

THE PENNSYLVANIA STATE UNIVERSITY
SCHREYER HONORS COLLEGE

DEPARTMENT OF PSYCHOLOGICAL AND SOCIAL SCIENCES

A CONTENT ANALYSIS OF FITSPIRATION IMAGES ON PINTEREST

LAUREN BLAIR
SPRING 2018

A thesis
submitted in partial fulfillment
of the requirements
for a baccalaureate degree
in Psychological & Social Sciences

Reviewed and approved* by the following:

David Hutson
Assistant Professor of Sociology
Thesis Supervisor

David Ruth
Associate Professor of History
Honors Adviser

Beth Montemurro
Professor of Sociology
Faculty Reader

* Signatures are on file in the Schreyer Honors College.

ABSTRACT

The notion that media exposure is linked to body dissatisfaction has been supported by widespread correlational and empirical evidence (Grabe, Ward, and Hyde, 2008). However, the effects of newer media (e.g. Facebook, Instagram, and Twitter) on body image is limited because research on this topic is only in the initial stages. Therefore, it is vital that the images featured on social media sites are more fully investigated, so effective interventions and preventative measures can be developed and implemented. The term ‘fitspiration’ describes a newer online trend designed to motivate individuals toward a healthier lifestyle by promoting fitness plans, exercise, and healthy food choices. Thus, ‘fitspiration’ has been coined among fitness advocates as a healthy alternative to thinspiration and bonespiration (Talbot, Gavin, van Steen & Morey, 2017). The present study was intended to explore the messages linked to fitspiration imagery on Pinterest, as well as gain a better understanding about thinspiration vs. fitspiration.

Keywords: FITSPIRATION, BODY IMAGE, SOCIAL MEDIA, BODY DISSATISFACTION

TABLE OF CONTENTS

ABSTRACT.....	i
Chapter 1 INTRODUCTION.....	1
Chapter 2 LITERATURE REVIEW.....	2
Fitspiration	3
Chapter 3 METHODOLOGY.....	4
Materials	4
Sample	5
Procedure	5
Chapter 4 FINDINGS/RESULTS.....	6
Self-improvement vs. Self-acceptance.....	6
Objectification and the Fit Body	8
Doing Masculinity and Feminine Appearance	10
Chapter 5 CONCLUSION	12
BIBLIOGRAPHY.....	15

Chapter 1

INTRODUCTION

The topic of body dissatisfaction among women, particularly regarding body shape and weight has been an area of interest for years. Generally, body dissatisfactions among women can be attributed to sociocultural factors, with the mass media being one of the most ubiquitous influences (Thompson et al., 1999, Grabe, Ward, & Hyde, 2008). Over the past decades, mass media has depicted women's ideal body shapes as increasingly thinner. Some examples are various cartoon characters, movie and television actresses, fashion models such as Victoria Secret Angels, and Barbie dolls. However, the rising popularity of social networking sites (e.g. Facebook, Instagram, and Twitter) serve as catalyst that have transformed people's accessibility to content that reinforces dominant appearance norms. Mobile social media applications on a technological device can expose a person quickly to these pervasive body ideals. These effects of body dissatisfaction extend to "new" media; for example, in one study the exposure to fitspiration images on social media resulted in higher body dissatisfaction and lower self-esteem for women (Tiggemann & Zaccardo, 2015).

Fitspiration, or sometimes referred to as "fitspo," is the combination of fitness and inspiration. The way in which fitspiration works is through images on social networking sites and are, as described by one website, intended to motivate people to exercise, eat and drink healthier, and overall achieve a healthier lifestyle ("From Thinspiration to Fitspiration," 2013). Prior to the recent fitspiration trend, thinspiration, which is the combination of thin and inspiration sparked controversy for emphasizing pro-anorexia (pro-ana) and pro-bulimia (pro-mia) movements. Therefore, fitspiration is supposed to be the healthy antidote to thinspiration.

