

# In youtube\_extraction\_english\_133.json :

Title: AGEISM IN THE BEAUTY INDUSTRY: Stop Ignoring Women Over 40

- Table 1: Summary of the results per comment;
- [Table 2](#): Summary of the results per sociolinguistic variable;

Table 1: Summary of the results per comment

Comment	KeyWords	Sociolinguistic variables (Hiper - Hipo)	Hate Speech Frequency	Hate Speech Fre- quency(%)
I totally agree we need some more <b>age</b> diversity in Instagram and the rest of social and traditional media. Seeing teen after teen is boring as hell. I just started unsubscribing like <b>crazy</b> , and if I cant find anything worthwhile in instagram im going to uninstall that app. So many accounts are just sneak peeks of the main you tube channel, or a bunch of teen makeup pictures, like OMG create some frigging content for instagram or get off the frigging platform! Keep it fresh! Change it up every couple of weeks or months god.I like channels mostly from people close to my <b>age</b> or older. My only gripe is people making boring as hell, irrelevant videos. I often want to see the information Hot and Flashy puts out there, but the pace, delivery, content and editing is boring as hell. Just can't. I just speed through her videos IF I watch them.	Age, Crazy	Age - General, Physical Identity - Physical (and Mental) Impairments	3/154	1.948
Wait until you are in your 60s. We become invisable and some ppl think we are too <b>old</b> to be interested in make up. I like to look my best no matter my <b>age</b> and I spend a lot of money on make up but we are left out when they market.	Age, Old	Age - General, Age - Over 65s	2/52	3.846
I totally agree!!!But.....even when they book <b>elder</b> women for their antiaginproduct advertisng,they took a lot of good light for the photos and then photoshop and this is not ok too.I dont trust any of the advertising in anyway and all the promisses.Would like to see all the celebreties,You tuber,Blogger in the harsh daylight or neonlight and the good the make up supposed to be,it shows the whole mess.Imho!Greetings	Elder	Age - Over 65s	1/72	1.389
i 100 agree with you I'm not in my forties yet but I just really would love more than anything to look up to more women in that <b>age</b> group doing what these younger girls are doing I'd rather have someone older like I said to look up to	Age	Age - General	1/49	2.041

I am just getting far enough into my career to have money to venture into places like Sephora to buy make-up. There is no way I could have afforded anything other than drugstore make-up. I do believe that drugstore stuff has come a long way and I still buy some brand (cruelty free). I really didn't know much about application and keeping up with trends and youtube has helped tremendously. I, in particular, like discussions around techniques and products that help with fine lines and wrinkles. I would love to see more youtubers my <b>age</b> or older. PS...I love that you support some indie brands as well.	Age	Age - General	1/107	0.935
I had a 20 something ask me if I knew how to use my iPad. I asked him "do you know how <b>old</b> Steve Jobs was when he came up with the idea of all your technology". I hate it that at 54 the younger ppl think we don't know what we're doing or that they can't understand why we still want to look good. Can you tell you hit a nerve lol?	Old	Age - Over 65s	1/73	1.37
Oh boy. Ahem. How cute of that person. Yeah, please don't underestimate us you youngsters! My mom is 75, has an iPad, an iPhone, texts, Facetimes, Tweets and is on Facebook. We don't stop interacting as we <b>age</b> !	Age	Age - General	1/38	2.632
I absolutely love this video! Thank you so much for speaking g for us! I am 43 years <b>old</b> and when I found your channel on here I was so happy to find someone my <b>age</b> ! Don't get me wrong I love watching Jaclyn Hill but I can relate to you better! I was diagnosed with Melenoma this year and have some spots on my face. Well if I use heavy coverage concealer it cakes up on my dry skin. I have dry, sensitive, mature fine lines under my eyes and my smile lines. I want to have something to cover but not cake up for my <b>age</b> skin! I am so glad you did this video!!! Thank you!!!	Age, Old	Age - General, Age - Over 65s	3/119	2.521
Thank you so much for the topic. I am 59 and love make up. However, I think there has been a lot of advancement in including all ages/races, etc. then when I was your <b>age</b> . Just on the cover of Vogue (March '17) a plus size model is included. I love seeing Lauren Hutton modeling again! Yes, we still need more colors, sizes, etc. but it has improved.	Age	Age - General	1/68	1.471
Thank you!! you are absolutely right. I keep asking myself why young girls are the ones that are representing a product intended for <b>woman</b> our <b>age</b> . I don't buy it cause im pretty sure it would do <b>nothing</b> for my aging skin.	Age, Nothing, Woman	Age - General, Age - Youngsters, Gender - General	3/42	7.143

