

Beyoncé's Music Video Illuminati Comments

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Methodology

For this project, we tried to determine recurring tropes that have emerged in YouTube comment sections around the term Illuminati under Beyoncé music videos. Our end goal was to establish a taxonomy of different kinds of user behaviour and 'performance personae' that can be observed in these comment sections.

Using the Digital Methods Initiative's YouTube Data Tool, we scraped the Video Info & Comments from 4 Beyoncé music videos: Crazy In Love feat. Jay-Z (posted in 2009), Run The World (Girls) (posted in 2011), Hold Up (posted in 2016), and APESHIT (posted in 2018). The latter is credited to THE CARTERS as a collaborative project with Jay-Z. We then filtered all 4 data sets using MacOS' proprietary spreadsheet software Numbers with a set of 5 terms in order to retrieve comments relevant to the discussion of Illuminati-related topics: illuminati, pale white horse, puppet, occult, and sate

Video Timeline Comment Visualisation

We were curious which visuals and video frames received most attention within the Illuminati comment discussion space. Within our four separate datasets for the total Illuminati discussion comments, we used regular expression search queries in order to filter out the comments that mention specific timecodes in the video. Using this dataset, we could continue towards visualising which parts of the video received the most discursive attention. In order to create the below frame timeline visualisations, we first downloaded the videos as local files, then extracted the frames that were mentioned in the Illuminati discussion comments using The four Music Video frame timelines below represent the most referenced timestamps in each video's comment section. The frame size represents the frequency of timestamped comments.

Characters

In order to differentiate between different dramatis personae in the comment sections, we devised a coding schema to determine what affective and rhetoric approaches appear within the Illuminati discussion space.

We generated a random sample of 200 comments from our filtered database to get a representa dataset. We established a range of taxonomic categories, allowing us to distinguish between different dramatis personae within the comment section. We then manually went through each comment and analysed its rhetoric, tone and content, assigning a label to each comment. One comment could get multiple personae assigned if eligible. Each label was accompanied by a definition that would facilitate our labelling process, explained or the right-hand side.

Conspiracy Denouncer Theorist Comments theorising about the artists' involvement in the Illuminati at length. Includes intepretations of lyrics and visuals and speculation about the artists'

Lyric Quoter Comments referencing the lyric "Y'all haters corny with that illuminati mess" from Beyonce's 2016 sonç

Christians

Label Frequency Bumpchart

From our initial dramatis personae dataset, we tracked the amount of comments for each category under the 4 videos, allowing us to create a bumpchart using RAWGraphs 2.0. The bumpchart shows the frequency of each category, and its development through time. The wider the stream, the more frequent the taxonomic label. Additionally, the graph is ranked indicating trends over time and accross different videos.

Accuser

Comments satirically, ironically, or humorously engaging with theories surrounding the artists' supposed Illuminati ties.

omments blatantly accusing the artist of having Illuminati ties, without providing evidence or a theory.

Comments confused about the legitimacy or veracity Miscellaneous

Confused

APESHIT Run The World Hold Up **Crazy In Love** 2009 publication year 2016 publication year 2018 publication year **2011** publication year 663,597,089 views 269,72,776 views 553,523,315 views 214,704,163 views **Theorist** 66,166 total comments 75,182 total comments 238,865 total comments 176,436 total comments **520** Illuminati discussion comments 2448 Illuminati discussion **1661** Illuminati discussion **5190** Illuminati discussion comments comments comments Satirist not even comfortable with saying the name of this garbage. LOOKS like the fallen angels music, sounds like his music...there is just so much evil dark symbolism in this stupid song video that I am just very uncomfortable with it them now after watching it. It bleeds illuminati. At 1:45, notice how it shows Beyonce in the car, then Jay blows it up? They did that to show the world that the innocent
Beyonce is gone and the demon Sasha Fierce was born. Her
and Jay-z are deep in the illuminati, and they are married.. HMM now you got the most powerful female r&p pop star and the most powerful rapper working together taking on the misson for the illuminati against the public and in return they get more fame, more money, more power. Same with Rihanna, Kanye, Ne-yo, Lady Gaga Was 0:18 another Illuminati subliminal message? Because that has absolutely NO RELATION to this video lol 0:18. it actually says illuminati. they're making it more obvious then before in order to get more people to watch it. YEAH YEAH YEAH YEAH YEAH, All you sheep 🦙, illuminatti Satan **Theory Denouncer** 01:54 Birth of Illuminati Beyonce. 0:18 the bull represents baal which is another name for the baphomet or satan.. 01:57 * cue the Illuminati theories* 03:52 3:52 shes doe a satanic signal with hand. illuminati : you can see at 1:57 jay z blows up beyonce in a ILLUMINATI HAND SIGN 3:53 3:53 ILUMINAT CONFIRMED 2:05 Sasha Pierce come to live also Jay-z throwing 666 666 how can people still be so dumbed down about what side of the spiritual war she's on? Jesus Or Satan? pause at 3:53, she clearly shows her allegiance to Satan, why be so dumb to believe otherwise as if she actually cares about you like God do? 0:25 ILLUMINATI STAR ON THE DOOR OF THE CAR did anyone else realize that the Illuminati symbol is on the car at 0:25 o.0 3:53 Baphomet goat hand sign really quick (doesn't mean "rock-on"). "Yall haters CORNY with that Illuminati mess" -Beyonce" Welp you're making it Accuser Who run the world "GIRLS" fuck that, this is Illuminati shit, look at this video! If you so you're saying that the intro is not satanic she even flashes illuminati read the bible it also talks about the four horses. The black one is one of them, which is she riding? The black horse. when they also show the vehicle.. it says revolution 0:19 haha. # freak. Dont judge ^_^ 0:28 the woman on the cross represents jesus ILLUMINATI!!! hmm this is not good at all please try to wake up from this control, she is taking your mind to get you away from God, 0:28 she mocks Jesus Christ, 4:47 this face will give u nightmares (to much illuminati) 0:28 freakin person on a cross dead, what the hell can that mean? tak that might be true, but since last year she changed her style, she went umm did anyone else see at 0:28 a girl dead on the cross? Illuminatti.... I think so! Beyone Jay Z (leader) Kanye west P Diddy Lady Gaga (devil's girfriend) Rhianna All The Iluminatti! At least 3 of the (gaga, west, beyonce) used relegious symbols in their vidsbut not in a relegious way.... possesed, look at how evil she looks at you at 5:33 Im not one of these ppl that will call her a witch/illuminati/ satanist blabla... but damn even Jay looks terrified the whole time **Spammer** ILLUMINATI @0:28 100 it's all because the video is 6:05 THAT'S WHY THE ILLUMINATI POISONED ALL THE WORLD WATER SUPPLY ,AND WE ALL GONNA 0:28 and you talk about lady gaga and her satanic stuffs.... 0:28 really pissed me off. People keep saying she's in the illuminati or whatever...if she's not, why perpetrate with symbols and whathaveyou? Just wondering. she made fun of Jesus Christ 0:28 **Lyrics Quoter** 2:26 can u not see it shes an illuminati she looks innocent then BAM devil overload! Solicitor i like the part 3:23-3:43 the rest and this illuminati puppet sucks the end Christian Wait... Wasn't 3:45 The Illuminati Eye She Was Doing? Confused 2016 2009 2011 Miscellaneous