Although fitspiration is designed to be inspirational and have a positive effect on individuals eating and exercising habits, it remains to be seen if fitspiration might also have a negative effect on body image.

Chapter 2

LITERATURE REVIEW

With the proliferation of social media (e.g. Facebook, Instagram, and Twitter), the Internet is increasingly being used to spread images particularly related to body image. These social media sites were designed to instantly connect people but have been used to spread unfavorable images. For instance, thin-ideals, appearance comparison, and body dissatisfaction are negatively associated with social networking sites such as Facebook (Carrotte Vella and Lim, 2015; Fardouly and Vartanian 2014; Tiggemann and Slater, 2013). Similarly, websites such as Pinterest have received controversy for favoring "pro-ana" or "pro-mia" movements. The idea of thinspiration is an Internet-based trend that favors these movements on websites and social media, and thinspiration websites feature content praising thinness such as having a thigh gap, advocating weight loss, and eating disorders (Boepple & Thompson, 2015). Fitspiration is intended to replace the harmful connotation thinspiration denotes by advocating a fit and healthy lifestyle. However, Boepple & Thompson (2015) indicated that thinspiration and fitspiration sites did not vary on the following: guilt-inducing messages that concern weight or the body, fat/weight stigmatization, the presence of objectifying phrases, and dieting/eating restraint messages. Although, some research indicates a correlation between body dissatisfaction and these social networking websites, the potential psychological effects of social networking are still in its infancy and has notable gaps.

Fitspiration

While fitspiration may bestow some health benefits on people, not all fitspiration imagery has positive social influence on physical and mental health. There are several issues with elements of fitspiration. Most of the images are generally women depicted with one body type, which is thin and toned (Tiggemann & Zaccardo, 2016). This ideal body shape is nearly impossible to achieve for most women, as it is often genetically determined. The fitspiration images promote appearance rather than health benefits of dieting and exercise (Boepple & Thompson, 2015; Holland & Tiggemann 2016). In comparison, very few studies focus attention on effects of fitspiration imagery on men—and rarely on the negative consequences of over-training and gym addiction (Hale et al. 2010). Another concerning element is the objectifying phrases that promote extreme attitudes toward exercise. For instance, Holland and Tiggemann (2016) note in their analysis of such images that “Crawling is acceptable, puking is acceptable, tears are acceptable, pain is acceptable. Quitting is unacceptable” as an example of extreme attitudes toward exercise (p. 76). Further, compulsive exercise often exists simultaneously with dietary restriction, purging, as well as other unhealthy weight loss behaviors (Hefner et. al, 2016).

Some studies have examined fitspiration on the social media site, Instagram. To illustrate, a search as of March 1, 2018 of the fitspiration hashtag on Instagram returned with 14.55 million public photo posts, while the fitspo hashtag on Instagram returned 53.12 million public images, (nearly triple the number of fitspiration photo posts). Therefore, the numbers are significantly larger than the search conducted by Tiggemann & Zaccardo (2015) of the fitspiration hashtag on Instagram. It is clear that the newer fitspiration trend is growing in

popularity. However, both searches do not include posts on private pages, suggesting that the number of posts may actually be higher. Additionally, very little research has been put forward examining the effects of fitspiration imagery on other social media websites such as Pinterest, Facebook, and Twitter—all of which have billions of users and reach a wide cross-section of the population.

To distinguish the paradigm of success for thinspiration and fitspiration, the relationship between other social media networks and fitspiration should be evaluated. In recent years, thinspiration has been widely studied because of the popular media attention it has received (Gibson, 2012; Ghaznavi & Taylor, 2015). Since fitspiration is a newer trend, some studies such as Hefner et. al (2016) have been unable to identify the direction of causality, whereas thinspiration has been linked to harmful website content that portrays pro-eating disorders lifestyles (Norris, Boydell, Pinhas, & Katzman, 2006; Lewis & Arbuthnott, 2012). However, problematic content seems to be present in both thinspiration and fitspiration images, given that they often share images and imagery. Boepple & Thompson (2015) found that even though thinspiration seems to be more harmful to viewers' health and body image, it is within reason to explore how individuals might be negatively impacted when viewing fitspiration images on popular social media platforms, such as Pinterest.

