CONTRIBUTION of the research
Producing and sharing images of food on Instagram (foodstagramming) has become an everyday activity. In popular culture and existing literature, foodstagramming was often defined merely as a showing-off tool for people to achieve selfish purposes. There is a lack of understanding about the lived experiences of foodstagramming from foodstagrammers’ own perspectives. My research will fill this gap using an interdisciplinary method, and will bring interpretations that can bring insight to understand themes in CULTURE AND COMMUNICATION.

Research QUESTIONS
1. WHY do people create pictures of food (foodstagrams) and share them on Instagram?
2. HOW do people create their foodstagrams and curate content in their Instagram pages?
3. What are the RATIONALES behind their choices of image subjects and visual styles?

METHODS
LITERATURE REVIEW:
• sociology
• visual studies
• philosophy
• management
• etc.

DATA COLLECTION:
1. interview
• semi-structured in-depth interviews
• 27 participants living in UK – from different backgrounds & conduct foodstagramming for different purposes
2. online participant observations (after interview)

ANALYSIS:
• thematic analysis – interviews
• visual analysis – foodstagrams

FINDINGS
People do not produce and share foodstagrams to only show off and gain personal benefits.

1. Be the artist of their selves - draw from everyday materials to understand themselves & shape their own definitions of themselves.
2. Be more curious about mundane objects → discover beauty in them & develop affirmative emotions.
3. Express values and enact everyday activisms → cultivate communities that care for and support each other.

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