

Female body representation by Instagram plus size models who share  
body positivity content.

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# FEMALE BODY REPRESENTATION BY INSTAGRAM PLUS SIZE MODELS WHO SHARE BODY POSITIVITY CONTENT

## ABSTRACT

The growing trend of body positivity and the awareness shed on issues of body image disorders has also become a prominent part of the social media landscape. With the growth of Web 2.0 and the new opportunities provided by social networking sites (SNS), communities find such platforms as an appropriate outlet to spread the movement. With such growth, these newer concepts also become a focus point of research. Scholarly work on topics such as eating disorders, body image and beauty ideals has extended to newer concepts such as body positivity, fitspiration, and fat acceptance.

The present study aims to build on existing work and provide new insights from a new audience perspective. The study provides a content analysis of body positivity content shared by plus size models. More specifically, the study will research the question of '*How is the female body portrayed through captions and imagery shared by Instagram plus size models who create body positive content?*'. A set of 160 Instagram captions and 80 images were analyzed through the qualitative research methods. The method of thematic analysis and visual analysis has been used, on a corpus of captions and images collected through a purposive sampling based on a prior defined criterion.

Results of the research come to show that the female body was generally portrayed through positive narratives relating to categories such as body acceptance and love, body appreciation and inner positivity. Through the course of research, some negative concepts have appeared, however these concepts mostly defined criticism towards widely accepted beauty ideals and diet culture. Additionally, the imagery depicted the female body in its most natural light, showcasing flaws and imperfections. These flaws, accompanied by captions were defined in a constructive manner and in fact with an aim to turn the narrative; proving that no female body is perfect.

This research has employed existing theories and concept of other scholars on the concept of body positivity and applied these proven theories from a new demographic. While the research has reached a coherence with other research findings, some new concepts have also emerged, which can be further explored in future research.

**KEYWORDS:** Body positivity, Instagram, Body Image, Social media, Plus size

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## 1. Introduction

Beauty ideals and body size have long been correlated, and our history depicts shifts in how beauty is perceived when it comes to the human body and, more particularly female body. In fact, looking back from a historical perspective, we know that the thin body had negative associations. On the other hand, having a curvaceous body was a synonym for wealth, grace, and prosperity (Battan & Stearns, 1998). Battan and Stearns (1998) explain the root of this shift in several ways. According to them, in the United States, there was a pre-existing dislike towards the fat in the 1890s' which was yet before the popularized trends of weight loss. The actual causes were rooted in the desire to maintain one's moral boundaries in an era of abundance. People sought a way of self-discipline by restraining themselves and their food intake to compensate for the new forms of consumerism. As a result, those people with excess weight were stigmatized and considered morally weak. This stigmatization affected even more, the women, especially after their newfound freedoms; in the 1920s' weight control became a new form of virtue for women.

While history is fascinating and there is much to explore, no matter the root cause, the state of the thin ideal in today's world is alarming. The thin female body ideal has a long-standing history; as mentioned it is brought by the western society both connected to the historical shifts and events (Battan & Stearns, 1998) but also due to the depiction of idealized female bodies in cinema, advertising, and fashion (Volonté, 2017). Especially, the mass media channels have been defined as major contributors to appearance ideals.

The ideal standard for the female body has always been portrayed as extra slim, and this unreasonable thinness often has been brought about by the western media. Thus, putting in danger adolescent girls and all female who look up to these beauty ideals, which are unattainable and unrealistic (Musetti et al., 2020). Interestingly, while both male and female bodies are objectified by mass media, these genders have different approaches when coping with issues of body image. While men tend to manage image issues with physical activity and aggressiveness, females have the tendency to internalize and use strategies that, in long term, can raise issues of body image disorders and shame (Musetti et al., 2020). Over time, the female body has been a subject of social parameters, fitting in defined features and widely accepted standards. For example, for a long time, the middle class, white, thin woman ideal with fine features has been the golden standard. This standard has been so widely accepted in our society; despite the changes with regard the beauty ideals, we can still encounter this stereotype of female beauty (Ponterotto, 2016). The rising standard for thinness has been ramified with other desirable features like large breasts and toned muscles (Donaghue & Clemitshaw, 2012).

Because of the depiction of unattainable beauty standards, self-comparison to such idealized images has led to lower body satisfaction and health related concerns (Clayton et al., 2017). The lack of media literacy and exposure to such imagery at a young age creates a concerning susceptibility

towards these ideals especially amongst younger females (Donaghue & Clemitshaw, 2012). Thus, leading to internalization and these perfect bodies portrayed by the media becoming a true aspiration and benchmark for comparison (Donaghue & Clemitshaw, 2012). Speaking of self-comparison and health concerns, the over fixation on the physical properties of one's body and seeing one as is their body leads us to the theories of objectification by Fredrickson and Roberts (1997). Their theory comes to explain the extreme tendencies of identifying women with their bodies, focusing on their bodily appearance and how women internalize and accept these third-party observations as the primary view of their own bodies. Therefore, also leads to self-objectification, depression, body shame, illnesses, and more (Holland & Haslam, 2013). In addition to these theories, a study by Musetti et al. (2020) discusses the predisposition of females towards low body esteem. It has been found out that adolescent girls compared to boys, have lower body esteem, and while going through adolescent, the low body esteem in girls tends to increase while for boys it decreases (Musetti et al., 2020). The Social Comparison Theory comes to explain the negative relation of mass media's influence on body image and self-evaluation. According to this theory, the individual seeks information for comparison in a social environment due to their drive for self-understanding and evaluation (Musetti et al., 2020). In the case where the social comparison is upwards, meaning that the individual compares themselves to someone they consider as superior, the effect is self-deflating and negative. The research by Musetti et al. (2020) reaches the conclusion that there is a negative association between mass media influences on body image and body esteem. They have found out that those adolescents who internalize sociocultural ideals and who are influenced to alter their body image in order to reach such standards have reported a worse body evaluation.

Additionally, more recent scholarly work by Brathwaite and DeAndrea (2021) also supports the idea that current narrow beauty standards lead to problems such as body dissatisfaction amongst women, restrictive eating behaviors, and negative mood. While they connect these issues to the portrayal of the ideal beauty in mass media, they also connect this problem to the newer media channels and especially Instagram due to the reason that these channels also depict such beauty standards (Brathwaite & DeAndrea, 2021).

To this day, despite the strides in scholarly research on body image, eating disorders, and psychological effects of advertisements of the thin ideal, we can still observe favoritism towards the widely accepted beauty ideals popularized by mass media. To depict the dominance of the thin ideal, we can observe the persistence of the small sized models within the fashion industry to this day. Especially considering the high fashion brands which are more reluctant toward 'plus size' models and despite the strides in diversity and inclusion within the fashion industry (Business of Fashion, 2020), we can observe criticism towards high fashion brands and lack of model size diversity on fashion week runways, and controversial discussions on the label of 'plus size' (Schild, 2020). According to Volonté (2017), despite the fattening of the overall world population, the hegemony of

the thin model persists in the fashion industry and brands, and it proves that the thin body is given a privilege.

Brathwaite and DeAndrea (2021) claim that such narrow beauty standards lead to problems such as body dissatisfaction amongst women, restrictive eating behaviors, and negative mood. While they connect these issues to the portrayal of the ideal beauty in mass media, they also connect this problem to the newer media channels and especially Instagram due to the reason that these channels also depict such beauty standards (Brathwaite & DeAndrea, 2021). Currently, one of the most popular social media channels is the platform of Instagram, which in its essence, is a place to share photos, like and comment, and engage with other users. The platform of Instagram has been linked to concerns about body image and dissatisfaction (Tiggemann et al., 2020). According to Lazuka et al. (2020), the increased use of mobile devices also unlocks access and more exposure to images on social media, which influence the body image.

Such negative effects of Instagram also lead to new forms of online activism, one of which is the emerging movements connected to the topic of idealized beauty; the movement of body positivity (Tiggemann et al., 2020). Body positivity can be defined as a movement that challenges the widely accepted beauty standards and ideas and aims to show that regardless of the size, shape, and features, all bodies are beautiful. Additionally, the idea of body positivity is to appreciate one's body, health, and functionality rather than seeing it as an object of beauty (Cohen et al., 2020). According to Sastre (2014), the body positivity has its origins in the feminist communities, and the online movement evolves much around the ideology of a healthy body image through sharing personal journeys and women seeking a positive relationship between the self and the body. Under the theme of body positivity, there have been many initiatives such as websites that promote the acceptance of diverse body types, challenge the thin ideals (Sastre, 2014), growth of online communities of body positivity on Instagram, and the rise of influencers who promote the idea of body positivity (Lazuka et al., 2020). Next to the communities and the feminist movements, the body positivity ideology has also been capitalized on by the advertisers and has become a commercial tool. As Luck (2016) claims, the body positivity is now also highly used by marketers for feminist activism and has become a tool for selling products targeted with empowerment messages.

Regardless of the body positivity movement, topics of obesity, weight management, diet culture, and the ideal of the thin body are dominant topics on social media. In addition to the popularity of this channel and the influence, it has on its users, the constant exposure and focuses on content about the idealized body can lead to toxic behaviors such as self-comparison, negative body image, and even eating disorders (Marks et al., 2020). As a response to these concerning effects, some brands do take the initiative to use average and plus size models, one of the many consequences and responses to the thin fashion model standards (Clayton et al., 2017).

Previous research and findings present us with the history of how the idea of the thin female body has been popularized, and how it has been established as the accepted standard within the fashion

industry, and it continues to rule. The research depicts how the newer media channels such as Instagram continue the portrayal of these problematic ideals, yet movements such as body positivity seek to normalize the different body types (Brathwaite & DeAndrea, 2021). Another sign of the increased popularity of the body positivity movement is the initiative of brands on social media using content such as make-up free imagery use of plus size models for campaigns and clothing lines (Brathwaite & DeAndrea, 2021). Some of the research already explores the effects of such movements on women's self-perception and mood. Other research focuses on the linguistic side of such content.

There are several reasons why the topics of body image and movements of body positivity are important for the current research. Firstly, as mentioned, social media channels like mass media have a great influence on the portrayal of beauty standards and their effects on women's self-perception, body satisfaction, and eating and body image disorders. Relating to that, the research also would help to understand the effects of alternative forms of content (body positivity, plus size models, fatspiration etc.) on women's psychology and mood. The prominence of social media and its role in the portrayal of beauty standards is important for research. Especially the body positivity, as a widely spread phenomenon, understanding and researching this movement carries both a societal and academic relevance. Increasing our knowledge in this area can also have a contribution to other areas such as studies of eating disorders, psychological problems and lack of self-esteem, and insecurities amongst the younger generation. While there is an extensive body of research on the issues of eating disorders and body image, the movement of body positivity is relatively new, and there is an existing research gap in the area of body positivity and plus size models. More specifically, while existing papers separately focus on the movement of body positivity or the use of plus size models by brands or for advertising, a research gap exists when it comes to the relationship of plus size models and body positivity. For that purpose, the following research question has been formulated:

*“How is the female body portrayed through captions and imagery shared by Instagram plus size models who create body positive content?”*

Sub-question(s):

*“What are the reoccurring themes in the body positivity content shared by plus size models on Instagram?”*

## **2. Theoretical framework**

The theoretical framework for this paper explores the topics of body positivity, social media and body image issues, and the evolution of body trends. While these topics are the focus points, within the framework, various research and scholarly work is used to define and bring an in-depth understanding of the main concepts within the scope of this research. Through an in-depth analysis, the theoretical framework aims to provide a ground for an inductive research approach and contribute to existing knowledge by other researchers.

### **2.1. Body Positivity on social media**

The chapter on body positivity on social media will firstly define the concept of body positivity, what are the origins of this movement, and what it entails. While discussing the movement of body positivity, the focal points include a more extensive focus on this movement rather than solely focusing on the rise of this movement on social media. On the other hand, the chapter includes an emphasis on the part social media takes when it comes to the newer forms of this movement and how the newer media channels become accelerators of the movement, giving the body positive community a platform to broaden their audience.

The body positivity movement is considered a recently emerging phenomenon, while according to Darwin and Miller (2020), its roots can be traced back to the fat acceptance, which was developed throughout the 1960s'. Back at those time, the topic of body positivity covered an array of aspects and had a more holistic approach when promoting a positive body image and has been part of the women's liberation process. Fast-forward to today's social media society, the movement of body positivity sometimes is considered a more mainstream form of this liberation movement (Darwin & Miller, 2020). Nevertheless, the current movements of body positivity are still fighting against the dominant notions of idealized beauty standards, the thin ideal, and inaccessible body image (Cohen et al., 2020). The movement does not only go against these standards, but it celebrates the diversity of body shapes and sizes with the goal of promoting an acceptance of broader beauty ideas (Stevens & Griffiths, 2020).

To give a more in-depth understanding of the fat acceptance movement, we can refer to McMichael (2013), who gives an extensive explanation of this movement and its community.

According to her, even the deeply rooted negativity of the word fat was a reason why the movement was named fat acceptance. Because it has such a negative connotation and is almost used as an insult, the movement aims to reclaim the word. The movement is both an offline and an online fight against the stigma toward people of diverse sizes. As hinted before, the movement has actually derived from feminist groups, and it has various names such as fat pride, fat acceptance, or fat liberation (McMichael, 2013). Indeed, the fat acceptance movements were triggered by and adopted similar strategies as other social movements such as the feminist movements, gay rights, and civil rights movements (Afful & Ricciardelli, 2015). When we look at the fat acceptance movements today, the online platforms and social media provide various tools, and the movement develops further through the online sphere, and other dimensions such as the fatosphere (online blogs of fat activists) (Afful & Ricciardelli, 2015) or other movements supporting body image issues like the body positivity movement. Other roots of the fat activism date back to the 1950s United States as a reaction to the anti-fat discussions and the way obesity was labeled as a medical condition (Afful & Ricciardelli, 2015). With regards to the discussion around obesity and the controversy of fat acceptance movements promoting an unhealthy lifestyle, the concerns around the 'obesity crisis' also put pressure on body weight (Donaghue & Clemitshaw, 2012). More specifically, this issue also comes across as a healthism, which is a western understanding of health and illness as a result of our personal choices. The understanding of healthism is another trigger for the thin ideal as it aligns with the same ideology because body size is considered a modifiable feature through our eating choices, while obesity is labeled as a risk factor (Donaghue & Clemitshaw, 2012).

Speaking of body positivity, this movement is far more broadly defined compared to fat acceptance. While acceptance of body size and features is a part of body positivity, there are other accompanying aspects. Body positivity promotes acceptance of bodies regardless of size, shape, color, features, shape, and physical abilities (Leboeuf, 2019).

According to Cohen et al. (2019), the research in the area of body image literature has defined six components of positive body image: (1) the body appreciation, (2) body acceptance and love, (3) conceptualizing beauty broadly, (4) adaptive investment in body care, (5) inner positivity, (6) protective filtering of information.

Tiggemann et al. (2020) identify that the posts of body positivity on Instagram usually depict images of women usually of large-size, diverse, dressed in swimwear or showing their imperfections and are unretouched. Some of the other characteristics of the body positivity content on Instagram include the use of hashtags such as #bodypositivity and #bopo; posts also include the sharing of images with body types that are most underrepresented in the media (Cohen et al., 2020). Other aspects of body acceptance are covered through captions and images which portray and acknowledge the appearance of cellulite, stomach rolls, belly, and other imperfections. Despite the criticism of the underrepresentation of body types and features when

it comes to the body positivity movement, this study by Cohen et al. (2019) actually found that posts depicted a wide range of body sizes and features that diverted from the commonly accepted beauty ideals. In contrast, a more recent work by Gelsinger (2021), claim that the body positivity movement on Instagram is in fact lacking inclusivity and despite being a movement supporting variety of female body sizes, and especially representing the plus size community, the posts also supported the thin ideal. However, this particular research was focused overall on posts including the hashtag body positivity and the sampling might have affected the results as many of the findings have also focused on top performing posts (Gelsinger, 2021).