Chapter 3

METHODOLOGY

Materials

The social media site, Pinterest was utilized in this study. Pinterest is a free website and mobile application where users can upload, save, and manage images—known as 'pins.'

Consequently, users can manage and categorize their ‘pins’ by creating a pin board and ‘re-pinning’ other peoples’ images. In addition, users can also add their own images to their pin board. Other media content such as short videos are also acceptable for this site. However, the boards searched with ‘fitspiration’ were exclusive to only images. Thus, only images were viewed and analyzed for this study.

Sample

The sample consisted of a total 150 images—50 images drawn from three boards that had the highest, the lowest, and a mid-range number of followers: “Sally,” “Amber,” and “Lisa.” To preserve anonymity and confidentiality of the people, pseudonym were used. Every 4th photo out of 200 images in Sally Fitspiration Pinterest board was chosen; every 6th photo of out 282 images was randomly chosen out of Amber Fitspiration Pinterest board; and every 5th photo out of 275 images was randomly selected from Lisa Fitspiration Pinterest board. In total, 50 images were randomly collected from their Pinterest boards. The samples were “re-pinned” into three separate Pinterest boards, which were set with “only me” privacy settings.

Procedure

To acquire the sample of Fitspiration images, the keyword ‘fitspiration’ was entered into Pinterest’s search engine and the search was specified for Pinterest boards. Because there was an unlimited number of boards, the initial selection was pared down to 50, which had follower ranges from 89 to 352, 782 followers, as well as varied in the quantity of images pinned to the boards. Any board that did not fully meet the criteria was thoroughly documented with reasons to omit. The following are some reasons why boards were omitted: the board consisted mainly of Belly Body Piercing Jewelry, the board consisted of men in underwear, and only T-shirts were

‘pinned’ to the board. After the boards that did not meet the criteria were omitted, there was only a total of 28 boards.

Moreover, a low, middle, and high range of followers was selected. Sally Pinterest board had the lowest range of followers (89), whereas Lisa Pinterest board had the highest range of followers (6,455). Amber Pinterest board is represented of the boards in the median range of followers (352). Each of the Pinterest boards approximately had 200-275 images pinned. The sample of images for each Pinterest boards was collected, and later images were randomly chosen for data collection.

The images were analyzed by developing and applying codes. First, I viewed and read each image, making notes about the messages being conveyed. Some examples of codes are: thin pose, feminine apologetic, self-acceptance through self-improvement, hard work is rewarded. Second, I applied the codes to the images. Additionally, each image was painstakingly coded, documented in a Microsoft Excel sheet, and analyzed.

Chapter 4

FINDINGS/RESULTS

Throughout the 150 images that were coded, there appears to be three prevalent overarching themes throughout the fitspiration sample images.

Self-improvement vs. Self-acceptance

Several of the images (>80%) conveyed that in order to feel self-acceptance, one needs to improve their body. For example, one image of a woman who is pouting her lips, dressed in exercise clothing, and has her hands placed on her knees says, “I’m working on the new me, not

because the old me is bad but because the old me can improve.” Such sentiments explicitly suggest improvement and working for this ‘new me’ as a means of self-acceptance.

