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**Marketing ‘That Girl’ and the Commodification  
of Womanhood on TikTok**

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## **Abstract**

The 'that girl' trend on TikTok has emerged as a compelling representation of an idealized woman, embodying self-improvement, wellness, and perfection. However, beneath the surface of this aspirational portrayal lies a darker reality, as young women reported its detrimental impact on mental health and self-esteem. This research investigates the commodification of 'that girl' as an ideal woman on TikTok, exploring her adherence to or defiance of mainstream beauty standards and how wellness, beauty, fashion, and diet products are presented as tools for achieving this image. Adopting a case study approach, mixed methods data analysis examines publicly available TikTok videos tagged with #thatgirl between March and August 2021. Utilizing a multimodal content analysis informed by social semiotics, thematic categories were developed to understand patterns in the portrayal of womanhood. The findings reveal that the 'that girl' trend encourages consumerism by promoting products and lifestyle choices as pathways to attain the ideal womanhood depicted on TikTok. This study highlights the complex interplay between social media, consumer culture, and gender norms, offering valuable insights into the implications of beauty standards veiled as empowerment and wellness in digital spaces.

## **Keywords**

**Beauty standards, Commodification, Social media, TikTok, Body labor**

## **Abstrakt**

Trend "that girl" se na TikToku objevil jako přesvědčivé zobrazení ideální ženy, která ztělesňuje sebezdokonalování, wellness a dokonalost. Pod povrchem tohoto zobrazení se však skrývá temná realita, protože mladé ženy zmiňovaly jeho škodlivý dopad na jejich duševní zdraví a sebevědomí. Tento výzkum zkoumá komodifikaci "that girl" jako ideální ženy na TikToku, zkoumá její dodržování nebo vzdorování mainstreamovým standardům krásy a to, jak jsou wellness, kosmetické, módní a dietní produkty prezentovány jako nástroje k dosažení tohoto obrazu. Analýza dat smíšenými metodami, která využívá přístup případové studie, zkoumá veřejně dostupná videa na TikToku označená #thatgirl v období od března do srpna 2021. S využitím multimodální obsahové analýzy a sociální sémiotiky byly vytvořeny tematické kategorie, které umožňují pochopit vzorce zobrazování ženství. Zjištění ukazují, že trend "that girl" podporuje konzumerismus tím, že propaguje produkty a volby životního stylu jako cesty k dosažení ideální ženskosti zobrazované na TikToku. Tato studie poukazuje na složitou souhru mezi sociálními médii, spotřební kulturou a genderovými normami a nabízí cenné poznatky o důsledcích standardů krásy v digitálním prostoru.

## **Klíčová slova**

**Standardy krásy, Komodifikace, Sociální média, TikTok, Práce na těle**

**Range of thesis: 59 pages and 92305 characters**

## **Declaration of Authorship**

1. The author hereby declares that she compiled this thesis independently, using only the listed resources and literature.
2. The author hereby declares that all the sources and literature used have been properly cited.
3. The author hereby declares that the thesis has not been used to obtain a different or the same degree.
4. I fully agree to my work being used for study and scientific purposes.

Prague 01/08/2023

**Serena Golden**

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**Institute of Communication Studies and Journalism FSV UK**  
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**Main research question** (max. 250 characters):

RQ 1. How is “that girl” commodified as an ideal woman on TikTok?

RQ 1a. How does she challenge or adhere to mainstream beauty standards?

RQ 2. How are wellness, beauty, fashion, and diet products portrayed as tools for becoming “that girl”?

**Current state of research on the topic** (max. 1800 characters):

Current literature around the topic of TikTok, marketing, and beauty and wellness is relatively new as the app experienced a period of extreme growth at the beginning of COVID-19 pandemic (Kennedy, 2020). Literature on TikTok marketing focuses on utilizing influencers to attract Generation Z with growing purchasing power. Due to literature, Generation Z responds best to perceived transparency in influencer marketing (Dao, 2022). In the cosmetic industry, influencer marketing on TikTok is effective in promoting “impulse buying”. TikTok promotes impulse buying by offering gratification and value if a product is purchased immediately online. Although my research will not analyze audience response to “that girl,” literature on impulse buying suggests that TikTok marketing does have a strong impact on viewers. TikTok creators also accent normalizing fourth-wave feminism through the formation of psychological crowds.

Influencer marketing on TikTok is effective at promoting mainstream beauty. During the COVID-19 pandemic, TikTok captured attention by celebrating girlhood, but the girls being celebrated were overwhelmingly white, wealthy, and normatively feminine. By spotlighting only “those” girls, TikTok directed attention away from marginalized girls most likely to suffer during a pandemic (Kennedy, 2020).

Sweeney-Romero (2022) explains the persona of “that girl” in their analysis of “wellness TikTok” as a social media subculture. “That girl” portrays systematic routines of maximized productivity as crucial steps towards an abstract concept of “wellness”. Although the analysis does not focus on product placement, it has been noted that several products emerge in the “that girl” formula (Sweeney-Romero, 2022).

**Expected theoretical framework** (max. 1800 characters):

This proposed research gaps on the intersection of commodification and feminist economics. Commodification, originally belonging under capitalism, is the process by which an object becomes a commodity usable to obtain capital. Although commodity often denotes a product or good, that abstract concepts such as virtue or love could eventually be commodified (Marx, 1996). Moreover, feminist scholars theorize that the globalization of beauty consumption has aided in commodifying



women themselves (McCracken, 2018). My thesis will contribute to scholarship on the commodification of women by analyzing the characteristics of womanhood on social media.

My choice to analyze the commodification of womanhood on TikTok rests on Le Bon's crowd theory (1996). Although Le Bon's publication is outdated, the concept of crowd theory is still applicable to virality on social media. Anonymity, contagion, and accessibility are the ideal circumstances for a psychological crowd to form a collective mind (Le Bon, 1996). Crowd theory serves to justify the relevance of viral TikTok videos as avenues for forming psychological crowds online. As TikTok is a free "anonymous" social media app with the viral potential, the app is a valuable case study.

My choice of multimodal analysis is based on Kress' (2010) theory of social semiotics, which emphasizes the difficulty of defining modes of communication as communities often define modes differently. In my research, I will analyze products as modes of communication. Products in "that girl" videos have a socially shaped meaning in the "wellness" subculture. The use of products as modes of communication aligns with the argument that objects such as "furniture, clothing and food have meaning due to their social making" (Kress, 2010, p. 79).

**Expected methodology, and methods for data gathering and analysis (max. 1800 characters):**

I will collect my data by first utilizing TikTok's hashtag system to find all videos tagged #thatgirl. From there, in order to condense my sample and ensure I collect the most relevant videos, I will reduce the sample to only viral videos. I expect the minimum number of views to classify a video as viral to be one million views. Additionally, I will tailor my sample further by isolating a time frame for the trend. According to a report by *Bustle*, the height of the "that girl" trend was during April 2021 (Arshad, 2021). Thus, I will condense my sample to viral videos circulated within this time frame.

Next, I will conduct a multimodal content analysis on the remaining videos in my sample. First, I will use a researcher-centered analysis of existing literature on the topic and popular media about the trend to develop a code book (Spickard, 2017). Since my analysis will be multimodal, I will use David Manchin's literature on multimodal analysis to create a code book which accommodates multiple modes of communication (Manchin, 2016). In theory, I expect this modification to involve a separate "mode" category in my code book which I will use to categorize my codes based on whether they are speech, text, audio, visuals, or a prop (likely a clothing item or beauty product). For example, I might analyze a video in which an influencer discusses feeling empowered while applying makeup. In this case, I would analyze both the content of the influencer's speech and the placement of makeup products in the video to subtly signal that makeup and empowerment are related.

Once all videos have been analyzed, I will use my data to draw conclusions about the characterization of "that girl" and how the trend promotes consumerism.

**Expected research design (data to be analyzed, for example, the titles of analyzed newspapers and selected time period):**

By employing the logical structure of descriptive research, my research will use qualitative data analysis to explore the formation of "that girl" into a caricature of a woman who achieves beauty standards through product consumption. The use of a case study research design will allow my research to focus on how womanhood functions as a commodity on social media in one specific trend on one social media platform. By specifying one trend, I aim to shed light on how influencer marketing may function in similar trends across TikTok. My unit of analysis for this case study is the "that girl" trend, which spread on beauty and wellness TikTok accounts throughout 2021. I selected the "that girl" trend because it provides an effective example of consumerism and beauty standards veiled as female empowerment and wellness. Furthermore, the trend was popular enough to last several weeks on TikTok, yielding a sufficiently large sample for research. Consequently, my proposed research should be a promising opportunity for impactful analysis into the portrayal of womanhood and consumerism on TikTok, a new and unique social media platform.

**Expected thesis structure (chapters and subchapters with brief description of their content):**

- Introduction
- Literature Review
- Influencer Marketing

- How is TikTok Unique?
- Gender and Beauty on TikTok
- Theoretical Framework
- Commodification and Feminist Economics
- Crowd Theory on TikTok
- Social Semiotics
- Methodology
- Multimodal Content Analysis
- Research Design
- Sample selection
- Data analysis
- Limitations, reflexivity, and ethics
- Results
- Key Findings and Discussion
- Conclusion
- References

**Basic literature list (at least 5 most important works related to the topic and the method(s) of analysis; all works should be briefly characterized on 2-5 lines):**

Boffone, T., & Sweeney-Romero, K. M. (2022). Wellness TikTok. In *TikTok cultures in the United States*. essay, Routledge, Taylor et Francis Group.

- Chapter on “Wellness TikTok” in a book on TikTok cultures in the United States. Examines how a TikTok culture centered around “wellness” promotes a hyper-productive lifestyle for women.

Dao, Giang. (2022). *TikTok Influencer Marketing as a Marketing Tool for Cosmetic Industry to Attract Generation Z*. LAB University of Applied Sciences, Finland.

