

Self-identification and Free Choice: Analysis of Female Audience's Beauty Makeup Video Viewing

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Abstract: With the development of short videos, short videos of beauty makeup have gradually developed and prospered due to their teaching, viewing and entertainment. As the main force of audience of beauty makeup videos, the views and understanding of female audiences on beauty makeup videos are very important. This paper studies and analyzes the psychology and demands of female audiences through the purpose of watching beauty makeup videos, the selection and recognition of video content, and the construction process of self-aesthetics. In addition, the audience is free in the choice of videos, in the recognition of content generated by watching videos, and in the construction process of aesthetics that may affect the audience. In addition, the audience is free in the choice of videos, in the recognition of content generated by watching videos, and in the construction process of aesthetics that may affect the audience.

Keywords: Beauty makeup video, Female audience, Self-identification, Free choice.

1. Introduction

1.1. Research background

With the rise of short videos and we-media, short beauty makeup videos are becoming increasingly popular. According to a report by the BBC, YouTube's beauty makeup videos were viewed more than 1 million times a day in 2018. In June 2019, the proportion of videos about beauty on Little Red Book reached 39.7%, with more than 730,000 pieces of related information^[1]. In 2020, the number of uploader in the beauty field of bilibili will increase by 60%, the monthly average number of users who pay attention to beauty content will increase by nearly 80% compared with the same period last year, and the number and playback of beauty-related videos will increase by three times^[2]. In August 2021, the number of short videos played by Kuaishou beauty exceeded 46.8 billion, an increase of 75% compared with the video stock in January of the same year; Beauty live broadcast broadcast more than 2.5 million times, live viewing increased by 85.8% compared to January. In 2022, the year-on-year growth rate of Douyin beauty industry search and live broadcast is more than 50%, the average monthly playback of short videos exceeds 100 billion, and the average monthly viewing hours of live broadcast have exceeded 60 million. The content of beauty makeup videos continues to flourish, and the number of users who pay attention to beauty content continues to increase.

1.2. Research actuality

Women have always been the main force of the beauty industry, and beauty makeup videos are increasingly popular only by capturing the psychology of female audiences. Ziqian Teng pointed out that the popularity of beauty makeup videos is due to the personality expression of beauty bloggers breaking through norms, the video content scenes close to life, the experiential innovation of video content production, and the function of meeting the diversified needs of audiences. The popularity of beauty makeup videos also reflects that female audiences have more right to speak and choose to a

certain extent, as well as female audiences' freedom and autonomy in choosing behaviors and feelings^[3]. Professor Liu pointed out that short beauty makeup videos initially reflect individual consciousness, hoping to obtain suggestions and methods to improve external image, show a more beautiful side in real life and realize self-identity; Or by answering questions for others to get more attention and obtain self-fulfilling satisfaction^[1]. Dan Liu said that beauty makeup videos have gradually become a beauty community that conveys positive ideas about women, which can help women establish self-identity and social identity, and the germination of female consciousness and the possibility of self-empowerment can be seen in beauty makeup videos. At the same time, the increasingly prosperous male beauty culture also reflects the rise of women's dominant status^[4].

1.3. Research meaning

In the work, we study and analyze female audience's psychology and demands through the purpose of watching beauty makeup videos, the choice and recognition of video content, and the construction process of self-aesthetic. At the same time, the consumer behavior guided by video and the standardization of female fashion aesthetic caused by homogenized beauty makeup video output are considered.

2. Self-identification and Free Choice

2.1. The instrumentality of beauty makeup video

Female audiences generally believe that beauty makeup video is a tool, a variety of content and styles can meet the needs of different audiences. First of all, through the video demonstration of makeup steps, explaining skills and precautions, the audience can learn makeup skills and improve the level of makeup. Some beauty makeup videos will also provide solutions or tips for the makeup problems that viewers may encounter to help solve the problems that viewers encounter on a daily basis. Many of the videos also contain beauty and skincare advice. Beauty makeup videos also play the role of product recommendation. By introducing

the use methods, effects and applicable groups of different brands and products, viewers can understand the information of different products and choose the products suitable for them without personally experiencing trial and error.

