple as like a cherry would make me so happy. I

don't know, I love it. I really fucking love this look. Now let's go ahead and move on to the next one.

06:35

Alright, so now we're gonna go ahead and move on to the next look, which is this one on this eye. And this one I saw on Donnie Davies Instagram and it's pretty much like some pink liner and then I see a little bit of iridescence, I can't really zoom in on the picture but I do see like light pink iridescence, and then I placed the jewels exactly where she did and she just has some clear gloss and that's pretty much it. So, I'm going to show you guys how I achieved this look. So, all I did was I grabbed an angled brush and I'm going into My Little Pony palette from Color Pop and I'm going to be dipping into both of these colors right here. So, just do the eyeliner how you would normally do it.

07:29

Okay, so I'm gonna go into the Creamsicle color from Color Pop and I'm gonna just be using my finger and I'm going to be eyeing that all over my lid. I'm grabbing that brush and I'm just going over the entire lid. I am going into the Sephora x Pantone universe palette, this palette is so old, I got it when I first started doing makeup. My ex actually got me this, oh god. If you guys remember, you remember. I'm just grabbing a small detail brush and I am going under the lower lash line. I don't see that she added too much, so I'm just going very lightly with that. I swear this makeup looks so weird until you add like the lashes and the jewels.

08:16

Okay, and then we're gonna go ahead and add the jewels. I was going to replicate the exact same thing as the picture. Hmm oh my god, I freaking love these little jewels, and that completes this look it looks so freaking it pretty you know, just trying the jewels on my eyebrows, like, I feel so fucking cute like, I just love it. So, I went ahead, and I just added a little bit more of a muted gloss and I fucking love it, it looks so fucking good. Alright so this completes this look that we're gonna go ahead and move on to the next one.

09:01

So my dumbass I thought I was already recording but I wasn't, however all I did was I took off my lashes and I had to apply a little bit of foundation over at the lips because the red lipstick did stain them. This is the next look that we're creating, and I went ahead and lined to my lips with this NYX suede liner in sandstorm and it looks like she just has like a darker lip liner and some gloss and her natural lip is like shiny through. I mean I'm gonna go ahead and just add some clear gloss. By the looks of it, it looks like she has just like two shimmery eye shadows and I found the perfect one. So, I have the Color Pop Super Shock Shadow in the shade frog and REM. So, I'm gonna try to go ahead and add that pink one, yes this is the perfect one. And it's okay if I get some on the eyeliner because I can go over that and correct it.

09:58

So, with that same brush I am picking up this periwinkle one. The look is just so stunning I love it, and I'm adding that closer to the bottom lid. So, now for the fun part we are going to be adding the jewels, I pick these up at Michaels. Okay, so it starts like right here, so it looks like it's above her crease. Yay oh my gosh. Oh, are you fucking kidding me? Oh my god no, stay there, this shit is hard. So here it is with lashes and this looks so fucking sick, I'm literally gagging like this looks so fucking good. Okay guys, so here is the completed look, I am fucking obsessed with the jewels and just the shimmer and the lips like I love it. In the picture she does have like a middle part and all I did was put my hair up. Wow, I fucking love this look, like this look is just freaking stunning and it looks so easy but this takes time bitch, okay. The jewels took me a long time, I don't want to take them off. Well, on to the next look we go.

11:34

Alright, so I am back and in the meantime that I was charging my camera, I went ahead and I did this look. Now, I kept the jewels, bitch. I was like fuck, I really do not want to put those jewels on again. So, all I did was took off the makeup from right there and like fixed the liner. She does have nude lips here so I just went ahead and did a nude lipstick, which is Girl Lactic in the shade bashful. I'm going to do is show you guys how I achieve this look and this definitely has to be my favorite look out of all of them, why, you guys know. Yes, because it's fucking teal. I love anything that's close to Tiffany blue.

12:15

Alright so now let's go ahead and get into the makeup. She does have like really loose waves and that's what I attempted to do. So, we're going to be using the Urban Decay Deep and Liner and, I'm gonna go ahead and zoom you guys in. All I'm going to do is grab this pencil, this is going to be the base that we're going to be using, and just with any like small detailed brush, what I'm going to do is just kind of blend out the edges, make it look way softer and not so harsh. So, now I'm grabbing this Kathleen Lights x Color Pop loose shimmer in the shade the bowl, and I have two different ones, I have a darker one and I have a lighter one, this one is in the shade the fish. Oh, this was I think her Zodiac collection, and I'm going to be adding the darker one, on the bottom we're gonna go in with the fish one and I'm going to be adding that all over.

13:24

I'm having so much fucking fun with this, I guess because it's not like a sharp crease where everything needs to be crisp and clean and cut and sharp, so you can be as messy as you want with this and it'll still look fucking bomb. Also, in the picture she does have an inner corner so we're gonna have to create a little inner corner moment. And then she doesn't drag it all the way in, she only closes it to like right here. While that lash is drying, what we're gonna do for the under eye is grab that same pencil and create a line. That and then we're gonna grab an angled brush and go into the fish from Color Pop. Okay, now the only thing that I am going to do is, Maddie's always wearing gloss so I'm just gonna go ahead and add this nude gloss. Oh my god, I feel like that gloss just made it look ten times better. I think this one is by far my favorite for sure, it just looks so fucking good. Like the jewels just make everything so much better, I literally would go out with this look. Like, just out in public and just have a little Maddie moment.

14:56

I'm like loving the face makeup, like, I don't know why, like, I would be really insecure like not having my eyebrows done but I actually kind of like it. I like that I don't have like harsh blush and bronzer and highlighter like, it's kind of just my skin doing something. I don't know what it is but like my confidence is like up to a thousand right now and Kristen, if you're watching so hope I make you proud.

15:20

Hmm, alright guys so that completes this video I hope you guys enjoyed it, definitely recreate some look like for your looks, if you haven't watched Euphoria you can watch it on HBO. I had such an amazing time filming this video, you know what I'm thinking, if you guys want me to recreate any of the other characters look like Jules, I would love to do that so let me know in the comments down below. What look was your favorite, what character you want me to recreate? I'm even thinking about doing like a Euphoria makeup series where I just do like every individual character because each one of them is so different and versatile and I fucking love each character. I feel like I can relate to each character in a different way. That is it for this video, I hope you guys enjoyed it. Definitely go ahead and check out the makeup artists down below, I will have their socials link down below and that is it for this video. I hope you guys enjoyed it. Didn't I just fucking say that? Oh my god I'm delusional, okay it's like three the morning right now,,and yeah I know you take my ass to bed. So, oh you guys have a good day and I'll see you guys next time.

Transcript 2: Jenz Christine

Thema 1: influencers als fans

	Positief over <i>Euphoria</i>
	Inhoudelijk over <i>Euphoria</i>
	Authentieke/herkenbare uitspraken
	Interactie met publiek

Thema 2: influencers als producenten

	Commerciële partners
	Zelfpromotie
	Interactie met publiek
	Make-up

00:00

This video is gonna be like super unnecessarily long because I don't know how to shut up.

0:04

[Music]

Jenz Christine

Day 1

0:13

So here what's up, I have no idea what videos to film. Well okay, I have like ideas, but I don't know if they're like worth my time or if they're stupid or I don't know. But one thing I know for sure right now is that I'm fucking obsessed with Euphoria as most people are, or at least should be. If you don't know, Euphoria is a show that is televised on HBO. It is just basically, I don't really know how to explain it, but it follows a group of teenagers who are basically navigating their way through high school. I'm obsessed with the whole entire storyline, all the characters. The finale is airing this Sunday, which is in a couple days and I don't know, I thought this is like a super like unique and like fun idea, um and right right now, when I sat down to film this was like let me just check on YouTube to see if anyone else is on this and they have. Um, I just basically wanted to try and recreate some of the makeup looks that have been seen on the show, just because I have like been on a makeup kick, like in my head, but I haven't been like doing anything about it. I would still love to do it, just because I wanted this makeup anyways and I feel like if I can film a new video, that's kind of fun fresh, you know. I have to decide what look I'm doing for tonight. I'm just gonna go hang out with some friends and that's probably it.

01:35

So, I'm gonna look through some pictures and decide, which I probably should have already done at this point and then I'll be right back. Just for reference, I am referencing a lot of photos that are on the makeup artists from Euphoria's Instagram accounts. So, I followed Daniella Davy and Kirsten Coleman, I'll put their Instagrams here and down below if you guys wanna check them out because they've been posting really, really cool, kind of like behind the scenes content of all of the characters makeup looks. It's been really entertaining just to like look at on my timeline but, also, it's just been really creatively inspiring, and their looks are beautiful, like the epitome of everything that I love. It's just simple, pretty colors and dramatic like liners and glitters. This show is entirely about colors and glitters and that is everything that I love. So, it's just really exciting, and I love what they do, so shout out. So, I'm not gonna lie, I very impulsively decided to film this as per usual. Sorry that I've been inconsistent, but I also said that when I came back so you can't be mad at me. I'm just gonna work with what I've got and try my best to do what I can with what I have. So, I'm not a makeup artist, I just really enjoy makeup. it's really fine.

02:59

Basically, okay, I've chosen a look, just because. I don't know why I just can't shake this one tonight. I chose this baby right here. This look is basically a beautiful lavender shade, just like matte lavender all over the lid, and then it's like a neon orangey liner. I don't have either of those things, so you may be asking Jenz why the hell did you pick this one? I don't know but I'm gonna try to, hopefully. Okay, I have a couple, oh wait, I might have a matte lavender. Okay, it looks kind of white but it's like, that's lavender. It's a little bit lighter than the actual makeup look is, but I also have this blue shade, so maybe if I mix some? I don't know, I was gonna do some like mixing and hope that it just like, comes out like that color. Yeah, I do not have an actual matte lavender shade. I also do not have a neon orange eyeliner, but I have this orange NYX vivid lights liquid liner so I think I'm just gonna try my best to use these things to recreate this look. To be fair, it seems pretty simple. It's just like, a cat eye, winged outliner underneath the lash line as well as on the, you know what I'm saying! You see it, you understand. Yeah, let's just do it.