Totally agree and even though I have a few years on you, I love skin care and makeup. If you look at my bathroom counter, I could be considered a makeup <b>junkie</b> ! I also would pose that it is not frivolous pursuit. I actually do skincare and cosmetics classes for older women in my little corner of the world. I strongly believe it really helps women's self-confidence and self-esteem. It has become a real campaign for me. So, keep up the good fight, Rebecca! It isn't just about makeup!!	Junkie	Behavioural Addiction - Drugs	1/89	1.124
BRAVO, BRAVO, BRAVO!!!! Holly and I have had our Over 40 YouTube channel for almost two years and have a painfully small following. I wish there was a way to target women over 40...but that's another topic. I also wish there was a stronger over 40 YouTube community where we can support other over 40 YouTubers. :(I hear ya about cosmetic companies and advertising. Don't they realize that older women have money to spend on beauty? Probably more than early 20 somethings? It irks me too when I see 17 year <b>old</b> GIRLS modeling for a anti-aging product. And don't even get me started about <b>thin</b> women modeling plus size fashion (my rage is real).Great video Rebecca!	Old, Thin	Age - Over 65s, Physical Identity - Physical Features	2/119	1.681
YAAASSSSS, PLEASE!!!! Stop showing 25 yr <b>old</b> models!!!!!! Use grown women!!! 40, 50, 60 yr <b>old</b> models!! We are a demographic that are ignored!!!	Old	Age - Over 65s	2/24	8.333
Preach on, sistah, preach. We are also "over 40" and just started our YouTube channel two months ago because like you, we felt there was a gap, an unfilled need and just a flat out diss for women our <b>age</b> . We matter too, by golly! LOVE the Kendall Jenner line lol. - - xoxo, Cindy and Carla (2 Real Chicks)	Age	Age - General	1/60	1.667
Lisa Eldredge - I don't know how <b>old</b> she is but she isnt 20 either! She also works with Lancome!	Old	Age - Over 65s	1/20	5.0
Thank you from a 48 year <b>old</b> !!!	Old	Age - Over 65s	1/8	12.5
I agree with you. It is always a 20 year <b>old</b> selling wrinkle cream. It is wonderful that companies are finally using models with different skin tones but you rarely see them use models of different ages or different body shapes and you rarely see Native American, <b>Indian</b> , or Asian models. It would be wonderful if ALL types of women were represented and if Benetton can do it, why can't makeup companies?	Indian, Old	Age - Over 65s, Ethnicity - Native-American	2/72	2.778
Preach, sista! I'm 45 and looooooove makeup and skincare. I love to see what other women my <b>age</b> do and how it looks on them. I can get ideas from the younger generation but cannot relate to a lot of it because they don't have the fine lines or the hyper-pigmentation to deal with. Again, thank you so much for addressing the older elephant in the room	Age	Age - General	1/67	1.493