- Academic thesis on influencer marketing on TikTok as a tool for the cosmetic industry. Addresses TikTok influencers from a business perspective to attract Generation Z.

Elias, J., Roberts, A., & McCracken, A. B. V. (2018). The Global Political Economy of Beauty. In *Handbook on the International Political Economy of Gender*. essay, Edward Elgar Publishing.

- Uses theory from the discipline of feminist economics to examine how womanhood can be commodified due to the globalization of beauty consumption.

Fadillah, F., & Kusumawati, N. (2021). *Factors Affecting Makeup Products Online Impulsive Buying Behavior on TikTok*.

- Conference paper examines the role of TikTok in promoting impulse buying of makeup products in the Indonesian beauty industry.

Gudmundsen, R. N., Sejersen, S. M. (2021). *Fourth-wave Feminism and How TikTok Assists in the Normalization of the Fourth-wave Feminist Notions of Empowerment, Toxic Masculinity and Female Agency Through Virality*. Aalborg University, Denmark. Kennedy, M. (2020). ‘If the rise of the TikTok dance and e-girl aesthetic has taught us anything, it’s that teenage girls rule the internet right now’: TikTok celebrity, girls and the Coronavirus crisis. *European Journal of Cultural Studies*, 23(6), 1069–1076. <https://doi.org/10.1177/1367549420945341>

- Researches the rise of teenage girls on TikTok and finds that TikTok celebrates a normatively feminine notion of girlhood and spotlights primarily white, wealthy girls.

Kress, G. (2010) *Multimodality: A social semiotic approach to contemporary communication*. Routledge.

- Kress emphasizes the difficulty of defining modes of communication for different communities. Provides a framework for the use of semiotics and multimodality in the methodology of this thesis.

Le Bon, G. (1996). *The Crowd: A Study of the Popular Mind*. Project Gutenberg.

- Le Bon's theory of psychological crowd formation suggests that crowds emerge with the ideal conditions of contagion, anonymity, and accessibility. This theory serves as the justification for studying TikTok.

Machin, David. (2016). *Introduction to Multimodal Analysis*. Bloomsbury.

- Machin explains an approach to multimodal analysis, specifically visual media analysis. Develops a toolkit for multimodal analysis which will provide a basis for my methodology.

Marx, K. (1996). *Das Kapital*. (F. Engels, Ed.). Regnery Publishing.

- Introduces the concept of commodification as an integral part of capitalist systems. Provides a theoretical framework for my research into the commodification of women on TikTok.

Schellewald, A. (2021). Communicative Forms on TikTok: Perspectives From Digital Ethnography. *International Journal Of Communication*, 15, 21. Retrieved from <https://ijoc.org/index.php/ijoc/article/view/16414>

- Schellewald's analysis of communicative forms on TikTok provides necessary knowledge about TikTok's structure as a social media platform.

**Related theses and dissertations (list of B.A., M.A. and Ph.D. theses defended at Charles University or other academic institutions in the last five years):**

Gudmundsen, R.N., Sejersen, S.M. (2021). *Fourth-wave Feminism and How TikTok Assists in the Normalization of the Fourth-wave Feminist Notions of Empowerment, Toxic Masculinity and Female Agency Through Virality*. Aalborg University, Denmark.

Dao, Giang. (2022). *TikTok Influencer Marketing as a Marketing Tool for Cosmetic Industry to Attract Generation Z*. LAB University of Applied Sciences, Finland.

**Date / Signature of the student:**

.....

**THIS PART TO BE FILLED BY THE ACADEMIC SUPERVISOR:**

**I confirm that I have consulted this research proposal with the author and that the proposal is related to my field of expertise at the Faculty of Social Sciences.**

**I agree to be the Thesis supervisor.**

.....

**Surname and name of the supervisor**

**Date / Signature of the supervisor**

**Further recommendations related to the topic, structure and methods for analysis:**

**Further recommendations of literature related to the topic:**

The research proposal has to be printed, signed and submitted to the FSV UK registry office (podatelna) in two copies, **by November 15, 2021**, addressed to the Program Coordinator. Accepted research proposals have to be picked up at the Program Coordinator's Office, Mgr. Sandra Štefaniková. The accepted research proposal needs to be included in the hard copy version of the submitted thesis.

**RESEARCH PROPOSALS NEED TO BE APPROVED BY THE HEAD OF ERASMUS MUNDUS JOURNALISM PROGRAM**

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## Introduction

‘That girl’ has everything together — she goes to pilates six days a week, curates the perfect capsule wardrobe, and shows up early for her lucrative day job without ever smudging her ‘clean girl’ makeup look. Becoming ‘that girl’ is a revolution of self-improvement, wellness, and womanhood (Boffone & Sweeney-Romero, 2022). Most importantly, ‘that girl’ documents each perfect second of her perfect life on TikTok. From her minimalist apartment to her green juice and delicately sculpted body, everything about ‘that girl’ is glamorous and serene; but in June 2021, a young woman on Twitter posted, “all that the ‘that girl’ trend did to me is give me an eating disorder and made me hate my life” (MilkyOnce, 2021). A month later, journalist Ruchira Sharma reported on ‘that girl’ for *Refinery29*, answering the ultimate question — who is ‘that girl’? (Sharma, 2021).

Sharma (2021) describes ‘that girl’ videos as a moving Pinterest board. According to Sharma (2021), ‘that girl’s’ pristine white furniture and pastel athleisure set distract from the dark sides of the trend, like disordered eating, toxic positivity and glorifying Whiteness. ‘That girl’s’ ‘what I eat in a day’ videos celebrate a diet that rarely meets the recommended minimum of 1,200 calories daily. While working on their article, Sharma reported five ‘that girl’ videos for glorifying under-eating — only one was taken down for violating the platform’s community guidelines (Sharma, 2021). A TikTok spokesperson assured Sharma that the platform was “focused on safeguarding [their] community from harmful content and behaviors while supporting an inclusive — and body-positive — environment” (Sharma, 2021). The response Sharma received from TikTok contradicts internal documents obtained by *The Intercept*, which

included a memo instructing moderators to suppress posts created by users who appeared ugly, poor or disabled (Biddle et al., 2020).

‘That girl’ emulates control in all areas of her life, not just diet. She applies ‘clean’ beauty products before starting her work day where she excels in a vague corporate job. Her professional success is crucial because ‘that girl’ has expensive taste (Boffone & Sweeney-Romero, 2022). Reformer pilates, organic produce, ‘nontoxic’ beauty products and a chic beige wardrobe all carry a high price point (Boffone & Sweeney-Romero, 2022). Although ‘that girl’ claims to promote self-improvement and empowerment, the trend largely motivates young women to do one thing — spend their time and money conforming to yet another standard of perfection.

The shift to advertising on social media presents a new opportunity for companies to discreetly market products to women. In today’s age, influencers and social media trends cloak advertising as a social interaction; in actuality, the TikTok For You page involves very little socialization (Schellewald, 2021). Unlike Instagram or Facebook, where the primary goal is to interact with one’s social network, TikTok’s algorithm is based on the user’s interests. As a user ‘likes’ a video about baking and scrolls past a video about gardening, the TikTok algorithm accommodates by showing the user more videos about baking and fewer videos about gardening (Schellewald, 2021). In this sense, TikTok’s algorithm is uniquely capable of catching and maintaining users’ attention.

The interest algorithm also provides the ideal conditions for crowd behavior. Psychological crowds, which thrive on anonymity, contagion, and accessibility, can create a collective mind through which information or ideology spreads (Le Bon, 1977). TikTok is a free

app available through a quick download. Its algorithm promotes interaction between strangers with similar interests, and users do not need a large following to gain 1,000 or even one million views (Schellewald, 2021). In the case of commodifying womanhood through beauty and wellness advertising, TikTok is the perfect environment to convince a psychological crowd that perfection can be bought (Gudmundsen and Sejersen, 2021).

The addictive nature of the TikTok algorithm creates a powerful tool for advertising. TikTok's power is made greater by the success of influencers on the app (Dao, 2022). By advertising through an influencer who is a seemingly 'normal' person, companies bypass the inauthenticity often perceived through magazine or television ads — and because TikTok is so addictive, users may be too wrapped up in the algorithm by the time they realize they are being sold to (Dao, 2022).

Advertising perfection to women is not a new idea, but it looks different now. The retouched image of a model in a magazine has morphed into the relatability of a young woman filming herself on her phone (Kennedy, 2020). Through brand deals and shopping hauls, influencers sell more than just retinol serum and green juice powder — they sell the idea that ideal womanhood can and should be bought. Accordingly, this study seeks to answer the following research questions using a mixed methods content analysis:

Research Question 1. How is 'that girl' commodified as an ideal woman on TikTok and how does she challenge or adhere to mainstream beauty standards?

Research Question 2. How are wellness, beauty, fashion and diet products portrayed as tools for becoming 'that girl'?

It is important to note that Research Question 1 has been reformulated from the originally proposed research to simplify the research question. Thus, RQ1a. “How does she challenge or adhere to mainstream beauty standards?” has been combined with RQ1. “How is ‘that girl’ commodified as an ideal woman on TikTok?”

## **1. Literature Review**

### ***1.1 Marketing and Advertising***

#### **1.1.1 The History of Beauty Advertising**

Marketing perfection to women is not a new or recent development. In the 1950s, magazine and television advertising promoted a narrow definition of womanhood by depicting women in domestic settings. From cleaning products to beauty products, wives and mothers were encouraged to look appealing while completing household labor (Catt, 2014). As the feminist movement grew in the ‘60s and ‘70s, writers such as *The Feminine Mystique* author Betty Friedan (1963) criticized the advertising industry for exploiting the purchasing power of housewives. Friedan notes that “the really important role that women serve as housewives is to buy more things for the house” (Friedan, 1963, p. 197).

