**Research Question:**

I am studying how feminism is portrayed in music videos in order to better understand how women have been objectified in the past.

**Methods:**

I used Google as my platform to find the music videos that I would be observing by searching “the top most feminism music videos”. I found an article called “Here Are 7 Badass Feminist Music Videos to Lift Your Spirits Today” that presents music videos by Colbie Caillat, Jennifer Lopez, Beyonce, Kesha, Charlie XCX, and Mona Haydar. I chose to view Caillat’s, Lopez’, Beyonce’s, Kesha’s, and Charlie XCX’s videos because I have prior knowledge of who they are as artists. Out of them all, Beyonce has voiced her beliefs on feminism the most as she has her own foundation, Chime for Change. The coding categories that I included were clothing, dancing, hair, and if there were any men present in the videos. I chose these coding categories because clothing, dancing, and a women’s hair are very distinct characteristics of a woman and each of these can be portrayed in several different ways. The procedures that I followed as I watched each video was to watch the entirety of one video first, and then watch it again while filling out my notes. I divided my notes into each of my coding categories so I could easily write everything down, and I also added what I thought was the overall message of the video to help better my understanding of each video. Overall, I found that each of these videos objectified men in the same ways that men objectify women. Women have often been presented in music videos as major sex appeals who lay around and look sexy, surrounding the men. These videos portray the men doing the opposite of what they normally do; they have the men surrounding the women who are depicted as the main stars of the video.

**Results:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Name of Video | Artist | Clothing | Dancing | Hair (Long or Short) | Are Men Present? |
| Try | Colbie Caillat | All white tank tops, minimal jewelry & makeup | None | Starts out with long extensions, then those get taken out | No |
| I Luh Ya Papi | Jennifer Lopez | Sexy, a lot of jewelry | Seductive and empowering | Long | Yes, the men are being objectified instead of the women |
| Run The World (Girls) | Beyonce | Sexy and tight clothing | Seductive and empowering | Long | Yes, the men are police officers who watch the women dance in awe |
| Boys | Charlie XCX | Men are preppy and shirtless | No dancing; men do the things women are objectified in doing, like laying in roses or washing a car | Short | All men, no women |
| Woman | Kesha | Flashy, very feminine, all gold | Feminine and carefree | Long | No |