



Fitness Culture on Instagram

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Project Statement

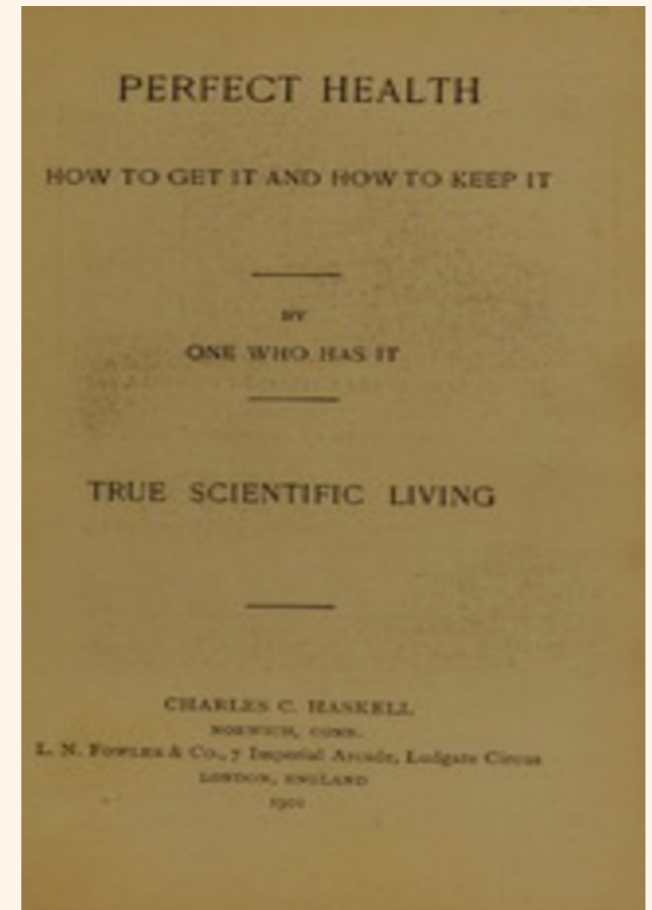
The focus of our project was Fitness Culture; we decided to create a “self-aware” Instagram account. We sought to analyze common imagery we found on typical fitness instagrams via various critical lenses such as race, gender, disability, and topics we have covered throughout this course. Our captions began with an authentic “fitstagram” phrase, and then deconstructed the cultural, political, and societal implications of our own post.



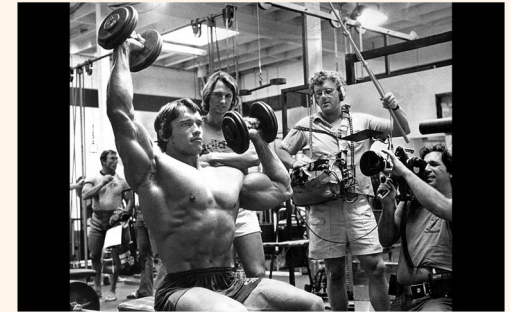
The beginnings of bodily regulation (prehistory)

- Before exercise, there was only fasting
 - For religious purposes, and then it evolved
- Male fasting from 1890 to 1930
 - Virility, heroism
- Fasting's powers

Source: R. Marie Griffith, "Apostles of Abstinence: Fasting and Masculinity During the Progressive Era"



Historical Roots of Fitness Culture



- WWI
 - One out of every three soldiers was 'unfit'
- WWII + Cold War
 - President's Council on Physical Fitness, AHA, ACSM; addressing the concerns of low fitness levels; start of youth fitness programs
 - "Physical fitness is the basis for all other forms of excellence." -JFK
 - Thomas K. Cureton and Kenneth H. Cooper
- Mass participation, commercialization
 - Development of global gym and fitness culture - turned into a widespread global business