I am 51 years <b>old</b> . THANK YOU!!!It took me quite a bit of doing to find you and Angie and Tammy. There are a few more that I enjoy watching. I can not relate to the Nikkis or Jacklyns, nor do I want to at this time of my life.Thank you. You read my mind.your friend,Kristine	Old	Age - Over 65s	1/60	1.667
In 43 and totally agree! Sometimes I feel like an <b>old</b> bat watching the younger gurus, simply because that's what ppl think is ideal. Fortunately, there are tons of beautiful 40 something's out there and we deserve a chance to have our faces all over the beauty community as well;) All of you gorgeous you tubers over 40 are definitely my favorites to watch. I feel like I can relate more, but for some reason, these makeup companies aren't realizing how many of us there actually are!!!! Hopefully your video opens up some of their eyes and they pay attention to the fact that, we are all just women wanting to feel good about ourselves no matter how <b>old</b> we are!!!! Well said Rebecca, this is why I loveee your channel;)	Old	Age - Over 65s	2/131	1.527
SERIOUSLY. I like seeing women my <b>age</b> on instagram and youtube. And I don't like to see women our <b>age</b> photoshopped to hell in advertisements. I wear more and buy more makeup now than I did when I was in my 20s. I'm not ashamed of my <b>age</b> and I don't try to hide it and look 20. I'm happier than I've ever been. Makeup companies need to get with the picture.	Age	Age - General	3/72	4.167
Im 53 and totally agree...but not only advertisement ...I think they need to do more research on products for maturing skin. Come up with foundations and concealers that REALLY cover wrinkles, dark circles, <b>age</b> spots..not just claim to and then when you get them home your under eye area looks worse than using <b>nothing</b> and your foundation has settled into all your lines and wrinkles not to mention polka <b>dot</b> pores! Whew! Ok that rant is over.. Thanks Rebecca, I really do appreciate your channel! - Kristin ;)	Age, Dot, Nothing	Age - General, Age - Youngsters, Ethnicity - Asian (South- India, Pakistan, Bangladesh)	3/88	3.409
Amen. From a 64 year <b>old</b> I thank you so much for this video!!! xoxo	Old	Age - Over 65s	1/15	6.667
I'm definitely over 40 but I enjoy relating to all <b>age</b> groups. I don't think there's a shortage of representation for the over 40 group at all. I rely on many forms of advertisements; I honestly don't think there's a shortage of beauty bloggers over 40.	Age	Age - General	1/46	2.174
Yes! Yes! A thousand times, YES! I spend a lot of my hard earned money on make-up. I want to see it on someone closer to my <b>age</b> . I end up returning things because the products only look flawless on 20 year <b>old</b> skin. This is why I love your channel! Thank you!	Age, Old	Age - General, Age - Over 65s	2/53	3.774

AMEN!!! I just turned 40, I am established in a career, I make very good money, and more importantly to makeup companies, I spend a shit load of money on makeup and skincare. I'm platinum at Ulta, rouge at Sephora and a Beautylish VIP. I've been those things for years and years. I have the extra money to spend, I'm a member of a very profitable demographic. Seeing 18-24 year olds in anti-aging skin care adverts bugs the ever living crap out of me too. I love make up. Let me stress, I LOVE makeup, but what works for a 18-28 year <b>old</b> isn't necessarily going to work for me anymore. I would love to see brands with multi-generational models so you can see what one product looks like on people of every <b>age</b> .	Age, Old	Age - General, Age - Over 65s	2/134	1.493
Thanks <b>hun</b> for being the voice to thousands of women. I am 46 and I still love makeup just as much today as I did as a teen. So, with that being said one of the biggest things that I feel the more mature <b>woman</b> wants and looks for are products the same as what weve always been in to, only now we look for the products that look, feel and are better for our skin as we <b>age</b> . Products that are maybe geared towards the mature <b>woman</b> , instead of products that are more categorized for every <b>woman</b> . Ya know?! Anyway, our interests as the more mature <b>woman</b> change as well. Such as the colors that catch our attention and so forth. Anyway, thank you for your channel and thank you for being the voice to be heard...see ya next time!!! xoxo <3	Age, Hun, Woman	Age - General, Gender - General, Nationality - German	6/143	4.196
OMG thank you for this video! I am 52 and I love love my make up but there young skin has <b>nothing</b> on mine. I louvre the young you tubers they are so talented and their make up is stunning on their beautiful young taught skin. But that same make up will never look the same on my crepe puffy eyes and parched skin, But I do the best I can with what I have. I still love to play with different looks and like to stay on trend as much as I possibly can and will still look good on me. Also don't these companies understand that we are already established <b>woman</b> with more money to spend especially on high end products. If you look at the comments on a lot of the young influences they are complaints of the YouTuber not using more drug store/inexpensive products. Obviously young ladies just starting out in life with smaller budgets to spend on make up. Thanks again!!!!	Nothing, Woman	Age - Youngsters, Gender - General	2/166	1.205
43 here! I am so very happy you have done this video. Wake up people, we matter. We are still beautiful, desirable, lovely, important. Help us put our best foot forward, our best face even. Men our <b>age</b> have focus in so many areas in media. And damn it, if I have to see one more ED video.....	Age	Age - General	1/58	1.724