4:25

If you're curious I'm using the Edward Scissorhands 25th anniversary collection this came out, I want to say like 2015ish, but this is from Sugar Pill. Yes, that means it has probably, definitely exceeded its shelf life but it's fine. I need to get the purpley shade. This one's from this Take Me on Vacation palette from Kylie Jenner also, this is from 2016 a little more recent, still definitely expired. you know. Okay, stunning. You know I just looked at the picture again and you honestly can't really tell if it's a matte or a shimmery lavender, either way, this is like the only lavender that I have. Okay, it looks like chalk but it's actually applying well, I just suck at makeup, you know. I'm just packing that shit on.

05:18

Am I allowed to talk about Euphoria right now, I feel like I want to. Even though this look is going to be done in like five minutes. I'll give you a quick rundown of how I feel. My favorite characters have to be Rue and Fez, Fez cause like I love you. I just feel like those two humans need to be protected, they really really do. At the beginning I really wanted for Rue and Jules to be together and now I'm like this is so toxic. And like, I still hope that it can work out but I hope that if it does that it's healthy and it's not like they're both feeding into each other's toxicity you know. Y'all been knew, I'm fucking in love with Zendaya, I love her to death. She's one of my favorite human beings to ever exist. Z, I love you. There's no way you're watching this but I'm still saying it though.

06:04

The creator Sam Levenson, shout out, beautiful, beautiful show. I'm in awe. Why do I say this like they're gonna be watching this, they're not. But imma still say it though, it's fine. All he talks about it's like how beautifully, perfectly casted this show was and how every actor is just like exactly what he imagined for the character, which I think is so, so rare but also so powerful and so important and it's what makes the show work so well. Of course, you've got a couple of these other actors before the show but the only other person I really like hardcore loved was Barbie. Barbie Ferrara, I love that bitch, I literally, I found her when I was like 15 on Instagram, you know, being like a slightly insecure fat girl and like having to see all these skinny, okay granted, beautiful, everyone's fucking beautiful, of all these skinny white girls all over my timeline and that would like do shit to my head and when I found her I was like Bitch, bitch. Like, this is me. Like, I don't. it's just it's weird we finally have someone to like look up to and admire or even just like casually follow, you know. It didn't seem like she was trying to be like the same IG body that everyone was, she was just like naturally that bitch you know. She's one of the few people that over the years I feel like, I've stuck with, it's been like three, three and a half years something. Like, that now it's really crazy to see but this is where it's come to. I'm so excited, I'm obsessed with Kat, yes, she frustrates the fuck out of me a lot of the time but at the same time. It's just really refreshing, of course, when someone that you love is coming out with a new project, you'll always get like I guess, I wasn't nervous for Euphoria, but I was at the same time, like I know that anything Z does is gonna be amazing just by default, it's facts. But at the same time, it was just I was like what is this gonna be and how's it gonna turn out. But the whole show is incredible and I'm so happy with it and easily one of my favorite shows ever. Bold statement but it's true. So yeah, I don't know, I'm

kind of scared. I'm really scared for the finale, this is for sure going up after the finale but we'll see what happens I guess.

08:23

I need to do this line because I spent too long on eye shadow and I haven't done this line yet so. I kind of I have this neon pigment like dust that I kind of want to put over top of the liner. Okay, you know what, I'm just gonna say fuck it and try to put the pigment. So, I bought this from Stargazer, if you follow me on Instagram this is what I had on when I went to pride this year. Oh, this is an awful fucking idea, I'm wearing black and white, I'm gonna take this sweater off for a second. So, this is like the smallest brush that I have right now, let's hope that this works out. I think I might put, I have like NYX the glitter adhesive, ha. I'm just trying to put the primer on, only the liner so hopefully if the neon sticks it only sticks to the liner. Oh my god, okay it kind of looks good. Why is this kind of working, guys I'm really excited okay? Imma gonna go ahead and do the connecting. I should've done it before with the pigment on but I'm honestly, I was too excited I'm sorry. Okay, that went, worse than the top it's like fine, I don't know.

09:36

Moving on to the other eye, I am really scared. Okay, I just did that eye off-camera. I filmed it but I don't think I'm gonna include the footage because it's a waste of time. Basically, do the same thing. That's the honest truth of how it looks. I think it looks pretty good considering that I didn't have neon orange liner but I kind of like made do with what I got. I never do like simple fun looks like this, but it makes me want to. I'm so excited. So, I'm just gonna use the Maybelline Lash Sensational, just the same mascara I always use. Okay, I'm kind of obsessed with this, I'm not gonna lie. It was like hmm, but now I'm like, this be cute. Guys, this is cute as fuck. I'm excited, okay. Maddie has, I don't know if I should call her Maddie or Alexa. I was talking about her actual human name right now, so Alexa, what I've gathered at this point is she loves her liners. My favorite thing is her eyeliner and her lip liner of course, she always has like a nudey brown. So, I'm going to see if I see if I have that. Okay, so look at her lips. This is what I got, they're all Kylie products. Yeah, I haven't bought new makeup in a long time, so that's that explains a lot of this. Her lips look more on the brown side than the pink side. This is a shade moon, I'm excited. This is shade Like Kylie gloss, also old, so cute though. Granted, I don't look exactly like her I wish I did. Um, oh my god, I'm really proud of myself for this/ But this is all I have for today, see you on the next one, I think.

11:27

[Music]
Day 2

11:31

Sup bitches, here we are. That's Audrey, if you don't remember. Hello, howdy, we are here on day two. I think I've decided I'm gonna do five days, or at least five looks. Maybe one day I feel like doing two, I don't know. Same as yesterday, I already have my base makeup on the usual. Okay, so I think I'm going to using the Jacqueline Hill Valley. I'm probably using this color. Oh, here's the look I'm doing. I could not decide, but I've just decided, because I feel like I just can't not do it. I don't know why today's the day that I need to, so that's that. I have to tutor my little child today in

approximately 30 minutes so I can't finish it all right now. But I'm gonna do the eyeshadow now and then afterwards I will come back and do the glitter. You gotta be up close and personal, hey. Oh, I should tell you what shade, it's cranapple. I'm just applying this. If you hear suspicious noises in the background, Audrey's watching TikTok, cuz she's a TikTok-girl. If you're a cute overage TikToker, hit her up. Okay, maybe don't, I don't condone that.

13:11

So, Audrey thinks his guy is cute and she swiped right on him on Tinder and he never like responded so they didn't match. But then she matched this other guy and she found out that they're friends and I said well he's cute too so just go for him. Comment on what you think she should do. Yes, I think she should do it anyways. She said but if I talk to him, then my whole goal is to get to his friend, but like, just date the cute guy. Whatever, you know baby. So, I'm just trying to blend this out, like upward as much as I can, because on Hunters eyeball it's like all the way up into the brow. Yeah, I really feel like I should be using glitter. I need glitter! Right now, I'm using my favorite palette. I'm taking amber golden, just patting on my eyelid and it's not really giving me what I want but it's fine. Okay well, it doesn't look that fabulous on camera, but I feel like it'll do for the time being. Once I finished tutoring, I'm gonna put on all the glitter. Oh, I'm an idiot, I'm a full-on idiot. I own a shimmer that's like kind of the perfect shade. I'm excited. This is Nick's shimmer down in shade love pink / rose violet. Why does it have two names? Okay, mascara's on. Okay, well that's all for now, I'll see you, yeah later.

15:06

Hello, it's been a significant amount of time, probably like close to two hours, Um, I'm gonna finish my glitter. I think, I haven't looked at the picture again, but I think I know the general of what this is going to be. I bought this Urban Decay heavy metal glitter gel for eye, face and body in the shade dreamland. Okay, you have seen the picture, there's a strip of glitter through her eyeball and down to like her maybe like her cheek. And then there's the chunky glitter. So, I think I'm going to do the strip of glitter right now. Is my camera dirty? I don't know, we can see it all up in my skin texture right now. I'm stupid my mom called me while I was like doing it well okay, sorry. Um, this is my violet Voss, I literally have no idea what it's called. Basically, I'm just dotting that, oh, it's kind of like, like a fancy clown makeup. So, I looked at the picture and the line goes down to about like her nostrils so that's what we're doing baby. It's so crooked, whatever. I mean it still looks cool and good and fresh. Okay so I did like clown lines. Here's my glitter, doesn't really look that exciting but I think it looks good so. I'm gonna put some on the back of my hand, I'm gonna take my middle finger and then, I'm need chunkier glitter! Okay guys so I'm not happy with the thickness of this and I just looked at the picture and turns out it's like actual like gold flakes that are all up in her face. I have this, they're like tiny little stars and I feel like it will have the same effect so I'm basically just gonna place this. I'm gonna glue it like in my eyebrows and on my cheek bones and all that. I think I'm gonna time lapse so that it's not like annoying gross footage and then you'll see the look after, that's all! I have finished the glitter now I'm putting on a liquid lipstick and a little on it because Hunters lips are like a baby pink, you know this is the closest I have to that. I just finish this look I'm done, ha ha baby. It looks so shitty. I'm literally going to bed.