Text written on images also stressed needing a restrained diet and hard work messages to emphasize the idea of self-acceptance through self-improvement. In regards to hard work messages, one image of a femininely woman posed in a Nike sports bra and shorts has text that reads: “I’ve heard you want this body. Are you willing to sacrifice some daily pressures to achieve your goals? To tell your friends you can’t come because you got gym?” suggests that dedication and hard work will lead to an acceptable appearance. Similarly, another image of a woman pulling up her shirt to underneath her breast and is wearing regular women’s underwear reads: “I may not become perfect but I’m sure as hell gonna get close,” which indicates the notion of improvement through hard work and commitment. This idea of hard work on one’s body to improve one’s self came through again and again in the sample. Another image of a woman who was doing a handstand on a yoga mat had the associated text: “I don’t want another girl’s body, I want my body, but leaner, stronger, and healthier,” reinforced thin ideals and included the word ‘stronger’ (rather than skinny) to encourage viewers to self-improve through appearance. Similarly, another image who is of a woman pushing up her a sports bra reads: “30% Gym 70% Diet; your stomach should not be a waste basket; Ab’s are made in the kitchen not the gym” communicates the notion of self-improvement through restrictive eating habits.

In addition, messages that appeared often on boards involved exercising for appearance reasons, while emphasizing emphasized attractive embodiment as motivation. For example, an image of a woman who appears to be jogging on a road has written text on the image that says, “You’ll get a lot more compliments for working out than you will for SLEEPING IN.” These

types of messages suggest that one should exercise in order to have their body praised and ‘approved’ by their peers. However, some messages encourage excessive exercising as a way to motivate an individual to achieve ideal body appearance. For example, an image of a woman doing an arabesque ballet position says, “Want faster results? Work harder.” Such sentiments intimate that (i.e., exercising more) results in idealistic appearance. Moreover, the messages convey the idea that women should be fit; yet, they should achieve this goal through different self-improvement pathways (e.g., dieting and excessive exercising).

Extensive research on the topic of thinspiration has concluded a strong link between thinspiration images and self-improvement (Cobb, 2017). Recently, researchers such as Lewallen and Behm-Morawitz (2016) have compared thinspiration messages to fitspiration images, and found similar messages such as social comparison, thin ideals, and extreme weight-loss behaviors. Thus, the findings presented support other research as the fitspirational images in these Pinterest boards sample have promoted similar self-acceptance through bodily self-improvement messages

Objectification and the Fit Body

Although the images are intended to focus on fitness, fitspiration images emphasize the physical body’s appearance, rather than functionality. Fredrickson and Roberts (1997) proposed the framework of objectification theory, which refers to the treatment of the body as an object. In addition, they noted that “objectification” was common in Western culture and society, occurs in several forms, and disproportionately affects women. In particular, sexual objectification is a common form of objectification that refers to the body being treated and visually inspected as a collection of sexually appealing body parts (Carrotte, Prichard, & Lim, 2017; Fredrickson &

Roberts, 1997). Such objectification was readily apparent in much fitspiration imagery, even though the intention of such images were to improve health, not necessarily appearance.

In general, the images of women were depicted as thin (>90%) and parts of a woman's body were sexualized. The image text also further emphasizes and reinforces to viewers thin body ideals that are typically sexualized. For example, one image, of an objectively thin woman who was posed looking away from the camera and wearing a skimpy outfit (e.g., exercise undies and bra) with stiletto knee-high boots includes the text: "A good man can make you feel sexy, strong and able to take on the world ... oh sorry... exercise does that...". Stiletto shoes commonly sexualize women because the item has culturally been framed in sexualized contexts (Bragg, Buckingham, Russell & Willett, 2012). In regards to the text image, it encourages viewers to exercise for appearance related reasons—that is, to be "sexy." Another image of Victoria's Secret Angel model, Candice Swanepoel in a pink bikini, reads: "This is the last day I am this fat and unhealthy! (repeat everyday)." Victoria's Secret normalizes sexual imagery in Western society. However, Victoria's Secret has—on numerous occasions—been linked to negative body image and esteem (Strahan, Lafrance, Ethier, & Wilson, 2008). In addition, Graham (2009) pointed out in *Wanting to Be Her: Body Image Secrets Victoria Won't Tell You* that a glance at a Victoria Secret catalog pre-empts feelings of disappointment, insecurities, and a comparison game. Similarly, another image which was of Wonder Woman had associated text: "Some girls want to look like Barbie, I prefer action figures." Consequently, these messages reinforce hyper-sexualization of unrealistic female bodies. Further, both examples along with other images displayed women in a sexually objectifying manner, as well as had messages that encouraged unhealthy body-related behaviors.

