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Appeared In a Domestic YouTube Video
A Study on Makeup Characteristics According to Emotional Emages

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Abstract

While technologies such as the 4th revolution and artificial intelligence (AI), which create new value through the convergence of intelligent information technology, are becoming hot topics, the beauty industry is rapidly developing and combining information and communication technology to produce beauty items based on smartphones among mobile technologies. As the area of expands, YouTube is forming a network through various means of information. In particular, beauty-related YouTube videos are a field of great interest and popularity among the public. By classifying the makeup characteristics according to the emotional images shown in domestic YouTube videos by emotional image and identifying the characteristics of makeup, the needs for watching YouTube makeup videos are identified. We aim to build trust in the delivery of information about makeup. The emotional images were divided into four types: 'modern', 'natural', 'gorgeous', and cute. Among the domestic makeup YouTubers, Pony, Isabe and Shinnim, Lamuque were selected. By organizing more diverse makeup-related content systematically and creatively, we expect to have a positive influence on k-makeup not only domestically but also overseas. We aim to provide basic data for follow-up research on makeup YouTuber videos in the field of cosmetology and contribute to marketing plans for the development of the beauty content industry and establishment of promotional strategies.

Keywords: *Domestic YouTube videos, Emotional images, Makeup, Modern, Natural, Gorgeous, Cute*

1. INTRODUCTION

1.1 Need for research

The 4th revolution, which creates new value through the convergence of intelligent information technology, and technologies such as artificial intelligence (AI), virtual reality, and big data are becoming hot topics, bringing innovative changes to the overall economy, society, and culture. Among them, the beauty industry is developing rapidly, combining information and communication technology, and beauty items are targeting major consumer groups according to their personal tastes through virtual reality services. Using virtual reality technology, it is now possible to analyze makeup style, skin diagnosis, hairstyle, scalp diagnosis, nail design selection, etc. by analyzing images captured through the app using artificial intelligence technology without having to visit the shop in person. In addition, consumption patterns in the

developed environment of digital media have developed into new means of communication through the Internet [1]. With the increase in domestic smartphone penetration, various web service platforms have been able to create important value in terms of interaction [2]. As the smartphone-based area of mobile technology expands, YouTube is forming a network through various means of information. And users are communicating beyond physical space constraints[3]. YouTube, a video medium, is a website where people of all ages and genders create and share video content on a variety of topics, and is the world's largest representative video site [4]. In November 2019, Wise App Korea Android[5] YouTube grew rapidly to number 1 among video sites used the most and for the longest time by Koreans based on users (MAU), and it is a platform that encompasses not only a specific generation but all generations, making it the most popular app in search engines. As a role, you can see powerful growth. Accordingly, in the YouTube market, not only subscribers but also companies can see high advertising effects through viral video advertisements without having to pay high advertising fees [6].

Individual uploaders who are active on YouTube by freely producing videos on a variety of themes, from ordinary people to experts, without restrictions on gender, age, status, or occupation, are called YouTubers. In particular, beauty-related YouTube videos are a field of great interest and popularity among the public, and many beauty YouTubers are actively active. The development of IT technology and the growth of advanced platform services are gradually increasing the influence of beauty YouTubers who are driving the beauty industry around the world. There are many fields in beauty YouTube videos, such as introduction to cosmetics, styling and care for skin, hair, nails, etc., but in particular, makeup videos are in high demand among subscribers, with 2.26 million subscribers for Isabe, 1.46 million for Scenenim, and 1.21 million for Lamuque as of September 2023. As the number of users increases, the information distributed in makeup videos is spreading rapidly. The development of IT technology and the growth of advanced platform services are gradually increasing the influence of beauty YouTubers who are driving the beauty industry around the world. There are many fields in beauty YouTube videos, such as introduction to cosmetics, styling and care for skin, hair, nails, etc., but in particular, makeup videos are in high demand among subscribers, with 2.26 million subscribers for Isabe, 1.46 million for Shinnim, and 1.21 million for Lamuque as of September 2023. As the number of users increases, the information distributed in makeup videos is spreading rapidly.