Furthermore, the body positivity posts range from sharing images and captions which praise the appearance of larger body types to exposing the trick of a retouched image by sharing before and after edited images to create awareness, to body positivity quotes and posts that focus on health and functionality rather than aesthetics of the body (Cohen et al., 2019). Generally accepted or as portrayed in social media, body positivity is a helpful approach to fostering a more positive body image. The body positivity research has largely focused on the positive effects of Instagram posts which contain body positive captions on self-evaluation and perception. Yet, there is limited research on the effects of body positive captions as well (Tiggemann et al., 2020). According to Vandenbosch et al. (2022), while some research indicated no visible influence of body positivity content exposure on the body image perception, other scholarly work actually indicates an increase in body satisfaction. Specifically, research conducted amongst a younger female sample indicated such improvement. Yet, it is worthwhile to add that several research findings indicate variance in findings about the effects. Therefore, this comes to show that the content and its effects need more academic research, but the effects seem to be promising (Vandenbosch et al., 2022).

## **2.2. Plus size models**

This section of the theoretical framework focuses on the literature about plus size models. It encompasses an array of scholarly work defining what plus size models are, the representation of plus size models in the fashion industry, and how the movement of plus size representation has spread through the online channels and while it is still an issue for the retail and fashion world, the movements around body image issues spread the awareness.

According to Limatius (2019), although the plus-size fashion industry starts from a clothing size of 46EU, very often, the plus size fashion models are smaller compared to the targeted consumer. Moreover, the concepts of plus—size fashion and model are not gender neutral and often connect to solely women. In a more recent study Limatius (2020) also supports the idea that the objectification of the female body is more prominent than the male and that social acceptability is rather connected to the female gender. As a result, the movements such as body positivity are also gendered movements focused on women (Limatius, 2020). One of the leading factors which stigmatize plus size bodies and especially women, is the fashion industry. By offering a very little representation to bigger size models on fashion shows, magazine covers, and advertisements, this industry creates a low visibility of diverse body types (Limatius, 2019).

This exaggerated representation of the thin body standard has gone so far that in some markets and countries, legislations have regulated the depiction of models under a certain standard considering the health of models and the effects on consumers (Moreno-Domínguez et al., 2018). Social comparison theories help to explain why this exaggerated depiction of the thin beauty standard is so harmful. The theory suggests that individuals commonly compare themselves to peers and others in order to evaluate themselves, their worth, and abilities (Moreno-Domínguez et al., 2018). Such comparisons, depending on the perception of inferiority or superiority, can result in an inadequate self-evaluation and dissatisfaction with one's body image (Moreno-Domínguez et al., 2018). That is why exposure to thin models is connected to self-dissatisfaction by researchers. On the other hand, as movements such as body positivity are on the rise, researchers have found out that women who view advertisements depicting plus-size models feel better about their bodies compared to advertisements showing thin models (Hendrickse et al., 2020). Despite the progress in depicting plus-size women in fashion, the retail and fashion world still holds issues when it comes to the representation of diversity and inclusion. One of the major issues when it comes to plus size fashion and the representation of diverse body types is the experience of shopping and the product availability. Due to the unpleasant experience and alienation of the plus size consumer, many women turn to online options for shopping rather than experiencing the feelings of embracement shopping at the plus size sections. Furthermore, the plus size consumer is often times troubled by finding appealing or fashionable pieces. Not only limited to size and fashionable apparel availability, but other issues include the discussions of having inadequately designed spaces designated for plus size shoppers, and even the question "why plus size consumers are separated and alienated by the rest?" (Anthony, n.d.).

The study by Webb et al. (2017) has looked at prior content of movements such as Thinspiration and Fitspiration, as well as exploring the fat-accepting communities on Instagram. According to their findings, the content of thinspiration and fitspiration posts on Instagram include the usual themes of sexual objectification, the fat stigmatization, exercising for appearance, and glorification of the thin body (Webb et al., 2017). Importantly, the female body has been mostly portrayed in these

movements as an embodiment of the thin beauty and the fitness aesthetic. As a response to such content, the movement of fat blogging individuals has appeared, creating the term of "Fatosphere" where these bloggers would share the content of Fatspiration and self-acceptance. Despite the research in this area, Webb et al. (2017) express the need for further research on such content of plus size women on other channels such as Instagram, where people advocate for diversity of sizes and acceptance.

Current literature on plus size models highly focuses on the fashion model industry and their role in comparison theories, the negative effects of the thin models versus the effects of viewing plus size models.

### **2.3. The evolution of body trends**

The aim of this section on body trends is to explore the way beauty ideals and perceptions of "what is beautiful?" change and evolve. The focus is to give an understanding of the way beauty, and the ideal body is defined over time and how history, culture, and gender are crucial in the process of trend development. The section includes literature giving examples of how the thin ideal has evolved over time and what shifts we can observe in current trends. Lastly, these trends can be identified through sociocultural trends, representation in media, or a rise in demand for particular commodities which reflect the underlying beauty ideals.

Our body image and evaluation of our body weight are considered to be influenced by a number of sociocultural factors, and they are at constant change over time (Neighbors et al., 2008). According to Neighbors et al. (2008), the definition of the ideal body is everchanging because it is, first of all, a representation of society's perception of the ideal body, and thus with the changes within our society and culture, the definition of the ideal body also changes. Some of the examples of these changes Neighbors et al. (2008) point out to be the periods of time between 1920 to 2000 and the progressive thinning of models participating in Miss America, from 1959 to 1987, the change of body of models in men's magazines and lastly, change of body size in fashion models from 1959 to 1999.

Another important condition to consider is also the fact that the perception of beauty is culturally conditioned (Singh, 1993). The development of body ideals and the changes in ideal considered female body standards can also be observed through the portrayal of the female body in movies, advertising, fashion, and magazines. The research by Katzmarzyk and Davis (2001), who conducted an extension to other scholarly work which initially indicated the evolution of the female body portrayal in the Playboy magazine throughout the years of 1950 to 1980 and 1979 to 1988. While the initial study looked at the curvaceousness of the female body in the centerfold pieces of the magazine, the findings indicated a shift from 1950 to 1980 toward a slimmer female body, and in the

period of 1979 to 1988 it reached a plateau. Contrasting to that finding, in the same year gap, the model sizes in the contest of Miss America continued to decrease. As an extension to this study, Katzmarzyk and Davis (2001) created a follow up research for the years of 1978 and 1998 and found out an even greater decline in expected body weight, with 77.5% of the models being more than 15% underweight.

Generally, body size and body fat percentage are often correlated with the idea of female body ideals (Singh, 1993). However, next to the sociocultural differences when it comes to beauty ideals, studies have also shown that genders also differ in their understanding of the attractive female body (Singh, 1993). For example, men and women might differ in their perception of what is an attractive female body; while women assume that males prefer a thin figure, men often prefer female figures which are not as thin (Singh, 1993). An important aspect to note is that many studies also focus mostly on the ideas of thin versus fat. However, the body fat distribution also has effects on body shape irrelevant to the size itself (Singh, 1993). Therefore, making it possible that ideas of an ideal body can vary based on body shape and not only size.

Looking at the current trends, some indications of change in popular body trends are also the rise in certain cosmetic procedures. A particularly current trend is the rise of the 'Brazilian butt lift' (BBL) procedure which is essentially a surgical buttock augmentation procedure (Johansen & Andrews, 2021). According to Johansen and Andrews (2021), BBL, once a procedure available in a few clinics, is now a widely spread and sought-after cosmetic procedure. As new trends create a demand for certain procedures, we can also observe the shift in body trends through such demands (Johansen & Andrews, 2021). Considering the hype around the thin ideal and it's being the dominant idea of the female body in the 20<sup>th</sup> century (Volonté, 2017), now the rise of demand for BBL can indicate a shift toward a more curvaceous body rather than the thin ideal.

### **3. Methodology**

#### **3.1. Research design**

The research design has been formulated accordingly to the research question at hand with the aim of giving an in-depth understanding of the current topic. The aim of the following research design is to give an answer to the initial research question as follows: *'How is the female body portrayed through captions and imagery shared by Instagram plus size models who create body positive content?'*. Next to the research question, the aim is to answer the sub-question of *'What are the reoccurring themes in the body positivity content shared by plus size models on Instagram?'*.

Previous studies have explored the topic of body positivity both through the use of qualitative and quantitative methods. Some of the studies, such as Tiggemann et al. (2020), have focused on the

effect of body positivity on body image, others like Simon and Hurst (2021) have explored the effects of such content on eating habits and mental health, and some focus purely on the content shared and its characteristics. Similarly, the aim of this study is to understand how the female body is portrayed by plus size models who share body positive content. More specifically, the current research will utilize existing literature on body positivity and combine inductive and deductive research approaches to interpret the imagery and captions from this demographic. The research will examine a different demographic group of plus size models and the content they share that fall under the body positivity category.

The reason for the choice of this demographic is the lack of current research on body positivity from the perspective of plus size models. Most of the current research connecting the plus size models with the body positivity movement focuses mostly on commercial advertisements and the fashion industry. The plus size models have been used to counter the negative effects of the idealized thin beauty standard (Clayton et al., 2017). More and more companies decide to portray plus size models in their campaigns, and viewing larger bodies has shown to have positive effects on women's self-perception (Hendrickse et al., 2020). However, this paper will examine the profiles and content of plus size models on Instagram independently of the fashion industry and business, which will create a unique perspective and give new insights.

Additionally, the study will utilize methods of qualitative research. The reason for the choice of qualitative research is the nature of the topic, as the aim is to understand how the female body is portrayed using the tools of body positivity. Furthermore, another reason is the research aim is for a descriptive approach where new concepts can emerge.

According to Brennen (2017), methods of qualitative research include meaning-making processes that explore the topic at hand at a deeper level rather than making causal relationships, and they contribute to the understanding of certain phenomena at a deeper level. The qualitative research methods, in essence, help with the interpretation of the world surrounding us because there are numerous contracts and interpretations of different phenomena (Brennen, 2017).

For qualitative research methods will be used the tools of content analysis and, more specifically, the method of thematic analysis and visual analysis. The reason for opting for a thematic analysis is the inductive and deductive approach. The research will utilize already existing themes from previous researchers such as Cohen et al. (2019), yet it will also look for new and reoccurring themes. Next to that, the method of visual analysis will help to explore the connotations and denotations within the shared imagery. The reason for including a visual analysis as a second method is the nature of the social media platform and visual-oriented culture. Instagram is an imagery-based platform where sometimes the image plays even a more important role in conveying a message (Lee et al., 2015). In relation to this, using a visual analysis can contribute with new insights and enrich the collected data.

### 3.2. Sampling strategy

For this research, the methods of thematic analysis and visual analysis will be used on a corpus of text and visual posts shared by plus size models on Instagram. While the term ‘plus size’ can be considered both a sizing category in retail, in this context, it will be used to define models on Instagram who are both on the smaller and larger spectrum of plus size. According to plus size in retail in the US, it is considered to be size 14, and above however, since it is technically unfeasible to identify the model size through imagery, the sampling strategy will focus on choosing models that differ from the traditional thin model by looks and whose content discusses issues of body positivity, foster positive body image and talk about narrow beauty ideals. Additionally, considering that within the high fashion industry plus size is, in fact, anything above the US size 8, as mentioned, the research will both focus on the lower side and higher side of the plus size specter, which can be considered average female body. Non-probability, purposive sampling will be used for the choice of influencers and the posts that will be analyzed. Purposive sampling is a strategy of setting up a group of selected cases or materials that will provide are representative and useful for the study of the phenomenon (Campbell et al., 2020). Additionally, purposive sampling gives more depth rather than breadth which is more important for this topic. Using purposive sampling and creating a criterion also has an iterative nature, and other researchers will be able to replicate the research process (Campbell et al., 2020).

The choice of profiles will include models/influencers with a following above 5,000 and who might practice modeling, be influencers, or activists within the body positivity community. The sample size includes in total of 160 Instagram captions and 80 images. The images will be randomly selected from the ones accompanying the selected caption. The reason for the selection of fewer images than captions is mainly due to the aim of the research. The use of visual analysis is mainly with the aim of supporting the findings from the content analysis and giving a second source of information. However, as the main idea of the research is to define how the female body is portrayed and what themes reoccur in such content, the use of less imagery will be appropriate. While the images can provide a piece of visually descriptive information and mostly rely on the connotative interpretation of the one who is performing the visual analysis, the coding of captions will provide a more reliable outcome. This is due to the literary meaning in words and the easy follow up of a code book that can also be replicated by follow up research. Though the coding process captions and imagery will be coded separately, however, the derived themes and findings will be used and merged in the analysis in order to support the reoccurring themes and derive to a stronger argumentation and results. The purposive sampling will include the use of sampling criteria. The criteria are divided into two sections for imagery and captions. The criteria for choosing the captions included: the use of particular hashtags such as #plusize, #bodypositivity, #plusizemodel, #normalizeeverybody, #plussizefashion, and others. Additionally, the content will include posts that discuss any topic related to body image, plus size women/fashion, body positivity issues, or about the topic of beauty

ideals. When it comes to the choice of imagery, the images will be selected from those who accompany the captions, and the purposive sampling criteria only require for the images to feature the person in the image as the topic requires exploring how the female body is portrayed through the captions and imagery.

Regarding the issues of ethics and confidentiality, especially internet research, ethics require the consideration of several important issues, of which an important one is the informed consent (Franzke et al., 2020). Respecting the anonymity and confidentiality of individuals is an ethical question that can be raised in such cases when dealing with internet research. However, when we speak of informed consent, this issue can be mostly raised in research cases dealing with big data and, more specifically, for semi-private data or private data (Franzke et al., 2020). Unlike the before mentioned, this research focuses on fully public profiles with free access and with the status of public figures and influencers. Additionally, due to the selection criteria of participants, no issues of ethics are foreseen with regard to anonymity and consent. Due to the selection of models on Instagram with above 5,000 followers and the shared images and posts being publicly shared by the models on a platform accessible to everyone, there are no requirements for informed consent. However, two additional steps are taken to ensure. No ethical dilemmas occur when it comes to the use of images; firstly the captions will be coded anonymously, and secondly, the visual analysis will be only used for supporting data, and the results will be reported in the results section. While the imagery is collected through public profiles and shared on a worldwide public platform, due to the nature of images (some of which include a relatively nude portrayal of the female body) and in addition to the topic at hand, the coded images will not be included in this paper.