Most images were of thin women in sexualized poses; yet, the women and text on the image were also highly feminized. Images (around 20%) featured the color pink in the woman's appearance and text color. Therefore, the results illustrate a link between sexualization, women, and femininity. Also, 98 out of the 127 (78%) images of women featured women posed in passive and traditionally feminine poses, while in a gym setting and/or holding exercise equipment. For instance, one image shows a woman tilting her head down and legs spread while in a workout studio with pink text that reads: "In order to change your body you must transform your mind." This message—supposedly about fitness—instead emphasizes women's sexuality and femininity. Another image features a cartoon drawn woman in pink capris with the phrase "You can't out-exercise a bad diet," along with the words: 'you,' 'out-exercise' and 'diet' colored pink. Although the cartoon drawn of a woman is not femininely posed, the image is feminized through the color and targets its diet and exercise message at a female audience. Other images use pink to attach femininity to a thin woman who is posed in a sexualized manner, and connects eating to both fitness and sexuality: "Greasy Fries or Skinny Thighs?" Nevertheless, throughout the samples, women doing athletic activities such as jogging or lifting weights were posed ultra-feminine or sexually, which is similar to how women athletes are commonly portrayed in photographs (Martin & McDonald, 2012). Thus, fitspiration for women is just as much about femininity and sexual objectification as it is about health and fitness.

Doing Masculinity and Feminine Appearance

Over the years, perceptions of the body and gender have significantly changed. Due to this shift, women participating in traditionally masculine fitness activities (e.g., power and strength training) has become a normalized feature at the gym (Leeds & Liberti, 2007).

Masculinity is a social constructed idea that people use to describe how a man should be and act, whereas femininity is a socially constructed concept used to describe how a woman should be and act. Nonetheless, women are faced with several conflicts when challenging the relationship between masculinity and gym culture. For example, women are supposed to adhere to feminine stereotypes while engaging in masculine fitness activities, as a means of emphasizing femininity and desirability (Andreasson & Johansson, 2013). Such normative gender constructions were readily apparent in much fitspiration imagery, even though the intention of such images were to empower female fitness, not reinforce gender constructs.

Many of the fitspiration images (about 71%) that specifically had women and text reinforced dominant gender stereotypes in society. For instance, one image, of an objectively thin woman who was posed with one hand pushing her hair and other hand holding a dumbbell while having her arms and legs spread includes the text: “Sweat more, Bitch less.” Such fitspiration imagery shows how women are femininized to accommodate the desires of men, while the text aligns with masculine attitudes about emotions. Similarly, another image of a thin (but toned) woman who was posed looking away from the camera and wearing low-rise pants had a similar message: “Suck it up now and you won’t have to suck in later.” The woman’s body is positioned in a sexual and feminine manner, whereas the text suggests not being “a whiner,” which is commonly associated with masculinity (Verdonk, Seesing, & de Rijk, 2010). Moreover, the idea of the “feminine apologetic” applies to these images, which refers to how women must balance their participation in masculine activities with femininity—usually through their appearance (Wade & Ferree, 2015, p. 144). In the above analysis, women wore tight-fitting clothing and posed femininely while doing a masculine fitness activity again and again in the sample.

