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What's Cookin' Good Lookin': The Rise and Phenomena of the Female Foodie Performer Through Social Media

Alison Weiss

Chapman University, weiss125@mail.chapman.edu

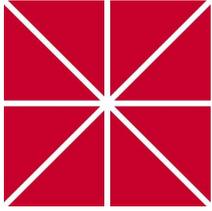
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What's Cookin' Good Lookin': The Rise and Phenomena of the Female Foodie Performer Through Social Media

Alison Weiss

Dr. Jocelyn L. Buckner

Chapman University Department of Theatre

CASE STUDIES



Loni Jane Anthony, 26, Australia: @lonijane; 275,000 followers + adjacent candid Tumblr, "aleven11"

- Picture perfect "aspirational girl" with accessible way of eating, but open public image
- Gluten-free and vegan, but most known for "Raw Till 4" sensational diet
- Most of fame has been achieved by Raw Till 4 internet scandal – media coverage because maintained through pregnancy
- Sent goods for promotion from Australian bikini, lingerie, and lifestyle brands
- Perceived via Instagram all-knowing health and wellness guru: asked questions about sex, childbirth, drugs
- **The Catch:** ex-party girl with family money and professional BMXer boyfriend



Ella Woodward, 23, London: *Deliciously Ella*; 237,000 followers + 2 million website hits monthly

- Picture-perfect "real girl" with aspirational way of eating, but vague public image
- Gluten-free and vegan: filling health food void in UK
- Simple, easy recipes that often involve more expensive, 'alternative' ingredients, + small guide to eating out
- Cookbook deal with Simon and Schuster
- Partners with Waitrose and Espirit as well as London healthy living companies
- **The Catch:** daughter of an influential British family worth over 40 million pounds; signed to high profile modeling agency for lingerie

In postmodern feminine society, where the weakened economy and strengthened sense of gender equality has led more women into the workplace, food has become a new sense of materialism to lust after – a cheaper and more accessible version of this season's designer bag.

"Once you start watching [social media figures], you feel included in their lives in a way. You feel like you know them so well, so it's just so entertaining to watch them. They'll kind of videotape [or photograph] everything they're doing...it definitely feels more down-to-earth and real than reality TV" (Joe Coscarelli)



B.tches Be Gluten Free

The Holy Grail: ACCESSIBILITY

- Instant connection and communication
- Feeling of legitimate emotional or personally invested response
- Unsophisticated language with emphasis on images
- Small, digestible chunks of information
- Positivity and glossiness

"By making food a spectacle, shows like Iron Chef have reinforced the message that cooking is best left to the professionals. By turning chefs into entertainers, we have widened the breach between ourselves and the once ordinary task of cooking." – Michael Pollan

Culinary leaders= turning average ingredients into valuable, desirable food

Theatre producers= turning average elements (i.e. unglamorous rehearsals) into a sellable package

(Divide between talent and society)

SOCIAL MEDIA

Technology= extended communication between fan and star= knocking down socioeconomic boundaries by making information, opportunity, and the idea of 'luxury' accessible to everyone.

Studies show that less affluent consumers use their phones as their primary internet source, which partially accounts for surge in usage of social media.

-high exposure without the need for public relations or journalism – i.e., outside opinions and money → expansion of audience/maximum access with minimal manual labor/word of mouth.

Increased exposure= 'ordinary' masses are able to become familiar with exotic ingredients and lust after preparation devices and techniques that all seem out of their reach, creating a sense of **admiration** for those who have the resources, time, and skill

A NEW AND EASIER PLATFORM TO CLOSE THE GAP BETWEEN BEING AVERAGE AND SPECTACULAR: ASPIRATIONAL vs INSPIRATIONAL