

CHAPTER III

RESEARCH METHODOLOGY

This chapter provides the methodology utilized in the paper. It includes research design, data collection, as well as the data analysis. The research design describes the method used, while the data collection discusses the process taken to select the data. Lastly, the data analysis elaborates the steps that are taken in analyzing the data as well as provides an example of the analysis.

3.1 Research Design

This study employs the Discourse-Historical Approach of the Critical Discourse Analysis (Reisigl & Wodak, 2009) since it takes the historical aspects into consideration. Two of the five discursive strategies of the DHA are used as the tools for analysis, which are the nomination and predication strategies. The nomination strategies are used in order to examine the ways Vox refer PewDiePie, while the predication strategies are employed to analyze his image through qualities and characteristics attached to him. With that being said, the collected data in forms of texts from the Vox's website is able to be analyzed critically in order to answer the research questions.

3.2 Data Collection

The source for the data that are used in this study is from Vox's official website. Vox is an American news that is launched by Ezra Klein, Melissa Bell, and Matthew Yglesias in 2014 (Vox, 2019). The reason for choosing Vox's publications of Pewdiepie is because of its main vision, which claims to "explain the news". This claim, however, was criticized by fellow journalist who states that Vox is a media that specializes in opinion, aggregation and commentary and 'explains' news according to their agenda to appeal its liberal audience (Spaeth, 2015).

The selected five Vox's articles on Pewdiepie that are taken are dated 2017-2019. The articles were written by the same journalist named Aja Romano. The five articles are selected to examine the nomination and predication strategies of PewDiePie's presentation by Vox, and to unearth how Vox deploy them. The first article is taken in 2017 which covers PewDiePie's alleged controversy in publishing

a video containing Nazi imagery. The second article is written in response to PewDiePie's ethnic slur to an unknown player whilst playing a multiplayer game. Nazism is also discussed in the third article which PewDiePie allegedly shared a white-supremacist and anti-Semitic content to his millions of viewers. His influence is also discussed in the fourth article which Vox reported the internet phenomena which PewDiePie's followers are involved in what is called as "T-Series vs PewDiePie" war. Lastly, the fifth article deals with the outcome of PewDiePie's action according to Vox. Below is the list of articles selected in the analysis.

Table 3.1 News articles of PewDiePie published by Vox

No.	Title	Article Date
1.	The controversy over YouTube star PewDiePie and his anti-Semitic "jokes," explained	February 17 th , 2017
2.	YouTube star PewDiePie used the n-word in a live stream, after months of denying he's racist	September 11 th , 2017
3.	YouTube's most popular user amplified anti-Semitic rhetoric. Again.	December 13 th , 2018
4.	YouTube's 2018 "Rewind" is the site's most disliked video ever. The implications are huge.	December 14 th , 2018
5.	How the Christchurch shooter used memes to spread hate	March 16 th , 2019

The news articles are taken since they focus mainly on Pewdiepie, the biggest Youtuber from 2013 to 2019. PewDiePie's real name is Felix Arvid Ulf Kjellberg, or also known as Felix, Kjellberg, Pewd, or simply Pewds. PewDiePie rose to fame in his Youtube career as video game player-commentator by showing footage of him playing video games while reacting to the elements of the game (Gaylord, 2014). He was crowned as the King of Youtube in 2013 with the highest number of subscribers of all Youtube creators; he retained his title until 2019 and has over 98 million subscribers and more than 20 billion channel views (Wikipedia, 2019.; PewDiePie - Youtube, 2019.). His success is acknowledged by many, including Time Magazine who includes him in The 100 Most Influential People of 2016 (Parker, 2016). His success and controversies are documented through the aforementioned publications by Vox since 2017 to 2019.

3.3 Data Analysis

After collecting, the data that include PewDiePie in the news are taken and later analyzed. The first strategy is employed is the nomination or referential strategy. Here, the nomination strategy reveals the interest of Vox in PewDiePie through their word choice. Then, the predication strategy is utilized to investigate the qualities of PewDiePie as presented by Vox in their publications. Finally, discussion and conclusion are made from the collected analysis. The results are taken to examine the ways PewDiePie is presented, and whether he is perceived positively or negatively. To ease the analysis process, the strategies are coded. In nomination strategies, proper name is labeled as PN, professional anthroponym as PA, and membership categorization device as MCD. Meanwhile, in predication strategies adjectives is coded as A, relative clause as RC, and explicit predicates as EP. The example [3.1] below is an excerpt of the first article that is published in 2017, and the table below is an example of the analysis done in the paper.

[3.1] PewDiePie, a.k.a. Swedish gaming vlogger Felix Kjellberg, is the most popular personality on YouTube.

Table 3.2 Sample data analysis

No	Sentence	Nomination		Predication		Judgment
		Strategy		Strategy		
		Code	Nomination	Code	Predication	
1.	In most of his videos, Kjellberg babbles nonsensically and screams a lot.	PN	Kjellberg	EP	babbles nonsensically and screams a lot.	Negative

After conducting an analysis as presented in table 3.2, the strategies appeared throughout the articles are noted. As seen in the table, PewDiePie is referred by his last name. The explicit predicate for the sentence is babbles. As defined by Merriam Webster, ‘babble’ means uttering “...meaningless or unintelligible sounds” (Merriam-Webster, 2019). By employing ‘babble’ as the predicate, PewDiePie can be seen as an absurd individual providing shallow content in his Youtube videos. In addition, ‘scream’ is also used. Both words carry negative meaning as they are not considered meaningful as stated by Vox which also can be seen by the adverb ‘nonsensically’ that modifies ‘babble’. In conclusion, PewDiePie is depicted to be a shallow individual. Thus, he is considered to be negative.