1.2   Research method and scope

With the popularity of K-Beauty, makeup videos are becoming a subject of great interest among domestic subscribers. After analyzing the emotional images shown in domestic YouTube makeup videos by type, we looked into the characteristics of makeup. In the literature study, four types of emotional image classification methods were selected according to the I.R.I color scheme image scale: 'modern', 'natural', 'gorgeous', and cute. The date standard was data from January 2018 to November 2023. The criteria for selecting YouTube makeup videos was to focus on YouTube videos of women with significant image changes, and among domestic makeup YouTubers, Isabe, Pony, and Shinnim, Lamuq were selected as those with more than 1 million subscribers. The characteristics of makeup were examined by dividing them into eyebrows, eye makeup, and lips, which have clearly distinct shades and shapes among the elements that can express makeup. The selection of emotional images is specifically as follows. First, 129 makeup videos were initially selected from January 2018 to February 2023 to September 2023, focusing on domestic female YouTube makeup images.

Second, a total of 5 people, including 2 professors from the makeup department and 3 field practitioners, selected 59 representative photos for the second time in the month of October.

Third, according to the I.R.I color scheme image scale, this paper published 16 final images of four images: natural, modern, cute, and gorgeous in November.

2.   THEORETICAL BACKGROUND

2.1   Youtube

YouTube, a video service that first launched in the United States in February 2005, began to gradually become popular after being acquired by Google in 2006, and has now grown rapidly, enabling transcultural

communication across the world[7]. In the beginning, only video services were provided, and although it was not a platform capable of live video, African TV BJs provided a replay service by briefly editing real-time streaming broadcasts and uploading them to YouTube[8]. YouTube is a global online platform service that allows users to freely watch various videos and provides a platform for individuals to create and share desired content without professional knowledge[9]. YouTube is a representative online video platform, a popular video platform in Korea, and the largest social media for various information exchange and communication [10]. The characteristics of YouTube allow users to produce and share a variety of content through personal video production, increasing freedom of expression, two-wayness, and interactivity compared to existing media channels. Communication between global users is a site that can be used by anyone, regardless of race or nationality, as the barrier to entry is low. YouTube can be used with positive expectations as the optimal space for mutual sharing of created content[11].

Additionally, as communication expands, the relationship between YouTube creators and readers builds relationships and communicates while watching continuous content. It is easy to acquire information with unlimited videos, and depending on content capabilities, added value can be created.

2.2   Youtube makeup video

Among various types of YouTube content such as games, daily life, cooking, and cosmetics, beauty-related YouTube makeup video content has increased rapidly as the cosmetics market has grown significantly along with K-beauty. Among YouTubers who produce makeup video content on YouTube, there are mainly professional makeup artists and general creators. They are producing a variety of content containing information about their professional techniques, their own know-how that reflects trends, and cosmetic product analysis. Among them, some of them initially started making makeup videos out of curiosity, but as they gradually gained popularity by providing interesting and interesting videos, they established themselves as full-fledged makeup creators. Famous domestic makeup YouTubers include Isabe, Scenenim, Pony, and Lamuque. They initially started off with simple self-makeup demonstrations, but as they gradually became more popular with viewers and partnerships with cosmetics companies were formed, they entered the cosmetics market with product reviews and product promotional content. is having a great influence on. Types of makeup videos on YouTube include beauty makeup videos, vlog makeup videos that cover daily life, special makeup videos, cosmetic product review videos, and simple entertainment makeup videos.

Beauty makeup videos include makeup videos with various themes, such as basic eyebrow drawing, eye makeup techniques, idol makeup, and trendy makeup. Cosmetic product review videos collaborate with several cosmetics brand companies to provide subscribers with videos containing product characteristics, comparisons, usage instructions, and reviews through indirect experiences to increase understanding and desire to purchase. Vlog makeup videos that contain daily life are plain and simple videos that capture a person's day, such as behind-the-scenes filming, revealing pouches or makeup tables, and traveling.

Simple entertainment makeup videos provide experimental videos that can be fun and interesting to subscribers, such as applying makeup on a trampoline, applying makeup with both hands at the same time, and applying makeup while wearing gloves. The characteristics of makeup videos on YouTube are as follows. Kim Ki-young[12] must have her own beauty makeup know-how and techniques based on friendliness and entertainment, and must ensure that subscribers can feel fun and interest through planning and strategy for composing content. Seonjeong Lee [13] says that YouTubers act as information sources and have a positive effect on subscribers through entertainment, expertise, and attractiveness. Seonyoung Yoo [14] says that professional YouTubers use images of expertise and fame to gain credibility by being perceived as emotionally close people. Seol Hye-jin [15] said that YouTube is based on truth above all else, and that subscriptions and sharing make the network more intimate.

This refers to the expertise in providing makeup techniques and know-how, content idea planning, and the attractiveness of YouTubers' language and appearance. The provision of reliable and objective information and the sincerity and friendliness of the unadorned appearance of everyday naturalness can be said to be the characteristics of makeup YouTube videos.