17:45

[Music]
Day 3

17:59

Hello babies, welcome to day three of this mess of a video. I am getting ready, my hair is still a little damp. I'm still baking. So, I have decided on this look, insert picture here. It is very extra but also glam and beautiful and I'm excited for it the closest thing I have is from my Kylie holiday palette from Christmas of 2016 baby, that's right. Um, I'm gonna be using this shade in the direct center, it is the darkest shimmery blue that I have. The rest of the ship shimmery blues that I have are more like Royal Blues and they just kind of, don't look the same or don't have the same effect, so I'm gonna be trying my best to work with this, baby.

So, Danielle and Kristen, the creative director and the makeup artist for Euphoria actually do most of the time list products that were used for their makeup looks and they also allow you to ask them questions in the comments if you need to or if you'd like to, so feel free to do that. I just kind of, like I said, I'm just using what I have and that's that, so I don't I haven't been paying much attention to that, which kind of sucks. And the rhinestones that are used I think Kirsten said that they are just typical like crafts rhinestones, nothing special and she applied them with eyelash glue which is what I was gonna do anyways. So yeah, um I just picked up these two different sets, I'm trying to figure out, I think I should use the bigger ones for this look because my eyebrows are kind of big okay. If you haven't got on, I know I kind of said it, I haven't been copying they're like, base face makeup looks, or her eyebrows because I can't do that eyebrow look, like the the swoopy wispy natural shit, like that doesn't work for me. I tried it like, it does not work so yeah. I've just been doing like my normal routine, well I guess we'll have to just see it, I'll try and put them on but I'm thinking I'll have to use the bigger rhinestones of the two small ones so let's just do that and hope goes by quickly.

20:04

Yeah okay so I'm just gonna go in with this shit. So, the brush isn't doing me any justice so I'm just gonna go in with my finger. That is much better. So, I'm gonna try and make it like really heavily pigmented and then just smoke out the edges, and I think I'm gonna shape it out afterwards with concealer. Okay, so I kind of patted it all in, now I'm gonna try and shape it? I don't know. So, her look is definitely more smoked out on the edges so I'm gonna need to make this line not harsh, kind of a struggle for me, I suck at blending. her look still looks way richer than mine so I'm gonna try adding this purple iridescent shade from, hmm yeah not gonna say it, that's that. But I'm hoping that if I layer this shade over top of it that it makes it look a little bit more glitzy so we'll see, fingers crossed again. Oh yeah, it's prettier. Okay so now I'm gonna do the bottom lash line I should get a smaller brush, yes, but I don't want to stand up again so. Okay, I'm gonna take some concealer and try to shape this out better because hers is so much cleaner, and smaller too so. Okay, doesn't look as like natural and cute but I think it's still fine. Next, I'm gonna put on lashes because her lashes look really cute in this and I'm not hindering much by putting them on because you'll still be able to see my eye shadow, you know. Okay, so a little bit more dramatic than hers, kind of, or they just like look less natural on me haha. I have looked in the mirror and realized how dumb I look but it's fine. It's time for the most crucial part of this look: rhinestones. She has two underneath her eyes and then four in each of her brows so that is what I'm gonna do. So cute, I'm literally

gonna vomit, like projectile vomit. So, there's one on the tail and then there's one like on the arch and then one here. Tell me why I literally just felt like the most euphoric sense go through my body like, oh my god, this is like me, like why have I not been doing this my whole life. I'm so happy and also upset right now. Oh my god, oh my god, it's over for you bitches. Oh my god, I don't even what to do, bitch I feel so complete right now. Oh my god, oh my god, oh my god. I still have to do highlight and lips and shit. This is the completed look for today, ignore my laundry pile that I need to put away please. I am so stoked on how this turned out. I've actually been trying to like mentally decide which of the looks I've done so far is my favorite but I just really love them all, like last night I was like oh my god this is my favorite and then right now I'm like but this is so good, like is this my favorite, I can't tell. I need to stop saying I'm happy but I am.

23:39

[Music]

Day 4

23:42

Sup bitches, we got another live studio audience today. So, sorry you're seeing me post tutorial, but basically my house is really loud, my friends are having a conversation, didn't want to bother. So, I just filmed in silent muteness. I'll just give you the rundown of how this came to be. So, I basically just put, here's my inspo picture. I think it's from episode one, kind of carried out in another episode. Um, this is when Rue is like tripping on whatever fucking drugs she took, I don't remember. Yeah, I just looks like she has a simple like plain single color on her lids so I just used my Venus 2 palette, is that what it's called? The pink one, I don't know. I used the top left shade, don't know what it's called, just put it on my eyelids and then I used the same By The Boss glitter that I use the other day for my jewels look, and I just applied it in the shape of tears running down my face and put on some mascara and that's like literally it. kind of plain and simple and cute but this is actually, I say it every day, but like I think every day, it's my favorite. So, this one's super fucking cute and kind of want to do this all the time, I'm not gonna lie. But yes, that's all, enjoy. **Finale tonight, I'm really scared but I'm also excited. So yeah.**

25:10

[Music]

Day 5

25:18

Sup bitches, I didn't do my fucking eyebrows. Okay, me my awful posture are back. Brows did, it is 10 p.m. and I'm not doing anything. At least the past few days I've been doing something, got a watch party at my house for the finale and I'm just sad. Before I talk, this is the look that I will be recreating today, this is Cats look from the Halloween episode. I don't know why this look is really extra and it just speaks to me for some fucking reason and I wanted to like wake up and do this and have it on all day but it didn't happen so I'm doing it right now. Again, seems pretty simple just it's gonna take a lot of finessing of the hand. So, I'm just gonna fucking put eyeshadow on my eyeball you know. So yeah, last night it was finale night, I was really, really scared. I don't think I'm gonna say spoilers if I'm gonna say

spoilers I'll say right now. But yeah, I was really terrified that some like fucked up shit was gonna happen and I was gonna be like sitting there crying and all upset like it was really chaotic and like a lot was going on but nothing definitive happened so I'm feeling okay. I'm feeling really sad though obviously, because production hasn't even started for season two and I want it now. But I guess the only plus side of the season not having started filming yet is that like, bitch let me be on season 2. I'll deadass just play like a rug that y'all can fucking walk on like let me on set. I'm like emotional and I feel really fucking attached to the show for no goddamn reason, okay for lots of goddamn reasons but like I don't know.

I'm gonna with this black shade, okay I have this like flat shader brush, I don't know, let's hope this works better. It's winged out like sort of an eyeliner way, but it blends into the red. Okay, so it's definitely a little too round but I'm gonna clean it up, and the black might be a little bit too opaque. Could have very well been done with like a pencil liner and just smudged out but I don't know if I could do that very well. Take the same red color just trying to smoke it out underneath the black. Probably won't work cuz my under eyes are like really wrinkly.

27:50

I'm gonna take this concealer brush, I don't know, and some concealer and I'm just gonna. Guys, I don't know if this looks like wrong. You know what, I think the black versus red is just too harsh and too separate and I need to be like better blended and I suck at blending. I just look gross and that's a fact. Okay, so I'm gonna try and add a little bit of pencil liner to see if I can make it like it looks a little bit more concentrated and darker around the actual like lash line. okay so I'm going with my trusty little Stila liquid eyeliner for these crosses. I'm just gonna wing that shit. It's not straight. I had this problem yesterday when I was doing the glitter, it just like was not in the way that it was supposed to be. Um, I'm still gonna pretend I don't care tho. I feel like they are even, close enough. Look at when I squint. I need to keep my eyes like this. They're on, okay, they're pretty cute. Guess what glitter I'm using, the same one that I've used twice already. I'm just gonna pat it on top of it and I hope that doesn't like cover it up. Because this one just looks like it was a black literally eyeliner, which I don't have, so yeah. Gotta put on the mascara even though I'm about to take it off anyways. You know, it's time for the scary part and I really don't know how to approach this. The lips, baby.

I was gonna do the outlining with liquid liner, but I think that I just, I will have more control

with a pencil. That was a good noise. I feel like it did the job, yeah. In the last step, the lip gloss. This is more Kylie, this is shade naughty this is from the same 2016 Christmas collection. Expired probably, have I used it enough, no, so here I am. Bitch. I look so gross right now, oh my god.

30:05

Hi, welcome to day 6. I did not do an outro yesterday. **So, thank you so much, I hope you guys enjoyed this video.** If you did, you know, the usual: like it, leave me a little comment or subscribe, please if you're not already. All my socials will be linked down below. I believe that's all, I don't know. Watch Euphoria, streaming on HBO now, and I think on F movies. The first episode is on YouTube for free as well. So yeah, look out for season 2. I'm hoping next year, fingers crossed. Thank you so much for

watching, if you work at Euphoria, please let me be on season 2, please, please. That's all, bye.