In the 1970s, radical feminists began to approach beauty advertising through the lens of feminist theory. A member of The Redstockings organization explained that “For women, buying and wearing clothes and beauty aids is not so much consumption as work. One of a woman’s jobs in this society is to be an attractive sexual object, and clothes and make-up are tools of the trade” (A Redstocking Sister, 1971, 483). Craig (1998) notes that the notion of a consumerist



standard of feminine beauty, despite permeating most aspects of popular culture, remained largely unstudied at the turn of the century. Though feminists have long understood the unequal distribution of advertising towards men and women, the conversation is still far from mainstream.

### **1.1.2 Influencer Marketing on TikTok**

Current literature around the topic of TikTok, marketing, and beauty and wellness is relatively new as the app experienced a period of extreme growth during the beginning of the COVID-19 pandemic in 2020 (Kennedy, 2020). Literature on TikTok marketing focuses on utilizing influencers to attract Generation Z, a young generation with growing purchasing power. Specifically, marketing scholars note that Generation Z responds best to perceived transparency in influencer marketing (Dao, 2022). A survey administered by Dao (2022) found that brands seeking to attract Generation Z through influencer marketing could gain the most success from prioritizing relatable and genuine social media personalities, even if those influencers had fewer followers. Notably, Dao found that Generation Z is most attracted to “videos that are true to life, with an honest opinion” (Dao, 2022, p. 1). Researched from a business perspective, TikTok was found to contribute to a company’s overall brand recognition.

In the cosmetic industry, influencer marketing on TikTok has proven to be particularly effective in promoting “impulse buying”. Researchers have found that TikTok promotes impulse buying by offering gratification and value if a product is purchased immediately online (Fadillah & Kusumawati, 2021). Fadillah and Kusumawati (2021) reached this conclusion by analyzing “Keracunan TikTok,” an Indonesian TikTok trend where users make impulse cosmetic purchases in response to videos on the app. Although my research will not analyze audience response to

‘that girl,’ literature on impulse buying suggests that TikTok marketing strongly impacts viewers. Similarly, an analysis by Gudmundsen and Sejersen (2021) found that TikTok creators play a prominent role in normalizing fourth-wave feminism through the formation of psychological crowds.

## ***1.2 TikTok’s Self-Interest Algorithm***

The shift to advertising on social media presents a new opportunity for companies to discretely market products to women. In today’s age, influencers, and social media trends cloak advertising as a social interaction; in actuality, the TikTok For You page involves very little socialization (Schellewald, 2021). Unlike Instagram or Facebook, where the primary goal is to interact with one’s social network, TikTok’s algorithm is based on the user’s interests. As a user ‘likes’ a video about baking and scrolls past a video about gardening, the TikTok algorithm accommodates by showing the user more videos about baking and fewer videos about gardening (Schellewald, 2021). In this sense, TikTok’s algorithm is uniquely capable of catching and maintaining users’ attention.

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The addictive nature of the TikTok algorithm creates a powerful tool for advertising. TikTok's power is made greater by the success of influencers on the app (Dao, 2022). By advertising through an influencer who is a seemingly 'normal' person, companies bypass the inauthenticity often perceived through magazine or television ads — and because TikTok is so addictive, users may be too wrapped up in the algorithm by the time they realize they are being sold to (Dao, 2022).

### ***1.3 Social Media and Public Perceptions***

#### **1.3.1 The Selfie Generation**

Self-portraits, more commonly referred to online as selfies, function as an outlet for self-expression and communication. Selfies can help us craft our personal image and communicate our feelings or desires. In fact, selfies can even help diversify the faces we see — as long as one has a phone and a social media account, they can express themselves online. However, selfies also bring new obstacles to everyday life. In the *Selfie Generation*, Alicia Eler (2017) unpacks how the rise of self-portraits on social media impacts our identity, privacy, and social interactions. Our selfies can be seen by strangers, shared without our consent, or exposed to bullying and harassment (Eler, 2017).

Selfies also impact cultural perceptions of beauty, gender, and self-esteem. Taking and sharing selfies has an impact on women's experiences of their bodies (Tiidenberg and Gomez, 2015). McLean et al. (2019) found that viewing selfies online appears to have a negative impact on adolescents' well-being and body confidence. Moreover, the aesthetic nature of selfies can reinforce beauty standards and the commodification of bodies (Eler, 2017). This influence may negatively affect individuals' self-image if they are not perceived as fitting into beauty standards.

### **1.3.2 Viral Discourse**

Gudmundsen and Sejersen (2021) found that contemporary feminist ideology proliferates across TikTok through virality. This analysis hinges on the finding that TikTok provides ideal conditions for virality and crowd behavior. Fourth-wave feminist concepts including toxic masculinity, body-positivity, sexual liberation and empowerment spread on TikTok through the formation of crowds around viral content, which is more suggestible to the viewer (Gudmundsen & Sejersen, 2021). Although Gudmundsen and Sejersen's (2021) research focuses on fourth-wave feminism, their findings are noteworthy to research surrounding TikTok and gender. The mechanisms of virality and crowd theory that allow feminist ideology to spread on TikTok could also be manipulated by the beauty industry. Conversely, notions of women's empowerment and liberation can also be exploited to market beauty products as tools for self-care. Thus, this research by Gudmundsen and Sejersen (2021) is a boon to the relevance and methodology of this research.

Influencer marketing on TikTok is particularly effective at promoting mainstream beauty standards. In their study on young women and TikTok celebrity, Kennedy (2020) found that TikTok during the height of the coronavirus pandemic captured attention by celebrating girlhood, but the girls being celebrated were overwhelmingly white, wealthy, and normatively feminine. The research found that by spotlighting only normatively feminine girls, TikTok directed attention away from marginalized girls most likely to suffer during a pandemic (Kennedy, 2020).

### **1.3.3 Wellness TikTok**

Many videos within the 'that girl' trend are part of a larger subculture of wellness on TikTok. In their analysis of diet culture and wellness on TikTok, Pierce found advertisements of

‘that girl’ involved diet and exercise as essential habits (Pierce, 2022). Generally, Pierce (2022) found that portraying diet as central to personhood was a trend in diet messaging targeted toward women. To become ‘that girl,’ women were expected to not only alter their diet and exercise patterns but to mold their lifestyle as an aesthetic performance (Pierce, 2022). Pierce (2022) notes that heavily aesthetic montages of women becoming ‘that girl’ communicate the subliminal message that women should exist to be watched.

Boffone and Sweeney-Romero (2022) describe how wellness TikTok points to habits surrounding beauty, lifestyle, and eating as foundational to achieving personal and professional success as a woman. This analysis focuses on videos depicting a specific morning routine of “becoming that girl.” In these videos, the authors describe a curated sequence of habits:

Wake up as early as 5 a.m.; put on a “matching set” of workout clothes to go to the gym or work out from home; prepare a colorful but modest, healthy breakfast; hydrate with lemon water while also drinking a matcha; apply name brand body-care products in the shower and hang eucalyptus leaves from the showerhead; follow a skin care regimen comprised of products with minimalist packaging and ingredients; change into a matching “lounging set” or color-coordinated work attire; light a candle while writing in a copy of *The Five-Minute Journal*; and grab a “treat” at a coffee shop while walking or driving to a corporate job or university class (Boffone & Sweeney-Romero, 2022, p. 108).

‘That girl’ portrays systematic routines of maximized productivity as essential steps toward an abstract concept of wellness (Boffone & Sweeney-Romero, 2022). Pierce (2022) confirms this message in their analysis of diet and wellness content on TikTok. Notably, nutrition

and wellness content often sells something guaranteed to deliver the perfect body, mind, or lifestyle (Pierce, 2022). Despite the prevalence of marketing in wellness content, Pierce (2022) found users less likely to trust creators who were sponsored by a product or company; however, creators were able to regain authority if they were visibly thin or fit in their videos, suggesting that a creator's personal image has a role to play in their trustworthiness.

Boffone and Sweeney-Romero (2022) determine that this portrayal of wellness depicts productivity as a form of empowerment, influencing young women to devote even their free time to labor. Although this analysis does not focus on marketing or product placement, the above list indicates that several products emerge in the 'that girl' formula. Matching activewear and lounge sets, matcha, name brand body-care, and guided journals are among the necessary products for becoming that girl. As a viewer, the message is clear: if 'that girl' is successful due to acquiring these products, you could be, too.

### **1.3.4 Marketing and Regulating the Self**

Wang and Feng (2022) tie the practice of self-branding through aesthetic montage content on social media to neoliberalism. As Monarth (2022) writes for the Harvard Business Review, self-branding, also known as developing a personal brand, is a popular business practice in which individuals cultivate their personal image as they would a product or business. In China, an unstable labor market pressures individuals to market themselves in the spirit of entrepreneurialism. When lifestyle and personhood are commodified, women online are persuaded to find empowerment by maintaining a successful career and an aesthetically perfect lifestyle to share on social media (Wang & Feng, 2022). Cultivating an aesthetically-pleasing lifestyle to broadcast on social media creates a constant stream of self-monitoring.

Digital self-monitoring among women has been described as “beauty surveillance” (Elias & Gill, 2017). Elias and Gill (2017) argue that neoliberalism and postfeminist ideas converge in beauty apps, which place a regulatory gaze on women. Beauty apps, which range from appearance-enhancing to appearance-tracking, are among a broader trend towards the surveillance of women’s bodies, “whereby the ever more fine-grained, metricized and forensic scrutiny of the female body is increasingly mediated by the mobile phone” (Elias & Gill, 2017).

Self-surveillance impacts more than women’s self-image. “Femininity has been portrayed always as contingent — requiring constant anxious attention, work and vigilance, from touching up your makeup to packing the perfect capsule wardrobe... No area of a woman’s life is immune from the requirement to self-survey and work on the self” (Gill, 2007, p. 155). Online, apps promise to survey every aspect of a woman’s life — her calorie intake, her mental health, or her menstrual cycle. Postfeminists may argue that self-surveillance is empowering, allowing a woman to take control of her life; yet in the broader sense, self-surveillance directs women’s attention and anxiety inward, distracting from the patriarchal power structures around them (Rottenberg, 2014).