### **3.3. Data collection and analysis**

As mentioned above, the data will be collected from the Instagram profiles of plus size influencers and models on Instagram. The data collection process will include the screenshots of imagery and textual data collected from caption posts that fit within the sampling criteria. For the analysis of data, a code book will be created based on previous themes developed by Cohen et al. (2019), and additional themes will be created based on reoccurring themes which do not belong to the previous categories. The coding procedure will be both inductive and deductive, where existing themes will be used in the code book, and new themes could be created during the coding process. As mentioned previously, the research by Cohen et al. (2019) identifies six core components that explain the concept of body positivity, these core components, which will be purposed as coding criteria, include: (1) body appreciation, (2) body acceptance and love, (3) conceptualizing beauty broadly, (4) adaptive investment in body care, (5) inner positivity and (6) protective filtering of information. The first component will identify a content that praises the health and functionality of the female body and is about gratitude; the second theme of body acceptance focuses on the acceptance of body features as they are, which might not necessarily fit within widely accepted

beauty ideals, third is the idea of seeing the diversity of beauty and inner character, followed by the fourth category focusing on the needs of the body which might relate to exercise, hydration, supplements, or others. The fifth coding category is about inner positivity. It could be related to positive feelings, mindfulness, kindness, and lastly, the sixth category is about rejecting negativity and looking for positive information. The program Atlas.Ti will be used for the process of coding the textual data. Next to that, a visual analysis table will be used for the coding of images, where the connotations and denotations will be described on four different criteria: The general image as a whole, the objects, the background information, and the salience in terms of what calls the attention. The process of visual analysis will be fully inductive.

#### **4. Results**

The data collected from the Instagram accounts of plus size models who pioneer in body positivity has helped to derive several valuable outcomes for the subject at hand. The data has both shown results that comply with previous research and theories, while it has also provided additional new themes which could be valuable for future research topics.

The major focus of the data has been relevant to the previous research model by Cohen et al. (2019), where existing themes were predominant, and more importantly, all themes by the research focused on positive aspects. While the topic of body positivity at its core suggests a positive approach to the female body and perception, new emerging themes also suggest negative aspects or criticism. Lastly, the coding of the imagery also complied with previous research suggestions with a single difference where a new theme of active wear and sports was introduced.

##### **4.1. The positivity in ‘Body positivity’**

As discussed previously, the initial themes for coding included (1) body appreciation, (2) body acceptance and love, (3) conceptualizing beauty broadly, (4) adaptive investment in body care, (5) inner positivity, and (6) protective filtering of information. The additional themes include size discrimination in fashion, size friendly fashion, women empowerment, traditional beauty standards, fitness/diet culture, mental health, imperfections, self comparison, photoshop/filters, and lastly, nutrition and food.

The coded data revealed that most of the content published by plus size models on Instagram focused on the topics of body acceptance and love as well as body appreciation. While these were the two major focus points of the content, another aspect worthwhile to explore was the topic of conceptualizing beauty broadly. While Cohen et al. (2019) defined the concept of body acceptance and love as a way of accepting one's body features despite the broadly accepted ideals, the analysis also pointed at similar expressions. Many of the posts discussed issues of body acceptance, loving one's body as it is, and with any flaws. Talking about the natural female body was a focal point for many of the women as they also showed the importance of expressing what unretouched bodies looked like, both through captions and imagery. The initial findings of the imagery analysis have shown that the majority of posts have similar features depicting elements of a nude female body, the female body in underwear, swimwear, and lingerie. The imagery also highly focused on highlighting features such as stomach rolls, cellulitis, stretch marks, and other body elements, which in general societal view, might be considered flaws. On the other hand, the captions showed acceptance of many features, be it a body size, shape, stretch marks, beauty, or curves yet the biggest focus point was indeed size. Interestingly, while the size was a major focus of many posts, comments on weight were almost lacking. Some examples of captions regarding the theme of body acceptance especially relating to size, include: "Beautiful at every size 🧡 started out 2021 a size 14, starting 2022 a size 18. BUT I STILL LOOK AMAZING IN my lounge" and "Active people come in all shapes and sizes, and it is time for brands to show that. I am a size 14 with rolls and cellulite, and I love to run and workout!".

Speaking of size and shape issues, this brought the question of how the size and weight were discussed and shown through images. Firstly, talking about weight was not a major topic even though it has been mentioned, but size and shape were obvious through both captions and imagery. The size was mostly discussed in issues such as diet, fashion, and beauty ideals. On the other hand, the body shape was mostly a highlight of imagery. The imagery depicted the female body in its 'natural' way with minimal retouch and showcasing imperfections. One of the common patterns was the showcase of the current rising trend of the waist to hip ratio, where no matter the size, the female body is attributed with a smaller waist and larger hips. A trend which might even be characterized as the Kardashian effect, especially observed in the US currently, this obsession with thin smaller waistlines and larger hips is on the rise (Hunter et al., 2020). Similarly to the established thin ideal, the 'curvy ideal' (hourglass figure which is characterized by a small waistline and large hips, very often attributed to celebrities such as Kim Kardashian) is becoming another established beauty ideal and aspiration for many young women (Hunter et al., 2020). While the idea of promoting a 'curvy' body might relate to fostering acceptance towards different body types, in practice, the particular ideal brings a new problematic trend to which many females comply and even undergo aesthetic surgeries to achieve the hourglass look. In relation to the content analysis, while all posts of plus size models showcased natural bodies and celebrated the diversity of the female body, some images did come up with the pattern of highlighting angles that flattered more anything the waistline and hips.

The other two prominent themes were inner peace and mental health, and these themes were also related to body acceptance because many of the body acceptance posts also included inner positivity. Almost each body acceptance post included an expression of positive feelings, kindness, or inner peace. Contrasting to the first theme, where the body acceptance has strong notions and clear distinction between other themes, the inner positivity, in fact, relates to other themes and can be connected to many aspects. Looking at the coded data, the theme of inner positivity relates more to the mindset of the personas and the positive way they express certain topics, while body acceptance is an alone standing topic. There have been several exceptions to the theme of inner positivity where the focus point of the posts is more about the mental battle and mental health rather than physical. In those instances, the topic of inner positivity is a theme of its own, unrelated to physical appearance.

According to Cohen et al. (2019), conceptualizing beauty broadly, is about seeing beauty in a diverse way, and that is what exactly the posts of the plus size models included. Beauty was defined broadly in the sense of not only outwardly appearance. Beauty for these women was as much about personality, hobbies, sport, racial diversity, confidence, and happiness as size and shape. The broad definition of beauty was highly emphasized.

Next to the findings above, one particular theme which stood out both for images and through captions was about fostering a positive body image through sports and fitness. Interestingly, this theme was not mentioned by previous researchers. Another pattern derived from the imagery was the representation of sports as a part of fostering body positivity. The majority of the plus size models portrayed an active image and used imagery where they promoted being active, wearing sports gear and activewear, and the connotations behind these images hinted towards a positive relationship with one's body, that despite the size, all women can be active and enjoy sports. Some quotes that accompany the imagery support the idea that sports or fitness does not equal a perfect body. Equally, being active and doing sports does not require having a fit body as well. Examples of quotes include: ‘‘ Being athletic doesn’t mean you have to have the perfect toned body. Active people come in all shapes and sizes, and it is time for brands to show that.’’, ‘‘ This is what exercise should feel like. An act of love and celebration of the body we have. Not done for weight loss, or to burn off the calories you ate the day before...Just simply... Self-care.’’. The use of activewear and imagery of sports was not so much related to the weightless ideals or promotion of body goals, but rather it was an act of empowerment to stay healthy and that all sizes can enjoy sports.

#### **4.2. New emerging themes**

The deductive process led to several new themes, which include the topic of size discrimination in fashion, size friendly fashion brands, women empowerment, existing beauty standards, fitness/diet challenges, and mental health. However, the topics which were significantly discussed related mostly to the topic of discrimination in fashion and the promotion of size friendly brands.

Many of the plus size models whose accounts and posts were used included criticism towards the fashion industry and talked about the struggles of finding the size diversity in fashion and the opportunity to have fashionable clothing in a large variety of sizes. At a time when online shopping is the thing, as also discussed prior, the plus size consumer has not only the opportunity of online shopping but also has the preference. As suggested by Constance (2019), similarly to the posts by plus size models criticizing the variety of sizing and stylishness of plus size fashion, the issues with plus size retail are at large. The plus size consumer is often neglected, and as the social media posts suggest, it was one of the prominent issues addressed by these women. One of the quotes suggests " I learned at a young age that I would have to be creative in order to wear things that I want whether it's adding links to a belt, shopping men's clothes or making it myself.''. Constance (2019) also supports the notion that the body positivity community fights for the idea of fashionable plus size garments, and they do not want to change their bodies for fashion. The plus size community loves their bodies, and they want the fashion industry to adapt to their needs, and these women demand fashionable pieces which are worth the value for money (Constance, 2019).

In consistency with the fight against the thin-idealized fashion sphere and brands, the other focus of the plus size models has been the promotion of plus size friendly brands. The topic of size friendly brands has been both mentioned along with size with size discrimination in fashion but also used solely to promote size friendly brands. With regards to this theme, Constance (2019) also suggests that the body positivity community online does indeed support the size friendly brands and talks about brands that include a variety of size options.

## **5. Conclusion and discussion**

The research paper set out to answer the question of ‘‘*How is the female body portrayed through captions and imagery shared by Instagram plus size models who create body positive content?*’’. In the process of giving an answer to this question, the findings showcased, to some extent, consistency with already existing scholarly work but also exposed some controversy.

The key takeaways of the research lead toward a positive approach regarding how the female body is portrayed in the social media posts by the plus size community on Instagram. Both through captions and imagery, the women highlight the positivity and ways to appreciate one's body. While doing so, the female body is not necessarily shown in perfect light, but the positivity grows despite the human flaws and imperfections. Often times these flaws are celebrated. As already mentioned, topics of the female body and all that encompasses the physical and aesthetic features are nurtured and celebrated. While on the other hand, negativity exists relating to non-body related topics and more so as an expression of criticism towards societal pressure, the fashion and beauty industry who, set the unrealistic ideals for the female body.

The portrayal of the female body is more diverse when it comes to the narrative of the captions due to the variety of themes reoccurring. Contrasting to that, the imagery is mostly repetitive and similar. While captions discuss an array of body related topics, be it health, the functionality of the body, needs, activities, and others, the imagery often includes a naked approach to the body. The way images fit within the portrayal of the body seems more direct and aggressive because the images implicitly put the body in the spotlight. This approach can be construed both as a direct way of showing the female body as it is and in its natural state, while it also can be still considered an objectification of the body. Seemingly liberating way to comfort the ideal beauty standards though showing the real skin, stretch

marks, curves, and naked body, yet it can also appear like an over emphasis on defining women through their bodily appearance.

Considering the sub-question which was set to look ‘ ‘*What are the reoccurring themes in the body positivity content shared by plus size models on Instagram?*’ ’ next to the established themes of body acceptance, love and appreciation other new themes were discovered. For example, the theme of criticism towards the size discrimination in fashion brands was also fitting with the issues outlined by literature. As previously discussed, the retail and fashion world are seemingly ignorant towards size variety in clothing. Not only that but the plus size retail is lacking an appeal for the customer, which is an occurring theme derived from the research findings as well.

The current research paper offers explores the body positivity movement from a unique demographic perspective yet is also provides new possibilities for future research. The emerging news themes from the analysis can provide a possible direction for other research. Considering the need to further understand the effects of body positivity content on women, other intriguing take would be to explore use of imagery which involves less objectification of the body. As the findings suggest, on the one hand the content fosters a positive approach while maintaining a relative objectification through visual stimuli.

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## Appendix

# ATLAS.ti Report

## MA Thesis final

### Documents

Report created by Aylya Mihaylova on 21 Jun 2022

#### 1 Caption 1.docx

Text Document

#### Quotations:

- ☹ 1:1 ¶ 3, I am fully aware that my body doesn't fit societies standards and to be honest, I am at my heaviest... in Caption 1.docx
- ☹ 1:2 ¶ 3, I knew this moment was bigger than my insecurities and more for the representation needed in todays... in Caption 1.docx
- ☹ 1:3 ¶ 3, It was a complete honor to be feature along side 5 other inspirational women for @womenshealthmag #b... in Caption 1.docx
- ☹ 1:4 ¶ 3, "We women are limitless. I've shed years of negative comments about my body and weight, finally unde... in Caption 1.docx

#### Codes:

- inner positivity
- traditional beauty standards
- women empowerment

#### Content:

Caption 1

I got an email from my team that @womenshealthmag wanted to featured me in the magazine... but NAKED! I swear my heart dropped. Naked? What would my family think?! Will my peers judge me? I am fully aware that my body doesn't fit societies standards and to be honest, I am at my heaviest weight I've ever been, but it didn't take me much time to respond to the invitation with an eager yes! I knew this moment was bigger than my insecurities and more for the representation needed in todays magazines. Even if my photo only touched one person, that's all that mattered to me. Little hapa girl me, from Milpitas, CA would have never ever thought this could be a possibility. It was a complete honor to be feature along side 5 other inspirational women for @womenshealthmag #bodyissue. Even made it more special for me that it was during #aapiheritagemonth. Also, as a model this was huge deal for me. I've been modeling for 9 years trying to "break it" in the magazine world! God wanted me to do it naked 😊 "We women are limitless. I've shed years of negative comments about my body and weight, finally understanding with patience, knowledge, hard work and training, I could get to the finish line of any goal." Read more in my link in bio!

#### 2 Caption 2.docx

Text Document

#### Quotations:

- ☹ 2:1 ¶ 3, Shared my story with @brides on their recent style issue on what it is like shopping as a plus/curve... in Caption 2.docx

#### Codes:

- size discrimination in fashion

#### Content:

Caption 2

Shared my story with @brides on their recent style issue on what it is like shopping as a plus/curve bride..... and honeyyyy it is a struggle....but why?!! With the average size being a size 14, why is the bridal industry missing the mark?!! Linking it in my stories, but in the meantime peep at these epic photos done by myself and my group of friends @amijennercreative @amitsunami @beautybycrystal and Alice Le. Also thanks to @lovellabridal @weddingfashionexpert for dressing me!

### 3 Caption 3.docx

Text Document

#### **Quotations:**

☹️ 3:1 ¶ 5, This is a PSA that all bodies types are welcomed in any athletic setting! Don't feel intimidated at th... in Caption 3.docx

#### **Codes:**

- adaptive investment in body care
- body acceptance and love

#### **Content:**

Caption 3

This is a PSA that all bodies types are welcomed in any athletic setting! Don't feel intimidated at the gym because you may not "look" the part. You can be at any size and still be healthy and active. Loving these workout looks from @fabletics ! Head over to my story to see my workout and shop my favorite pieces! #FableticsAmbassador

### 4 Caption 4.docx

Text Document

#### **Quotations:**

☹️ 4:1 ¶ 3, Anyone else have the hardest time finding a comfortable, cute bralette? Being a size 38DD, I have ye... in Caption 4.docx

#### **Codes:**

- size discrimination in fashion
- size friendly fashion

#### **Content:**

Caption 4

Anyone else have the hardest time finding a comfortable, cute bralette? Being a size 38DD, I have yet to find a cute lacy bralette that lifts and shapes until wearing this one from @somaintimates . I liked it so much that I got it in 2 colors! LOL. Not only is it super comfortable, but it also is a great styling piece for your closet!