Transcript 3: Madi Bernard

Thema 1: influencers als fans

	Positief over <i>Euphoria</i>
	Inhoudelijk over <i>Euphoria</i>
	Authentieke/herkenbare uitspraken
	Interactie met publiek

Thema 2: influencers als producenten

	Commerciële partners
	Zelfpromotie
	Interactie met publiek
	Make-up

00:00

[Music]

00:14

Hi guys, welcome back to my channel. So, for today's video I am going to be recreating a Maddie look from Euphoria. My name is Madi, her name is Maddie, we just have this connection going on. I'm just kidding, but I am obsessed with the makeup looks on Euphoria. They are so, so good and I feel like I just really wanted to recreate a Maddie look and a lot of you wanted me to recreate a Maddie look so let's get into it, I'm really excited. It's the best show I've ever seen, it really makes you like feel something. This video is not sponsored by HBO but if you want to sponsor me, my email is down below. But yeah, we're gonna recreate a Maddie look, I'll pop it on the screen, kind of what I want to do. And let's get started. The look that I want to recreate from Maddie is this one right here, like I showed you a minute ago. So pretty. It's kind of like reddish, purple tones, little rhinestones, a nude lip, pushed up brows. It's everything. So, for that look we're gonna use this Urban Decay palette right here, it's a naked cherry palette. I thought it would be absolutely perfect for this look, hopefully I'm right and we're just gonna try our best here. So, to start off the wing I'm dipping into this deep plum shade right here, it is called devilish. And we're gonna use a sigma e608 brush, it's just like an angled brush. By the way, you can probably tell, I already have a base on because I just didn't feel like doing my base. If you guys are interested in seeing my everyday base, then just head on over to my everyday makeup tutorial, I will put a card up there for you and you can check it out how I do it. So, I'm just gonna start off with doing a wing. You guys know I have lash extensions so this is gonna be a little more difficult than if I would not have them but oh wow. And we're kind of just bringing the wing shape into the crease area. I'm not really bringing it down back to the lash line because we're gonna do kind of like a really 90s shape on the eye, not so much like a sleek normal cat eye. Now taking a smaller pointed brush. I'm gonna take these two shades, which is the shape we used previously and the one below it. And on a little pencil brush, I'm just gonna pop that on there and I'm gonna kind of start blending this into the outer corner area, moving it

towards the center of the eye like so. Really blending it getting that nice gradient going. I might make the wing even bigger because why not.

03:08

I think I like that. If you guys watch Euphoria, comment your favorite character down below. I don't think I could pick, like Maddie's definitely one of my top favorites, but I am obsessed with everyone on the show. Like, they all just bring something to the show that is so unreal and I don't know, I could I can rewatch season one like million times. I'm like, okay so we have our wing you guys, a nice plum colored wing, kind of blended into the center a little bit. You don't need to do much, but what I'm gonna do now is take a little bit of a fluffier brush like this and take this lighter purple and mix it a little bit with this pink and I'm kind of just gonna bring it into the crease, the slightest bit just to bring a little bit of depth in there. To like shape the eye a little bit, I'm like really softly just bringing it over. And if you smudge out your wing too much you can totally go back and fix it, it's no big deal. Here's where it gets pretty easy, I think. I'm gonna take this Color Pop super shock shadow, it's a tongue-twister in the shade Milky Way. It's just beautiful, like iridescent pinky purple. I thought it would be really pretty for this look. I'm gonna take it on a sigma blending brush U25, and I'm super lightly gonna just like put a little bit on there, we don't want to pack it on. I just want to be like a wash of color and I'm gonna run that on my lid and it will give you this light glittery purpley tone to the eye. Oh, it's so pretty and it blends really nicely. Then on top I'm gonna take this light pink right here, it's called ban bang from the Urban Decay palette and I'm just gonna pop that on top just for a more iridescence tone. On the under eye I'm gonna mix together these two shades and run it across with a pencil brush. Then to finish off I'm gonna take some mascara and put it on the bottom lashes. This is the Pat McGrath mascara. Alright, now I'm gonna add the jewels. So, I got these on Amazon, they were like two dollars, three dollars, and I thought they would hopefully work for this. They seem a little big, but we'll use the smaller ones and just pray for the best. But I'm gonna take them and I'm gonna take this duo lash glue and take a clear side. So first I'm just gonna take the glue and I'm going to put it down like that. Then, with tweezers I'm gonna hopefully be able to just put them on. Okay, I hope that I hope that'll work. I probably shouldn't have done my mascara first but, oh wow. I wish they were a little smaller, but it'll be fine, I think, I hope I don't know. What do you guys think so far? On the brows I'm just gonna take a little bit of a soap brow moment so I'm taking my soap brow from West Barn Co on a spoolie and then I'm pressing my eyebrows up. I'm doing one side of my face first by the way and then work on the second side. Just like that and then you're just gonna take your finger and press them upwards and there you go, there's a Soap brow. So, for the brow she has one jewel here she has one here. Okay so, there's eye number one definitely feeling the vibe, like I said I wish these were smaller, but I think its kind of cute. I am gonna do this I and then we'll be back.

07:58

Alright guys, here are both eyes complete. I actually think it looks really good and cool and very Euphoria, but I feel like it's missing a little more sparkle so I'm gonna take this Laura Mercier eye caviar stick. This is in the shade beam, a really beautiful like your iridescent purple type of shade. So, on the same brush I was using to put the pink glitter on the lid, I'm just gonna pop it on the same brush like this, and I'm really lightly just gonna, like, kind of apply that to the lid area, just add a little something. And I might even just add this to the inner corner just for fun. On my lips,

she doesn't have a very overline look, she does have a very lip liner look. But I was watching Alexis Vogue makeup tutorial, which, if you didn't know, Alexa is the girl who plays Maddie. And she said she loves lip liner and I love lip liner so I'm just gonna use Charlotte iconic nude and kind of just outline my lips of it. The eyes are obviously the most important part of this look, not so much to the lips, it doesn't matter. Then I'm just gonna take a little KKW number three.

09:24

Alright guys, here's the final look, I love it. I think it's really cool and yeah, I love doing this video I think it's so fun. If you guys enjoyed it as well be sure leave a comment down below and hit subscribe. I know you got me. hit subscribe baby. Yeah, thanks for watching, see you guys in my next video bye.

Transcript 4: Nyra

Thema 1: influencers als fans

	Positief over <i>Euphoria</i>
	Inhoudelijk over <i>Euphoria</i>
	Authentieke/herkenbare uitspraken
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Thema 2: influencers als producenten

	Commerciële partners
	Zelfpromotie
	Interactie met publiek
	Make-up

00:00

The character that I hate the most, number one hate, hate, hate, double hate, loathe, entirely cannot stand, wouldn't spit on them to put them out if they were on fire is Jules. Jules is outlandishly selfish.

00:15

[Music]

00:21

Hey guys it's Nyra, welcome to my channel or welcome back to my channel if you've been here before. What's up! Yeah, so my literal absolute favorite thing, favorite show in the whole world right now is *Euphoria*. I have just finished; I just watched the season finale maybe two days ago. And obviously number one: beautiful storytelling, beautiful cinematography, beautiful everything but not only that; the makeup got everybody talking because the way that they use makeup to help the storytelling process in to help to find the characters and to help nudge you in the right direction and to lend a hand in like the storytelling process was beautiful people. Literally, all over Twitter, Instagram are saying that they now want to do their makeup like in *Euphoria* and obviously I'm one of them because I'm basic. We're gonna talk about the fact that Jules is ridiculously selfish, there are so many spoilers in this video. If you have not finished the whole season do not watch this video, come back, go watch the series for the next few hours and then come back and watch this video

because I spoil you everything okay, I got a big mouth. If y'all want to see me do this Euphoria inspired look while we talk about the ups and downs of the season then you came to the right place.

01:35

I have a mouthful to say about this show. Of course I'm gonna talk about what happens in the show but I just want to start off the video and start off the conversation about the storytelling through makeup. I'm taking the NYX micro brow pencil and doing my brows. But I think makeup often gets discredited or overlooked as an art and as a part of storytelling and TV and in movies and Euphoria refused to let that happen I love that. It's beautiful to see how the storytelling incorporates makeup, it's like it's so inspiring when you're thinking about the aesthetics of film, video, TV, movies, you know, it's easy to overlook the power of makeup and in Euphoria, there was no subtlety, it was all boom in your face, beautiful makeup looks, I I wish we see more of that. For once, my eyebrows are just about even. I have a broken nail, love that for me.

02:43

Okay, let's move on to the eyes, now the eye makeup is what was really big in Euphoria. Like, the face makeup, cool, but the eye makeup really like punched you in your face. Priming my lids with the LA Girl Pro Concealer. I think we can all agree that Maddie is the queen of eyeshadow, okay. Maddie won eyeshadow and it wasn't even a competition and she came up in the first place, period. Maddie represented how millennials use makeup to express themselves so well, Maddie and Jules, I think in this series, did that the best. It was beautiful, it was honestly so beautiful. All of Maddie's iconic looks, the rhinestone, like glitter liner, the glitter on the brows, she always had on blue or purple eyeshadow, and I'm like okay girl I see you queen of cool tones. My personal favorite makeup look, not only on Maddie but just of the whole series, is that like that liner she had that looked like chains. Oh my god, it was like so dope. And my second favorite look of the whole series is Kat at the Halloween party, her Halloween makeup was so dope. So this look is not going to be a recreation of any of the looks it is an inspired look. I'm taking my James Charles Morphe palette because I'm obsessed with it um, it's pretty much the only palette that I use. Leave me comments down below

With palette suggestions because I need a new colorful palette like it's getting out of hand. I'm going to be going into this bright blue shade and um, we're going to go in like a winged shape. If it's not perfect, that's fine, we're gonna use makeup wipes to clean up around the perimeter. But yeah we're just gonna start there.

04:33

Whoo, all right imma start with my favorite characters and my least favorite characters y'all ready? My number one favorite character is probably gonna have to go to Fez. He valued Rue more as a friend than as a client you know, he cared more about her life than the money she was willing to pay him for drugs and that was really, really important and beautiful and just it was great. That was really great to see, he very clearly was willing to do things that he wasn't comfortable doing, ie when he threatened Nate because Rue asked him, you know. It's like he would do anything to protect Rue and it was, it's beautiful to me that he didn't care what Rue had to say, he didn't care what insults she hurled at him. He was like, I'm not selling you drugs, and he even forgave her after she said all those mean things and he was

understanding that she did it because of her substance abuse issues. That was just really beautiful. I think their friendship was so cute, so dope. So yeah, I think Fez is my number one favorite character.