Besides, watching beauty makeup videos is also a way to entertain and relax. beauty makeup videos are usually accompanied by background music, and various types and styles of videos are paired with different music, or relaxed and soothing, or cheerful and pleasant, so that the audience can enjoy a different atmosphere. A large number of rich videos contain a lot of interesting content, and beauty makeup videos attract the audience's interest through makeup display, explanation of makeup skills, product recommendations and other ways to increase the entertainment of watching. Beauty makeup videos are often highly interactive. In the videos, various bloggers will interact with the audience, answer the audience's questions, or share their own experiences, share their own stories and experiences. This interaction can make the audience resonate and increase the audience's sense of experience and intimacy. In addition, makeup shows in beauty makeup videos usually use various special effects and camera techniques to bring visual enjoyment to the audience.

2.2. The freedom and egoism of female audience's choice of beauty makeup videos

Nowadays, with the continuous update and development of the Internet, the number of beauty makeup videos is huge, the style is changeable, and the content is rich, which makes people dizzying. These videos not only show off beautiful makeup, but also cater to the different needs and curiosities of viewers. For modern women, beauty has become an inevitable part of life for many people, and they hope to better understand and master beauty skills to make themselves more beautiful and confident. Therefore, the importance of beauty makeup videos has been more and more recognized.

When viewers decide to view or choose a beauty makeup video, first of all, their choice is free. To see and not to see, how long to see, the evaluation after reading, and whether to decide to continue to pay attention are their own decisions. Although due to the continuous progress and development of Internet information technology, the ability of big data can infer their interests and preferences from the behavior of users watching, liking, commenting, sharing, etc., and then match their interests and preferences with the content of the video, so as to recommend videos to users. Although the recommendation of this algorithm may affect the choice of viewers, even the videos that may be of interest are ultimately decided by themselves.

And whether these videos can be liked, recognized and interested by the audience, the most important factor is whether the content of the video has a relationship with the audience and whether it has an impact on them. Viewers with bad skin, for example, will want to see videos sharing ways to improve their skin care. Viewers with poor makeup skills want to see videos that teach makeup; And viewers who want to experiment and want to change will want to see different styles of makeup on display and so on. For another example, if the blogger in the video has similar characteristics to his own, then a lot of his content will be of great help to him, and the good effect he shows in the video will also make himself recognized and appreciated.

2.3. Female self-aesthetic construction behavior

New media, as a new form of information dissemination, develops rapidly and provides people with another form other than transferring knowledge through books, which is more convenient, richer and more in line with the fast-paced life and learning mode of modern people. The rich content of beauty makeup videos can help female audiences find their own style and build their own aesthetic.

Moreover, in the process of self-aesthetic construction, the role of beauty makeup videos for female audiences is to provide them with more references and choices. In many people's lives, there may be no opportunity to contact the style, through the video content appears in front of their eyes, so that they have the opportunity to understand, produce the idea of experience. Therefore, in the process of aesthetic construction, beauty makeup videos are still instrumental. Although to a certain extent, it may indeed have an impact on the result of aesthetic construction, the audience's viewing of beauty makeup videos is an active choice, which enables the audience to carry out emotional consumption according to their own preferences. Therefore, what kind of impact on the videos is also decided by the audience itself, and the decision is made by the audience itself. The recognition of aesthetic expression is also the autonomy of the audience.

Finally, from the perspective of media communication, beauty makeup videos play an important role in the aesthetic construction process of female audiences, providing them with more choices. However, when watching beauty makeup videos, female audiences are not completely passive to accept, they will form their own understanding of the content of beauty makeup videos through their own thinking in the process of watching, so as to form their own unique aesthetic. It can be said that female audiences build their own unique aesthetic in the process of constantly understanding, watching and thinking about beauty makeup videos.

3. Conclusion

For most female audiences, the most important attribute of beauty makeup videos is instrumental. It can provide all kinds of help for the audience, bring novel feelings, and meet different needs. In addition, the audience is free in the choice of videos, as well as in the recognition of content and aesthetic recognition generated by watching videos, including the process of aesthetic construction that female audiences may be influenced by video content.

However, due to a large number of homogenized beauty makeup videos may cause the audience's aesthetic and style standardization problems also need to be considered. At the same time, due to the influence of video, some audiences may have excessive consumption or unnecessary consumption behavior should be avoided. In addition, the audience will be presented by the beauty makeup video of the good image of the hero in the video compared with their own not so good image, may bring some appearance anxiety to the audience, and now it will escalate into technical anxiety. These negative effects should be avoided and solved slowly in the subsequent development and thinking.

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