On TikTok, self-surveillance may become more literal as women cut their lives into aesthetically pleasing video montages. Previous research on other forms of mass media has noted that mass media stimulates the development of an objectified self-concept (Vandenbosch, 2016). On social media, regular use has been associated with increased self-objectification and body surveillance over time (Vandenbosch, 2016). Social media use can also create an imagined perception of constant surveillance. In this climate, users are groomed to expect and accommodate the surveillance of their friends, families, educators, and potential employers (Duffy & Chan, 2019). Consequently, the self-monitoring ‘that girl’ does through recording her

montages is not entirely unique to the trend. Instead, ‘that girl’ exists within a broader culture of surveillance that is exacerbated by self-regulating her femininity.

### ***1.4 Post-feminist Ideology***

Self-surveillance is a key element of postfeminism, an ideological development in which foundational feminist ideology is both accepted and discredited (Gill, 2007). The feminist movement is characterized as outdated and irrelevant in postfeminist rhetoric (Gill, 2016). While postfeminism recognizes feminist agendas such as empowerment, postfeminism ultimately discredits the radical goals of feminist movements — postfeminism may encourage loving your body, but not dismantling the patriarchy (Hains, 2009).

#### **1.4.1 Body Labor**

As beauty is further commodified in the global political economy, consumption becomes another avenue for the commodification of women themselves (Elias et al., 2018). In the globalized beauty industry, women are encouraged to labor their own beauty. Though McCracken (2014) considers this an aspect of reproductive labor, the authors note many terms exist for this phenomenon — ‘body work,’ ‘bodily labor,’ and ‘soma-technical capital’ all describe the investment of one’s own time, money, and work into beautification (Gimlin, 2000; Lan, 2003; Aizura, 2009 as cited in McCracken, 2014). Elective cosmetic procedures are a prime example of body labor. Elias et al. (2018) note that cosmetic surgery in Argentina is branded as an investment in socioeconomic capital (Viladrich & Baron-Faust, 2014 as cited in Elias et al., 2018). Similarly, women in China use cosmetic enhancement to increase their chances in a competitive job market (Hua 2009 as cited in Elias, Roberts & McCracken, 2018).



In what McCracken terms the ‘beauty imperative,’ the normalization of beauty ideology characterizes beauty as essential to ‘a woman’s identity, personhood, and social success’ (Gill & Elias, 2014, p. 954). The beauty imperative gives women few opportunities to choose an alternative to beauty while simultaneously villainizing women who struggle to feel beautiful. Thus, in a world where women’s work is rewarded with fewer opportunities and less compensation, women must also dedicate time, money, and energy to beautifying their bodies and minds (Gill & Elias, 2014).

### **1.4.2 Empowerment**

The beauty imperative, while a seemingly obvious example of women’s objectification, is exacerbated by a growing movement towards feminine confidence and empowerment. Banet-Weiser notes that a decentralized confidence movement has appeared in politics, marketing, and social media since the turn of the century (Banet-Weiser, 2017). Although some empowerment campaigns direct attention to empowering women and girls through opportunities and equality, companies like CoverGirl and Dove use empowerment to sell more products. Using feminist ideas to sell products has been termed “femvertising” (Windels et al., 2020). Despite femvertising being largely celebrated by the advertising industry, its use of postfeminist ideologies subverts the political power of feminism.

Windels et al. (2020) found that femvertising uses postfeminist discourses including commodity feminism, individualization, self-surveillance, confidence culture, and “love your body” to sell products to women. Pressuring women to love their bodies, while on its surface empowering, is an additional demand on women — instead of promoting body neutrality, women are urged to regulate their feelings about their body image (Windels et al., 2020).

Notably, empowerment-themed advertising has no empirical impact on increasing women's experienced empowerment. Despite their appearance, empowering advertisements contain the same traditionally objectifying visual messages (Couture & Harrison, 2019). These findings are in line with the broader trend of misuse of empowerment discourse, which impacts trends such as 'that girl.'

### **1.4.3 Setting beauty standards**

The difficulty in analyzing how the 'that girl' trend challenges or adheres to mainstream beauty standards lies in the elusive and subjective nature of modern beauty standards. While beauty standards may seem apparent, there is no concrete or universally accepted list of such standards, nor a singular authority that sets them (Yan & Bissell, 2014).

Beauty standards shift and evolve over time, but many expectations have remained the same. In the Victorian era, the concept of the "Angel in the House" placed women on a pedestal, emphasizing their passive, angelic qualities and discouraging them from aspiring outside of the domestic sphere (Wolf, 2015). As the media and advertising industries developed throughout the centuries, women were increasingly bombarded with images of often unrealistic and unattainable beauty ideals (Craig, 1998). Youth and thinness have also played a relatively constant role in beauty standards. Ageism intersects with beauty standards through the relentless pursuit of eternal visible youth, leading to cosmetic procedures and anti-aging products (Wolf, 2015).

Modern beauty standards are a product of negotiation, often shaped in editorial meetings of fashion magazines and beauty companies, making them susceptible to cultural differences and ever-changing trends (Yan & Bissell, 2014). However, there are still similarities across beauty standards. For example, what is considered beautiful in Korea is similar to the United States; a

beautiful woman in Korea may be perceived as young, slim, and fair-skinned, while in the U.S., youth, thinness, and Whiteness are often privileged (Treviños-Rodríguez & Díaz-Soloaga, 2022; Curiel et al., 2023). As such, the most objective conception of beauty standards that can be used in this research is that youth, thinness, and Eurocentric features are prized.

### ***1.5 Feminist Theory and Economics***

The primary theoretical backing for my research is feminist theory. Though my research focuses on social media, my research ultimately seeks to contribute to scholarship on the commodification of women by analyzing the characterization of womanhood on social media. In their analysis of the globalization of beauty, Elias et al. (2018) note the enduring relevance of Simone de Beauvoir's *The Second Sex*, which describes how beautification enhances the powerlessness and passivity of feminine bodies (Elias et al., 2018). In *The Second Sex*, de Beauvoir argues that beauty work undermines women's autonomy and agency (Beauvoir, 2015 as cited in Elias et al., 2018). A woman applying makeup or wearing a corset may feel empowered by these actions, but she is also contributing to her own objectification. As de Beauvoir writes, "The ideal of feminine beauty is variable; but some requirements remain constant; one of them is that since woman is destined to be possessed, her body has to provide the inert and passive qualities of an object" (Beauvoir, 2015, p. 377).

More specifically, this research relies on concepts from feminist economics. Popularized by Marilyn Waring (1988), feminist economics questions the valuation of women's labor in a patriarchal society. Waring's (1988) publication *If Women Counted: A New Feminist Economics* criticized the fact that women's unpaid household and care work was left out of national income accounting, creating a disparity that contributes to inequality in policymaking (Waring, 1988).

When coupled with the demands of body labor, the continued devaluation of women's unpaid work, and the persistent wage gap in many countries, it is my opinion that any outside force urging women to spend their time and money achieving perfection is a worthy topic for further research (McCracken, 2014; Blau & Kahn, 2017).

### **1.5.1 Commodification**

Commodification, originally conceptualized as a phenomenon under capitalism, is the process by which an object becomes a commodity that can be used to obtain capital (Marx, 1996). Although commodity often denotes a product or good, Marx theorized that abstract concepts such as virtue or love could eventually be commodified (Marx, 1935). This theory lends itself to the notion of self-commodification, which relates to how we define ourselves and our well-being (Davis, 2003). There are two possible meanings of self-commodification. The first meaning is that our self-understanding is influenced by the traits of the commodities we appropriate, meaning our identity is mediated by the things we purchase. The second meaning of self-commodification relates more to personal branding in which we cultivate our personal image for economic gain (Davis, 2003). Both definitions of self-commodification are relevant in the context of my research.

Scholars of feminist economics theorize that the globalization of beauty consumption has aided in commodifying women themselves (Elias, et al., 2018). In some cases, women are commodified through their own body labor, investing in their performance of femininity to gain social or commercial value from their beauty (Elias et al., 2018). This form of self-commodification is imperative to my research as women participating in the 'that girl' trend are ultimately encouraging themselves and other women to achieve social and commercial

success (Boffone & Sweeney-Romero, 2022). Thus, I define the commodification of women as the process by which an aspect of womanhood becomes an object that can be bought or sold. Accordingly, my content analysis is ultimately designed to discern how often ‘that girl’ achieves her beauty, physique, wellness, and empowerment by making a purchase.

## **2. Methodology**

### ***2.1 Methodological approach***

By employing the logical structure of descriptive research in the form of a case study, my research uses mixed methods data analysis to explore the formation of ‘that girl’ into a caricature of a woman who achieves beauty standards through product consumption. Qualitative research is particularly suited for examining complex social phenomena and gaining deeper insights into the subjective experiences and perceptions of individuals or groups (Miles et al., 2020).

Concurrently, the quantitative data analysis component employs condensed meaning units and thematic codes to quantify and categorize specific product references and behaviors in the videos.

The use of a case study research design allows my research to focus on how womanhood functions as a commodity on social media in one specific trend on one social media platform. By specifying one trend, I aim to shed light on how influencer marketing may function in similar trends across TikTok. My unit of analysis for this case study is the ‘that girl’ trend, which spread on beauty and wellness TikTok accounts throughout 2021. I selected the ‘that girl’ trend because it provides an effective example of consumerism and beauty standards veiled as female

empowerment and wellness. Furthermore, the trend was popular enough to last several months on TikTok, yielding a sufficiently large sample for research. Consequently, my research should be a promising opportunity for impactful analysis into the portrayal of womanhood and consumerism on TikTok, a new and unique social media platform.

