

Project Title: Are Asian beauty brands less racially inclusive than Western beauty brands?

Work Breakdown Structure:

Subtopics:

Masha

- Do Western beauty brands cater to a large variety of skin tones?
- Community detection in beauty-related subreddits

Tanay

- Are Asian Beauty brands provoking outrage in their followers that are related to racial exclusivity?
- Are Asian Beauty brands mainly endorsed by Asian content creators?

Joelle

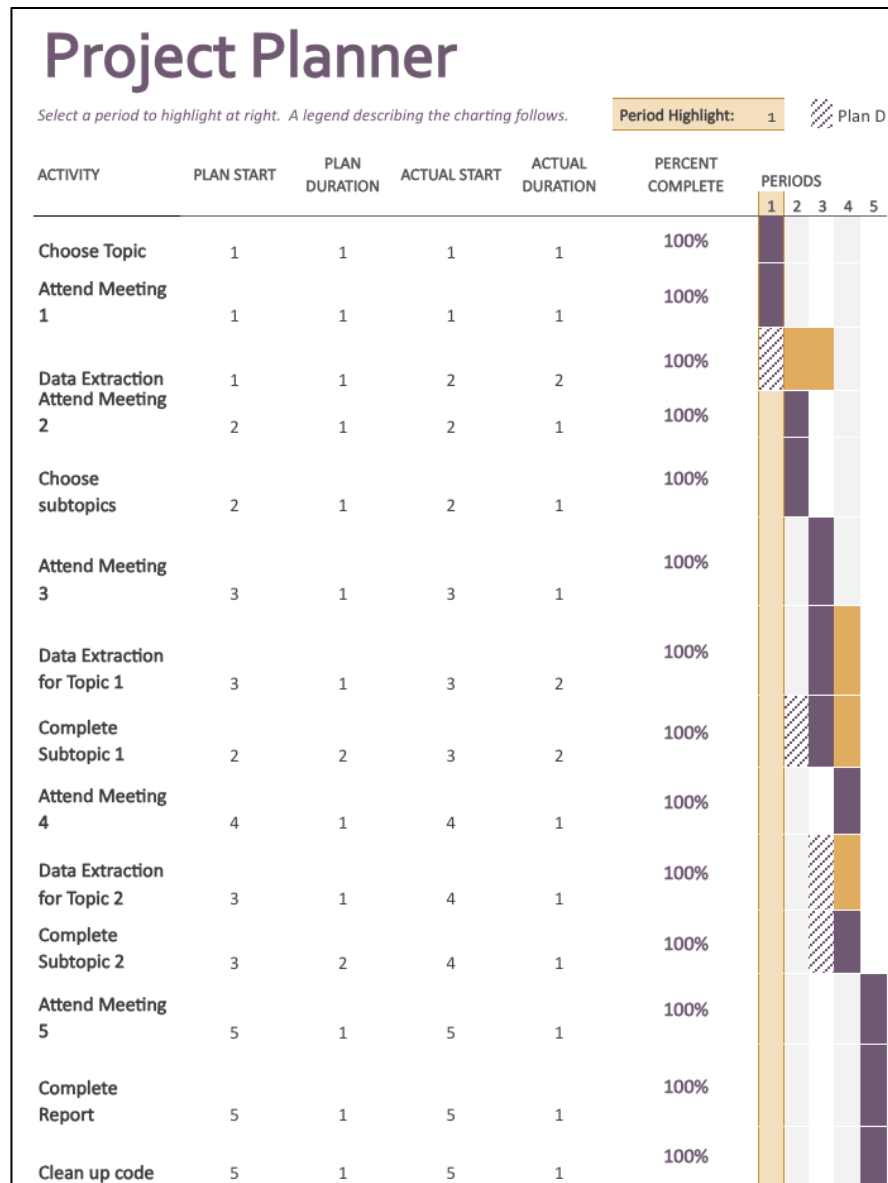
- What are the unrealistic beauty standards existing in the Asian vs Western beauty industry?
- Are Western Beauty brands celebrated for having racial inclusivity, to a greater degree than Asian Beauty brands?