Additionally, text and image often show opposing gendered messages when the image is of a hyperfeminized woman; yet, the text relates to masculinity and competitiveness. For instance, an image of a woman who is wearing black boxing gloves and a skimpy outfit (e.g., bralette and laced undies) while posing with her hands on her hips has text that reads: “Being challenged in life is inevitable. Being defeated is optional.” Such sentiments suggest women should act competitive when facing life challenges; yet, women should uphold feminine appearance so they do not appear too masculine. Another image which is of a woman with tight-fitting exercise clothing and wearing a lot of eye and face makeup while stretching with a medicine ball has associated text: “Stop competing with others and start competing with yourself.” This message explicitly suggests competition of you vs. you, and concurrently reinforces feminine ideals within a masculine arena of competition. Other images use feminized women alongside messages that encourage toughness and strength: “Be a Warrior not a Worrier” and “Stay Strong.” Clearly, fitspiration for women shows masculine behavior being described and presented, but the presence of traditional feminine gender norms negates women from doing masculinity in fitness culture.

Chapter 5

CONCLUSION

The present study aimed to investigate messages linked to fitspiration imagery on the social media platform, Pinterest. Female body ideals are quickly spread through social media networks, having been edited in order to appear with positive-seeming messages for healthy living (Tiggemann & Zaccardo, 2015). However, this study analyzed an under-represented area related to fitspiration, which was the text that accompanies the imagery. The major finding is

clear: despite fitspiration's intention to promote healthy behaviors, a majority of the fitspiration images emphasized problematic behaviors, sexually objectified women, and femininity. Thus, the findings from this study raise the question of if fitspiration constitutes a healthy form of media content or a real depiction of 'normal' bodies.

Generally, similarities were noted between thinspiration and fitspiration content. Certain sentiments that appeared in fitspiration imagery such as self-improvement and objectification of thin bodies are prominent in thinspiration content (Talbot, Gavin, van Steen & Morey, 2017). Consequently, this subsample of fitspiration images may be considered more problematic due to the popularity and quick access of the content via social media—and specifically of content that purports to be healthy and motivational. The everyday Pinterest user could, therefore, be at risk of viewing this potentially harmful content that idealizes negative female body image and hyper-femininity. As such, future research should examine image and text in thinspiration images.

Social media is filled with images that aim to influence people through online trends; however, because it is a newer media there remains a need for additional studies on its effects. Indeed, previous studies have investigated traditional media networks and online health communities; but, less attention has been directed at the impact of new media and fitness movements. Also, researchers and social media users may be able to gain a deeper understanding on what the actual messages are promoting in these online trends, if they continue to study this topic. Further, there is a heightened risk of eating and excessive exercising behaviors that may occur, if research about fitness imagery on social media is ignored.

Although this study had address notable gaps in research related to fitspiration, there are several limitations within this study. Race is clearly a factor in people's body image, although

the sample was not large enough to draw conclusions about race. Therefore, future studies should pay attention to the role of race/ethnicity in self-image and bodily esteem. Also, further research could explore fitspiration imagery by investigating whether there are differences between content with similar Pinterest board names such as ‘#fitspo’ and ‘#fitspirational’. Moreover, this study did not investigate fitspiration images targeted toward men; so, future researchers should explore the message being relayed to men on social media networks. In spite of these limitations, the present study makes an important contribution to the growing body of literature focusing on body image trends in ‘new’ media.