### 5 Caption 5.docx

Text Document

#### **Quotations:**

☹️ 5:1 ¶ 5, Issa a 2 piece kind of year no matter what size! in Caption 5.docx

#### **Codes:**

- body acceptance and love

### Content:

Caption 5

Issa a 2 piece kind of year no matter what size! 🍌🍌  
(suit: @mondayswimwear wrap: @ohpollyswim)

### 6 Caption 6.docx

Text Document

#### Quotations:

⦿ 6:1 ¶ 4, Being athletic doesn't mean you have to have the perfect toned body. in Caption 6.docx ⦿ 6:2 ¶ 4, Active people come in all shapes and sizes and it is time for brands to show that. in Caption 6.docx ⦿ 6:3 ¶ 4, I am a size 14 with rolls and cellulite and I love to run and workout! @athleta extended their sizes... in Caption 6.docx

#### Codes:

● body acceptance and love ● conceptualizing beauty broadly ● fitness/diet culture ● size friendly fashion

### Content:

Caption 6

Being athletic doesn't mean you have to have the perfect toned body. Active people come in all shapes and sizes and it is time for brands to show that. I am a size 14 with rolls and cellulite and I love to run and workout! @athleta extended their sizes and offers over 500 styles in 1X-3X! #AthletaPartner #PowerofShe #BodyNormalcy

### 7 Caption 7.docx

Text Document

#### Quotations:

⦿ 7:1 ¶ 2, I learned at a young age that I would have to be creative in order to wear things that I want whethe... in Caption 7.docx ⦿ 7:2 ¶ 2, I hope that 2021 brings more common sense to the fashion industry. Just because we are larger doesn'... in Caption 7.docx

#### Codes:

● size discrimination in fashion

### Content:

Caption 7

A Note: I learned at a young age that I would have to be creative in order to wear things that I want whether it's adding links to a belt, shopping men's clothes or making it myself. Although some brands have expanded their sizes, they still miss the mark in fit and style. Today I had to be creative and buy belt links to make it work just cause I knew nothing like it would be in my size. I hope that 2021 brings more common sense to the fashion industry. Just because we are larger doesn't mean we don't want to be fashionable nor are we shaped like a damn square lol #iaintmadbutimjustsaying

### 8 Caption 8.docx

Text Document

**Quotations:**

8:1 ¶ 5, Doing a 30 day challenge of health and wellness! Check out my page and tiktok for daily updates!! in Caption 8.docx

**Codes:**

- fitness/diet culture

**Content:**

Caption 8

Doing a 30 day challenge of health and wellness! Check out my page and tiktok for daily updates!! (Dress: @zara // boots @justfabonline )

 **9 Caption 9.docx**

Text Document

**Quotations:**

9:1 ¶ 4, Did you know that 85% of women compare their bodies to images they consume and that 50% of women com... in Caption 9.docx

**Codes:**

- phootshop/filters
- traditional beauty standards

**Content:**

Caption 9

Did you know that 85% of women compare their bodies to images they consume and that 50% of women compare their bodies as unfavorably? With that being said it is through our voices and our content that we can normalize and bring positivity to all shapes and sizes. With the amazing support that @gabrielabandy and I received with our content- we are launching #NormalizeEveryBody. Not only does this pin point all body sizes, but also all ethnicities, genders, etc. We are here to help normalize EVERYBODY! Gaby and I have some many exciting projects we are working on now and we can't wait to share! Thanks for all the support and feedback! Comment people on any other type of content you want to see from us! #NormalizeEveryBody

 **10 Caption 10.docx**

Text Document

**Quotations:**

10:1 ¶ 5, All bodies are swimsuit bodies in Caption 10.docx

**Codes:**

- body acceptance and love
- inner positivity

**Content:**

Caption 10

All bodies are swimsuit bodies @lolliswim @gabrielabandy

## 11 Caption 11.docx

Text Document

### Quotations:

🗨️ 11:1 ¶ 5, Step one in being confident in wearing a 2 piece is to not give a f\*\*\*! 😞 in Caption 11.docx

### Codes:

- body acceptance and love

### Content:

Caption 11

Step one in being confident in wearing a 2 piece is to not give a f\*\*\*! 😞 suit: @targetstyle

## 12 Caption 12.docx

Text Document

### Quotations:

🗨️ 12:1 ¶ 6, I think someone needs to tell this lady that running has NO RULES. You can be any gender, age, race... in Caption 12.docx

### Codes:

- body acceptance and love
- conceptualizing beauty broadly

### Content:

Caption 12

I think someone needs to tell this lady that running has NO RULES. You can be any gender, age, race AND/OR body type to do it. It's comments/people like this that discourage others to even run. Running—just like any other sport —takes the courage to try, then practice. I ran 26.2 miles at my heaviest. Lol so she can take several seats 🚽🚽🚽 Thanks to @nike @nikelosangeles for always putting the right message out and pushing the standards and @candicehuffine for sharing how horrible this message is (@telegraph). I'm all here for plus mannequins. Get with it.

## 13 Caption 13.docx

Text Document

### Quotations:

🗨️ 13:1 ¶ 5, Like if you are a part of the embrace your “dimples” aka cellulite club in Caption 13.docx

### Codes:

- body acceptance and love

### Content:

### Caption 13

Like if you are a part of the embrace your “dimples” aka cellulite club  Swim: @fashionnovacurve

### 14 Caption 14.docx

Text Document

#### Quotations:

👉 14:1 ¶ 4, Like if you are a part of the embrace your “dimples” aka cellulite club in Caption 14.docx

#### Codes:

- body acceptance and love

#### Content:

Caption 14

Like if you are a part of the embrace your “dimples” aka cellulite club  Swim: @fashionnovacurve

### 15 Caption 15.docx

Text Document

#### Quotations:

👉 15:1 ¶ 4, i’m back with more @knix and this time i’m bringing you sexy lacey realness 😊 it’s such a great fee... in Caption 15.docx

#### Codes:

- adaptive investment in body care ● size friendly fashion

#### Content:

Caption 15

i’m back with more @knix and this time i’m bringing you sexy lacey realness 😊 it’s such a great feeling working with inclusive brands like @knix ❤️ grateful to be surrounded by a team that makes bras as supportive (and sexy) as they are 😊

### 16 Caption 16.docx

Text Document

#### Quotations:

👉 16:1 ¶ 4, It’s not always easy to love every inch of your body. I’ve learned it’s a daily practice, not just a... in Caption 16.docx 👉 16:2 ¶ 4, I’m just so grateful for this community. We are stronger together! in Caption 16.docx

#### Codes:

- inner positivity ● women empowerment

**Content:**

Caption 16

Just wanted to say thank you for tagging me in all your beautiful pictures. It's not always easy to love every inch of your body. I've learned it's a daily practice, not just a finish line. Seeing all your beauty and confidence in these inspires me more than you'll ever know and looking at them is one of my favorite parts of Instagram! ❤️ I'm just so grateful for this community. We are stronger together! 🙌

**17 Caption 17.docx**

Text Document

**Quotations:**

🔍 17:1 ¶ 5, a lot of us know the feeling of compromising style for sizing, something you shouldn't have to do on... in Caption 17.docx 🔍 17:2 ¶ 5, I'm so excited to be partnering with @pronovias to create a bridal line for everyone. The collection... in Caption 17.docx

**Codes:**

- size discrimination in fashion
- size friendly fashion

**Content:**

Caption 17

It has been 9 years since Justin and I got married and I wouldn't change anything about that day. EXCEPT...a lot of us know the feeling of compromising style for sizing, something you shouldn't have to do on your wedding day! I found a silhouette that I loved, but I had to accept major details I didn't want because there was nothing in that shape that fit me. And it wasn't even the right size! We ended up adding a panel to a size 10 dress off the rack so it would fit my 16 frame to make it work. Finding a dream dress is something I would have loved to experience! Andddd I want all of you to be able to have! I'm so excited to be partnering with @pronovias to create a bridal line for everyone. The collection runs from size 0-34 and there is something for any type of bride! There are so many different dresses for anyone from the classic bride to the ultra glam bride and options with SLEEVES, which I love. By far my favorite part is that every dress has shapewear and bras built in. I can't WAIT for you guys to see the collection when it's out this March! You shouldn't have to compromise who you are because of what's on the rack

**18 Caption 18.docx**

Text Document

**Quotations:**

🔍 18:1 ¶ 4, Celebrating curves today and every day in Caption 18.docx

**Codes:**

- body acceptance and love
- body appreciation

**Content:**

Caption 18

Celebrating curves today and every day ❤️ Shop my lingerie with code ASHLEY30 for 30% off @additionelle

## 19 Caption 19.docx

Text Document

### Quotations:

☹️ 19:1 ¶ 3, Feeling insecure? Check out my arms, fat & flabby... BUT I LOVEEEEE THEM in Caption 19.docx ☹️ 19:2 ¶ 3, You know why? Because everyday they help me achieve what I physically need! Learn to love your body... in Caption 19.docx

### Codes:

● body acceptance and love ● body appreciation ● conceptualizing beauty broadly

### Content:

Caption 19

Feeling insecure? Check out my arms, fat & flabby... BUT I LOVEEEEE THEM ❤️ You know why? Because everyday they help me achieve what I physically need! Learn to love your body for not how it looks but what it does for you #Bishamberdas #iamasweatybetty #londonmodel #londoninfluencer 📷 @f4berin

## 20 Caption 20.docx

Text Document

### Quotations:

☹️ 20:1 ¶ 3, Repeat after me - ✨ My appearance does not impact how i feel about myself ✨ My body is the least i... in Caption 20.docx

### Codes:

● body acceptance and love ● inner positivity ● mental health

### Content:

Caption 20

Repeat after me ✨ My appearance does not impact how i feel about myself ✨ My body is the least interesting thing about me ✨ My happiness has nothing to do with my body #Bishamberdas #freeyourself #bodyneutrality #plussize #sweatybetty 📷 @f4berin ❤️ wearing @sweatybetty #iamsweatybetty

## 21 Caption 21.docx

Text Document

### Quotations:

☹️ 21:1 ¶ 4, I owe all to my mother. The first woman I looked up to as a child. I am the daughter to immigrant pa... in Caption 21.docx

### Codes:

● size friendly fashion ● women empowerment

### Content:

## Caption 21

What is Womanhood?: the state of being a woman, the distinguishing character or qualities of a woman or of womankind. I owe all to my mother. The first woman I looked up to as a child. I am the daughter to immigrant parents, who came to this country for a better life. My mama taught me from the beginning how to never take basic things in life for granted. She would tell me over and over how not all are so blessed to have access to the same resources and opportunities as we have now. As a child she was denied of so many basic rights, that all she wanted was for her children to flourish with all the opportunities around them. I am so happy to learn that @SweatyBetty have now launched the Sweaty Betty Foundation which aims to inspire, motivate and support generations of girls on their journey to womanhood and empower them to get active. 100% of profits from the IWD collection will go to the new foundation. I want to Invite you all to get involved by tagging and highlighting some of the incredible women who have helped you on your journeys. You can all also shop the collection and support the Sweaty Betty Foundation

 #internationalwomensday #iamasweatybetty @sweatybetty #bishamberdas

## 22 Caption 22.docx

Text Document

### Quotations:

🗨️ 22:1 ¶ 4, This is what a plus size, south Asian looks like in your Merch! See us, Represent us in Caption 22.docx

### Codes:

- size friendly fashion

### Content:

Caption 22

@calvinklein This is what a plus size, south Asian looks like in your Merch! See us, Represent us

❤️ #bishamberdas #plussize #plussizefashion #londonmodel #londoninfluencer #calvinklein #calvinkleinplussize #weareproudinourcalvins

## 23 Caption 23.docx

Text Document

### Quotations:

🗨️ 23:1 ¶ 6, So today am on day 14 of intermittent fasting and its the best thing I ve done in a long time! in Caption 23.docx 🗨️ 23:2 ¶ 6, Thank you @sweatybetty for the extra push, its so important we exercise in the right gear. This spor... in Caption 23.docx

### Codes:

- fitness/diet culture
- size friendly fashion

### Content:

Caption 23

So today am on day 14 of intermittent fasting and its the best thing I ve done in a long time! I ve also decided am not going to give into 'getting comfortable' and always staying indoors. I ve been out running and trying to get my fitness levels to a better place. Thank you @sweatybetty for the extra push, its so important we exercise in the right gear. This sports bra and pocketed leggings is exactly what I needed!

❤️ #bishamberdas #london #londoninfluencer #influencer #plussizemodel #sweatybetty #gifted

## 📄 24 Caption 24.docx

Text Document

### Quotations:

🗨️ 24:1 ¶ 6, I love the quote 'it all starts and ends in your mind'. It's true. Our minds hold so much power, whi... in Caption 24.docx 🗨️ 24:2 ¶ 6, Because wellness/ well-being/ mental strength etc isn't a perfect grid post. It can't even be encaps... in Caption 24.docx

### Codes:

- inner positivity
- mental health

### Content:

Caption 24

I've been a life long student of the mind, academically (Psychology degree, Psychotherapy MA, Neuroplasticity Dip); and also in life, (building solid friendships, working on my dream relationship, creating healthy self care habits and building an ever growing tool kit. I had a fulfilling, successful career and a pretty successful existential crisis lol). But I'm not special, we all can live truly fulfilling, healthy, joyful lives. I love the quote 'it all starts and ends in your mind'. It's true. Our minds hold so much power, which also means, your mind, your vision, your thoughts, the mental stuff you consume that effects your thoughts, the thoughts you tell your thoughts (very meta now); ALL of that has an effect on your inner world and outer reality. I check myself regularly on this. Because wellness/ well-being/ mental strength etc isn't a perfect grid post. It can't even be encapsulated in a paragraph. It's the constant dedication to showing up for yourself every. single. day. That's the hard part - drinking a bottle of water a day isn't.

## 📄 25 Caption 25.docx

Text Document

### Quotations:

🗨️ 25:1 ¶ 6, On some days I might not get the right amount of essential vitamins and minerals that my body needs.... in Caption 25.docx

### Codes:

- adaptive investment in body care

### Content:

Caption 25

My lifestyle always goes through phases, it's a juggling act, however managing life changes is the part I'm constantly trying to master. On some days I might not get the right amount of essential vitamins and minerals that my body needs. So, I've started using @sanatogenuki A-Z Complete Multivitamin everyday which includes essential vitamins and minerals to help support my all-round health and nutrition. Sanatogen A-Z Complete Multivitamin contains Vitamin D

which can contribute to the normal function of the immune system. It also contains Vitamins A, C, D, E, K, B1, B2, B3 (Niacin), B5 (Pantothenic Acid), B6, B7 (Biotin), B9 (Folic Acid), B12, Calcium, Phosphorus, Iron, Magnesium, Zinc, Iodine, Copper, Chromium, Manganese and Selenium. @sanatogenuki has a premium range of daily supplements with 120-year heritage. Free from common allergens. Free from genetically modified ingredients. Available to shop on Amazon and Superdrug. Remember, multivitamins are intended to supplement your diet and should not replace a healthy balanced diet and lifestyle. AD #Sanatogen

## 26 Caption 26.docx

Text Document

### Quotations:

26:1 ¶ 6, Starving yourself to fit in with arbitrary ideas created and policed by other people is not healthy. in Caption 26.docx 26:2 ¶ 6, You are exactly who you are meant to be. in Caption 26.docx

### Codes:

- fitness/diet culture
- inner positivity

### Content:

Caption 26

Starving yourself to fit in with arbitrary ideas created and policed by other people is not healthy. You are exactly who you are meant to be.