2.3   Makeup Youtuber

2.3.1   Pony[16]

As of November 2023, it has 5.96 million subscribers and ranks 47th among domestic YouTube channels. She has extensive knowledge about using makeup colors, so she uses various colored eye shadows and creates themed content.

2.3.2   Isabe[17]

As of November 2023, the number of subscribers is 2.25 million, and he is a popular YouTuber with a variety of content and abundant knowledge, such as special makeup, art makeup, and character makeup.

2.3.3   Lamuque[18]

As of November 2023, the number of subscribers is 1.2 million, focusing mainly on skin expression, and 'Lamuque's Plastic Surgery' contains content that teaches subscribers how to cover up areas they consider complex with makeup or helps them highlight their strengths. We also operated content called.

2.3.4   Shinnim[19]

As of November 2023, the number of subscribers is 1.46 million, and it has gained great popularity on Naver Blog with cosplay makeup content.
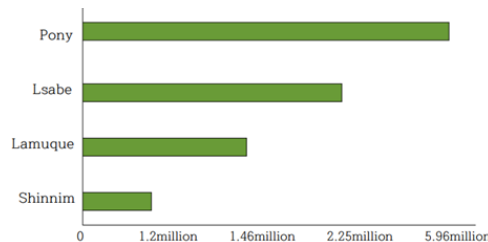

Figure 1. Number of makeup YouTuber subscribers

2.4   Emotional image

Emotion is the quality that causes change in response to any stimulus and is included in human cognitive ability along with reason. In the 21st century, emotional culture, emotional management, and emotional trends are emerging as important values in psychological processes. Rather than stimulating the understanding, we are communicating with the emotional era by perceiving it as an intuitive and momentary experience through stimulation of the five senses. It refers to the ability to generate sensory perception in response to a certain stimulus, the desire for sensuous pleasure that is distinct from reason or intellect, and the ability to include instinctive emotions[20]. Due to the development of digital technology, people who have become accustomed to speed and convenience in the information society share emotional experiences and psychologically pursue and desire a people-centered emotional society. Individual emotional expressions are expressed creatively and uniquely through content such as YouTube and delivered to the public. The function of emotional communication is being further strengthened by creating images through colors, shapes, and objects depending on capabilities. By designing with these various perceptions and characteristics in mind, functional and emotional satisfaction can be satisfied. The following is a classification of emotional image types. With objective data on emotional image classification, it was classified into four types according to I.R.I word images scale: 'modern', 'natural', 'gorgeous', and 'cute'.
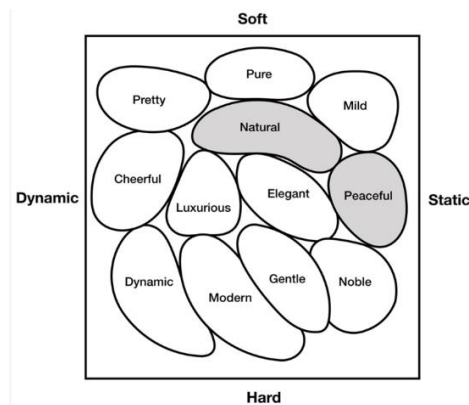
Figure 2.   IRI word(adjective) image scale

2.4.1   Modern image

Modern image pursues a cutting-edge, advanced image with meanings such as urban, artificial, progressive, linear, concise, modern, cool, functional, and progressive. It also represents Art Deco-like sophistication with its linearity and simplicity. Makeup colors are achromatic colors such as black, white, and gray, and cold colors such as turquoise and blue with strong color contrast and brightness contrast. When applying makeup, the color combination of deep tones, dark tones, and strong tones gives a modern and professional image.

2.4.2   Natural image

The natural image represents the purity of simple nature without artificial decoration, such as gentle, friendly, comfortable, natural, friendly, and soft. The makeup is characterized by a warm color range of medium brightness, medium saturation, yellow, beige, brown, and green with natural natural shades. It is a comfortable, friendly image with a calm and gentle tone.

2.4.3   Gorgeous image

Gorgeous images are decorative, bewitching, extravagant, brilliant, alluring, and fascinating, giving a sense of maturity. It is a style that emphasizes feminine curves, with low saturation red, purple, brown, and gold colors, and the tones are mainly deep tones or strong tones. The color scheme provides clear contrast with a combination of dark tones to emphasize a luxurious and attractive image.