05:39

My second favorite character would probably have to be Kat, because Kat realized she didn't like the way that she looked or she didn't like the way that guys thought she, you know was a certain way when she wasn't, or she was just, she realized that she didn't like the direction that her personality was going and she didn't like the direction her reputation was going, she didn't like the way people saw her and she just changed, you know? It's very easy for us to throw pity parties for ourselves and I am someone that is the same way. If I don't like something about myself, I will just change it even if it's difficult because let's be real, sometimes it's not as shallow as giving yourself a makeover, you know. Um, it's difficult but I feel Kat on that one. If you don't like something about yourself, if you want to feel more confident, if you want to feel like the boss that you know you should be. Go out and make it happen girl, I love that about Kat. It was like the lack of, she lacked the fear of change, of self-change at least, you know? Now obviously it made her be kind of a bad friend which I don't like, that's not cool at all, don't change up on people but to change inwardly for positive, I think is beautiful. Also, much like Kim Kardashian, Kat knew how to make the best of a bad situation. Kat got put in a tough situation and she didn't fold, and I love that about her. I'm taking my NYX glitter glue and then my NYX glitter in the shade, O1, I guess that's the shade of it. It's just this dark blue glitter and yeah obviously I'm gonna put that over what I have going on in my eyes right now. Had Kat been able to liberate herself without changing the positives of her personality, she would have had no problems in my book.

07:40

Moving on to my number three favorite character is actually Maddie. Now, let's talk about Maddie as an individual, not Maddie as Nate's girlfriend for a second, okay. Just separate the two. Maddie is a confident baddie, knows what she wants, and I love that about her. She is like super confident. She was not like, she came off as like the popular girl in the show, but we never saw her being like a bully or being mean or you know. She was, um, like a good friend and she was like a baddie, I love that about her. I love her look the most - like Maddie just really, was stunning on y'all, like Maddie would not get her foot off these girls necks. And I know, it may be hard for something, some people might hear me be like "Oh Maddie's one of my favorites" and be like "Maddie?" But let me tell you something. The one thing that I really adore about Maddie is, it took her a while to wake up but she did wake up at the end and realize, you know what, I'm better than this, I'm in a situation that I don't deserve and she finally put her foot down to him. Which is such a hard thing for women in abusive relationships to do, and so I'm really proud of her, like at such a young age she's able to go you know what, this ain't right and it took her a while, but she got there. Another thing I really like is that while Nate was battling with his sexuality, she was not judgmental of that, she was confused, she was inquisitive, she wanted answers, but she was not judgmental. She even went as far as to say to him, one of the times that she confronted him when they were arguing in his bedroom, "it's okay if you're into guys", you know, it wasn't a thing of, oh my god, gay I can't be with him, he's into guys. She, after Kat told her, you know, sexuality is a spectrum, she was 100% accepting of that. She maybe did not get it, but she wanted to, like and she, I don't

know how to put it. Maybe she did not relate to it, but she was willing to understand it because she loved him and she cared about him and she wanted to accept him as his authentic self, you know. That was beautiful of Maddie to me. And I also like that Maddie called out Kat when she's being a bad friend, when she's being a friend of Cassie, she was like, you were being a bad friend to me and now you're being a bad friend to Cassie. I like that, it's important that Maddie was able to stick up for herself and stick up for Cassie like that. I think it was really beautiful.

10:18

Now we're gonna do my top three hated characters, same order, from most hated to least hated. The character that I hate the most, number one, hate, hate, double hate, loathe entirely, cannot stand, wouldn't spit on them to put them out if they were on fire, is Jules. Jules is outlandishly selfish. We watched their relationship turn from a friendship to a best friendship to, what I would describe as an open relationship, mostly on Jules' part, because they're messing around with each other and they are obviously in love. But Jules is open about not wanting to be exclusive and you know continuing to deal with other people like that. Now, that's not the problem, um, because Jules never said they were exclusive. You know, she never promised to be loyal like, I don't care that she was hooking up with other people, really. My problem is that we watch Rue do everything in her power to always be considering Jules's feelings and Jules, Jules knows that too, and not only will she not reciprocate the same energy that Rue is giving her, but she gets intimidated by it and won't confront it. She is so busy living her own life, she sees that Rue will literally die for her, she sees that Rue is being cleaned for her and she gets intimidated by this and she won't be mature and speak up and say: "look I don't want your sobriety, your sobriety to be based on me you know, do it for you". She won't speak up and say "hey I don't want, you know, just to remind you, we are not exclusive, I don't want you to feel any kind of way blah blah blah, she just was almost purposefully, not emotionally available for Rue and that always upset me. Rue deserves a million times better, Jules did not ever cater to Rue's feelings and the perfect example of this was in the finale when Rue is like okay wait, because my sister's, here my mom was here, I don't think I can just leave them. And Jules is like, no it'll be fine, um, I'm sorry what do you mean it'll be fine, you're really trying to convince her to just like, ditch her family for you? Who do you think, you really think you're that important?

12:36

I'm taking the next uh, white liquid liner. My second most hated character is going to be Nate, for obvious reasons. I like, realistically I don't think we got to get into, this which, ah, you already know how much there is to hate about Nate. Nate is the absolute definition of toxic masculinity and white privilege like literally. Wow, beautiful, love that. I'm gonna clean the brow with the same concealer now. But yeah, I really don't have to explain to y'all why I hate Nate, it's pretty obvious. Nate is the ultimate like super villain, like, what the heck. And one of the reasons I really hate him is that Maddie just wanted to be there for him and be loving to him and he was aware that he was unable to receive Maddie's love and to reciprocate it the way that she deserved, and he still would not just leave her alone. It was ridiculous. Very hot and cold with Maddie, I hate that about him and just the way that he did Jules was disgusting. The way that he did poor old Tyler was disgusting. And my third most hated character, I really don't even have one. Like Jules and Nate are the only two characters in this series that I actually hate, so yeah.

14:00

Okay, now we can talk about Rue directly. Because we have spoken about Rue's relationships and we have been talking about Rue in relation to other people but we have not spoken about Rue directly yet. So even though Rue comes off as very unlikable at times, especially when she's going through withdrawals for obvious reasons, my heart really breaks for her because that is a character that is very real in a lot of people's lives. Not every person that does drugs or has a drug addiction is someone who just you know had no drive and became a crackhead, you know? I mean Rue literally didn't ask for that, she didn't choose to have an addiction. It really, it really presented itself to her she didn't have a chance not to have an addiction, you know. She didn't choose to find and abuse drugs, they were given to her by her doctors and her parents because they, you know. Her parents obviously just listen to the doctors. The doctors kind of being negligent and I know a lot of people can argue, well it's medication, it's medication, the doctor doesn't make you abuse it, blah blah blah. But I personally suffer from an autoimmune disease and I suffer from a thought disease and I suffer with depression anxiety, nowadays just anxiety, no depression, thank God. I have an endocrinologist and a primary health care physician that will refuse to ever prescribe me anything addictive. If you're wondering why I'm touching my nose, I have foundation all over my nose ring, I'm trying to get it off. But yes, I am lucky enough to have my two primary health care providers, like my actual doctor and my endocrinologist realize that there are too many alternatives out there, even if they're not as strong, it's better than something that's going to be addictive and literally like, give you the potential to ruin your life with a substance abuse issue. The one thing that makes Rue like really not likable is that, and I understand a part of this is because of her drug use and it's not always voluntary for lack of a better word, but the way that she disrespects the people that care about her. Like Lexi and her mother and Fez, it's just, it's hard to watch but that's real life you know. But I must say Zendaya, like we, okay we already knew Zendaya could act you know, that's no surprise. But the way that Zendaya is showing out and really, really proved and really reminded you of her ability was ridiculous. They found the balance between having diversity and using people's sexuality and people's gender in the story without it being the story, the story was not they're bisexual and Jules is transgender. That was a part of the story, that was just in the timeline, it was not the main thing

17:14

Thank you guys so much for watching and chatting with me. Please, please, please respond to everything I say, down in the comments. I want to talk to you guys about this show, this is my favorite show at the moment, so like, I'm really into it like, let's chat. Let me know what you think and what your favorite and least very favorite characters are down below. If you liked this video leave a like and a comment and subscribe for more videos. I'll see you guys on my Instagram and if I don't see you I'll see you on my next video.

17:42

[Music]

Transcript 5: Tana Mongeau

Thema 1: influencers als fans

	Positief over <i>Euphoria</i>
	Inhoudelijk over <i>Euphoria</i>
	Authentieke/herkenbare uitspraken
	Interactie met publiek

Thema 2: influencers als producenten

	Commerciële partners
	Zelfpromotie
	Interactie met publiek
	Make-up

[00:00]