General outline for all group members:

1. Extract data
2. Create graphs
3. Analyze
4. Find outside sources (e.g, Youtube scraping)
5. Write report

Roles and Responsibilities: Each group member is responsible for choosing their two topics and completing them on time. This includes data extraction, data analysis, and writing of the report. Furthermore, each member is responsible for keeping the rest of the group updated on their progress and asking for help when needed.

Timeline:



Communication Plan: Main method of communication was the Teams group chat where updates were sent frequently. All meetings were also had on the platform, with more detailed meeting notes in the chat. Goals were set and updated here as well.

Meetings:

Date and Time	Discussion
September 20 th 1:00-1:15pm (with Imesh)	<ul style="list-style-type: none"> Important that we tell a story with our topic Need to think about how to split up the workload
September 27 th 2:00-3:00pm (group members only)	<ul style="list-style-type: none"> solidified topic and phrasing query-based extraction using Reddit all extracting data

October 1 st 3:00-3:15pm (with Imesh)	<ul style="list-style-type: none"> decided to choose 2 subtopics each and do our own extraction and analysis
October 11 th 3:15-3:30pm (with Imesh)	<ul style="list-style-type: none"> use content aware filtering to extract relevant information “useless” discussions point to a lack of concern about racial inclusivity amongst the communities important to find a way to measure relevance to our topic remember that final report should tell a story suggestion to use linear thresholding for Tanay’s second topic Came up with an idea of how to structure the report so that subtopics flow well
October 14 th 1:30-2:00pm (consultation with Lida)	<ul style="list-style-type: none"> Look at sentiment for Maybelline over time as it is an old brand (could have become more inclusive) Look at founders of Western beauty brands; how do they play a part in inclusivity
October 18 th 1:00-1:15pm (with Imesh)	<ul style="list-style-type: none"> use centrality and colors to better visualize the community graphs for Masha’s topic Use ID to extract user comments and do topic modelling for Joelle’s topic
October 19 th 3:00-3:30pm	<ul style="list-style-type: none"> Split up final tasks Joelle = formatting and introduction, Masha = approach section, Tanay = conclusion
October 20 th , 2:15-3:30pm (group members only)	<ul style="list-style-type: none"> Final meeting to wrap up project Clean up code and upload to github repo Proofreading

Timesheet

Week	Team Member	Activity	Hours
1	All	Meeting to decide on research question	1
1	All	Meeting with Imesh	0.25
1	Masha	Data extraction	3
1	Joelle	Data extraction	3
1	Tanay	Data extraction	3
1	Joelle	Plan on what to research (Youtube and Reddit)	1.5

1	Tanay	Plan on what to research (Youtube and Reddit)	1.5
1	Masha	Plan on what to research (Youtube and Reddit)	1.5
2	All	Meeting with Imesh	0.25
2	All	Group member meeting to split up work and choose subtopics	2
2	Masha	Subtopic 1 data extraction	3
2	Tanay	Subtopic 1 data extraction	3
2	Joelle	Subtopic 1 data extraction	3
3	All	Meeting with Imesh	0.25
3	Masha	Subtopic 1 data extraction + analysis	2
3	Joelle	Subtopic 1 analysis and report	5
3	Tanay	Subtopic 1 analysis and report	5
4	All	Meeting with Imesh	0.25
4	Masha	Subtopic 1 report	2
4	Masha	Subtopic 2 data extraction	1
4	Joelle	Subtopic 1 report with graph analysis	2
4	Joelle	Subtopic 2 data extraction	2
	Tanay	subtopic 2 data extraction	3
5	All	Consultation with Lida	0.5
5	Masha	Subtopic 2 data extraction + analysis	2
5	Joelle	Subtopic 2 report analysis	3
5	Tanay	Subtopic 2 report analysis	5
5	All	Meeting with Imesh	0.25
5	All	Meeting for checkpoint	0.25
5	Masha	Subtopic 2 report	1.5
5	Joelle	Subtopic 1 proofreading + Subtopic 2 graphs	3
5	All	Working on final report	3
5	Tanay	Subtopic 1 + 2 Proofreading	3

5	All	Meeting to delegate final tasks	0.5
5	Tanay	Conclusion	2
5	Masha	Abstract	2
5	Tanay	Bibliography + Report Stylistation	1
5	Joelle	Format Report	1
5	All	Cite references used	1
5	All	Meeting for submission	1.5