I am 49 and I love to watch you,,,,also because you are yourself,,,, <b>nothing</b> irritates me more than these young tubers or others that have clearly had work done,,,,going on about skincare...thank you again....	Nothing	Age - Youngsters	1/33	3.03
You're welcome. Thank you. I will always try to stay my <b>old</b> and natural self, I promise!	Old	Age - Over 65s	1/17	5.882
YES!!!!!! Thank you for this video. I'm an over 40 makeup <b>junkie</b> and I couldn't agree more!!! Cater to us too cosmetic companies lol. I have a lot of money to spend. Makeup is my passion and I need <b>age</b> appropriate cosmetics.	Age, Junkie	Age - General, Behavioural Addiction - Drugs	2/42	4.762
as a 42 year <b>old woman</b> I approve this message! I watch you BECAUSE you're my <b>age</b> ! Love you Rebecca!	Age, Old, Woman	Age - General, Age - Over 65s, Gender - General	3/21	14.286
I agree with you, as my kids get older, I get more free time. I love to watch videos. On snapchat it is <b>crazy</b> the amount of makeup and skincare that large channels are sent. I mean a new foundation launch in every shade.	Crazy	Physical Identity - Physical (and Mental) Impairments	1/44	2.273
I'm always surprised at your <b>age</b> when I see your thumbnail Mary! You look 35! To be honest, maybe older women don't work at Sephora, because gosh darn retail sucks! :) LOL! But yep, I think they need to work on their marketing too. The amount of Platinum and VIB Rouge customers in those places are a huge chunk I bet. Thanks for your support!	Age	Age - General	1/65	1.538
I hope so! And yes, it is a Catch 22. But I think with the more attention made to our <b>age</b> group in this industry- the more our audiences will grow. At least that's my plan!	Age	Age - General	1/36	2.778
I agree 1000. I too, am sick of a 15 yo model promoting a product to <b>hike</b> bags under eyes and wrinkles. Well of course her face looks good in the product. SHES TOO YOUNG TO HAVE EYE BAGS AND WRINKLES. Cosmetic companies think we're stupid, so in return, I buy a lot of makeup invented by makeup artists, so their bank gets my cash not the multi gazillionaire businesses	Hike	Nationality - Italian	1/70	1.429
Right on Rebecca.....I'm 61 and I've been wearing a full face of makeup every day since I was 14 years <b>old</b> ! I have always felt mature women are underrepresented in fashion and beauty!	Old	Age - Over 65s	1/33	3.03

Thank you so much, Rebecca!! I am 52 and have spent the last 21 years as a mom, housewife, and being totally devoted to running my household while working part time. But before that I was a single twenty something with a career. So why am I not relevant now?? These beauty companies are ignorant of the true value of women my <b>age</b> , and hopefully someday that will change. My value is just as great as it was when I was in my twenties, even greater, in my opinion, because of all the life experiences I have had. Thank you for speaking out!!!	Age	Age - General	1/103	0.971
great video. Cosmetic companies really need to place more focus on women over 40,we don't suddenly evaporate into <b>thin</b> air. we generally have more disposal income than younger women and are willing to spend it on the things we like,that appeal to us. I am happy you put. this out. I hope the cosmetic companies are watching and take note.	Thin	Physical Identity - Physical Features	1/60	1.667
I agree! I'm 50 and it is hard to relate to the 20 something youtubers. There are only a handful of influences in my <b>age</b> range and that is fine but I'd like to see more. I've watched your channel from very early on and love it! Thanks for all you do! from San Francisco	Age	Age - General	1/56	1.786
Aboaultely spot on! I am 53 and if I have to watch one more 20-something Youtuber showing us how to cover dark circles and undereye bags when they don't actually have any, I could scream! That's not to say that 20 somethings can't have undereye problems, it's just that most of the younger YouTubers are gorgeous and have perfect skin! I have searched and searched and have discovered several channels which speak to me, uppiesbeads59, Angie at Hot and Flashy and yourself of course, but these beauty companies really need to get on board - we need to be sold makeup that works for us and not just have the anti- <b>ageing</b> element pushed down our throats, <b>ageing</b> is a privilege not a disability!	Ageing	Age - General	1/123	0.813
Love, love the video! You are so right. There are a lot of us over 40 who love makeup and buy make up. We would love to see more women of our <b>age</b> being represented! Makeup companies need to wake up!	Age	Age - General	1/41	2.439
Thank you and Amen! I'm 60 and I love to wear makeup. I enjoy watching some of the younger women to get a sense of how the new products perform,or what might be a dupe...but there are very few cosmetic companies that even acknowledge the <b>woman</b> over 40 (let alone over 50 or God forbid 60).	Woman	Gender - General	1/56	1.786
Those millions ( in every country) of over 40 <b>woman</b> also have the money to buy stuff if those companies would just get with the program.I have asked Youtube for YEARS to make a directory so we could easily find <b>woman</b> creators over 40. No luck.	Woman	Gender - General	2/46	4.348