2.4.4   Cute image

Cute images originate from romanticism, which seeks to express free human emotions in the sense of sweet, charming, lovely, joyful, and cheerful, and are based on images such as girlish, fantasy, unrealistic, decorative, and sweet. Rather than a functional aspect, the girlish sensibility is expressed as a decorative element using flowers, ribbons, and various object decorations. Makeup colors include warm, cute colors such as pink, orange, and yellow, and tones include light and pale tones.
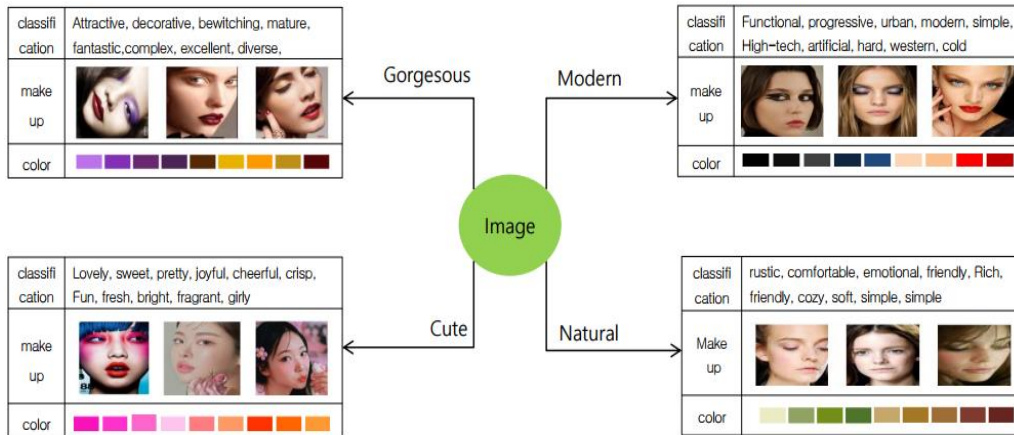
Figure 3.   Emotional Image

3.   RESULT

3.1   Modern image

The characteristics of makeup shown on YouTube using the modern image shown in Figure 4 as content are as follows. The pony's eyebrow shape is a basic natural brown color, and the eye makeup is brown, spread over the entire eyelid and drawn thickly with black eyeliner to make the eyes clear, and the lips are straight in a strong red color to express a straight, urban image". Isabe's eyebrows are a straight, natural brown color, and her eye makeup is brown and black with a hole technique at the tail of her eyes for a high-tech look. Her lips are expressed in a toned-down peach shade to emphasize her eye makeup. Lamute's eyebrows are straight and a natural brown color, her eye makeup is a peach color with a hint of pearl, and the eye line is drawn thick and long rather than a color tone to add sophistication, and her lips are a simple but modern expression in a peach color. Shinnim's eyebrows are thick and straight, a natural brown color, and her eye makeup is simple with a light brown color, while her lips are emphasized with a burgundy color for an urbane look.

Figure 4.   Modern image makeup

3.2   Natural image

The characteristics of makeup shown on YouTube using the modern image shown in Figure 5 as content are as follows. The shape of the pony's eyebrows is a slightly thick basic dark brown color. The eye makeup

has little color and emphasizes the eyes with abundant eyelashes, and the lips are expressed in a pink peach color. Isabe's eyebrows were a semi-arched natural brown color, her eye makeup used little color, and her lips were expressed in a toned-down nude peach color in an innocent manner. Lamute's eyebrows are straight and a natural brown color, her eye makeup uses little color, and her lips are a peach color to create a comfortable image. Shinnim's eyebrows were slightly raised and natural brown in color, her eye makeup used little color, and her lips were expressed naturally using a light peach color.

YouTuber	Pony	Isabe	Lamuque	Shinnim
Image				
Eyebrows Eye Makeup				
Lip				

Figure 5.   Natural image makeup

3.3   Gorgeous image

The characteristics of makeup shown on YouTube using the modern image shown in Figure 6 as content are as follows.   The pony's eyebrow shape is a basic red-brown color, the eye makeup is a thick eye line and a red color to emphasize the outer corner of the eye from the eyelid to the underside, and the lips are red-pink, and the area under the eye and forehead is decorated with parts and glitter for a gorgeous expression. Isabe's eyebrow shape is a basic reddish-brown color, her eye makeup is orange, with a one-point technique on the corner of her eyes and white glitter on the bangs to create attractive eyes, a stone in the center of her eyebrows adds glamor, and her lips are expressed in red. did. Lamute's eyebrows are completely straight and dark brown in color, her eye makeup is brown and glitter below the eyes, and her lips are red purple to create a glamorous image. Shinnim 's eyebrow shape is slightly raised, with a blue color on the left and a pink color on the right. The eye makeup is a one-point technique to emphasize the corner of the eye, with blue on the left and pink on the right, star-shaped patches under the eyes, and pink lips. It gave an overall fantastic image.