## 27 Caption 27.docx

Text Document

### Quotations:

27:1 ¶ 6, I've become someone I never imagined I'd be, posting images like this, stripping off on set without... in Caption 27.docx 27:2 ¶ 6, 'Accepting' my body didn't get me there. The confidence and self-assurance only started to happen wh... in Caption 27.docx

### Codes:

- body acceptance and love

### Content:

Caption 27

Last shoot of this season (of life). I've become someone I never imagined I'd be, posting images like this, stripping off on set without any hangs up, being celebrated for exactly who I am (especially grateful for this uniquely kind-hearted community). When I first started, the above was the goal, the big vision. But I didn't fully embody that feeling. 'Accepting' my body didn't get me there. The confidence and self-assurance only started to happen when I fully accepted every, single part of my entire being. When you become in tune with yourself - the part that makes your personality, your individuality; when you don't shy away or hide from yourself, that's when the magic happens!!! Ps: it was never about our bodies, it's societal systems that have made us believe it was. Let's distract women with body ideals, guilt, shame, teach them to objectify themselves and waste 2 hours at the start of the day 'getting ready' so they're too preoccupied to take on the world. No huni, the next chapter is learning to play the system. Becoming more of my true self, taking up more space (preferably in male-dominated

boardrooms) and replacing burnout with BOUNDARIES. I don't embody it now, but that's why you start the journey right? \*note to self, read this back in 2031\*

## 28 Caption 28.docx

Text Document

### Quotations:

28:1 ¶ 4, I've been a cheerleader in the body positive space for over a decade and I always get asked what's t... in Caption 28.docx

### Codes:

- body acceptance and love
- inner positivity

### Content:

Caption 28

I've been a cheerleader in the body positive space for over a decade and I always get asked what's the secret to becoming confident? There is none. There's no linear solution to a complex subject. Roll with the tide. Confidence comes and goes (for everyone)...and when the waves feel relentless, just remember you are becoming something you already are. Confidence is a feeling, not an end destination. Wearing the beautiful lingerie set from @agentprovocateur

## 29 Caption 29.docx

Text Document

### Quotations:

29:1 ¶ 5, Either way, please remember the essence of who you are has not changed. Your body does not diminish... in Caption 29.docx 29:2 ¶ 5, All your splendour, glory and gorgeousness still exists, you are eternally beautiful as before. Your... in Caption 29.docx

### Codes:

- body acceptance and love
- conceptualizing beauty broadly

### Content:

Caption 29

A reminder when this summer the swimsuit and bikinis get dusted off, along with (for some of us) new, different bodies. Some of you may be the same, but for many, the pandemic meant a complete overhaul of our old lifestyles and routines, which may have changed your body. Either way, please remember the essence of who you are has not changed. Your body does not diminish or determine your personality, who you are as a person does! All your splendour, glory and gorgeousness still exists, you are eternally beautiful as before. Your body does not equal beauty (that is reductionist and self-objectification). Beauty is, who you are. Be brave. Be bold. Be all of you. (PS I didn't jump from the top board, in the second slide, was petrified the entire time I was up there, but the shot was too good to miss and I finally lived out my ANTM dream 😊)

## 30 Caption 30.docx

Text Document

### Quotations:

👉 30:1 ¶ 6, you may need to cut off negative people. seek through new experiences, new people, new surroundings. in Caption 30.docx 👉 30:2 ¶ 6, you are more than your body. discover the infinite possibilities of what you are ❤️ in Caption 30.docx 👉 30:3 ¶ 6, you are more than you then your body. body confidence starts with cultivating self-esteem and self-a... in Caption 30.docx

### Codes:

● body acceptance and love ● conceptualizing beauty broadly ● mental health ● protective filtering of information

### Content:

Caption 30

you are more than you then your body. body confidence starts with cultivating self-esteem and self-awareness. self-awareness of how you think about your body. self-awareness of how people have told you to think about your body. self-esteem strategies. to build self-esteem start to change that inner dialogue. you may need to cut off negative people. seek through new experiences, new people, new surroundings. confront the parts you might have looked away from and heal those old wounds. compassion. self-compassion. you are more than your body. discover the infinite possibilities of what you are  
❤️

## 31 Caption 31.docx

Text Document

### Quotations:

👉 31:1 ¶ 3, SURROUND YOURSELF WITH POSITIVE PEOPLE. You vibe is your tribe and you want good vibes only. BLOCK N... in Caption 31.docx 👉 31:2 ¶ 3, DO SOMETHING NICE for yourself to show your body APPRECIATION. Get a massage, buy nice creams, take... in Caption 31.docx 👉 31:3 ¶ 3, AVOID COMPARISONS. You stand in your own lane. Your life is unique. She/ he can be great, you are gr... in Caption 31.docx

### Codes:

● adaptive investment in body care ● mental health ● protective filtering of information

### Content:

Caption 31

8 Healthy Tips for Body Positivity. CREATE A LIST. SURROUND YOURSELF WITH POSITIVE PEOPLE. You vibe is your tribe and you want good vibes only. BLOCK NEGATIVE BODY IMAGE SOCIAL MEDIA ACCOUNTS. (It's not personal, it's just instagram. Don't feel bad about it). Love ALL of yourself! Every, single, miraculous piece of you. DO SOMETHING NICE for yourself to show your body APPRECIATION. Get a massage, buy nice creams, take yourself on a date. AVOID COMPARISONS. You stand in your own lane. Your life is unique. She/ he can be great, you are great too. CHALLENGE NEGATIVE THOUGHTS. Is this what you try believe or it is conditioning? Bullying? Emotional trauma? WEAR CLOTHES THAT MAKE YOU FEEL GOOD. Like crochet dresses 😊 Happy Sunday, you beautiful, confident, loving little soul ❤️

## 32 Caption 32.docx

Text Document

### Quotations:

32:1 ¶ 4, ♥ Surround yourself with people that love their bodies & your body just the way it is. ♥ Reframe y... in Caption 32.docx 32:2 ¶ 4, ♥ Don't reduce your worth to your appearance, you are soooooo much more than that. in Caption 32.docx 32:3 ¶ 4, ♥ Explore and engross yourself in hobbies, sports, interests that exist outside of your appearance.... in Caption 32.docx 32:4 ¶ 4, ♥ Write down the epic things your body can do! Eg: my body walked me to the fridge today (lol), or... in Caption 32.docx 32:5 ¶ 4, ♥ Identify diet chat and stop it from slipping into conversations without you realising it. Change t... in Caption 32.docx 32:6 ¶ 4, Buzz words: 'BOUNDARIES' & 'MINDFULNESS'. Know your boundaries, we teach people how to treat us. Eve... in Caption 32.docx

### Codes:

● adaptive investment in body care ● body appreciation ● conceptualizing beauty broadly ● mental health ● protective filtering of information

### Content:

Caption 32

"How are you so body confident?" An answer to the question I get asked most often can't offer a formula or one specific thing I do. It's a combination of soooo many little factors and conscious decisions. Could talk about each one forever, but our dimensioning attention span means I've got 5 secs. So here's 10, quick, top liners: ♥ Surround yourself with people that love their bodies & your body just the way it is. ♥ Reframe your internal dialogue/ stop saying crappy things about yourself! ♥ Understand the cause of your negative self-image. Is it media? Family? Childhood trauma? Culture? Awareness is key. ♥ Don't reduce your worth to your appearance, you are soooooo much more than that. ♥ Explore and engross yourself in hobbies, sports, interests that exist outside of your appearance. Positive reinforcement & team camaraderie boosts confidence. ♥ Write down the epic things your body can do! Eg: my body walked me to the fridge today (lol), or it grew a baby, or it breaths without me thinking about it! ♥ Consider your daily habits, (especially digital ones), and build a routine that best serves your body image. ♥ Read up on: Self Objectification theory. This blew my mind. ♥ Identify diet chat and stop it from slipping into conversations without you realising it. Change that narrative, swap 'bad food' for 'the less nutritious options', food isn't good or bad, it's just food. ♥ Buzz words: 'BOUNDARIES' & 'MINDFULNESS'. Know your boundaries, we teach people how to treat us. Everyday, practice being more mindful (eg via mediation or body scanning) it'll help you see where you're at. Maybe you're tired, stressed and overworked...

## 33 Caption 33.docx



To be a woman has meant to suck in our stomachs, push up our bra, draw in our waist, cross our legs, be quiet, be delicate, eat daintily, walk gracefully. We've been socialised to place our value on our appearance and it's stifled our potential! So I'll sit slouched, exhale my stomach, haven't brush my hair and I definitely won't be quiet. I think about the array of beauty waiting to be tapped into which isn't anything about the way we look. Let's pay more attention to our: Hobbies- Talents- Experiences that's taught us resilience- Proudest achievements

### 36 Caption 36.docx

Text Document

#### Quotations:

🗨️ 36:1 ¶ 5, Your body is a good body. Post your selfie, start conversations, let diversity become normality. ❤️ ... in Caption 36.docx

#### Codes:

- body acceptance and love
- inner positivity

#### Content:

Caption 36

Another bikini pic, because 1) there's a heatwave in London & this is my #wfh #ootd and 2) feminist texts occupying most of my free time are teaching me that we are so much more than the sum of our parts. Yet, for far too long we have relinquished control to men who score our value based on its appearance. Your body is a good body. Post your selfie, start conversations, let diversity become normality. ❤️ Most importantly \*you\* steer the narrative.

### 37 Caption 37.docx

Text Document

#### Quotations:

🗨️ 37:1 ¶ 8, You guys know I've been talking about body positivity/ confidence for the longest. But truthfully, I... in Caption 37.docx

#### Codes:

- traditional beauty standards

#### Content:

Caption 37

You guys know I've been talking about body positivity/ confidence for the longest. But truthfully, I hammer on about it because I'm too stubborn to accept someone else's story of who I am, when the very same stereotypes are often the systems that oppress us. Be it: unattainable beauty standards, trending body types, race or the 'right way' to be a woman; I ask who's writing these stories? Who's relating to these stories? Who's benefitting from these stories??? If it isn't you, write your own story. Be who you truly are. You are incredible and have the capability to be the fullest version of that! ❤️ xxx

### 38 Caption 38.docx

Text Document

**Quotations:**

☹️ 38:1 ¶ 6, in all seriousness, this weight gain was not healthy by any means. I was in a toxic relationship and... in Caption 38.docx

**Codes:**

- mental health

**Content:**

Caption 38

someone dm'd me this. I guess I used to be your weight loss queen- now I'm your weight gain queen 🤔🤔🤔 in all seriousness, this weight gain was not healthy by any means. I was in a toxic relationship and my mental health severely declined and my eating disorder which was dormant for YEARS- came back. so even though I'm not perfect, and healing is not linear- I don't have to beat myself up about it with guilt or hate. I will reach a healthy homeostasis. Happy to share that journey with you all. ❤️

 **39 Caption 39.docx**

Text Document

**Quotations:**

☹️ 39:1 ¶ 7, just loungin' around ❤️ #femalefamily feeling beautiful in the skin I'm in 🌻 in Caption 39.docx

**Codes:**

- body acceptance and love

**Content:**

Caption 39

s

just loungin' around ❤️ #femalefamily feeling beautiful in the skin I'm in 🌻

 **40 Caption 40.docx**

Text Document

**Quotations:**

☹️ 40:1 ¶ 3, a new part of my night routine: appreciating and thanking my body for all it does for me ❤️ in Caption 40.docx

**Codes:**

- body appreciation

**Content:**

Caption 40

a new part of my night routine: appreciating and thanking my body for all it does for me ❤️

### 41 Caption 41.docx

Text Document

#### **Quotations:**

🗨️ 41:1 ¶ 4, beautiful at every size 🧑 started out 2021 a size 14, starting 2022 a size 18. BUT I STILL LOOK A... in Caption 41.docx

#### **Codes:**

- body acceptance and love

#### **Content:**

Caption 41

beautiful at every size 🧑 started out 2021 a size 14, starting 2022 a size 18. BUT I STILL LOOK AMAZING IN my lounge ❤️❤️❤️ obsessed with this blue set

### 42 Caption 42.docx

Text Document

#### **Quotations:**

🗨️ 42:1 ¶ 3, Wanted to make this post about photoshop because my legs and butt are always “too much”... however, af... in Caption 42.docx 🗨️ 42:2 ¶ 3, I love my body and feel best when I’m naked- it’s empowering for me. No one has to understand that,... in Caption 42.docx

#### **Codes:**

- body acceptance and love ○ phootshop/filters

#### **Content:**

Caption 42

Wanted to make this post about photoshop because my legs and butt are always “too much”... however, after the dms I’m getting. I just want to say- if you want to post your body- do it. I love my body and feel best when I’m naked- it’s empowering for me. No one has to understand that, but I wanted to share... for the gworls ~that feel the same 🙏

### 43 Caption 43.docx

Text Document

#### **Quotations:**

🗨️ 43:1 ¶ 3, I wanted to post because regardless of my weight gain- I still love myself, my body and curves! To h... in Caption 43.docx

#### **Codes:**

- body acceptance and love

**Content:**

Caption 43

hard to believe I was so skinny (I weigh 210 in these photos- skinny FOR ME)... just a year ago. I have a doctor's appt early in the morning(yes on a Sunday lol) to check out my levels/blood work and other things to make sure it's not more than eating an excess amount of calories. I'm excited 😊! anyways- I wanted to post because regardless of my weight gain- I still love myself, my body and curves! To hell with the scale and body image when measuring your self worth! ❤️❤️❤️ okay that's all. That's my message. Lol

 **44 Caption 44.docx**

Text Document

**Quotations:**

👉 44:1 ¶ 3, Mid Summer Check: how are you feeling about your body? Anything you can do to push yourself a bit? in Caption 44.docx 👉 44:2 ¶ 3, Mid Summer Check: how are you feeling about your body? Anything you can do to push yourself a bit? (... in Caption 44.docx

**Codes:**

- body acceptance and love

**Content:**

Caption 44

Mid Summer Check: how are you feeling about your body? Anything you can do to push yourself a bit? (My suit is from @landsend )

 **45 Caption 45.docx**

Text Document

**Quotations:**

👉 45:1 ¶ 3, A tee shirt and jeans looks good on every body! Thanks for the hot girl inspo @sophiastallone 🔥 and... in Caption 45.docx

**Codes:**

- body acceptance and love

**Content:**

Caption 45

#SuperSizeTheLook A tee shirt and jeans looks good on every body! Thanks for the hot girl inspo @sophiastallone 🔥 and remember, it's never about who wore it better bc that mindset just keeps us down!