You hit it spot on! I would much prefer to watch a beauty blogger who is around my <b>age</b> because we have similar concerns and I can relate more to them. I've been trying to find more channels that I can relate to. I'm glad you brought this subject up because it does feel like we are being overlooked in the makeup industry. Hopefully someone from a makeup company will see this and cause them to think for a minute!!	Age	Age - General	1/80	1.25
I applaud your efforts to speak out on our behalf. I have wondered if more women in the older <b>age</b> range would buy more makeup if it was easier to find products that really look good on different varieties of more mature skin. I sense that cosmetics companies are pandering now to consumers who just buy more and more, regardless of the quality of the product. Like the disappointing holiday stuff that fewer and fewer seem to appreciate. I'm very selective in what I will buy, but I will put out the money for an excellent, effective product. Thanks again for speaking up!!	Age	Age - General	1/103	0.971
I so appreciate all the work you put in to informing us about products, how they perform, and what is new and worth trying, & your awesome personality. There is <b>nothing</b> so frustrating than getting suckered into buying things that don't work. The problems we had in our teens & twenty's compared to now is a whole different ball game. Thanks Frug!	Nothing	Age - Youngsters	1/62	1.613
Preach on sister! I deliberately look for the older You Tube Video personality who is closers to my <b>age</b> who can instructions me about which makeup products works best for the more mature skin. Maybe the product industry will become as wise as we hope to be. Thank you for posting!!!	Age	Age - General	1/51	1.961
Well... as long as we allow the whole beauty industry to tell us we need to "anti-age" (which is of course impossible) ... that we are not allowed to grow <b>old</b> this is not surprising that it's like this !!!	Old	Age - Over 65s	1/40	2.5
I'm almost 39 and I so agree!!!!!! It's very hard to relate sometimes and I APPRECIATE more mature youtubers, their opinions, tutorials and keeping it real for women our <b>age</b> . I'm loving your channel I'm a newer subscriber....	Age	Age - General	1/38	2.632
I rarely get sent anything from the big makeup companies like Too Faced, Smashbox, Becca, etc. They would rather send PR to an 18 yr <b>old</b> youtuber rather than someone over 50.	Old	Age - Over 65s	1/32	3.125