My research implements the data type of public organizational data in the form of digitally-published TikTok videos. I collected my data by first utilizing TikTok's hashtag system to find all videos tagged #thatgirl. From there, in order to condense my sample and ensure I collected the most relevant videos, I reduced the sample to only videos with at least one million views. Additionally, I tailored my sample further by isolating a time frame for the trend. By selecting a specific time frame for my sample, I limited the scope of my research to be feasible in the project time frame while also eliminating videos that latched onto the 'that girl' trend after its popularity. Furthermore, specifying a time frame ensures the videos received at least one million views within a relatively short period of time. According to a report by *Bustle*, the height of the 'that girl' trend was during the spring and summer of 2021 (Arshad, 2021). Hence, the videos included in my sample are those posted between March and August 2021. Although my original proposed research stated that I would sample only videos posted in April, I ultimately expanded the time frame to accommodate the full height of the trend.

## ***2.2 Content Analysis***

Next, I conducted a multimodal content analysis of the remaining videos in my sample. Content analysis — typically carried out on texts such as newspaper stories or blog posts — involves examining texts for patterns in the portrayal of a particular topic (Spickard, 2017). Instances of each pattern are then quantified and analyzed within the context of the topic. In my

research, I analyze text, images, and products as modes of communication. Products in ‘that girl’ videos have a socially shaped meaning within the “wellness” subculture. The use of products as modes of communication aligns with Kress’ argument that objects such as “furniture, clothing and food have meaning due to their social making” (Kress, 2010, p. 79).

### ***2.3 Codes, categories, and selection criteria***

First, I used existing literature on empowerment by Windels et al. (2020) and self-surveillance by Elias and Gill (2017), Gill (2016), and Rottenberg (2014) in combination with popular media about the trend to develop a codebook (Spickard, 2017). I derived code words from the selected videos and assigned them to thematic categories based on the selected literature and popular media. My categories are as follows: “empowerment,” “products,” “diet and exercise,” “self-surveillance,” “productivity,” “hygiene” and “mental health.”

After defining my categories, I specified selection criteria for each category to streamline the coding process. Hence, a code word must align with the previously defined selection criteria for a given category in order to qualify for inclusion. The selection criteria for all categories are viewable in Figure A.

***Figure A.*** *Categories for content analysis and their corresponding criteria for inclusion.*

<b>Category</b>	<b>Criteria for Inclusion</b>
Empowerment	References feelings of empowerment or self-confidence
Products	Includes a makeup, skincare, diet/exercise, clothing or other product
Diet and exercise	Includes video subject eating, drinking or exercising
Self-surveillance	Includes video subject journaling or tracking

	factors including weight, mental state, diet, or other lifestyle factors
Productivity	References professional or personal productivity and achievements
Mental health	References subject's mental well-being
Hygiene	References cleanliness or beautification without mentioning a specific product or type of product

After finalizing my categories and their selection criteria, I performed a researcher-centered content analysis, extracting codes from each video based on my interpretation as a researcher with the foundation of my categories based on theory. A researcher-centered analysis is the best fit for my study because I am interested in what I can learn from the content of 'that girl' TikTok videos, not from the intentions of those posting them (Spickard, 2017). Thus, my analysis seeks to find patterns that TikTok users may be unaware of themselves. Accordingly, my analysis uses external codes developed with the foundation of my theoretical framework and literature review (Spickard, 2017).

Since my analysis is multimodal, I used David Manchin's (2016) literature on multimodal analysis to create a codebook that accommodates multiple modes of communication. This modification involves a separate "mode" column in my code book which I use to organize my codes based on whether they are speech, text, audio, visuals, or a prop (likely a clothing item or beauty product). For example, I might analyze a video in which an influencer discusses feeling empowered while applying makeup. In this case, I would examine both the content of the influencer's speech and the placement of makeup products in the video to subtly signal that makeup and empowerment are related.



## ***2.4 Condensed meaning units***

With my categories and selection criteria in mind, I viewed each video and categorized relevant elements by isolating a code word or object. I then analyzed the meaning of each code by creating a condensed meaning unit. For example, a video in which the subject applies Glossier Cloud Paint blush would be assigned the condensed meaning unit of “makeup” and categorized under “products.” Using condensed meaning units is particularly helpful in differentiating between beauty or food and beverage products, giving my results a more detailed view of product placement in ‘that girl’ videos.

The full list of condensed meaning units for the product category is as follows: activewear, food and beverage, home, interior design, loungewear, luxury, makeup, perfume, skincare, supplements, tech, cup, exercise equipment, miscellaneous beauty, and miscellaneous clothing. The condensed meaning units for this category were particularly vital as I sought to numerically represent not only how often and what type of products were represented, but which companies or brands appeared frequently. Thus, the code for a Kiehls skin care product would be Kiehls while its condensed meaning unit and category would be skincare and makeup, respectively.

Assigning condensed meaning units for some products, such as Glossier Futuredew serum, required my own interpretation of the product’s use. Although Glossier Futuredew is described as a serum, the product does deposit light-reflecting minerals on the skin and has been marketed by Glossier as a glowy makeup primer, addition to foundation, or highlighter (Glossier, 2023). Thus, using my discretion as the researcher, I elected to code Glossier Futuredew as a makeup product. Since similar decisions needed to be made about other products, I elected to

differentiate skincare and makeup products based on whether they deposited color or coverage to the skin.

Although some condensed meaning units in the product category are similar, I have made distinctions between certain products for the sake of clarity in my analysis. For example, home and interior design both relate to the home, but interior design refers specifically to decor while home refers to appliances and gadgets such as an espresso machine. Similarly, the luxury and perfume categories could potentially overlap as many of the perfumes referenced are produced by luxury brands. Because references to perfume outnumbered references to miscellaneous luxury products such as handbags or brand books, I elected to organize perfume with its own condensed meaning unit.

Several differentiations were also made in the diet and exercise category. Like the product category, diet and exercise involved many different condensed meaning units. The condensed meaning units in this category include beverage, snack, breakfast, lunch, meal, exercise, food, groceries, fruit, vegetables, restaurant, supplements, and physique. One key distinction is that although references to beverages were assigned to an overarching beverage condensed meaning unit, references to food were divided using several condensed meaning units to allow for a more detailed analysis of ‘that girl’s’ diet. For example, specific references to having oatmeal for breakfast or toast for lunch were given the condensed meaning unit of breakfast or lunch. However, occasional images of plates or bowls of food which did not specify a mealtime resulted in a condensed meaning unit of simply ‘meal.’ Similarly, although fruit could be considered a snack, specific images of fruit were described as fruit rather than assigned the condensed meaning unit of snack. This differentiation was made to accurately represent how often ‘that girl’ eats fruit rather than another form of snack. These discrepancies in assigning

condensed meaning units for food and beverages have been considered and accounted for in the resulting analysis.

The condensed meaning units for the productivity category include studying, reading, chores, motivation, tech, routine, laptop, morning, no sleep, productive, and work. Perhaps the most obvious condensed meaning units, reading refers to instances of ‘that girl’ reading a book or newspaper while studying refers to instances of ‘that girl’ studying in the academic sense. Again, these differentiations required interpretation as reading a book on medical anatomy could be interpreted as studying while a romance novel might be considered reading for pleasure.

Entries to the productivity category also involved condensed meaning units referring broadly to work or productivity without specifying what kind of work was being done. The condensed meaning unit of laptop also refers to images of ‘that girl’ using a laptop as a symbol of her being productive. References to waking up early were described as morning while references to a lack of sleep were described as no sleep.

The selection criteria for empowerment were based on literature by Banet-Weiser (2017) and Windels et al. (2020), which explains how self-love and confidence permeate beauty advertising to create a sense of empowerment. Accordingly, the condensed meaning units for the empowerment category include self-esteem and self-care. The hygiene category was created to account for references to cleanliness or beautification that did not involve a specific product or type of product but instead focused on the act of becoming clean or well-manicured. Thus, the condensed meaning units for the hygiene category include bathing, skincare, and hair care. The mental health category, which involves references to a user’s mental well-being, includes three condensed meaning units of affirmations, meditation, and positive emotions.

Finally, the self-surveillance category is based on literature by Gill (2007) which suggests that self-surveillance allows women to mediate their femininity by devoting attention to self-regulation and self-improvement. Consequently, the condensed meaning units for the self-surveillance category include journaling and tracking. It will be worth noting in the results of this research that the act of filming oneself throughout the day is in itself self-surveillance (Gill, 2007); however, given that every video in the ‘that girl’ trend and the majority of videos on TikTok as a whole involve filming oneself, self-recording is not included as a condensed meaning unit in the content analysis. It is already evident that ‘that girl’ records herself for TikTok — what my content analysis can provide is evidence of how often ‘that girl’ surveils herself in other ways such as tracking habits or emotions.

### ***2.5 Mixed Methods Data Analysis***

By adopting a mixed methods approach, this research offers a comprehensive and nuanced understanding of the 'that girl' trend on TikTok, combining both qualitative and quantitative elements in the analysis.

In this study, I employed content analysis of publicly available TikTok videos to delve into the formation of the 'that girl' caricature and its association with consumerism and beauty standards. Content analysis involves systematically examining texts, images, and objects to identify patterns and themes (Spickard, 2017). The primary focus of my analysis was to understand how 'that girl' is constructed as an ideal woman on TikTok and how various products, behaviors, and attitudes are utilized to create and promote this image.

In this study, I adopted a mixed methods approach that combines qualitative categories with predominantly quantitative data analysis. The qualitative component of the research

involved the creation and application of descriptive categories to analyze textual content, images, and props utilized in 'that girl' videos. These categories allowed for an in-depth interpretation of themes and patterns present in the videos, offering insights into the formation of 'that girl' as a caricature of a woman who achieves beauty standards through product consumption.