BIBLIOGRAPHY

- From thinspo to fitspiration: How social media could be affecting your body image. (2013, July 27). Retrieved from <http://www.collegefashion.net/college-life/from-thinspo-to-fitspiration-how-social-media-could-be-affecting-your-body-image/>
- Andreasson, J., & Johansson, T. (2013). Female fitness in the blogosphere: Gender, health, and the body. *Sage Open*, 3(3), 1-10. <https://doi.org/10.1177/2158244013497728>
- Blond, A. (2008). Impacts of exposure to images of ideal bodies on male body dissatisfaction: A review. *Body Image*, 5(3), 244-250. <http://dx.doi.org/10.1016/j.bodyim.2008.02.003>
- Boepple, L., Ata, R. N., Rum, R., & Thompson, J. K. (2016). Strong is the new skinny: A content analysis of fitspiration websites. *Body Image*, 17, 132-135. <https://doi.org/10.1016/j.bodyim.2016.03.001>
- Boepple, L., & Thompson, J. K. (2016). A content analytic comparison of fitspiration and thinspiration websites. *International Journal of Eating Disorders*, 49(1), 98-101. doi: 10.1002/eat.22403
- Bragg, S., Buckingham, D., Russell, R., & Willett, R. (2012). Children, 'sexualization' and consumer culture. *Situating Child Consumption: Rethinking Values and Notions of Children, Childhood and Consumption*, 213-30.
- Carrotte, E. R., Vella, A. M., & Lim, M. S. C. (2015). Predictors of "liking" three types of health and fitness-related content on social media: A cross-sectional study. *Journal of Medical Internet Research*, 17(8). doi:10.2196/jmir.4803
- Cobb, G. (2017). "This is not pro-ana": Denial and disguise in pro-anorexia online spaces. *Fat Studies*, 6(2), 189-205.

- Fardouly, J., & Vartanian, L. R. (2015). Negative comparisons about one's appearance mediate the relationship between Facebook usage and body image concerns. *Body Image, 12*, 82-88. <http://doi.org/10.1016/j.bodyim.2014.10.004>
- Fredrickson, B. L., & Roberts, T. A. (1997). Objectification theory: Toward understanding women's lived experiences and mental health risks. *Psychology of Women Quarterly, 21*(2), 173-206.
- Ghaznavi, J., & Taylor, L. D. (2015). Bones, body parts, and sex appeal: An analysis of# thinspiration images on popular social media. *Body Image, 14*, 54-61. <http://doi.org/10.1016/j.bodyim.2015.03.006>
- Gibson, M. (2012, March 29). Thinterest? When social networks and body image collide. *Time*. Retrieved from <http://newsfeed.time.com/2012/03/29/thinterest-when-social-networks-and-body-image-collide/>
- Grabe, S., Ward, L. M., & Hyde, J. S. (2008). The role of the media in body image concerns among women: a meta-analysis of experimental and correlational studies. *Psychological Bulletin, 134*(3), 460. doi: 10.1037/0033-2909.134.3.460
- Graham, M. (2009). The lie we buy: Beauty and culture. *Wanting to be her: Body image secrets victoria won't tell you* (pp. 14-16). Westmont, IL: InterVarsity Press.
- Hefner, V., Dorros, S. M., Jourdain, N., Liu, C., Tortomasi, A., Greene, M. P., . . . & Bowles, N. (2016). Mobile exercising and tweeting the pounds away: The use of digital applications and microblogging and their association with disordered eating and compulsive exercise. *Cogent Social Sciences, 2*(1), 1. <http://dx.doi.org/10.1080/23311886.2016.1176304>

- Holland, G., & Tiggemann, M. (2017). “Strong beats skinny every time”: Disordered eating and compulsive exercise in women who post fitspiration on Instagram. *International Journal of Eating Disorders*, 50(1), 76-79. doi:10.1002/eat.22559
doi: 10.1177/0146167207310457 .
- Leeds M. C., Liberti R. (2007). “Cause that’s what girls do”: The making of a feminized gym. *Gender & Society*, 21(5), 676-699. <https://doi.org/10.1177/0891243207306382>
- Lewallen, J., & Behm-Morawitz, E. (2016). Pinterest or thinterest?: Social comparison and body image on social media. *Social Media+ Society*, 2(1), 1-9.
doi: 10.1177/2056305116640559
- Lewis, S. P., & Arbuthnott, A. E. (2012). Searching for thinspiration: the nature of internet searches for pro-eating disorder websites. *Cyberpsychology, Behavior, and Social Networking*, 15(4), 200-204. doi: 10.1089/cyber.2011.0453
- Martin, A., & McDonald, M. G. (2012). Covering women’s sport? an analysis of sports illustrated covers from 1987–2009 and ESPN the magazine covers from 1998–2009. *Graduate Journal of Sport, Exercise & Physical Education Research*, 1, 81-97.
- Norris, M. L., Boydell, K. M., Pinhas, L., & Katzman, D. K. (2006). Ana and the Internet: A review of pro-anorexia websites. *International Journal of Eating Disorders*, 39(6), 443-447. doi: 10.1002/eat.20305
- Perloff, R. M. (2014). Social media effects on young women’s body image concerns: Theoretical perspectives and an agenda for research. *Sex Roles*, 71(11-12), 363-377.
doi:10.1007/s11199-014-0384-6