Rebecca, sista, you go! It's so true, that we have these younger Youtubers who give us their opinion as to whether they think something might work with "more mature" skin or "older skin. I appreciate them trying to 'guess' but they truly have no idea because they don't have the life experience and their skin hasn't changed due to years earned, ha. Your humour and your enjoyment of makeup and skin care without taking it too seriously, is always welcome and appreciated! Your videos are always on my top to watch list...okay, maybe because I live through your addiction to eye palettes, but I digress....I'm sitting here at 51 y ears <b>old</b> and still trying to find that consistently reliable concealer, ha! Moi from Canada. Hugs to you for your raising awareness to us with "skin experience", ha!	Old	Age - Over 65s	1/138	0.725
Yes!!!!!! I am 41 and I spend on makeup like a mad <b>woman</b> . And I was happy to find you who is like me and loves makeup. There is not enough of us. I watch the young ones and I'm like what!! That can't work on me ( winged liner for ex) my skin is soft and creepy LOL.Thank you thank you thank you	Woman	Gender - General	1/65	1.538
Just a 62 year <b>old</b> subscriber here throwing in my two cents. First, love your videos and your message. Second, I love women supporting women and I think we can always learn from each other, regardless of <b>age</b> , and that's reflected in the variety of different ages of women whose channels I support. I understand why a company puts a 20 year <b>old</b> in their ads, but that doesn't mean that I'm not smart enough to recognize it and be insulted by it. I hope the cosmetics and skincare industry hear us, and meanwhile intend to show support in as meaningful way as is available to me.	Age, Old	Age - General, Age - Over 65s	3/107	2.804
I am 45 and on one hand i would love to see you as a model for ad campaigns but on the other hand I love the <b>woman</b> you are so much I would probably buy everything you were on and that would not be good for the pocket book. lol. you are an amazing <b>woman</b> and I could watch you all day.	Woman	Gender - General	2/63	3.175
You are so right on the money! I'm 51 and I love makeup and skincare more than ever because I have more issues to deal with now. I also have more money finally to spend on it but I don't want all that <b>crazy</b> luxury makeup that's filled with perfume and other crap that aggravates my extremely sensitive skin. I would also like to see the popular eyeshadow pallets being presented in a more daytime application instead of all this heavy, <b>crazy</b> stuff that you can't wear anywhere but to the club that all the young Youtubers do. I love watching your channel because you are so down to Earth and you relate to us in a real way. Keep up the great work!	Crazy	Physical Identity - Physical (and Mental) Impairments	2/124	1.613

I'm 42 and a stay at home mom. I feel like everything geared toward my <b>age</b> are always super expensive and high end. Even the drugstore products that are anti-aging are expensive. I'm a makeup and skin care <b>junkie</b> and I do feel like the over 40 group are ignored. Thank you for speaking up for us!! You are amazing and my fave youtuber!	Age, Junkie	Age - General, Behavioural Addiction - Drugs	2/64	3.125
I always thinks it's funny when commercials for anti aging products have 20 year <b>old</b> models and say how great their products are for fine lines and wrinkles. Like if I use their product I will look 20. And I'm thinking, that 20 year <b>old</b> doesn't even have fine lines and wrinkles.	Old	Age - Over 65s	2/52	3.846
Oh but to dream! Wouldn't it be so nice to see make up companies working with women my <b>age</b> to share and promote products! We are here and more often than not have more money to spend. Great video!	Age	Age - General	1/39	2.564
Agreed!! I'll be 38 this year and it's hard to find tutorials/ads/makeup that can help me with how to apply makeup etc as my skin changes. I love your channel ... it proves beauty transcends all ages and just because we get older doesn't mean we can represent just as well as a 20 year <b>old</b> . Thank you for all your helpful and inspiring work	Old	Age - Over 65s	1/66	1.515
PREACH!! Im 42 and I have far more discretionary income than I did at 25, I don't understand why the suits don't do the math, completely <b>dumb</b> , and yeah an 18 year <b>old</b> in an anti-aging ad is in NO way aspirational to me, it just makes me laugh. Love this Rebecca	Dumb, Old	Age - Over 65s, Physical Identity - Physical (and Mental) Impairments	2/53	3.774
I couldn't agree more! Companies, aim a product at the mature <b>woman</b> and then use a YOUNGSTER to try to sell it to us! It's downright insulting! Maybe we over 40, (50) should all make a video like this and perhaps they will listen to our numbers! :D xoxoxo	Woman	Gender - General	1/49	2.041
I hope your message gets to the cosmetic companies. I'm probably dreaming here, but I would love to be able to walk into Sephora and Ulta to a special section featuring new, quality make up and skin care products that cater to older consumers where I could <b>zero</b> in on a selection of nutrient rich foundations, eye palettes without glitter, moisture rich face, eye and lip formulas etc. I think cosmetic companies are missing a huge opportunity to <b>zero</b> in on a large and 'spendy' as you say, mature demographic. BTW, I am 60 and I love your videos. Even though you are not my <b>age</b> , skin tone, skin type, you are so candid and honest and I love that you cover so many drug store, affordable products. Thanks for speaking out and please keep doing what you're doing. I think you're terrific!	Age, Zero	Age - General, Age - Youngsters	3/143	2.098