 **46 Caption 46.docx**

Text Document

**Quotations:**

☹️ 46:1 ¶ 3, I love my body because my body's amazing 😊 and I love @elvie for celebrating women's bodies and the... in Caption 46.docx

**Codes:**

- body acceptance and love ● body appreciation

**Content:**

Caption 46

I love my body because my body's amazing 😊 and I love @elvie for celebrating women's bodies and the "taboo" issues that have been neglected for way too long! #RespectMySmartBody #ElviePartner

📄 47 Caption 47.docx

Text Document

**Quotations:**

☹️ 47:1 ¶ 2, Fall in love with becoming the best version of yourself ✨ in Caption 47.docx

**Codes:**

- inner positivity

**Content:**

Caption 47

Fall in love with becoming the best version of yourself ✨

📄 48 Caption 48.docx

Text Document

**Quotations:**

☹️ 48:1 ¶ 2, Being soft is not a flaw 💜 in Caption 48.docx

**Codes:**

- body acceptance and love

**Content:**

Caption 48

Being soft is not a flaw 💜

📄 49 Caption 49.docx

Text Document

**Quotations:**

☹️ 49:1 ¶ 2, Thanksgiving is next week so this is your reminder that you are allowed to eat in peace and with dig... in Caption 49.docx ☹️ 49:2 ¶ 2, Any food guilt or fatphobia you experience from those around you are never really about you! Don't I... in Caption 49.docx

**Codes:**

- fitness/diet culture ○ nutrition and food

**Content:**

Caption 49

Thanksgiving is next week so this is your reminder that you are allowed to eat in peace and with dignity regardless of your size. ✨ Any food guilt or fatphobia you experience from those around you are never really about you! Don't let diet culture or other's commitment to diet culture stop you from feeling free to eat this holiday season ✨

## 50 Caption 50.docx

Text Document

### Quotations:

50:1 ¶ 2, Confidence and self-acceptance are an ongoing practice. And it doesn't start and stop with accepting... in Caption 50.docx

### Codes:

• body acceptance and love • inner positivity • mental health

### Content:

Caption 50

I almost didn't post this 🙄 I made this reel a while back and I felt cute af actually wearing the suits, but got insecure later on. Not about my body, but whether I was the type of girl who could pull this off. I've always thought of myself as cute or pretty, but sexy? Like string bikini sexy? Idk man... lol! 🙄 Embracing your sensuality and coming to terms with your sex appeal as a former church kid and former fat kid can be really intimidating! Can anyone relate? Confidence and self-acceptance are an ongoing practice. And it doesn't start and stop with accepting your body! Accepting all of who you are and who you want to be is part of the process too! 🙄 So here I am, feeling like a bad bitch in these @tabriamajors x @fashiontofigure swimsuits cause it turns out that I absolutely am the type of girl who can pull off a string bikini and you are too - if you want to be! ✨

## 51 Caption 51.docx

Text Document

### Quotations:

51:1 ¶ 2, We're embracing our legs this summer, okay?? Summer + shorts just make sense, so we are practicing s... in Caption 51.docx 51:2 ¶ 2, Take a moment and really think about your legs. Our legs have taken us through so much and they will... in Caption 51.docx

### Codes:

• body acceptance and love • body appreciation

### Content:

Caption 51

We're embracing our legs this summer, okay?? Summer + shorts just make sense, so we are practicing self acceptance and wearing all the @athleta shorts this summer! #ad Take a moment and really think about your legs. Our legs have taken us through so much and they will take us farther than we can even imagine into our future! Every size, shape, and ability - legs lead us forward into our next adventure! Let's promise ourselves to think about THAT the next time we put on a pair of shorts! I'm wearing the Salutation Stash 7" Shorts and they are the perfect length to keep me comfy, cool, and cute! I love this classic black pair and they have tons of cute colors and prints to choose from! Wishing us all a beautiful summer full of comfort, acceptance, and body liberation! Cause we deserve it! #PowerOfShe

## 52 Caption 52.docx

Text Document

**Quotations:**

☹️ 52:1 ¶ 2, Your beauty isn't created or attained. It simply is ✨ Your value isn't earned or measured against an... in Caption 52.docx

**Codes:**

- body acceptance and love ● conceptualizing beauty broadly ● inner positivity

**Content:**

Caption 52

Your beauty isn't created or attained. It simply is ✨ Your value isn't earned or measured against another. It simple is ✨ Your body isn't flawed or a goal to be achieved. It simple is ✨ Your existence is special and your presence is a gift to anyone lucky enough to encounter you. It simply is 💜

📄 **53 Caption 53.docx**

Text Document

**Quotations:**

☹️ 53:1 ¶ 2, When I set out to shoot this @caciqueintimates campaign, some familiar thoughts of self doubt tried... in Caption 53.docx ☹️ 53:2 ¶ 2, This big body is pure beauty and so is yours! Because ✨ YOU ✨ live inside of it! All of your vibrance... in Caption 53.docx

**Codes:**

- body acceptance and love ● body appreciation

**Content:**

Caption 53

To the big girl who struggles to embrace her body, her sensuality, her sex appeal... know that your body is absolutely beautiful! ✨ When I set out to shoot this @caciqueintimates campaign, some familiar thoughts of self doubt tried to sneak in. But I had to remind myself that every roll, every dimple, and every mark deserves to be adored by whoever is lucky enough to embrace them. This big body is pure beauty and so is yours! Because ✨ YOU ✨ live inside of it! All of your vibrance and your individuality is what makes you and your body so dang special! So if you are or you know a plus size bride to be, tell them to take their sexy self to @lanebryant (link in bio!) to get some lingerie that makes you look and feel absolutely gorgeous! #CreateYourLane

📄 **54 Caption 54.docx**

Text Document

**Quotations:**

☹️ 54:1 ¶ 2, ✨ work on unlearning diet culture in Caption 54.docx ☹️ 54:2 ¶ 2, ✨ know that you don't have to love your body, but acceptance is key ✨ loving your body comes when grat... in Caption 54.docx

**Codes:**

- body acceptance and love ● fitness/diet culture

**Content:**

Caption 54

"Hating your body doesn't change your body. It makes it a hard place to live." @dietitiananna ✨ Here are a few ways to make your body a easier place to

live. ✨ acknowledge that no body is inherently better or worse than another ✨ work on unlearning diet culture ✨ know that you don't have to love your body, but acceptance is key ✨ loving your body comes when gratitude increases ✨ if all else fails... hug yourself, look in the mirror and see yourself, and say... we'll try again tomorrow  
💜 #VisiblyPlusSize.

### 📄 55 Caption 55.docx

Text Document

#### Quotations:

🗨️ 55:1 ¶ 2, What would happen if you chose to accept your body fully? Even if just for the day. You don't have t... in Caption 55.docx

#### Codes:

- body acceptance and love

#### Content:

Caption 55

What would happen if you chose to accept your body fully? Even if just for the day. You don't have to be absolutely in love with it. Just accept it as is and remind yourself that your body changes but your value never does. ✨ Cultural beauty standards change but your value never does. ✨ The way people react and respond to your body will change, but your inherent value never ever does. ✨ #VisiblyPlusSize

### 📄 56 Caption 56.docx

Text Document

#### Quotations:

🗨️ 56:1 ¶ 2, hat means being more mindful of the kind of content I'm consuming, working on catching my negative t... in Caption 56.docx 🗨️ 56:2 ¶ 2, drinking more water, moving and appreciating my body more, giving back more, spending more time in n... in Caption 56.docx

#### Codes:

- adaptive investment in body care
- body appreciation
- protective filtering of information

#### Content:

Caption 56

How your life feels is a lot more important than how it looks! ✨ I will be focusing more on feeling my very best this year! That means being more mindful of the kind of content I'm consuming, working on catching my negative thoughts and replacing them with gratitude, drinking more water, moving and appreciating my body more, giving back more, spending more time in nature, playing and using my creativity, and being more kind to myself in general! ✨ Who's with me? #VisiblyPlusSize

### 📄 57 Caption 57.docx

Text Document

#### Quotations:

🗨️ 57:1 ¶ 2, Plus size bodies can hike, jump, stretch, climb, and power through just like the rest of them! 🤪... in Caption 57.docx 🗨️ 57:2 ¶ 2, This plus size body loves to get active! And having activewear that is built with our needs in mind... in Caption 57.docx

**Codes:**

- body appreciation
- size friendly fashion

**Content:**

Caption 57

Plus size bodies can hike, jump, stretch, climb, and power through just like the rest of them!

👉 #FableticsAmbassador This plus size body loves to get active! And having activewear that is built with our needs in mind makes all the difference! I am a long time fan of @fabletics ✨ They have a range of custom fabrics that have got you covered no matter how you like to get active! And their fit is top notch! ✨ This set is from their latest collection with @madelame and I'm obsessed with this fun strap detail! I'm sharing my fav pieces from the collection in my stories! Go check it out and click the link in my bio to shop! #VisiblyPlusSize

 **58 Caption 58.docx**

Text Document

**Quotations:**

- 👉 58:1 ¶ 2, Compliments on appearance can be nice, but when somebody compliments you as a person - your laugh, y... in Caption 58.docx

**Codes:**

- conceptualizing beauty broadly

**Content:**

Caption 58

A reminder: the way your body looks is literally the least interesting thing about you!

✨ Compliments on appearance can be nice, but when somebody compliments you as a person - your laugh, your personality, your heart - that's where it's at! 🏠 ✨ #VisiblyPlusSize

 **59 Caption 59.docx**

Text Document

**Quotations:**

- 👉 59:1 ¶ 2, It's that time of the year where we are bombarded with tons of body shaming ads, diet culture, and... in Caption 59.docx
- 👉 59:2 ¶ 2, Well, I'm here to remind you that your body is incredible just the way it is! It's not a before photo or a project to be managed. For me, being active has nothing to do with body size and everything to do with clearing my mind, building my strength, and exploring the world around me. ✨

**Codes:**

- body acceptance and love
- body appreciation
- fitness/diet culture
- traditional beauty standards

**Content:**

Caption 59

Fitness is for every body. Feeling strong is for every body. Moving your body and feeling its power is for every body regardless of size! ✨ It's that time of the year where we are bombarded with tons of body shaming ads, diet culture, and all kinds of messages that say our body isn't good enough. Well, I'm here to remind you that your body is incredible just the way it is! It's not a before photo or a project to be managed. For me, being active has nothing to do with body size and everything to do with clearing my mind, building my strength, and exploring the world around me. ✨

 **60 Caption 60.docx**

Text Document

**Quotations:**

☹️ 60:1 ¶ 2, It is SO EASY to get sucked up into this instagram world full of filters and photoshop, so I wanted... in Caption 60.docx ☹️ 60:2 ¶ 2, Don't worry about your rolls or acne or whatever self-proclaimed imperfections you see! Post that sh... in Caption 60.docx

**Codes:**

- body acceptance and love ○ phootshop/filters ● women empowerment

**Content:**

Caption 60

Hey you! Yes, you! Stop scrolling... you're gonna want to read this! 🍷 ~ It is SO EASY to get sucked up into this instagram world full of filters and photoshop, so I wanted to share something real! ✨ When I took this photo, i was feeling real good about myself! I had just finished a workout (hello endorphins! 🍷), I felt cute in my little Nike set, and I was drinking my fav smoothie! But once I looked at the photo, my whole mood came crashing down! My very first thoughts were "oh I can't show this... look at my belly! I have no makeup on and my hair looks horrible \*gasp\* omg why am I mixing Nike and Adidas?!" UGH 😞 ~ It's wild that we can talk ourselves out of our own confidence! It's actually so normal that I didn't catch it in the moment! I took this photo weeks ago and when I look at it now, all I see is a happy girl living her best smoothie-loving life! Building confidence is a process and one of the most important things i'm working on is paying attention to my inner voice! And telling her (me lol) to quit it the moment I'm talking trash or comparing myself to anyone other than the woman I was yesterday! Positive self talk is my goal and honestly, it should be yours too! ✨ So here's my challenge to you... next time you're feeling great!! Take a pic, post it, and celebrate that you felt awesome! Don't worry about your rolls or acne or whatever self-proclaimed imperfections you see! Post that shit cause we all need more of that energy on our timelines! ✨ #VisiblyPlusSize

 **61 Caption 61.docx**

Text Document

**Quotations:**

☹️ 61:1 ¶ 2, Throughout my modeling career, I've experienced many instances where people have wanted me to be plu... in Caption 61.docx ☹️ 61:2 ¶ 2, The image makes me so happy because honestly this is the kind of #VisiblyPlusSize representation I'm... in Caption 61.docx

**Codes:**

- size discrimination in fashion ● size friendly fashion ● traditional beauty standards

**Content:**

Caption 61

Throughout my modeling career, I've experienced many instances where people have wanted me to be plus size but not TOO plus size. I should be curvy, but not TOO curvy. And never ever (gasp) FAT! \*clutches pearls\* ✨ I sometimes photograph smaller than I am because of my body ratio, but at the end of the day I am through and through a big girl with lots of rolls, dimples, and stretch marks. ✨ So when I was asked if I'd be willing to shoot topless (backless?) on set with @elizsuzann a couple weeks ago, I assumed they would see my back rolls and either pass on those images later when picking their final selects or just go ahead and immediately tell me to put a shirt back on. But, they didn't. We shot several pieces like this and the entire team was so encouraging! The image makes me so happy because honestly this is the kind of #VisiblyPlusSize representation I'm looking for from the fashion industry! ✨ Photo by @zacharygray | Hair & Makeup by @violetguide .[1]

 **62 Caption 62.docx**

Text Document

**Quotations:**

62:1 ¶ 2, In our real day to day life, we would never accept a stranger coming up to us, pointing out our so c... in Caption 62.docx

**Codes:**

- o phootshop/filters

**Content:**

Caption 62  
#DovePartner In our real day to day life, we would never accept a stranger coming up to us, pointing out our so called “flaws”, and attempting to correct them however they see fit. But each and every day, we are bombarded with images edited by brands who support a beauty standard that does not represent you or me! I’m so thrilled that @Dove has introduced their new No Digital Distortion Mark, so that we can look at a picture and see real bodies with all the textures, marks, and lines that make them unique! This is my #NoDigitalDistortion photo! What’s yours? #RealBeauty

 **63 Caption 63.docx**

Text Document

**Quotations:**

63:1 ¶ 2, It’s the first day of summer, so here’s your friendly reminder that bodies of all shapes and sizes w... in Caption 63.docx

**Codes:**

- inner positivity

**Content:**

Caption 63  
It’s the first day of summer, so here’s your friendly reminder that bodies of all shapes and sizes will be thriving at the beach regardless of what anyone thinks about it! #VisiblyPlusSize 🌴☀️🍉😎🍷 | Photo by @ugandafierce

 **64 Caption 64.docx**

Text Document

**Quotations:**

64:1 ¶ 2, Reminder: You deserve food even if your clothes are fitting tighter, if you have haven’t exercised,... in Caption 64.docx

**Codes:**

- o nutrition and food

**Content:**

Caption 64  
Reminder: You deserve food even if your clothes are fitting tighter, if you have haven’t exercised, if you have friends that are smaller than you, or if you feel like you ate too much the day before. #normalizenormalbodies

 **65 Caption 65.docx**

Text Document

**Quotations:**

☹ 65:1 ¶ 2, I'M TIRED of everything little thing on a woman's body being picked apart to pieces. in Caption 65.docx ☹ 65:2 ¶ 2, Whether you shave, wax, or leave your body hair as is.. Whether you have scars, ingrown hairs, razor... in Caption 65.docx ☹ 65:3 ¶ 2, Your ever changing body is worthy of being in the suit that you want to wear, so that you can create... in Caption 65.docx

**Codes:**

- body acceptance and love ● traditional beauty standards

**Content:**

Caption 65  
I'M TIRED of everything little thing on a woman's body being picked apart to pieces. Whether you shave, wax, or leave your body hair as is. Whether you have scars, ingrown hairs, razor burn, or hair... Your ever changing body is worthy of being in the suit that you want to wear, so that you can create happy memories that last forever. Hot girl summer includes all bodies. #normalizenormalbodies

 **66 Caption 66.docx**

Text Document

**Quotations:**

☹ 66:1 ¶ 2, As it turns out, dieting was not the reason i love my body. in Caption 66.docx

**Codes:**

- body acceptance and love

**Content:**

Caption 66  
As it turns out, dieting was not the reason i love my body. #normalizenormalbodies

 **67 Caption 67.docx**

Text Document

**Quotations:**

☹ 67:1 ¶ 2, Did you know, 70 billion dollars (globally) is spent every year on diets and weight loss products?... in Caption 67.docx ☹ 67:2 ¶ 2, Yeah— The weight loss coaches, cellulite wraps, diet plans, pills, and teas don't tell you that when... in Caption 67.docx

**Codes:**

- fitness/diet culture ○ nutrition and food

**Content:**

Caption 67  
Did you know, 70 billion dollars (globally) is spent every year on diets and weight loss products? Did you know that diets have a 95-98% failure rate? Did you know 9.5 out of 10 people who lose weight while on a diet gain back all of their weight in 1-5 years? And 1/2 of those 9.5 people end up at a weight heavier than when they started dieting? Did you know that dieting is directly associated with increased health problems related to weight cycling? Yeah— The weight loss coaches, cellulite wraps, diet plans, pills, and teas don't tell you that when you drop your hundreds of dollars desperately trying to stop hating your body. 30 million individuals suffer from life threatening eating disorders (just in the US) because the health and fitness industry (ya know, the industry that's supposed to help us live a long, happy life) CREATES unattainable beauty standards so we'll spend money to "fix" what they told us was ugly. So the next time you swipe up to someone's fitness plan or diet plan that has weight loss transformations as it's selling point— Remember

this. Save this. Send this to a friend. Remember that all of it was made up because of greed, and taking care of our bodies isn't supposed to be a painful process. It's a learning process ❤️

