



TRAD WIFE NOTIONS IN “TRAD WIFE ANSWERS TOUGH QUESTIONS | ESTEE WILLIAMS” YOUTUBE VIDEO: A NETNOGRAPHY ANALYSIS

AN UNDERGRADUATE THESIS

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ABSTRACT

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This research explores the digital construction of the Trad Wife identity through Estee Williams's YouTube interview titled “Trad Wife Answers TOUGH Questions | Estee Williams”, hosted by Michael. The study aims to examine two key aspects: first, the notions of traditional femininity as articulated by Estee herself during the interview; and second, how audiences respond to those notions through digital engagement. Using a qualitative, literature-based approach and a netnographic method, the research analyzes YouTube comments with over 1,000 likes as cultural texts that reflect shared values, critiques, and interpretations. The findings reveal that Estee constructs her Trad Wife identity around themes of intentional submission, homemaking, and faith-based femininity. Audience responses display a wide spectrum, ranging from enthusiastic support and personal identification, to skepticism and ideological critique. These varied reactions highlight how the YouTube comment section functions as a dynamic site of meaning-making, where femininity, tradition, and modern gender roles are actively negotiated. The study concludes that both Estee's self-presentation and the participatory nature of audience responses contribute to the ongoing cultural discourse surrounding women's roles in the digital age.

Keyword: Audience Response, Netnography, Traditional Wife, Traditional Feminization.



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