- Strahan, E. J., Lafrance, A., Wilson, A. E., Ethier, N., Spencer, S. J., & Zanna, M. P. (2008). Victoria's dirty secret: How sociocultural norms influence adolescent girls and women. *Personality and Social Psychology Bulletin*, *34*(2), 288-301.
- Talbot, C. V., Gavin, J., van Steen, T., & Morey, Y. (2017). A content analysis of thinspiration, fitspiration, and bonespiration imagery on social media. *Journal of Eating Disorders*, *5*(1), 40.
- Thompson, K. J., Heinberg, L. J., Altabe, M., & Tantleff-Dunn, S. (1999). *Exacting beauty: Theory, assessment, and treatment of body image disturbance*. Washington, DC: American Psychological Association.
- Tiggemann, M., & Slater, A. (2013). NetGirls: The Internet, Facebook, and body image concern in adolescent girls. *International Journal of Eating Disorders*, *46*(6), 630-633.
doi: 10.1002/eat.22141
- Tiggemann, M., & Zaccardo, M. (2015). "Exercise to be fit, not skinny": The effect of fitspiration imagery on women's body image. *Body Image*, *15*, 61-67.
<http://dx.doi.org/10.1016/j.bodyim.2015.06.003>
- Verdonk, P., Seesing, H., & de Rijk, A. (2010). Doing masculinity, not doing health? A qualitative study among Dutch male employees about health beliefs and workplace physical activity. *BMC Public Health*, *10*(1), 712. doi: [10.1186/1471-2458-10-712](https://doi.org/10.1186/1471-2458-10-712)
- Wade, L. & Ferree, M. M. (2014). *Gender ideas, interactions, institutions* (pp. 144). New York, NY: W. W. Norton & Company.

ACADEMIC VITA

Academic Vita of Lauren Blair
Email: lauren.blairx23@gmail.com

Education

The Pennsylvania State University, Abington, PA

Graduation: May 2018

Major(s) and Minor(s): Psychological & Social Science (Major); Sociology (Minor)

Honors: Schreyer Honors Scholar; Civitas Victus Dictio Honor Society; Psi Chi

Honor Society; Phi Kappa Phi Honor Society; Dean's List

Thesis Title: A CONTENT ANALYSIS OF FITSPIRATION IMAGES ON PINTEREST

Thesis Supervisor: David Hutson

Work Experience

Date 8/2014-Present

Title: University Relations Staff Assistant

Description: Perform general clerical duties – copying, scanning, filing, and working on Excel. Additionally, gifts such as mugs and baskets are carefully put together for events.

Institution/Company (including location): The Pennsylvania State University, Abington, PA

Supervisor's Name: Judy Reale

Interests & Activities:

Shadowing Experience

St. Mary Rehabilitation Hospital

June 2017

- Shadowed an occupational therapist assisting geriatric population with neurological illness or injury

Holy Redeemer Hospital

May-August 2016

- Role: Professional Internship
- Shadowed occupational therapists working with geriatric population in acute/subacute settings

Spin, Inc.

June 2015

- Observed children in an early childhood school setting both with and without disabilities

Community Service Involvement

- Volunteered at Autism Cares Foundation; Toys for Tots Warehouse; Alex's Lemonade Stand Foundation; Aids for Friends; Be the Match Walk and Run