Subsequently, the data collected from the qualitative analysis was transformed into quantitative data by condensing the categories, codes, and meaning units into numerical counts. This quantitative data analysis provided a comprehensive overview of the prevalence of different elements within the 'that girl' trend on TikTok, such as the most referenced products, brands, or behaviors associated with 'that girl.'

By adopting a mixed methods approach, I can explore the rich and contextual details of the 'that girl' trend, understanding its nuances and complexities while offering quantitative insights into the prevalence of specific themes and product references within the videos. The mixed methods research approach utilized in this study provides a holistic perspective on the 'that girl' trend, combining qualitative exploration with quantitative data analysis to shed light on the complexities of consumerism, beauty standards, and the portrayal of womanhood in the digital age. The incorporation of both qualitative and quantitative methods strengthens the validity and rigor of the research, presenting a more robust foundation for drawing conclusions and offering implications for future research and the promotion of a more inclusive and empowering representation of women on social media platforms.

## ***2.6 Limitations and Ethical Concerns***

My research is limited in its scope as it is confined to a specific TikTok trend, 'that girl,' and employs content analysis to examine the lexicon, images, and objects used to define this

idealized woman and make inferences about their meaning. While this approach provides valuable insights into the portrayal of 'that girl,' it does not analyze how impactful the 'that girl' trend is on viewers, nor does it claim to understand the motivations of users who participate in the trend. Thus, my study does not claim to fully comprehend the extent of the trend's influence on young women's perceptions of beauty and wellness.

Critics may argue that my research merely reaffirms existing knowledge about the advertising industry's exploitation of women. Indeed, feminists and media scholars have long highlighted the shortcomings of advertising in perpetuating narrow beauty standards (Craig, 1998). However, the significance of the 'that girl' trend lies in its deceptive nature. Many TikTok users engage in the trend, believing they are empowering themselves or embracing feminism, unaware of the subtle promotion of consumerism and diet culture. Therefore, my research seeks to provoke critical questioning of social media trends and shed light on the actual messages being propagated.

Ethical concerns in my study are minimal as it solely involves publicly-available social media content. Since the analyzed TikTok videos have already gone viral, privacy issues related to user data are not a concern since this paper should infringe no more upon users' privacy than interactions with their viral content already have. However, as with any social media research, I take ethical responsibility to respect the platform's guidelines and users' rights.

An inherent limitation of my research lies in the researcher-centered analysis conducted by a young woman active on TikTok. My personal biases and subjectivity may inadvertently influence the interpretation of data, despite my best efforts to remain impartial. While I have meticulously defined categories based on established theories from existing literature, my

immersion in the platform and vested interest in the commodification of women may introduce unintentional bias to the analysis.

Moreover, my study's focus on the 'that girl' trend during a specific timeframe restricts its generalizability to other trends on TikTok or different social media platforms. Each trend may encompass unique elements and implications, necessitating separate analyses for a comprehensive understanding of social media's broader effects on gender, consumer culture, and empowerment.

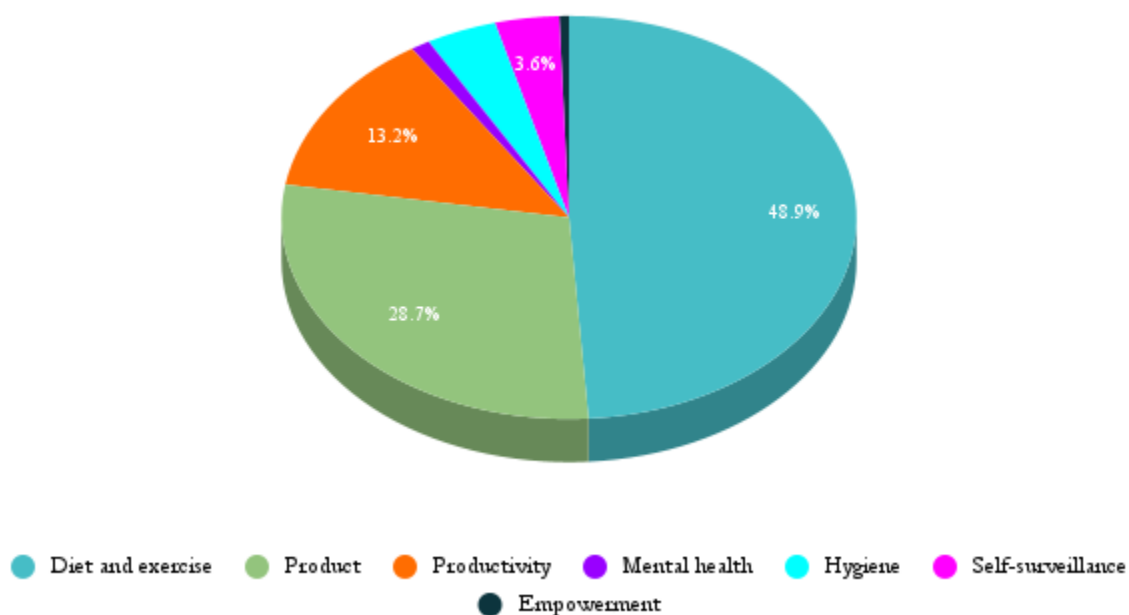
This research's limitations center around its specific scope, potential bias, and inability to fully capture the wider impact of the 'that girl' trend. Despite these constraints, the study offers valuable insights into the portrayal of womanhood on TikTok, highlighting the subtle ways consumerism and beauty standards are concealed as empowerment and wellness ideals. By acknowledging these limitations, researchers and readers can approach the findings with appropriate context and develop a more comprehensive understanding of the complex interplay between social media, gender, and consumer culture.

### **3. Results**

My data collection process resulted in the analysis of 27 TikTok videos. As mentioned above, the content of each video was analyzed and coded using seven different categories: Empowerment, Products, Diet and exercise, Self-surveillance, Productivity, Mental health, and Hygiene. Each entry was further categorized with a condensed meaning unit to streamline the analysis. In total, the analysis yielded 554 entries. Viewable in Figure B., the total count of

categories reveals that diet and exercise is the largest category with 48.9% of entries coded as diet and exercise. The second largest category is product with 28.7% of entries. The productivity category represents 13.2% of entries. Hygiene and self-surveillance were coded in 4% and 3.6% of entries, respectively. The two smallest categories are mental health and empowerment, with 1.1% and 0.5% of entries.

*Figure B. Count of categories found in content analysis of 'that girl' TikTok videos.*



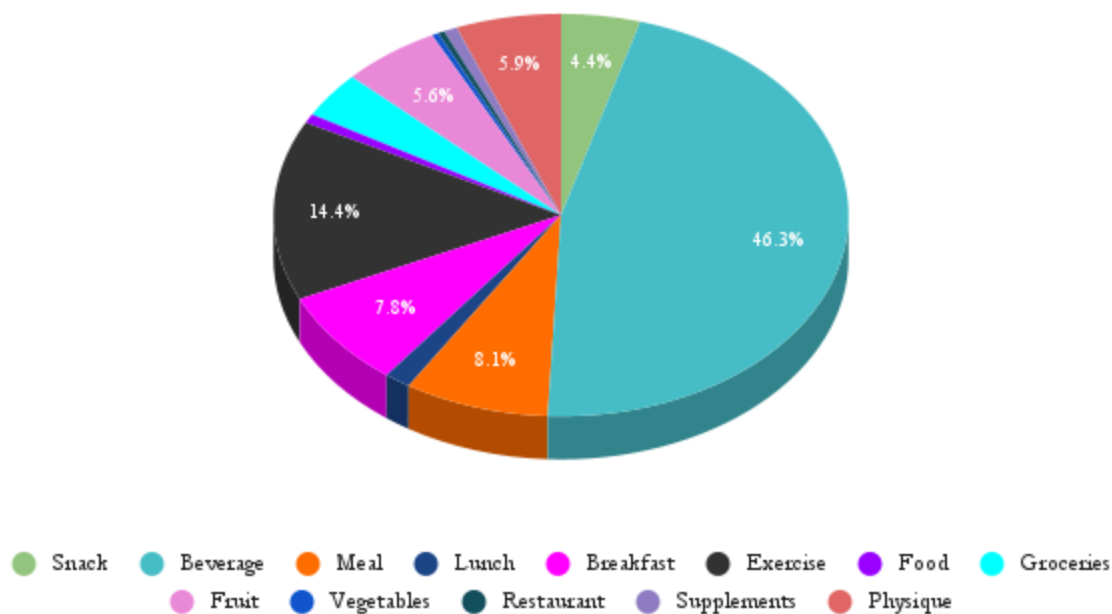
Analyzing the condensed meaning units in each category serves to further explain the meaning of entries into each category. Hence, the following pages will discuss in detail the breakdown of condensed meaning units in each category.



### ***3.1 Diet and Exercise***

Figure C. displays the condensed meaning units coded in the diet and exercise category. Notably, the most frequent condensed meaning unit for diet and exercise is beverage. At 46.3% of the diet and exercise category, users referenced consuming a beverage in nearly half of their diet and exercise content. The second most frequent condensed meaning unit for diet and exercise is exercise itself at 14.4% of entries. Within the references to exercise, pilates, running, and yoga were the most common forms of exercise for ‘that girl.’ Other notable condensed meaning units include images of a user’s meals (8.1% of entries), references specifically to breakfast (7.8% of references), and images of ‘that girl’s’ physique (5.9% of references). Fruit, snacks, and images of a user’s groceries made up 5.6%, 4.4%, and 3.7% of entries, respectively. Additional condensed meaning units include lunch (1.5%), supplements (0.7%), restaurants (0.4%), or general references to food (0.7%).