## 68 Caption 68.docx

Text Document

### Quotations:

68:1 ¶ 2, The “high” that i felt while dieting and exercising could never match the LIFE i feel now in recover... in Caption 68.docx 68:2 ¶ 2, I feel steady, loved, cared for, and at home in my body. And if it weren't for recovery, moments lik... in Caption 68.docx

### Codes:

● body acceptance and love ● fitness/diet culture ● mental health

### Content:

Caption 68

The “high” that i felt while dieting and exercising could never match the LIFE i feel now in recovery. I feel steady, loved, cared for, and at home in my body. And if it weren't for recovery, moments like you see here would not be possible. #eatingdisorderrecovery #edrecovery #normalizenormalbodies

## 69 Caption 69.docx

Text Document

### Quotations:

69:1 ¶ 2, Can you really say that exercising only to lose weight, work off what you ate the day before, or bec... in Caption 69.docx 69:2 ¶ 2, The calorie counting, over exercising and comparing that follow your guilt and shame spiral is not h... in Caption 69.docx 69:3 ¶ 2, It's putting your mental health first. It's Celebrating your body through movement in ways your body... in Caption 69.docx

### Codes:

● adaptive investment in body care ● body apperation ● fitness/diet culture ● mental health

### Content:

Caption 69

Can you really say that exercising only to lose weight, work off what you ate the day before, or because you've compared yourself to someone you saw on the internet is a healthy thing to do? Can we really say guilt equals healthy? The calorie counting, over exercising and comparing that follow your guilt and shame spiral is not healthy, it's damaging. It's traumatic. And yet we are told to do it in the name of being healthy, admired, praised... Heck, to avoid any negative comments about our bodies. If no one has reminded you lately— most of what we've learned about health is complete. 🙋🏻💩 The information provided to us has forced us to ignore our bodies and buy into in resources that make us trust our bodies less each day. What is “healthy”? It looks and feels different for every individual, and it's ever changing as we adapt to uncontrollable factors in life. Health IS NOT a beauty standard, or following a current health trend. It's putting your mental health first. It's Celebrating your body through movement in ways your body will allow and thrive from. It's nourishing your body however that looks for you. #normalizenormalbodies

## 70 Caption 70.docx

Text Document

**Quotations:**

70:1 ¶ 2, Healthy looks different on EVERY BODY! in Caption 70.docx

**Codes:**

- body acceptance and love

**Content:**

Caption 70

Healthy looks different on EVERY BODY! #normalizenormalbodies

**71 Caption 71.docx**

Text Document

**Quotations:**

71:1 ¶ 2, Nourish your body. Move your body in ways you find joy. in Caption 71.docx  
 71:2 ¶ 2, Take care of your mental health. in Caption 71.docx  
 71:3 ¶ 2, Ignore the noise all around you that makes you feel like a lesser version of yourself. in Caption 71.docx

**Codes:**

- body acceptance and love
- mental health
- protective filtering of information

**Content:**

Caption 71

F\*ck the BMI scale. Nourish your body. Move your body in ways you find joy. Take care of your mental health. Ignore the noise all around you that makes you feel like a lesser version of yourself. That is all. #normalizenormalbodies

**72 Caption 72.docx**

Text Document

**Quotations:**

72:1 ¶ 2, t's hard living in a world where diets are shoved down our throats by some of the most influential p... in Caption 72.docx  
 72:2 ¶ 2, Celebrating your body through movement and rest, nourishing your body through food, and taking care... in Caption 72.docx

**Codes:**

- body appreciation
- fitness/diet culture
- mental health

**Content:**

Caption 72

It's hard living in a world where diets are shoved down our throats by some of the most influential people and brands in the world. Christmas and New Years are just around the corner and if we are going to make ANY resolutions that involve our bodies, let it be this. Celebrating your body through movement and rest, nourishing your body through food, and taking care of your mental health. #normalizenormalbodies

**73 Caption 73.docx**

Text Document

**Quotations:**

73:1 ¶ 2, Normalize normal bodies = normalize all bodies. ❤️ I can't believe how much the #normalizenormalbodi... in Caption 73.docx

**Codes:**

- body acceptance and love

**Content:**

Caption 73

Normalize normal bodies = normalize all bodies. ❤️ I can't believe how much the #normalizenormalbodies movement has grown. And it's because of you ❤️

 **74 Caption 74.docx**

Text Document

**Quotations:**

- 🗨️ 74:1 ¶ 2, Put your hands up if you've bought a swimsuit subconsciously thinking that SOMEHOW the swimsuit was... in Caption 74.docx
- 🗨️ 74:2 ¶ 2, It's normal to have bumps, marks, and skin that others don't. What a boring world it would be if we... in Caption 74.docx
- 🗨️ 74:3 ¶ 2, I encourage you to say, "I am not going to expect anything of my body other than showing up as I am"... in Caption 74.docx

**Codes:**

- body acceptance and love
- self comparison

**Content:**

Caption 74

Put your hands up if you've bought a swimsuit subconsciously thinking that SOMEHOW the swimsuit was going to look the same as it did on the girl modeling it. 🙄🙄 The amount of times I have felt so much shame in my body because this has happened.... the number does not exist lol. It's normal to have bumps, marks, and skin that others don't. What a boring world it would be if we all looked the same. So the next time you try on a bathing suit or clothes, it doesn't fit how you expected, and your inner dialogue is bullying your body— I encourage you to say, "I am not going to expect anything of my body other than showing up as I am" #normalizenormalbodies

 **75 Caption 75.docx**

Text Document

**Quotations:**

- 🗨️ 75:1 ¶ 2, 'm tired of everything little thing on a woman's body being picked apart to pieces. Whether you shav... in Caption 75.docx

**Codes:**

- body acceptance and love
- traditional beauty standards

**Content:**

Caption 75

I'm tired of everything little thing on a woman's body being picked apart to pieces. Whether you shave, wax, or leave your body hair as is. Whether you have scars, ingrown hairs, razor burn, or hair. Your ever changing body is worthy of being in the suit that you want to wear so that you can house memories that last forever. #normalizenormalbodies

 **76 Caption 76.docx**

Text Document

**Quotations:**

76:1 ¶ 2, The third slide just shows how much lighting can change a photo, even when nothing about your body h... in Caption 76.docx

**Codes:**

- o phootshop/filters

**Content:**

Caption 76

Posting the photo past Mik would have been mortified of first. And the one i would have posted instead, second. The third slide just shows how much lighting can change a photo, even when nothing about your body has changed ❤️ #normalizenormalbodies

 **77 Caption 77.docx**

Text Document

**Quotations:**

77:1 ¶ 2, Razor bumps and stretch marks are a normal and beautiful part of life. in Caption 77.docx

**Codes:**

- o body acceptance and love

**Content:**

Caption 77

When i put on a bathing suit this morning I was reminded that real skin deserves to be recognized for more than a “before photo” for marketing skin treatment purposes. Razor bumps and stretch marks are a normal and beautiful part of life. #normalizenormalbodies

 **78 Caption 78.docx**

Text Document

**Quotations:**

78:1 ¶ 2, just wanted to say that eating is good for you. It’s also a necessity for your body. And you... in Caption 78.docx

**Codes:**

- o nutrition and food

**Content:**

Caption 78

just wanted to say that eating is good for you. It’s also a necessity for your body. And your body is happy when you eat. Have you eaten today? #normalizenormalbodies #rememberetoeattoday

 **79 Caption 79.docx**

Text Document

**Quotations:**

79:1 ¶ 2, This is what exercise should feel like. An act of love, and celebration of the body we have. in Caption 79.docx 79:2 ¶ 2, Not done for weight loss, or to burn off the calories you ate the day before... Just simply... Self-... in Caption 79.docx

**Codes:**

- adaptive investment in body care
- body appreciation
- fitness/diet culture

**Content:**

Caption 79

This is what exercise should feel like. An act of love, and celebration of the body we have. Not done for weight loss, or to burn off the calories you ate the day before... Just simply... Self-care. #normalizenormalbodies

 **80 Caption 80.docx**

Text Document

**Quotations:**

- ⊖ 80:1 ¶ 2, Reminder— you have permission to unfollow anyone on social media that makes you feel negatively about... in Caption 80.docx

**Codes:**

- protective filtering of information

**Content:**

Caption 80

Reminder— you have permission to unfollow anyone on social media that makes you feel negatively about your body. #normalizenormalbodies

 **81 Caption 81.docx**

Text Document

**Quotations:**

- ⊖ 81:1 ¶ 2, It's hard living in a world where diets and New Years weight loss resolutions are shoved down our throats by some of the most influential people and brands in the world. The only resolution you need right now?? Celebrating your body through movement and rest, nourishing... in Caption 81.docx
- ⊖ 81:2 ¶ 2, The only resolution you need right now?? Celebrating your body through movement and rest, nourishing... in Caption 81.docx

**Codes:**

- body appreciation
- fitness/diet culture
- mental health

**Content:**

Caption 81

It's hard living in a world where diets and New Years weight loss resolutions are shoved down our throats by some of the most influential people and brands in the world. The only resolution you need right now?? Celebrating your body through movement and rest, nourishing your body through food, and taking care of your mental health. #normalizenormalbodies

 **82 Caption 82.docx**

Text Document

**Quotations:**

- ⊖ 82:1 ¶ 2, Approximately 91% of women are unhappy with their bodies and resort to dieting to achieve their idea... in Caption 82.docx
- ⊖ 82:2 ¶ 2, So why is hating our bodies thin, "healthy". When healthy looks different on everyone? in Caption 82.docx

**Codes:**

- fitness/diet culture
- mental health
- traditional beauty standards

**Content:**

Caption 82

Approximately 91% of women are unhappy with their bodies and resort to dieting to achieve their ideal body shape. Only 5% of women naturally possess the body type often portrayed by Americans in the media. So why is hating our bodies thin, “healthy”? When healthy looks different on everyone? #normalizenormalbodies

### 83 Caption 83.docx

Text Document

#### Quotations:

83:1 ¶ 3, Embracing these changes my body is going through and welcoming them with open arms. in Caption 83.docx

#### Codes:

- body acceptance and love

#### Content:

Caption 83

Embracing these changes my body is going through and welcoming them with open arms. #normalizenormalbodies

### 84 Caption 84.docx

Text Document

#### Quotations:

84:1 ¶ 2, We never see main characters in media have less than perfect skin. Watching movies and tv shows, the... in Caption 84.docx 84:2 ¶ 2, I am the main character. Right here. Right now. All skin deserves to be equally represented. Because... in Caption 84.docx

#### Codes:

- body acceptance and love ● traditional beauty standards

#### Content:

Caption 84

We never see main characters in media have less than perfect skin. Watching movies and tv shows, the kid with acne is always “gross”, and out of place. So naturally, I thought of myself that way. Not anymore. Not ever again. I am the main character. Right here. Right now. All skin deserves to be equally represented. Because real skin is beautiful. #normalizenormalbodies #realskin #normalizenormalskin #acnepositivity

### 85 Caption 85.docx

Text Document

#### Quotations:

85:1 ¶ 2, Let’s normalize what’s real. Not photoshop. in Caption 85.docx

#### Codes:

- body acceptance and love ○ phootshop/filters

#### Content:

Caption 85

Let’s normalize what’s real. Not photoshop. #normalizenormalbodies

## 86 Caption 86.docx

Text Document

### Quotations:

86:1 ¶ 2, As it turns out, I actually hate dieting and I don't have to be mainstream media's version of sexy t... in Caption 86.docx

### Codes:

- fitness/diet culture

### Content:

Caption 86

As it turns out, I actually hate dieting and I don't have to be mainstream media's version of sexy to eat a cheeseburger. (In this case, an uncrustable) Everyone owns their sexy differently. I just prefer not to be forced into owning someone else's. (Ps. Her and I are both beautiful ❤️ #normalizenormalbodies #edrecovery #eatingdisorderrecovery #mentalhealthawareness

## 87 Caption 87.docx

Text Document

### Quotations:

87:1 ¶ 2, Laughing because Detox teas just make you shit your brains out. Same with juice cleanses. They liter... in Caption 87.docx

### Codes:

- fitness/diet culture
- nutrition and food

### Content:

Caption 87

Laughing because Detox teas just make you shit your brains out. Same with juice cleanses. They literally should just call them shitting teas and shitting juices. Pretty much just stay away from anything that has cleanse, detox, fasting, weight loss, and fat burning in it. Oh yeah— and sign the petition in my bio to stop @netflix from normalizing sexual assault and abuse. Your voice matters. #normalizenormalbodies #netflix #365dni #dietculture

## 88 Caption 88.docx

Text Document

### Quotations:

88:1 ¶ 2, The amount of times I have felt so much shame in my body because this has happened.... the number do... in Caption 88.docx

### Codes:

- body acceptance and love

### Content:

Caption 88

Put your hand up if you've ordered a bikini, and in the process of trying it on compared yourself to someone else who has worn it. Maybe even the model herself 🤔 The amount of times I have felt so much shame in my body because this has happened.... the number does not exist. As we gear up for warmer weather and start shopping for bathing suits, remember this. We are all differently beautiful and worth the same. #normalizenormalbodies

## 89 Caption 89.docx

Text Document

### Quotations:

89:1 ¶ 2, Just because we have acne, tummy rolls, and chaffing thighs doesn't mean we need fixed. in Caption 89.docx

### Codes:

- body acceptance and love ○ imperfections

### Content:

Caption 89

Just because we have acne, tummy rolls, and chaffing thighs doesn't mean we need fixed. Period. #normalizenormalbodies

## 90 Caption 90.docx

Text Document

### Quotations:

90:1 ¶ 2, Women's bodies are no longer sites society get to police in terms of size, weight, body hair, and be... in Caption 90.docx

### Codes:

- traditional beauty standards

### Content:

Caption 90

Women's bodies are no longer sites society get to police in terms of size, weight, body hair, and beauty. Our body. Our beauty. #normalizenormalbodies

## 91 Caption 91.docx

Text Document

### Quotations:

91:1 ¶ 2, Dear legs, I know you don't look as flawless as the ones in magazines, but I accept you as you are,... in Caption 91.docx

### Codes:

- body appreciation

### Content:

Caption 91

Dear legs, I know you don't look as flawless as the ones in magazines, but I accept you as you are, and more importantly I appreciate all that you do for me

♥ Love, Mik #dearbodyconference #normalizenormalbodies #razorbumps #selflove

## 92 Caption 92.docx

Text Document

### Quotations:

92:1 ¶ 2, Things I've learned in 2019: Boob pimples and arm pimples are normal. And don't let anyone else try... in Caption 92.docx

**Codes:**

- fitness/diet culture ○ imperfections

**Content:**

Caption 92

Things I've learned in 2019: Boob pimples and arm pimples are normal. And don't let anyone else try to sell you on a diet because you have them. 🙄 #normalizenormalbodies #disneyworld

 **93 Caption 93.docx**

Text Document

**Quotations:**

- 🗨️ 93:1 ¶ 2, And this is just the straight sizes, I won't even get into the fact that most of these stores only s... in Caption 93.docx

**Codes:**

- size discrimination in fashion

**Content:**

Caption 93

EVERY TIME. And this is just the straight sizes, I won't even get into the fact that most of these stores only stock up to a size 16. Shopping is an absolute head f\*\*k and today I was reminded why I never go into changing rooms, and why I don't buy from most of these places anymore (there's other reasons too, obviously). If you've had a crappy time with a similar experience recently, please just do your absolute best to remember that it's not you, it's them.

