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Body Positive: Activism & Agency in our screen societies

The #BodyPositive hashtag has now featured in over 12.5m public Instagram posts! #MeToo hashtagging is frequently referred to as a 'movement', but do millions of hashtags necessarily make a social movement?



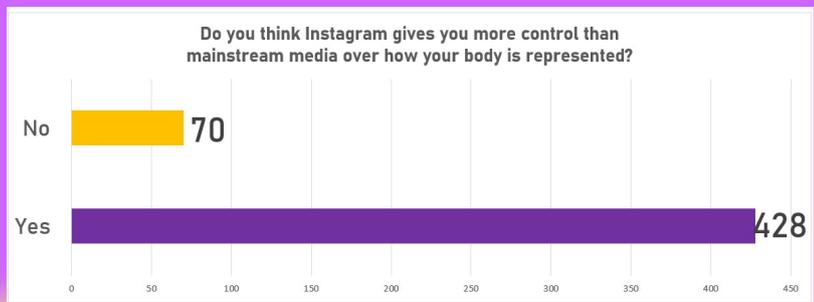
This project put the loudspeaker firmly in the hands of the hashtaggers to discover their motivations. Is Instagram a protest site, or a playground? We know that social media has a lot of followers, but what about leaders?



Over 500 Instagrammers responded to an online survey which found that personal profiles are political. Body positivity advocates for increased body diversity. Through **selfie empowerment**, users are taking back **control** of their own body narratives.



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