*Figure C. Count of condensed meaning units for Diet and Exercise*



### 3.1.1 'That girl' on coffee

Although brand and product placement plays a prominent role in 'that girl' videos, an unanticipated finding is that diet and exercise is the largest defining factor of what it means to be 'that girl.' Although I expected to find that material consumption of products was the most prominent category, the most obvious finding from my research is that 'that girl' referenced her diet and exercise in nearly half of all entries. The size of the diet and exercise category is influenced by the fact that I chose to categorize diet and exercise together; however, even if separated, diet on its own would still rank among the largest categories. Thus, 'that girl' is revealed to have even more in common with diet culture icons such as celebrities or runway models.

An important finding in the diet and exercise category is that 'that girl' consumes a lot of beverages. More specifically, 'that girl' consumed a beverage in 46.1% of entries. Even if every

condensed meaning unit referencing food was combined into one larger ‘food’ condensed meaning unit, references to eating would not outnumber references to drinking. Compared to the size of the beverage condensed meaning unit, the combined count of references to breakfast, lunch, and meals is much smaller at only 17.7%. With the addition of fruit, vegetables, and miscellaneous snacks, the total references to food constitute around 30% of the diet and exercise category.

‘That girl’ drinks primarily coffee, matcha, and water — in fact, she drinks coffee so often that 17% of her total diet entries referenced coffee. In one video, user @1hybb\_ referenced drinking coffee 24 times. Along with matcha, which constituted 21 entries, ‘that girl’ hydrates primarily with beverages that contain caffeine. Drinking coffee and matcha all day may help ‘that girl’ feel empowered in her professional or academic life, but it does not make her healthy. In addition to the consequences of consuming too much caffeine, ‘that girl’s’ productivity fueled by large amounts of caffeine obscures the questionable diet patterns promoted by the trend. Ultimately, whether she drinks coffee, celery juice, or lemon water, ‘that girl’s’ diet involves more liquids than food.

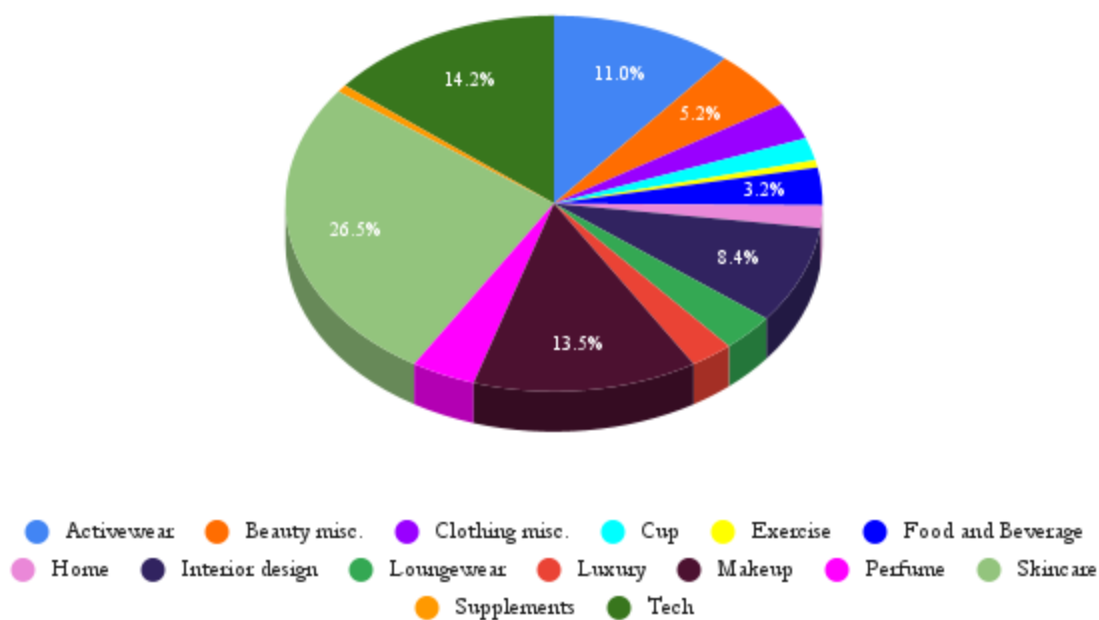
‘That girl’s’ reliance on caffeine appears to challenge notions that the trend promotes both wellness and empowerment. As ‘that girl’ represents young women participating in the workforce, making their own money, and looking pristine while doing it, her success coexists with a potentially destructive relationship with caffeine. Although caffeine consumption is normalized in most societies, it cannot be ignored that caffeine is a stimulant drug (Kaye, 2014). Caffeine is known to cause side effects including anxiety, dehydration, higher body temperature, increased heart rate, headaches, and stomach pains (Kaye, 2014). Furthermore, caffeine can work as a short-term appetite suppressant (Schubert et al., 2014).

‘That girl’ is not the embodiment of wellness that she claims to be. Her limited food intake is shadowed by her vast beverage intake. Potentially most alarming, ‘that girl’ ingests caffeine more often than she eats a full meal. Thus, by consuming a steady intake of caffeine throughout the day, ‘that girl’ ensures maximized productivity — she is energized, motivated, and does not have to stop to eat.

### **3.2 Product**

Figure D. represents entries to product, the second largest category. At 26.5% of entries in the product category, the largest portion of entries referenced a skin care product. The second and third most frequent references involved technology and makeup products, at 14.2% and 13.5% of entries, respectively. Activewear products were referenced in 11% of entries. Interior design products were referenced in 8.4% of entries. Perfume and miscellaneous beauty products, including lash serums and hair products, were referenced in 3.9% and 5.2% of entries, respectively. Further entries included references to food and beverage products (3.2%), home products (1.9%), miscellaneous clothing (3.2%), exercise equipment (0.6%), loungewear (3.2%), luxury (2.6%), supplements (0.6%), and specific on-the-go water or coffee cups (1.9%).

*Figure D. Count of condensed meaning units for Product.*



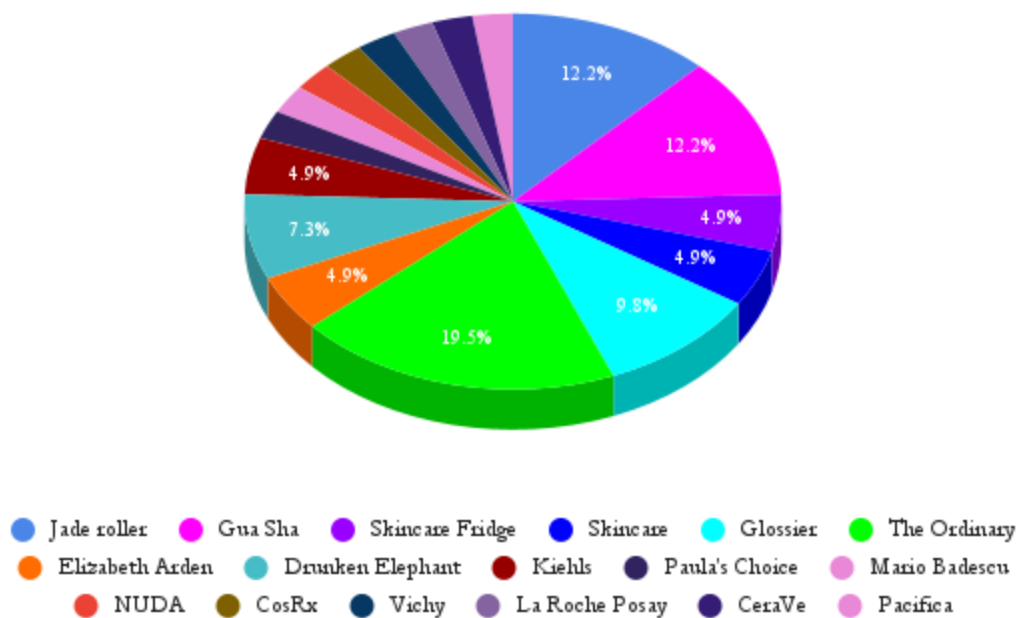
### 3.2.1 Commodifying ‘that girl’ from a brand perspective

As mentioned in the findings related to mental health and empowerment, branded products play a significant role in the construction of ‘that girl.’ Thus, findings from the product category also play a significant role in answering my first research question:

Research Question 1: How is ‘that girl’ commodified as an ideal woman on TikTok and how does she challenge or adhere to mainstream beauty standards?

From the brand perspective, ‘that girl’ is a valuable opportunity to sell products. Several brands play a recurring role in ‘that girl’ videos. Skincare products, the most frequently used condensed meaning unit in the product category, often came from the same handful of brands. The frequency of mentions of specific brands is viewable in Figure E.

*Figure E. Count of codes for the skin care condensed meaning unit of the product category.*



Beauty and skincare brand The Ordinary was present in 19.5% of references to a skin care product. From an advertising standpoint, ‘that girl’ exposed millions of TikTok viewers to The Ordinary’s products. Regardless of whether these were paid brand placements, being associated with the ‘that girl’ trend is advantageous for any company looking to sell more products. ‘That girl’ is portrayed as professionally successful, physically fit, organized, and generally well. As a brand, selling products to become ‘that girl’ is no longer selling only flawless skin but a flawless existence, meaning even more consumers may be drawn to a product — even if a consumer is not particularly passionate about skincare, they may be exposed through The Ordinary due to an interest in another aspect of ‘that girl’ such as exercise or productivity. The Ordinary is not the only brand involved in ‘that girl’s’ skincare routine — Glossier, Elizabeth Arden, Kiehls, and La Roche Posay all stand to gain from selling ‘that girl.’

Other beauty products including makeup and perfume are also part of being ‘that girl.’ Makeup products, which make up 13.5% of products referenced, come overwhelmingly from Glossier. More specifically, 85.7% of references to makeup products referred to Glossier products. Glossier also contributed to 9.8% of skin care products. Glossier constitutes 14.1% of entries in the entire product category, more than any other brand including The Ordinary.