What's up guys. It's Tana Mongeau. Welcome to my channel or welcome back to my channel. Today's video is one that I am so excited about and one that I feel like I absolutely worked the hardest on. I am utterly obsessed with this YouTube video and I am so fucking happy that I am done filming it. Done editing it. It is here for all of you to see. Six months after *Euphoria* aired, but to get to editing a video and look at it on your computer and just feel so fucking proud of it and be so excited for it to release. I kind of feel like you're like, you know, letting another piece of yourself go out into the world. It is the best feeling ever so I'm so excited for you to see everything that this video entails today and all of the people in it and all of the things that I do in my *Euphoria* makeup. So I guess I just wanna say thank you to all of you for caring about the things I do and clicking on my videos and wanting to see me live a week in my life in *Euphoria* makeup. And before I get into the video, I'm even more excited to announce that today's video is sponsored by Honey. First of all, that is such a rich people sponsorship, that is such a YouTuber sponsorship, that is a sponsorship that I never thought my anti-brand friendly ass would get. I've actually been using Honey for probably like six months now. I feel like when David Dobrik does something it automatically makes it cool. And I'm so excited to tell you a little bit more about Honey, David Dobrik style. Honey is a free browser extension that scans the internet for coupon codes and discounts and then automatically applies them to your card at check out. It works on over 20.000 different sites like Amazon, Nike, Best Buy and even Fanjoy. I'm on the Fanjoy website, picked out my favorite merch and at check out Honey automatically applies the discount code without me doing anything. Honey is for everyone and it only takes one click to save. Over ten million people have saved over one billion dollars using Honey. So click the link in my description or get Honey for free at joinhoney.com/tana. That's joinhoney.com/tana. How did I do? That was the hardest thing I've ever had to do in my life but actually you guys, Honey is something that I use every single day. Literally today, I had one hundred and fifty

dollars Fashion Nova order and Honey automatically applied a coupon code to that order and I saved 76 dollars, 76 dollars on whole clothes. When I was 16 years old I was jumped by four dudes for five dollars. When I woke up from my unconsciousness, I still had my 5 dollars, my dignity and now a traumatic brain injury. Without literally doing anything. I literally use honey all the time actually on things like Sephora, Dominos, literally anything, Honey is everywhere. Growing up if I would have had a Honey I would have literally came over that shit because saving every dollar really mattered to me. I can't. I think honey is the greatest invention ever and I cannot believe they are sponsoring this video. Thank you so much Honey. Thank you so much Honey. Thank you so much. So if you want to save money, if you're not an idiot, if you literally like to keep your own money, go to joinhoney.com/tana. I am in utter shock that there's sponsoring this video, so thank you again. And even though I look better right now but I do have this entire video. Let's get into this humiliating week of Euphoria glam. Love you guys.

[03:03]

Hello YouTube. I have Tuberculosis, lung cancer. That. I wanted to do this video for so long now. I really like doing videos where I do a bunch of things. Even though it's absolutely never a consecutive week because I'm not that responsible and it just doesn't work out. I love doing videos like this and you guys also really really, really like videos like this. Normally I go more in the route clothes but I was and am super obsessed with the show Euphoria. After the show was over I was like, damn I really want to do a week Euphoria make up where I have different Euphoria makeup every single day. I don't know what that entails or what that means or what this video is. So I'm super healthy right now. I'm actually not sick at all. Literally not contagious at all. There's just something wrong with my lungs. So, you pray for me. And Megs is here, Sophia Ritchie is having an event tonight. The fact that I look like this and say Sophia Ritchie invited me to her event. Like, I should not be going. I decided I wanted to wear Euphoria makeup. Some of the makeup books, I'm going to do myself and I bought some jewels to do that myself. Meg is like, oh no. Oh no no no, but I thought it would be funny if I started this video out, with a makeup artist doing my Euphoria makeup and then they just progressively get worse and worse. Basically, we're starting at the peak and then slowly, it's just going to get more terrifying.

04:40

Guys, guys, I'm such a bad YouTuber, I literally was talking to my ex like okay like I'll take a photo tonight of the glam and completely forgot I was filming this YouTube video. I actually wanted to film the application process. And like it wasn't like anything that I feel like anyone would like, care about, when they just want to see me struggle and suffer and like that was just like you successfully putting on stones. Do people do that every time you wear this. Well I hope it's people clout so I can make this squad. I'll keep you guys posted. Or wait, can I change your lights to white.

05:12

Mario: Oh no you, actually, no.

05:14

Damn, I was just gonna ask you what you thought of my make up for this video.

05:16

Mario: Oh I love it. Yeah. Very euphoric. Awesome. Love the creativity. Love the outfit. You look good today And. I'm being nice. You don't want that. OK. You look shit. I think the sparkle stones and sparkle as you here.

05:34

meant the hair part. That's all I needed.

05:41

Mario: What are you guy doing tonight. What are you even doing.

05:43

Oh, absolutely nothing.

05:46

Trevor: No no no. Nathalie goes imma go home. Meet me at the house and I'm like deal. Let's do it. So I show up Bitch got claws.

05:54

Speaker 2: Keep talking I'm going to bring you out.

05:55

Speaker 1: And now you guys are here.

06:03

Speaker 2: We don't live in trailer.

06:04

Nathalie There is no fucking laws so we downloaded fucking trailer.

06:10

Trevor: Nathalie and I are like avid Euphoria watchers.

06:14

Me too. Ha ha ha ha ha ha.

06:16

Trevor: So, as one does. And basically she resonates a lot with Maddie and I resonate with Jules and basically like we made trailers of a lot of this stuff

06:27

Nathalie: Because basically I embody -

06:28

Trevor: I was also talking. Really great that I was talking like, well.

06:32

Speaker 1: I'm like, baby don't shut us up.

06:34

Trevor: You should know. She doesn't shut the fuck up. And I'm posting trailers and my story of us like dancing to like a lot of the Euphoria soundtrack music. She goes, Trevor is Jules, I'm Maddie. We love @Euphoria HBO. Barbie Ferreira follows me, I completely forget about this, she is Kat on Euphoria, watches all five of my stories.

07:04

Nathalie: Shut your music off Jules.

07:05

Nathalie: I'm Maddie

07:13

Trevor: and I'm Jules.

07:14

Nathalie: How many clicks to make out.

07:23

Nikita: Hi everyone.

07:25

This is a video about me wearing Euphoria makeup, I have no idea why I'm filming this.

00:07:39

Nikita: Because you're a beauty guru.

00:07:39

Speaker 1: I ended up taking ten tequila shots and blacking out because when Kylie Jenner says take a shot, you take the fucking shot. This video will now go back to scheduled programming.

00:07:50

Speaker 1: I got too drunk last night. These are the jewels that were on my face. Yeah, I'm really bad at these day to day videos since I didn't get shots of me like, in this makeup. I was like I'm going to sleep on it and wake up and wear it again. This was my drunk logic and so I took a full body shower last night and kept those Euphoria jewels on my face in the shower. I was standing next to Kylie Jenner and she just had like really simple easy, simple glam and I'm just standing there with my face with jewels like barbecue sauce on my titties. Like, this is too much. I'm not gonna lie. I really don't like having makeup like that because I just feel like I feel like

I'm doing too much. I was like, everyone's looking at me being like take the fucking jewels off your face. That's my story.

00:08:29

Speaker 1: 3 days later. Hi guys. So last time I did a Euphoria look it was literally a second clip of my makeup artists doing my Euphoria makeup and then I went out to the club and blacked out with Kylie Jenner. I think that excused for me not filming that look very much. Today, it's Trevor's birthday.

00:08:47

Trevor: I thought I was going to die today.

00:08:49

Speaker 1: Trevor got so drunk last night that at the pregame that they wouldn't even let us into his birthday dinner. I'm about to sit down and get ready. Trevor's birthday dinner is in an hour so I'm going to do as fast as makeup as possible. But I'm like and you're sitting in my seat.

00:09:02

Trevor: OK. It's my birthday. Shut the fuck up, cunt.

00:09:05

Speaker 1: Queen snap. Trevor's birthday is Euphoria inspired. I don't know who did it. It was kind of unofficial. I think Natalie really just wanted to wear something Maddie inspired. Natalie wanted a Euphoria inspired dinner so she started a rumor and now it's kind of happening. So I have to get ready in like 30 minutes. Everyone's already ready and I'm gonna challenge myself to do this Euphoria makeup look in 30 minutes. Trevor is also doing Euphoria make up next to me in 10 seconds.

00:09:29

Trevor: What do you want, bitch. My dad called me. He was like, is that a wig? No it's your son.

00:09:36

Speaker 1: I just watched Chantal Jeffrees and Wolfie Cindy do this makeup look in like an hour and it looked flawless, borderline impeccable. I was watching this video like no wonder they're fucking so many A-list. In no way shape or form is this a tutorial that you should follow. I'm nervous because I honestly, I don't have time to wipe it off and like I have to wear it to this dinner and like they ordered photographers, Getty Images that you can't Facetune even though I still do. OK, I'm going to get my Euphoria glitter. Thank you to Lemonhead L.A. for sending me all of the glitter that was actually used on the set of Euphoria. If this was on Zendaya's face, will it make me pretty? Lily Lashes, Miami. Use code Tana. Look at my Euphoria themed scrunchie, I'm so fucking quirky and relatable. I'm starting with some Kylie's skin and moisturizer because I really want to stay on the PR list. OK. Oh my God you're so hot.

00:10:31

Noah: I literally love you. By the way, when I was doing my makeup today I was using all Tana's products and I never felt prettier. And I just want to say. I love you Tana, you're my best friend.

00:10:42

Speaker 1: Noah is also like, I'm ten times hotter than her.

00:10:49

Noah: Tana is doing a Euphoria meets porno.

00:10:49

Speaker 1: Everything I do meets porno. You look literally so much hotter than me that it's like offensive.

00:10:56

Noah: Wow, I'm so high, I'm just gonna take a nap. You wanna see a trick? My dad taught me this. Are you ready? My dad taught me that! One time, my dad was like yeah, you want to be the coolest person at the party?

00:11:15

Speaker 1: With foundation on my face, wait.

00:11:17

Noah: Okay, imma leave you alone so you can work.

00:11:19

Speaker 1: Okay but I'll miss you. Doing a makeup tutorial at night while everyone's like already ready for the fucking club is so stressful because everyone keeps coming down here, ready as fuck, and I'm like. Now I'm gonna put on some Shape Tape Concealer, set my face with Laura Mercier setting powder. Wipe my hands with some Kylie Skin because I'm fucking rich. Imagine being so rich you just wipe your ass with Kylie Skin makeup wipes. Once I finish this basic makeup that I do every day to get by in society, I will come back to you.

