Index

Able-bodiedness, 4–5, 73–75	social media platforms and gender,
Accumulation of aesthetic capital,	122–123
32–33, 39, 57–58	Appearance work, 39
Activism in social media, 152–153	belief in appearance as currency,
Admiration, 5–6	40–41
Aesthetic capital, 8, 10, 24, 28, 103,	significance of gendered appearance
106, 117–118, 135, 138	work, 41–43
externalised forming of, 78-80	Attention economy, 122, 154-155
grammar of exchanging, 30-33	Authentic self-presentation, 95
mechanisms, 106	Authenticity, 73, 79, 81, 95
sociological conception, 103	
theory of, 149–150	Beauty, 4, 24, 27–28, 30, 39–41, 71,
Aesthetic labour, 28–29	108, 166
Ageing, 71	care brands, 1
age-based collective consciousness,	fake mask, 159
72	ideals, 120, 150
body, 71–72	ideology, 41
gender and appearance-related	logics, 6
consumption, 72–73	myth, 41
Anti-ageing products, 75	perks and penalties, 8
Appearance. See also Physical	physical attractiveness, 4–5
appearance	skin care and hair, 75–76
appearance-related consumption,	standards, 5
72–73	Western beauty ideal, 135
different formulations of	work, 45–46
appearance-related capital,	Belief in appearance as currency,
26–29	40–41
dissatisfaction, 169	Benevolent sexism, 41
as medium for inclusion and	Bodily capital, 24, 26–27
exclusion, 109-111	Body hair as classed aesthetics,
norms, 136–137	160–161
relation to psychological well-being,	Body management, 72–73
111–112	Bourdieu, Pierre, 4, 7, 24–26, 28, 31,
as symbol of making an impression,	39, 103–105, 152
107–109	Bourdieusian capital metaphor, 23
Appearance satisfaction, 119–121	Bourdieusian tradition, 4–5
on different social media platforms,	forms of capital and body, 24-26
121–122	theory, 105

Capital. See also Aesthetic capital, 24,	weight discrimination, 136–137
30	Fatphobia, 136–137
Bourdieu's forms of, 24–26	Femininity, 40–41
economist approach to, 27–28	Finland, 1, 6, 10, 43–44, 51, 61, 168,
metaphor, 24	170
Capitalisation of physical appearance,	class structure, 11
3–6	ethnic diversity, 12
Clothing, 78–80	Finnish context, 7–8, 10, 13, 170
Colleagues monitoring, 96–97	Finnish culture, 45–46
Commodity culture in social media,	streetscape, 13
152–153	Finnish culture, 45–46
Content creation, 119–121	Flaunting, 139
on different social media platforms,	
121–122	Gender, 7, 24, 27–29, 46, 72–73,
social media platforms and gender,	122–123, 166
122–123	'non-market' activity, 42
Conversions of aesthetic capital, 32–33	differences in, 10
Cosmetic procedures, 13	gender-comparative perspective, 63
non-surgical cosmetic interventions,	gendered capital and labour, 28-29
73	gendered form of capital, 6-8
Cultural capital, 25–26, 32, 81, 99,	inequality, 41
149–150, 159, 167	studies, 4
	Generational habitus, 72
Decontextualisation, 155	Geographical peculiarities, 11–13
Deep acting, 95	Goffman, Erving, 2, 88
Dialogic thematic analysis, 138	dramaturgy, 90–91
Diet, 76–78	framework of impression
Disgust, 5–6	management, 98–99
Distancing strategy, 74	Goffmanian lens, 8–9
Doing fatness wrong, 141–142	Goffmanian theatre metaphor,
Dreaded otherness, 161	87–88
	Goffman-inspired methodology, 91
Economic capital, 8, 25, 167	Grooming, 4, 29, 41–43, 50, 58, 166
Economist approach to capital, 27–28	skin care and hair, 75–76
Emotional labour, 28–29	
Employer, 92–94	Habitus, 105
Exclusion, appearance as medium for,	Hagen, Sofie, 9, 135-142, 169
109–111	Hairless beauty ideal, 149
	(un) hairy female body, 150-152
Facebook, 119, 121–122, 125, 135–136,	activism and commodity culture in
140	social media, 152–153
Fat	Hairlessness, 149, 158, 160
activism, 135, 137-138, 140	(un) hairy female body, 150-152
activists, 140, 145	activism and commodity culture in
good fatty, 136–137	social media, 152-153
stigma, 136–137	hairless beauty ideal, 149

norm, 149, 158, 160	Objectification theory, 119, 122–123
Hakim, Catherine, 3–4, 23, 28, 33, 68, 165–166	Offensive resistance, 138, 140–141
idea of erotic capital, 28 theory, 28	Performative masculinity, idealisation of, 76–78
Impression management with work costumes, 88–90 Inclusion, appearance as medium for, 109–111 Instagram, 121–122, 127	Physical appearance, 1, 103–104, 165 as aesthetic capital, 166 capitalisation, 3–6 in Finnish Context, 10–13 importance, 1–3 physical appearance -related traits, 167
#Januhairy, 149–150, 152–154	Physical capital, 26–27
Kuipers, Giselinde, 3–5, 23, 26–28, 32, 43–44, 103–105, 151–152, 160, 165–166	Physical exercise, 76–78 Psychological well-being, appearance relation to, 111–112
Luxury-act, 11	Self-projection, 95 Selfies, 2, 119–121, 128–129, 152, 154, 156
Masculinity, 41, 57 female, 160 hypothesis, 58 idealisation of performative masculinity, 76–78 traditional man, 59–60 traditional masculinity, 59–60 Mears, Ashley, 4, 6–8, 23, 27–30, 33, 43, 50–51, 104, 165–166, 168–169 Metrosexual, 57, 59, 61 Metrosexual Masculinities, 57–58	Sexual capital, 26–27 Shame, 5–6, 122–123, 129, 150, 159 Social capital, 25, 32–33, 113, 149–150 Social comparison theory, 119, 122–123 Social media. <i>See also</i> Facebook; Instagram, 2–3, 117–118 activism and commodity culture in, 152–153 appearance satisfaction and content creation on, 121–122 effects of, 119
metrosexuality, 57–59, 68	gender, 122–123 platforms, 122–123, 169–170
Non-surgical cosmetic interventions, 73	social network site, 125 Social movements, 152
Norms, 5, 87, 156 normative aesthetic regulation, 168–169 normative body, 135 norm-breaking fat body, 135 social norms, 24	Working life, 8–9, 33, 87, 169–170 aesthetic norms in, 93–94 effects of, 4 everyday, 87, 98–99, 110 experiences, 6–7