Thank you! You and I are the same <b>age</b> and, I too, have teenagers. I did not become interested in beauty and makeup until my early forties. My kids were growing up and I had more time to research, learn, shop and experiment with makeup. Often, women in their forties finally feel more established emotionally and financially and are more willing to spend on beauty products. Makeup companies are overlooking this.	Age	Age - General	1/71	1.408
I'm 29, and I'm so 100 in agreement with you! We will all be in older <b>age</b> groups sooner or later (if we're lucky). I love watching your channel and hope to be as awesome as you are in ten years.	Age	Age - General	1/41	2.439
Im over 50 and I am in total agreement with you. I realize the cosmetic companies are geared to the younger crowd, but we are still around and the 20 somethings will also one day be our <b>age</b> (and older) and still purchasing makeup.	Age	Age - General	1/44	2.273
I just recently started watching you tube makeup videos 41 and the only reason was because I wanted anti aging skin care advice and makeup for aging skin. Angie hot and Flashy was the first and love her. I've started branching out a bit more and I'm trying to try a little harder with my makeup. The younger you tubers I've found drive me <b>crazy</b> I watch a couple but stick with older gals.	Crazy	Physical Identity - Physical (and Mental) Impairments	1/75	1.333
Agree. I can't relate because I'm her <b>age</b> and look so much older.	Age	Age - General	1/13	7.692
I agree with you 100,!!! We can use some of the same makeup as the younger ladies, but it doesn't even apply on me like it does them. I'm 52, I would love to see more makeup and skin care video's that relate to how I would do things that fit my <b>age</b> . If the person i'm watching isn't at least 40 it really isn't relevant to how it would preform on me. I get tickled when I'm watching a video and they talk about a product settling into their wrinkles and they might be 20-30 years <b>old</b> . I truly hope you get a good response from this video...BTW, I love your video's, I've been watching for a long time and I love your website. Thank you, for speaking up about women over 40!!	Age, Old	Age - General, Age - Over 65s	2/134	1.493
Good video! I don't even watch you tubers like Nikki Tutorials anymore and have unsubbed because her videos are filtered and she doesn't look like that at ALL and it's too depressing when you start to compare yourself to a fake image at my <b>age</b> . It's so hard to find products that look nice on my older pore filled skin.	Age	Age - General	1/60	1.667
Thanks for this message. I so agree and love seeing someone my <b>age</b> .	Age	Age - General	1/13	7.692
I here you. I'm part of a group called MAB Middle <b>Age</b> Beauties and that is exactly what we want. So thank you!!!	Age	Age - General	1/23	4.348
amen and thank you. tired of beauty companies pushing anti- aging products on us with 20 year <b>old</b> models	Old	Age - Over 65s	1/19	5.263

Table 2: Summary of the results per sociolinguistic variable

Sociolinguistic variables (Hiper - Hipo)	KeyWords	Number of occurrences	Frequency	Frequency(%)
Age - General	Age, Ageing	44	44/10705	0.41000000000000003
Physical Identity - Physical (and Mental) Impairments	Crazy, Dumb	6	6/10705	0.06
Age - Over 65s	Old, Elder	30	30/10705	0.27999999999999997
Gender - General	Woman	14	14/10705	0.13
Age - Youngsters	Nothing, Zero	7	7/10705	0.06999999999999999
Behavioural Addiction - Drugs	Junkie	3	3/10705	0.03
Physical Identity - Physical Features	Thin	2	2/10705	0.02
Ethnicity - Native-American	Indian	1	1/10705	0.01
Ethnicity - Asian (South- India, Pakistan, Bangladesh)	Dot	1	1/10705	0.01
Nationality - German	Hun	1	1/10705	0.01
Nationality - Italian	Hike	1	1/10705	0.01

Result analysis:

- Taking into account the words that were detected, we can reach the conclusion these comments are associated with : : Age - General;Physical Identity - Physical (and Mental) Impairments;Age - Over 65s;Gender - General;Age - Youngsters;Behavioural Addiction - Drugs;Physical Identity - Physical Features;Ethnicity - Native-American;Ethnicity - Asian (South- India, Pakistan, Bangladesh);Nationality - German;Nationality - Italian;
- The percentage of hate speech related words is 1.0276.
- Considering that the variable **Age - General** has the most occurrences in the post, we can interpret that this is the predominant hate speech.
- Overall there were 111/291 occurrences of hate speech related comments.