00:11:48

Speaker 1: I love that we are fully nine minutes into this video and there isn't one clip of me doing euphoria makeup on my own eyes yet. I just realized this whole time I could have had a ring light on, I just didn't think to turn it on. So, I finished my face makeup, now I'm about to start with my eye makeup. I just looked at the photo and I'm like referencing it and I'm mapping out how I want to do this. I just have a feeling I'm not going to do this well. I also realize I have to glue on those fucking gems. And I need to do this in like 10 minutes. So, I feel like since it's like a winged look, I should like start with that. Should I use tape? It's funny because tape really wouldn't make this acceptable if I just looked for it but I'm too lazy. OK, that definitely doesn't look good but if you squint? I just went back and looked at the photo and I actually am doing a really bad job. I thought I was doing a decent job. I was actually misinformed,

I'm just doing a really bad job. I know I'm pulling on my eye, I actually have Botox scheduled this week. That looks nothing like, nothing like it. Sorry. I really don't want to get to the point where I have to take this all off.

00:13:06

Noah: Should I put on jewelry, or no?

00:13:08

Speaker 1: You say jewelry like a rapper.

00:13:11

Noah: Oh my God, it's Maddie.

00:13:12

Speaker 1: Okay, okay.

00:13:14

Noah: I'm kidding. I mean, it's good! Am I making this makeup spot worse on my titty?

00:13:19

Speaker 1: It's just wet.

00:13:20

Noah: You guys, unsubscribe to her right now. She lies.

00:13:23

Speaker 1: Literally, queen of. I'm going to make this eye match this side and then I'm going to come back to you. Okay. I really wasn't going to come back to you but look how terrible this looks. I love that most beauty gurus doing this would have clean brushes and I'm just using like, dirty ass brushes. Okay guys, the next step is super exciting and super Euphoria, face jewels. I love that the only reason I'm doing a Euphoria makeup video is because I had to go to the hospital because I haven't been breathing, because I've been having really bad lung problems and it's actually alarming and I think I might have tuberculosis and or something worse. I'll keep you updated. And there happens to be a craft store next to the hospital so while I was waiting for my late prescription for my new breathing treatment I was like, oh my God there's like Euphoria jewels. I actually hate clear lash glue, I think it smells like pussy. Imma go dip my tweezers in. Oh my God, oh my God. Am I a MUA? Does one thing right I'm like.

00:14:10

Trevor: You should go buy my new song or stream it.

00:14:13

Speaker 1: I put on this little Chanel shirt with like hearts all over it because I feel like it's very euphoric. Guys, I'm putting these on with such ease that it's like alarming, I'm

just waiting for something like really bad to happen. This Euphoria makeup is kind of a metaphor for my life. Every time things are going really good it's just kind of a waiting game for something bad to happen. Hehe. I'm like not even gluing these on well like, I guarantee you I'm gonna be five minutes into dinner and these jewels are gonna be like in my food. Like, as if I couldn't get any more annoying, give me some fucking Euphoria makeup. Noah gave me this purse. Here's the photo, here's the look. Yo, honestly life motto. It could be fucking worse. Y'all remember when I tried Jeffree Stars make up.

00:14:54

Speaker 1: Here's an update on how my makeup is going throughout the night. Thoughts, comments, concerns? You can't see me but you can hear me. I'm in the club right now. I just lost a Euphoria jewel. I'm missing cool 40 percent of the jewels I put on my face. I felt very Euphoria. Cole Carrigan complimented my eye makeup but I'm not sure if he was being serious or not. I'd give it a 4 out of 10 experience. Catch you in the next Euphoria look. ofWhat's up guys. I also decided that for today's look I'm going to switch to a camera. You're welcome. You're so fucking spoiled. I feel like the last look was more about the application but I'm really trying to take myself seriously and this is like a Euphoria glam video. I also want today's looks to be more about people's reactions to it. I'm also on antibiotic so if I have an allergic reaction on camera to this antibiotic right now. Search the web for side effects of levofloxacin. Levofloxacin can cause disease or disabling side effects, should be used only for infections that cannot be treated with a safer antibiotic. Today, because I'm doing so much shit I'm going to do a more toned down look. I have crazier looks coming. Like I said Lemonhead has sent me all this glitter that was actually used on the show. I hate to be doing to Maddie looks in a row but I think this one is perfect for what I'm doing today because it's like not too much. I'm gonna be doing this look, so I'm gonna do brows and then eyes because I'm probably going to fail you and myself. Anything that requires precision is really hard for a crackhead. So that's just why I struggle, you know.

[16:29]

The way that I fucked up the first look by the way, I did like an IG baddie eyebrow without even looking at the brows that Maddies character had. She normally does this like, bushy, natural, like brushed up, hot girl eyebrows, only hot girls have this eyebrow like when I have that eyebrow, I just look like dirty. So, I'm gonna try to do that. I literally think these are just like her natural eyebrows, like this just grows out of her face. Maybe like a brow gel. I don't even use brow gel because I'm literally too fake for it. You're going to brush up your brows before you put 80000 products in them? Like, that's scary. So scary. I'm excited to see Jake's reaction I feel like he knows nothing about Euphoria. I can almost guarantee you he hasn't seen it, unless he watched it with one of his side hoes. He has a TV in his room that comes like out from the floor and he's literally only watched TV on at once. Also, if this side of my face it's lighter, that's because there's a ring light right here and not one right here.

it's not like one brow is like five shades lighter. Okay bye. I've never done my eyebrows like this. Like I always see beauty gurus being like hair like a stroke. That's so ugly. Fuck. I'm just going to move on. I'm trying to like, really step out of my comfort zone and do Euphoria makeup for a week. If you're an idiot, scotch tape is absolutely lifesaving. Things I did, that. I'm actually kind of having a mental breakdown. So, it turns out this cream eyeshadow was actually the exact same color as my skin. Glittery, super cute.

[17:57]

If you guys have seen Euphoria and you're not just watching this to watch me be like a miserable failure. Comment down below your favorite character and why, your favorite episode, favorite scene. I feel like the character I resonate the most with is Rue. Most girls are like I just love Maddie. Looks nothing, nothing like the photo. I'm having a breakdown. It's time to trace that with like a bright blue eyeliner. I'm like on God, who thinks of this makeup looks? Like I'm just gonna do a winged copper shadow look and then I'm going to trace it with blue liner. I really was like, I'm going to do an easy one today. I'm just gonna hope that when I rip off this tape it looks OK. Oh. And. It doesn't. Oh God, I'm so fucking untalented. It is so frustrating. I don't even know how to fix it. Maybe I carve it with like concealer Oh, used the wrong shade of concealer. So.

19:02 Ashly: Is this a good one? This is like a good look? It looks very like Gogo stripper.

19:07 Well look at my eye and tell me how to make it better.

19:11 Ashly: There is no, I guess just blending up here but like, it's just fucking not even like you did a bad job like, it's just fucking ugly.

19:18 I just hard to get some midway through advice from a real girl. This is the final look. You can't even tell what it is, first of all. Oh my God. I've also been making Jordan wait upstairs for like an hour just to look at this. Eyelashes make everything OK. I don't know if I'm going to keep wearing this for the rest of the day. Let's go upstairs and see what everyone thinks. Are you smoking a cigarette in my living room?

19:43 Jenna: Your makeup looks bomb.

19:45 Do you actually mean that?

19:46 Jenna: Yeah, Euphoria right?

19:50 This is what I was going for.

19:52 Jenna: Yeah. Hell yeah, it looks good.

19:54 Imagine me turning the camera, and someone was holding a gun to her head. I feel like you're lying.

20:00 Jenna: No.

20:02 Are you lying? Look at my makeup and give me like your first thought.

20:10 Jordan: Oh, I mean it's incredible, unbelievable, how do you do such a thing. Your eyes look like little mermaids.

20:16 Have you heard of the show Euphoria. I have heard of the feeling and it's something that I feel, just not around. Oh yeah, I watched it actually it's on HBO. Do I think your makeup looks like it? No. Not at all.

20:29 Do you think I recreate this well?

20:32 Jordan: No. But.

20:43 Do you like my makeup?

20:46 Jake: Always, that's such a cheesy answer.

20:47 Do you know what Euphoria is?

20:48 Jake: Zendaya?

20:50 Literally on camera earlier I was like all he's gonna know is it was a show.

20:53 Jake: I know Drake produced it. I just don't have time to watch TV. Oh, there's a car. I saved my wife's life, clickbait.

20:01 What's up Euphoria makeup video. I went to a strip club tonight. So, my euphoria makeup made it through the night. This video is a roller coaster.

21:54 Jordan: Your makeup looks like shit.

21:58 Nathalie: The strippers had better makeup than literally all of us. They also have better personalities.

22:07 Nathalie is like, I'm a stripper now.

22:10 Hi guys, I start every look by telling you how I can never do videos like this consistently. It's been another five days since my last Euphoria look. A video like this is also hard to do daily because I have a lot of things that I absolutely cannot wear Euphoria makeup to. I literally just want to like Make Sure Your Friends Are OK, like a mental health awareness thing. My next look is like upside down crosses, like maybe don't wear that they're my next Euphoria look is this. I thought that Bella's birthday celebration was a really good thing to wear this too. I've been celebrating her birthday the last four days. Tonight she actually doesn't know about it, it's a surprise party I'm super excited. Exes who are friendly. It's completely red themed, everyone's

wearing only red because that's her favorite color so I felt like tonight was perfect for this look. So, I'm gonna attempt it. I'm so excited to attempt I don't know. No one should try to achieve a look like this in an hour. I'm actually really excited too, with this hair too. I've literally changed my hair throughout this video. I also don't have regular tape anymore so I'm using moving tape for like loading box boxes like that's super fun. Step 1 hit. I'm just gonna put red everywhere, this is way to orange. That looks terrible. Holy fuck. I'm not sure what to do, I'm running late and I need to go to Best Buy. Look at my eye because I don't know if I can pull this off. I could just stop right now and I put on eyelashes and have a red winged shadow. This is hands down like the look that I can't do. Makeup makes me so mad because it's like, also look, I know Ashley can do this. It might take like four hours but like she could sit down and she could do it. She can execute. I can cry. I'm so frustrated. Like I said I hate videos like this too because I think I'm wasting my time but like here I am doing this to my face when I have 19 brand deals due and Jordan's texting me like you stupid bitch you waste all of your time. Also matching these eyes. Barbie Ferreira, really, I am so sorry. Euphoria, sweetie. I am so sorry. I'm going to do the other eye.