 **94 Caption 94.docx**

Text Document

**Quotations:**

- 🗨️ 94:1 ¶ 2, When we see bodies that look like ours, we are reminded that we aren't alone. We aren't the odd one... in Caption 94.docx

**Codes:**

- body acceptance and love

**Content:**

Caption 94

When we see bodies that look like ours, we are reminded that we aren't alone. We aren't the odd one out, the weird one, or the one that doesn't look like anyone else. When we see the beauty in another humans body, and we can relate that body to our own, we get to see the beauty in ours too. Inspired by my friends at @aym.studio ❤️

 **95 Caption 95.docx**

Text Document

**Quotations:**

- 🗨️ 95:1 ¶ 2, Remembering to appreciate this body even when I don't quite feel myself. Even during shit times our... in Caption 95.docx

**Codes:**

- body appreciation

**Content:**

Caption 95

Remembering to appreciate this body even when I don't quite feel myself. Even during shit times our body still keeps going, quietly in the background just plodding along, we don't even have to ask it to. Our lungs keep breathing, our skin keeps us safe, our hearts keep beating. I'm grateful for this body every day, but especially when it's healing ✨

 **96 Caption 96.docx**

Text Document

**Quotations:**

👉 96:1 ¶ 2, 5 minutes, that's how long it took me to manipulate this image, and I did it pretty well. It's not g... in Caption 96.docx    👉 96:2 ¶ 2, It's quick, it's easy, the software is easily accessible, and it's pretty convincing. I know we all... in Caption 96.docx

**Codes:**

- phootshop/filters

**Content:**

Caption 96

5 minutes, that's how long it took me to manipulate this image, and I did it pretty well. It's not glaringly obvious that the image has been altered without seeing the original, that's how easy it is to create a lie online. <sup>[T T T]</sup><sub>[SEP;SEP]</sub>It's quick, it's easy, the software is easily accessible, and it's pretty convincing. I know we all know it by now but seriously, don't compare yourself to the things you see online. It's probably not real.

 **97 Caption 97.docx**

Text Document

**Quotations:**

👉 97:1 ¶ 2, I can't remember, have I mentioned that hip-dips are completely normal and a very natural part of ou... in Caption 97.docx

**Codes:**

- body acceptance and love

**Content:**

Caption 97

I can't remember, have I mentioned that hip-dips are completely normal and a very natural part of our bone structure? I think I might but just wanted to double check 💗

 **98 Caption 98.docx**

Text Document

**Quotations:**

👉 98:1 ¶ 2, "You would look so good if you let me train you" "If you did more strength work you would be more to... in Caption 98.docx    👉 98:2 ¶ 2, But I really mean it, my body is not a project. It does not exist so it can lose weight, or tone up,... in Caption 98.docx

**Codes:**

- body acceptance and love    ● fitness/diet culture

**Content:**

Caption 98

“You would look so good if you let me train you” “If you did more strength work you would be more toned” “Have you tried this plan? It might really help” “I get these all the time” “But I really mean it, my body is not a project. It does not exist so it can lose weight, or tone up, or change just so it can fit into a pair of jeans or a smaller sized dress. It also isn’t a before, and therefore does not need an after.” “As always though, you do you, as long as you’re safe and happy” ❤️

### 📄 99 Caption 99.docx

Text Document

#### Quotations:

🗨️ 99:1 ¶ 2, Seeing as gyms are opening up again tomorrow (in the UK) I wanted to remind you that you are allowed... in Caption 99.docx

#### Codes:

- body acceptance and love

#### Content:

Caption 99

Seeing as gyms are opening up again tomorrow (in the UK) I wanted to remind you that you are allowed to wear whatever YOU feel comfortable wearing. Whether that’s a hot pink bra with matching shorts, or something closer to the first outfit. I am loving trying new colours and new things and generally just wearing clothes that bring me joy, but that looks different for everyone



### 📄 100 Caption 100.docx

Text Document

#### Quotations:

🗨️ 100:1 ¶ 2, I’m not that good at yoga but I just really enjoy being upside down. Remember not to be afraid to en... in Caption 100.docx

#### Codes:

- body appreciation

#### Content:

Caption 100

I’m not that good at yoga but I just really enjoy being upside down. Remember not to be afraid to enjoy your body and the cool things it can do ❤️

### 📄 101 Caption 101.docx

Text Document

#### Quotations:

🗨️ 101:1 ¶ 2, The reason you might feel like your body is holding you back could be because you’ve always thought... in Caption 101.docx

#### Codes:

- body appreciation

#### Content:

Caption 101

The reason you might feel like your body is holding you back could be because you've always thought it needed to change, to shrink, to grow, to 'improve' in some way. Your body is perfect right now at this exact moment, appreciate it today ❤️

### 102 Caption 102.docx

Text Document

#### Quotations:

102:1 ¶ 2, I've been having a bad body image month and seeing all these posts about "summer body" challenges go... in Caption 102.docx 102:2 ¶ 2, We are allowed to enjoy our summers without bending over backwards to look a certain way. We are all... in Caption 102.docx

#### Codes:

- body acceptance and love
- fitness/diet culture
- traditional beauty standards

#### Content:

Caption 102  
I've been having a bad body image month and seeing all these posts about "summer body" challenges got me thinking about how much we as a society put so much stress on ourselves to look a certain way for a goddamn season of our life. We are allowed to enjoy our summers without bending over backwards to look a certain way. We are allowed to create memories and experience joy without feeling the shame of natural perfections of our body showing. Enjoy your damn summer. I needed this reminder, so I thought you could use it too!

### 103 Caption 103.docx

Text Document

#### Quotations:

103:1 ¶ 2, The feminine urge to fight society's beauty standards. It's strong today. in Caption 103.docx 103:2 ¶ 2, Less photoshop, face app, and face filters. More bodies that show the real raw beauty that makes us... in Caption 103.docx

#### Codes:

- photoshop/filters
- traditional beauty standards

#### Content:

Caption 103  
The feminine urge to fight society's beauty standards. It's strong today. Less photoshop, face app, and face filters. More bodies that show the real raw beauty that makes us human 🌟

### 104 Caption 104.docx

Text Document

#### Quotations:

104:1 ¶ 2, When she chose to enjoy moments without obsessing over how she looks. When she chose comfort over sq... in Caption 104.docx

#### Codes:

- body acceptance and love

#### Content:

Caption 104

When she chose to enjoy moments without obsessing over how she looks. When she chose comfort over squeezing herself into clothes that no longer fit her body. When she chose to satisfy her cravings without feeling guilty. When she chose to embrace her body, her stretch marks, her body hair, her cellulite and everything that makes her human. It's not because she "let herself go" it's because she let herself live.

### 105 Caption 105.docx

Text Document

#### **Quotations:**

👉 105:1 ¶ 2, Here's to more shameless shaking of our jiggy bits and being less critical of our cellulite and all... in Caption 105.docx

#### **Codes:**

- body acceptance and love

#### **Content:**

Caption 105

Here's to more shameless shaking of our jiggy bits and being less critical of our cellulite and all the other parts that we've been told aren't good enough ❤️ Love and light to you all.

### 106 Caption 106.docx

Text Document

#### **Quotations:**

👉 106:1 ¶ 2, Sure I'm confident about what my body looks like way more than ever before but ask me how confident... in Caption 106.docx

#### **Codes:**

- body acceptance and love
- conceptualizing beauty broadly
- mental health

#### **Content:**

Caption 106

I've recently realized that along my journey of self-love, typically when it comes to being 'body positive', we tend to only focus on our physical body and the other parts start to take strain... Sure I'm confident about what my body looks like way more than ever before but ask me how confident I am about my relationships or my self-esteem or my spirituality and the honest answer is not that confident. 😞 I'm learning as I go along but it seems that it's almost better to put a smaller percentage of work into every single aspect of my being instead of 100% into the physical. 😞 I've heard more and more people speaking on body neutrality and maybe it's something to look into... I'll keep you posted peaches

### 107 Caption 107.docx

Text Document

#### **Quotations:**

👉 107:1 ¶ 2, Stomach rolls, cellulite, stretch marks, varicose veins and a bit of double boob all in one picture? in Caption 107.docx

👉 107:2 ¶ 2, I would never have even thought about posting something with at least one 'flaw' never mind a whole... in Caption 107.docx

#### **Codes:**

- body acceptance and love
- imperfections

#### **Content:**

Caption 107

Stomach rolls, cellulite, stretch marks, varicose veins and a bit of double boob all in one picture? 🙄 You know, sometimes I look back and think of how much energy I used to waste on giving a f\*ck 😭 I would never have even thought about posting something with at least one 'flaw' never mind a whole list of them and then I think about what life could have been like if I used even just 10% of that energy self investing instead of self deprecating... Regardless I can't do much about it now but if you are the me I was 2 years ago please please please try and pour love into your cup. I promise you it'll be worth it

### 📄 108 Caption 108.docx

Text Document

#### Quotations:

👉 108:1 ¶ 2, Can I tell you how badly I wanted to Facetune my waist in this picture? Funny story is, I frequently... in Caption 108.docx 👉 108:2 ¶ 2, The body that I think will get attention, that will get likes, that will be enough for me to fully l... in Caption 108.docx

#### Codes:

● body appreciation ○ phootshop/filters

#### Content:

Caption 108

#REALTALKTIME 🍓 Can I tell you how badly I wanted to Facetune my waist in this picture? Funny story is, I frequently go on that app and play around with the distortions to see 'my potential' best looking body... 😭 The body that I think will get attention, that will get likes, that will be enough for me to fully love myself but here's a picture of the body that keeps me alive, that allows me to walk, breath and love. Untouched. Here's the body I will learn to love no matter how hard ❤️ Thanks @cottononbody for making me feel cute in all my body phases #realgirlsofbody #cottonon #cottononafrika .

### 📄 109 Caption 109.docx

Text Document

#### Quotations:

👉 109:1 ¶ 2, As a woman with curves and one that doesn't fit into societies standards of beauty because of my siz... in Caption 109.docx

#### Codes:

● fitness/diet culture ○ nutrition and food

#### Content:

Caption 109

As a woman with curves and one that doesn't fit into societies standards of beauty because of my size, a woman who has spent half her life dieting and being all consumed with my body image for far too long — it feels so amazing to be able to eat and drink intuitively and to have cultivated balance in my life.

### 📄 110 Caption 110.docx

Text Document

#### Quotations:

👉 110:1 ¶ 2, Reminder that not everything on social media is always as it seems, so stop comparing yourself to ot... in Caption 110.docx 👉 110:2 ¶ 2, These are taken seconds apart and the only difference is the lighting! The first shot was taken as a... in Caption 110.docx 👉

110:3 ¶ 2, So quick wasting your time wishing you looked like another babe and learn to love and appreciate YOU... in Caption 110.docx

**Codes:**

- body acceptance and love
- body appreciation
- phootshop/filters

**Content:**

Caption 110

Reminder that not everything on social media is always as it seems, so stop comparing yourself to others!! ♡♡ Swipe to see the difference natural lighting can make! These are taken seconds apart and the only difference is the lighting! The first shot was taken as a back lit photo and the second shot was taken in direct sunshine. BOTH ARE BEAUTIFUL PHOTOS THAT I LOVE! The first shot hides or softens my cellulite and the second shot highlights it and creates even more shadows showing off my cellulite! Both are worthy, both are OK, both are normal! But we often only ever see the first photo on social media, so here I am showing you both so when you see a photo of you in direct sunlight you can feel worthy and beautiful because YOU ARE! just wanted to remind you that the babes you see online all know their good angles, they know how to find amazing light, and they know the poses that they like to make their bodies look banging but when we are all living breathing and moving through life we don't always look like that one quick snap shot we posted on the gram! So quick wasting your time wishing you looked like another babe and learn to love and appreciate YOU AND YOUR AMAZING BODY! xx B

 **111 Caption 111.docx**

Text Document

**Quotations:**

- 🗨️ 111:1 ¶ 2, I spent so many years of my life covering up. Hiding in the back of photos. Telling people to only t... in Caption 111.docx

**Codes:**

- adaptive investment in body care
- body acceptance and love

**Content:**

Caption 111

I spent so many years of my life covering up. Hiding in the back of photos. Telling people to only take pics of me from the waist up. Wearing baggy clothes or when I'd wear revealing clothes I'd often be pulling and tugging at them constantly. Always making excuses for the way I looked and always the first to make a joke about my body so no one else would do it before I could. It feels so FREEING to not hide anymore. To be fully seen and to not be scared of what others may think or say! It took years of self work to get to this place I'm currently in. The days of hiding or covering up are far behind me! And I'm forever proud of the work I put in daily to show up and love myself how I am. 🙏🙏

 **112 Caption 112.docx**

Text Document

**Quotations:**

- 🗨️ 112:1 ¶ 2, Normalize normal bodies 🗨️ this is what my stomach looks like when I'm sitting ♡ The little folds,... in Caption 112.docx
- 🗨️ 112:2 ¶ 2, Yes, my stomach might look flat when I stand up (because yes, I did get my extra skin removed over 6... in Caption 112.docx

**Codes:**

- body acceptance and love
- imperfections

**Content:**

### Caption 112

Normalize normal bodies 🙌this is what my stomach looks like when I'm sitting ❤️🧡The little folds, the softness, the squish, the stretch marks, the scars... it's all normal and it's all okay.🧡Yes, my stomach might look flat when I stand up (because yes, I did get my extra skin removed over 6 years ago) but as I move, bend, sit, lay, breathe, etc... my stomach looks different from every angle! Which is very normal!!🧡Our bodies do not define our worth and do not make us "less than" in any way except if we choose to believe that.🧡So today I hope you embrace your body for how it looks in this exact moment — squishy or flat, rolls or a 6 pack, stretch marks and scars, it's all perfectly imperfect and it's all normal! Hope you have a wonderful weekend! xx Brit

### 113 Caption 113.docx

Text Document

#### Quotations:

👉 113:1 ¶ 2, Wow you're so flexible... I get this a lot... And Yes, I am naturally flexible BUT I often feel like... in Caption 113.docx

#### Codes:

- body acceptance and love ● conceptualizing beauty broadly

#### Content:

Caption 113

Wow you're so flexible... I get this a lot... And Yes, I am naturally flexible BUT I often feel like people are so surprised because I'm bigger and also flexible! Being in a bigger body doesn't mean I can't touch my toes or do the splits. SWIPE (& save this post to come back to later) to see the 4 stretches I do before attempting the splits each time!! People are always so shocked I can do these things. It has nothing to do with my body size and everything to do with my genetics and the fact that I do yoga a lot and stretch a lot! Flexibility is definitely something that is very important to maintain and something you can easily work on if ya want!

### 114 Caption 114.docx

Text Document

#### Quotations:

👉 114:1 ¶ 3, Taking a moment today to appreciate my body and all it does for me every single day. Thank you body.... in Caption 114.docx

#### Codes:

- body acceptance and love ● body appreciation

#### Content:

Caption 114

Taking a moment today to appreciate my body and all it does for me every single day. Thank you body. ily. ❤️ grateful + proud of what this body is capable of. Hope you girls take a moment to give yourself + your body a compliment today. If you're struggling to come up with something that's okay too but i truly believe no matter where your mental state is you can find the positives if you try, even if it's just one small thing.

❤️ #bodypositive #bodypositivity #positivevibes #positivity #inspiration #motivation #effyourbeautystandards