YouTuber	Pony	Isabe	Lamuque	Shinnim
Image				
Eyebrows Eye Makeup				
Lip				

Figure 6.   Gorgeous image makeup

3.4   Cute image

The characteristics of makeup shown on YouTube using the modern image shown in Figure 7 as content

are as follows. The pony's eyebrow shape is a basic, natural brown color, and the eye makeup is a pink shadow with a hint of pearl, an open hole technique, abundant eyelashes, and a vivid pink color for the lips, creating a cute and lovely image. Isabe's eyebrows are straight and a natural brown color, her eye makeup is a pink shade, which gives her a cute look under her eyes, and her lips are a pink shade, giving her a girlish image. Lamute's eyebrows are perfectly straight and pink, her eye makeup is pink, especially glitter below her eyes, and her lips are pink to create a lovely image. Shinnim's eyebrow shape is a basic natural brown color, eye makeup is a light pink color, glitter is used under the eyes, and lips are glossy pink color, expressing a decorative and romantic image.
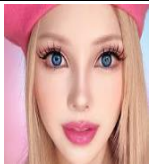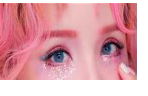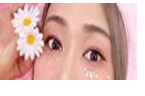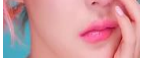
YouTuber	Pony	Isabe	Lamuque	Shinnim
Image				
Eyebrows Eye Makeup				
Lip				

Figure 7.   Cute image makeup

4. CONCLUSION

This is a study on the makeup characteristics of each emotional image shown in domestic YouTube videos. First, the characteristics of modern image makeup by YouTube Pony, Isabe, Lamute, and Shinnim are as follows. The straight and basic natural brown color of the eyebrows was used to express a sophisticated and urban image with a color and shape that reflects the current makeup trend. Rather than using flashy techniques and strong colors, eye makeup mainly emphasized a thick, upward, long eyeline, and the lips were colored in a vivid red series, a toned-down red series, and a peach series. The overall makeup was characterized by strong colors, and it was found that the urban image and colors were restrained to express a simple and concise image.

Second, the characteristics of YouTube Pony, Isabe, Lamute, and Shinnim 's natural image makeup are as follows. The eyebrows were expressed naturally and softly rather than artificially, using straight and basic natural brown colors. The eye makeup mainly did not provide any color, such as shadow color or eyeliner, and the lips were in a peach series. The overall makeup characteristic was that the eye makeup and lips were in a peach series, expressing a friendly and comfortable image that was not artificial or processed. Third, the characteristics of the gorgeous image makeup of YouTube Pony, Isabe, Lamute, and Shinnim are as follows. The eyebrows are thick, dark, straight, and red-brown in color. The eye makeup is red and chromatic, and various materials such as glitter, stones, and patches are used around the eyes to further highlight the splendor. The lips were red-pink and red-purple, and the overall makeup featured a deep-toned red-brown color to create a fantastic, decorative image. Fourth, the characteristics of the gorgeous image makeup of YouTube Pony, Isabe, Lamute, and Shinnim are as follows. The eyebrows were natural brown, and the eye makeup used red and chromatic colors and glitter around the eyes to further highlight the decorative elements. The lips were red pink and red purple, and the overall makeup featured a soft and feminine pink color, creating a cheerful and cute image.

As mentioned above, YouTube videos are topical because they can share a variety of information visually, quickly, and widely. YouTubers who have a large number of subscribers and are well-rounded in expertise, recognition, and attractiveness are planning a variety of makeup video image content with excellent makeup

knowledge and techniques. It is clear that it is an important element that provides interest and attention to subscribers who are interested in makeup by showing information about their own makeup or professional attributes, and serves as a medium through which they can obtain beauty knowledge. By organizing more diverse makeup-related content systematically and creatively, we expect to have a positive influence on k-makeup not only domestically but also overseas. Through this study, we aim to provide basic data for follow-up research on makeup YouTuber videos in the field of cosmetology and contribute to marketing plans for the development of the beauty content industry and establishment of promotional strategies.

The limitations of the study were that although it was a study that considered literature and case studies, follow-up research did not expand to domestic makeup YouTube videos as well as overseas, and that research to classify emotional images of makeup and makeup elements through empirical research should be conducted. will be.

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