It looks like I'm a bird. I wasted my time with this. I really thought that doing my face makeup would make this look better. Now it's time to do those like crosses. At least it's like, October. Oh my God look at me painting six upside down crosses on my face like why would bad shit happen to me? I'm having a fucking mental. I look deranged. I think glitter actually fixes the makeup a little because they're like, oh, like she meant for there to be like shit everywhere. I look like I worship the devil and that kids is a constant reminder when everything else fails take your tits out. On God I look like I worship the devil.

24:39 Imari: You look like your name is like Morticia.

24:41 Happy birthday Bella. So, I finished my makeup. I actually don't really hate it and I think with the whole hood it's like we get it, she worships the devil. I need an outline my red lipstick with black hair.

24:53 Imari: You were like so I finished my makeup I'm like oh, did you?

24:57 Sooo mean. We get it, I'm not good. I'm sorry, it's only about to get worse, I'm outlining my lips with black liner. The black liner really didn't hit. I'm trying to get it in my good lighting, but I just went into good lighting I was like damn that looks like shit.

25:10 Ashly: Oh no, not the lip liner. Are you gonna go out like that?

25:21 I changed my lipstick because everyone kept clowning on me for having black eyeliner around my lips. I'm really happy for content reasons what I'm wearing this makeup because you really are gonna get like pristine ass content. From my own real life, I'm really sad I look like this right now. I just received a voice memo from Paris Hilton, being like I'm getting ready for Bella's tonight, what are you wearing?

25:48 Hello Euphoria makeup vlog. It has officially been a good five hours. The only reason that I'm taking you, I've just never been more embarrassed when I look at my entire life. Wearing really shitty devil worshipping makeup that you did yourself around Paris Hilton is always a little embarrassing. I got a lot of compliments about my makeup tonight but I feel like it's the kind of compliment you give to someone when they're wearing a lot of makeup and you don't know what else to say. Like, "I love your makeup". You don't. My next look is even crazier than this one. Buckle your fucking seat belts, am I right ladies.

00:26:22

Speaker 1: Hello. I am fucking in thrall now. So happy to announce that this is the final Euphoria look for this video. I know that it doesn't feel like it for you guys at all. Like I have never been filming a video for so long. I have never put myself through so many embarrassing situations for a video. I've never spent so much time doing something, I am so fucking bad at. People won't even know what Euphoria is by the time I put this video up. Holy fuck. It's 8:00 a.m. right now. I didn't just wake up, I actually haven't slept. I spent the last 12 hours literally stagnant, just editing, for you guys. Me saying for you guys so that I sound like happy. It's the last thing I want to be wearing today is Euphoria makeup. Normal me going throughout a day like today where I'm just doing my brand deals, going to meetings, running errands. I would be wearing no makeup. I'm gonna be doing this today. The thought of showing up to MTV today at 1 p.m. with this fucking makeup on like, take me seriously. It's been weird. People treat you really differently when you have lots of shitty makeup. I literally just spent the last 45 minutes having like a fullblown mental breakdown because I couldn't find the right teal shade. I still haven't figured it out. I have a lot of fun palettes here, shout out to BH Cosmetics for keeping me on the PR list. And then I'm just like, my Euphoria jewels. I still can't find them and my assistant is sleeping, so it's like why do I even do it I like. I'm running late too, literally just because I needed to like allocate time to have a mental breakdown. I don't know. I'm OK.

28:00 I uploaded a makeup tutorial last week on my main channel and my eyebrows were so bad and then I was clowning on me in the comments below. Like clowning on me to the point that I had to tweet about it. So, I was like the joke even though I wasn't. I feel the need to share with you that I'm going to be using the teal from the BH Cosmetics Take Me to Brazil palette because I looked for this color for an hour. I hate this video. If you've made it to this point and you enjoyed any part of it. I'm so fucking happy for you. It's fucking nine forty-one in the morning. Well I'm really not mad on how this is turning out. One thing goes right and I'm like Oh my God. Hey, MTV, please give me a second season. Can you go home? Yeah, I'm just going to stick it right in my hair. Hair is really good for holding tape. I mean why is every look just end up in me looking slightly like a bird. I look fucking insane. It's like 45 minutes. Obviously, I hate it. Now the only thing left that I have to do for this look is cover my eye in rhinestones. I was thinking about this as I was doing my makeup, like I was really sitting here to myself being like why, are you so miserable filming this. I think it's because I hate anything that's like tedious precision. Makeup is also all about

symmetry. So, I zoomed. Oh fuck off. Oh my God. Oh my. I get that people do makeup for a living. I get that you know. But I really really don't get how people do this for fun and like the thought of me doing this I mean like, okay guys this is my finished look and then like letting people judge it. Like at least I know my makeup is bad. Oh my God. Oh my God. Oh my God. I keep dropping the fucking gems in the glue. Like I'm this much of this eye done and I literally have to do like my whole eye. Do you know all the things you could do in the time it fucking takes to put these fucking little gems on your eye?

[29:53] I haven't updated you guys because the maids are cleaning and it's just so loud my life is so hard. The shape did come out a little wrong.

30:02 Nathalie: MTV is gonna be like. Sometimes she doesn't show up, other times she shows up with 100% effort on her face.

30:07 Me being like, please give me a season two.

30:12 Guys, I literally just finished my Euphoria makeup and I looked in the mirror and realized I had a mustache, so I had to shave that off. So now I need to fix my foundation. I'm done. Sorry she couldn't text you back, she was doing her Euphoria makeup. I'm sooo happy right now. You could never, ever, ever, ever, catch me gluing a gem to my face, ever again. I can't wait to wear peachy, bronzey, eye makeup for the next fucking decade. I can't tell what's worse, like showing up in Euphoria makeup and like a crazy outfit to match, just owning it. Or trying to play it down. I think the emotion that I really can't live with, is the preemptive embarrassment, I'm already embarrassed for my meeting at MTV today at one. Go about my day, as if I didn't look like a fucking retired actor right now. Just Euphoria things. I never have to do this to myself again. I talk to you guys when I'm embarrassed.

31:26 This is the last one I swear.

31:33 Jordan: It certainly looks like it took a lot of time.

31:35 That doesn't mean it looks good. I am going to MTV like this. I felt like this was how I had to end my Euphoria video, with a bang.

31:41 Jordan: Yeah, that's good. We wanted them to take us more seriously now.

31:45 But it's also like, look at me, I'm crazy, give me season two.

31:50 Jordan: I don't think they have a choice now.

31:52 I just found out a really important, higher up at MTV is going to be sitting in on this meeting and I'm so much more embarrassed.

31:59 Jordan: Not just that, Garth is flying in from New York too.

32:02 Should I just take off the makeup?

32:04 Jordan: No, we have to go now.

32:05 I'll just take it off in the car, I'm too embarrassed.

32:08 Jordan: Honestly, at this point, you're fucking going like this.

32:10 So I had to put on a hoodie to hide my own makeup.

32:15 Jordan: Wow, you really do look like a raccoon now.

32:18 Let's go to MTV!

32:19 I just got out of Jordans car and I'm already so embarrassed. And behind us was this nice ass Tesla. So obviously I looked inside to see if they were like fuckable. I look in the car and there are these two guys looking at me. And I'm like, oh my God, they are checking me out, I look hot today. And then I realized they were just looking at me with pure disgust because of my makeup. I just realized I already shattered the view finder of my new camera. I have absolutely, 100%, for a fact, without a doubt, received a dirty look from every single person that walked past me or made eye contact with me.

22:52 Hey. At least my eye makeup matches your jacket. It's a little embarrassing. I'm leaving MTV now, the meeting went great if you guys care. I don't think you do, this is a makeup video. Singlehandedly one of the more embarrassing looks that I've had. Every time I forget that I look like this, I'm just reminded by someone looking at me in disgust.

33:19 Trisha: I look crazy.

33:22 You look good as fuck. So I'm wearing Euphoria makeup everywhere.

33:25 Trisha: For like a video? Oh, I love it. I hate you because you're prettier and younger. You are the prettier and younger version of me.

33:34 You look far hotter than me. Tanner, hair looks nice. Jordan smile, you're with your rent.

33:40 Trisha: No one even knows I'm with Jordan. You look so good.

33:43 No I don't. Look at my face. I honestly thought I would wear it longer. Alright guys, I think this is the outro clip. I have never been so relieved, so excited to announce an outro of a video. I'm never gluing a gem to my face again. I am never subjecting myself to public humiliation again. This was solely for the views, solely for the clout. I hope you fucking enjoyed. I have to go see my husband after this and I feel like if I show up one more time to see him with a psycho Euphoria look like this, he is going to leave me. Alright guys, I love you so much, I hope you enjoyed.

34:19 Jordan: Please make sure to subscribe to the channel, comment.

34:23 Tweet me at David Dobrik

34:24 Jordan: Subscribe and then tell your friends to because,

34:28 My camera is gonna die.

34:29 Make sure you leave your request what you want me to do for a week in the comments below, like porn. And I will talk to you in the next video, bye.