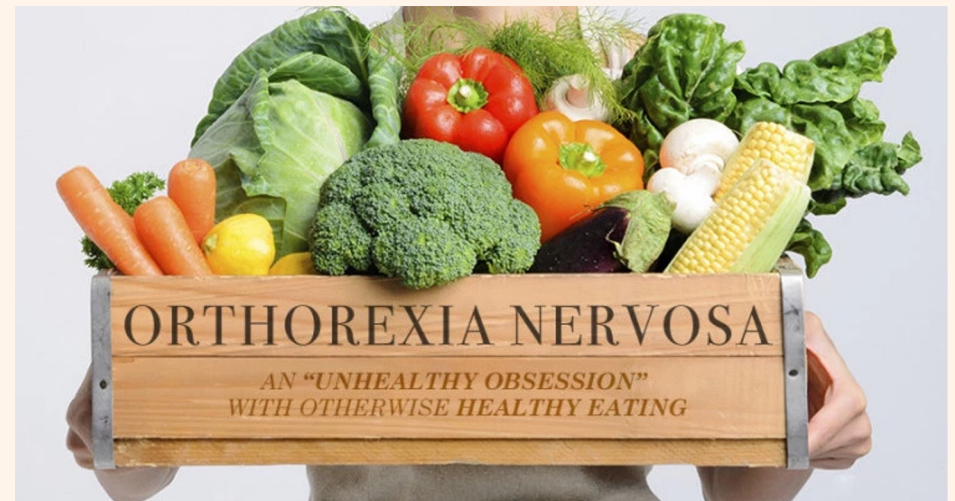
The Jack LaLanne Show

- 1950's was the Golden Age of Capitalism in America.
 - Changed the way people saw bodies.
- The Jack LaLanne Show (Exercise Television: 1953-1985)
 - Provided in home workouts for women.
- Every episode Jack used regular household items such as dining room chairs to help women tighten up their “front porch [stomach], side porch [hips], and their back porch [buttocks].”



Illnesses / Diagnosis

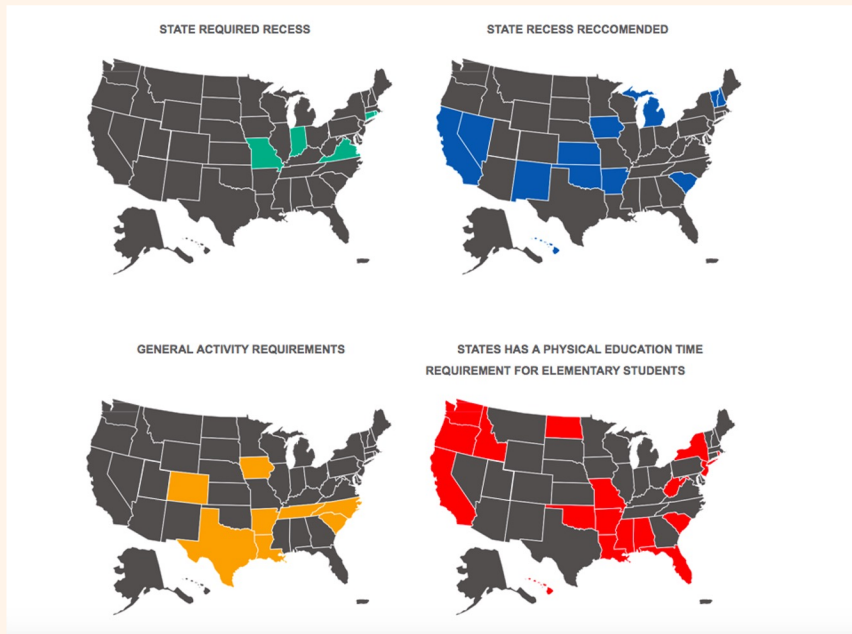
- **Orthorexia nervosa** (*Instagram specifically*)
 - Unhealthy obsession w/ **what** you eat
 - Pure, healthy, clean
 - **Quality** of food (anorexia → **portions**)
 - Restrictive diets
- Instagram use → increased symptoms of orthorexia
- Image-based → picture-superiority effect
 - Images > words



Public Policies and Laws

- Physical Activity Legislation

- Few U.S. States have formal laws
- Only 39 states of formal laws



- Let's Move! Campaign

- February of 2012, Michelle Obama
- 1 in 3 children in America are obese or overweight
- Recommendations for activity, access to fruits and vegetables in school (salad bar), updated school nutrition standards



Our Instagram

Organized in clusters of 5 posts on each of the following topics:

- 1: Visual Studies
- 2: Gender
- 3: Capitalism/Consumerism
- 4: Disability
- 5: Race
- 6: Citizenship