Beauty tools and accessories made up another large chunk of the skincare category. ‘That girl’ uses multiple facial massage tools in conjunction with her face serums and moisturizing creams. Jade rollers and gua sha stones each appear in 12.2% of skin care entries. Together, the two facial massage tools make up the largest chunk of skin care entries at 24.4%. An additional noteworthy skincare accessory is the skincare fridge, a small mini-fridge designed to keep skincare products cool. A skincare fridge appeared in 4.9% of skincare entries. The prominence of the skincare and makeup in portrayals of ‘that girl’ sends a strong message to interested brands — with a Glossier serum, a jade facial massager, and a mini-fridge, ‘that girl’s’ skin is for sale.

Although makeup is a prominent condensed meaning unit in the product category, it is not the second most common type of product. Instead, tech accounts for the second largest chunk of product entries at 14.2%. Notably, every branded technological product coded was an Apple product. ‘That girl’ almost exclusively works on a MacBook, writes her to-do list on an iPad, listens to music on AirPods, and tracks her exercise with an Apple Watch. That Apple products feature so prominently in ‘that girl’s’ productivity draws a subliminal connection between being productive and owning or using Apple products.

‘That girl’ relies on a number of clothing products to craft her aesthetic. She is shown wearing primarily activewear from brands including Lululemon, Nike, and Adidas as she goes on runs or does pilates. The obvious role these activewear brands play in ‘that girl’s’ fitness regimen associates the brands with achieving an active lifestyle. Moreover, the activewear ‘that girl’ dons for her workout becomes associated not only with her fitness but with the maintenance of her thin and lean body.

### **3.2.2 Self-commodification**

In the previous section, I outlined how ‘that girl’ is commodified from the advertising perspective based on specific brands that play a large role in the videos. Now, I will address the opposite perspective — how products are portrayed as tools for achieving the beauty, productivity, and personal image of ‘that girl.’

As such, I will answer the following research question:

Research Question 2: How are wellness, beauty, fashion, and diet products portrayed as tools for becoming 'that girl'?

Since I have already discussed in detail which products are included in ‘that girl’ videos, I will now address how the prevalence of products not only allows companies to commodify ‘that girl,’ but also gives women the opportunity to commodify themselves.

Davis (2003) offers two potential avenues toward self-commodification; the first is that we commodify ourselves by allowing the commodities we consume to govern our self-understanding. If we believe that our identity is mediated by our purchases, then buying products associated with ‘that girl’ should help us actually achieve being ‘that girl.’ This



sentiment is echoed by a popular title for ‘that girl’ videos: “This is your sign to become that girl with me.” Because ‘that girl’ is beautiful, thin, and successful, becoming ‘that girl’ implies that the viewer can also become beautiful, thin, and successful; however, this goal becomes difficult to reach if a viewer does not have everything ‘that girl’ has — if she is not naturally slim or struggles with exercise; if she has blemishes or wrinkles on her face; or if she lacks the motivation to study or cannot find a job. The stream of products in ‘that girl’ videos sends a message that if you cannot be ‘that girl’ on your own, you can get closer by buying the moisturizer she uses, the tech she works on, or the clothes she wears.

The second route to self-commodification is through treating our personal image as a commodity (Davis, 2003). In the sense of self-commodification as personal branding, becoming ‘that girl’ involves monitoring and laboring for our personal image. This process is evident not only in ‘that girl’s’ body labor through her skincare, makeup, diet, and exercise regimens, but also in the self-surveillance inherent in tracking her habits, thoughts, and actions.

After diet and exercise, product, and productivity, hygiene and self-surveillance are the fourth and fifth largest categories. Given the size of these categories, it is possible that ‘that girl’ carries out self-commodification more often through the first definition, or by intertwining her identity with her purchases. However, it is important to note that each of ‘that girl’s’ references to a skincare, makeup, or beauty product is also a reference to her hygiene or beautification. As such, both the product and hygiene categories can be considered evidence of ‘that girl’ performing body labor to modify her personal image.

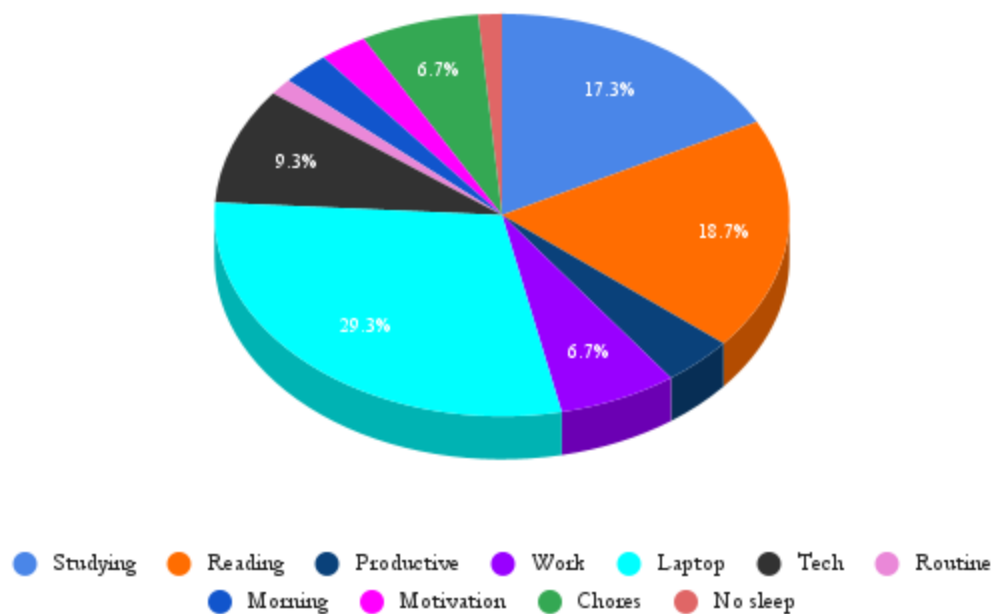
The role of self-surveillance in the personal branding of ‘that girl’ is also evident in how she records herself performing different forms of labor for TikTok. The form of self-surveillance

evident in ‘that girl’ filming herself is not an objective for this research because it is not unique to ‘that girl.’ Other social media users across multiple platforms practice self-surveillance by recording or taking photos of themselves (Wang & Feng, 2022). As such, the second definition of self-commodification as an aspect of personal branding is not only an aspect of ‘that girl’ but of a larger social media culture worthy of further research.

### ***3.3 Productivity***

The results for entries coded into the productivity category are presented in Figure F. Like the previous categories of product and diet and exercise, the productivity category yielded several condensed meaning units. The most common condensed meaning unit for productivity was ‘laptop,’ which references a user showing themselves using a laptop for unspecified work. Laptop was coded in 29.3% of entries under productivity. The next condensed meaning units were reading and studying, with 18.7% and 17.3% of entries. Other condensed meaning units include general references to technology (9.3%), chores (6.7%), motivation (2.7%), routine (1.3%), mornings (2.7%), general references to work (6.7%), general references to productivity (4%), and a lack of sleep (1.3%).

*Figure F. Count of condensed meaning units for Productivity.*



### 3.3.1 Is ‘that girl’ an ideal woman?

The first half of my first research question asks how ‘that girl’ is commodified as an ideal woman on TikTok. Although I have discussed how ‘that girl’ is commodified from the advertising perspective, it is also necessary to address the description of ‘that girl’ specifically as an ideal woman.

That this trend idolizes an ideal woman is perhaps the most straightforward finding from my research. As previously stated, the three largest categories of content analyzed were diet and exercise, product, and productivity. These findings mean that a clear majority of ‘that girl’ content focuses on her capacity for productivity, minding her figure, and being a reliable consumer — notably similar attributes to those of housewives in the 1950s (Catt, 2014). ‘That girl’ maintains a diet that involves few full meals, exercises regularly, works, studies, and takes diligent care of her appearance. She maximizes her productivity in all areas of her life by treating

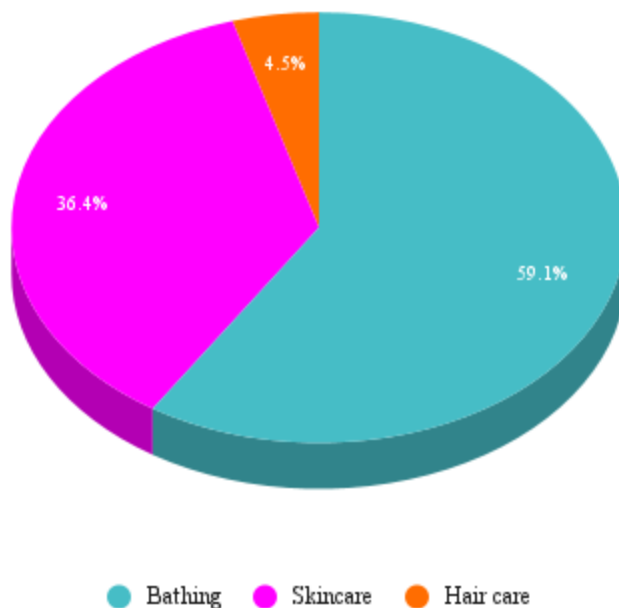
even leisure activities as an aspect of productivity. Yoga, reading, journaling, and making the bed are all tasks ‘that girl’ completes tirelessly as maintenance of her specific image of womanhood.

Crucially, ‘that girl’s’ productivity allows her to excel not only in her professional and personal maintenance but in her body labor. ‘That girl’ is slim and beautiful. She approaches her skincare and wardrobe with the same rigor as her day job. Each morning, she adorns herself in stylish activewear, applies sunscreen to prevent wrinkles, and wears an Apple watch to answer work emails while getting her steps in. The ability to succeed at both productivity and remaining beautiful is emblematic of the perfect woman that decades of women have been instructed to aspire to.

### ***3.4 Hygiene***

The hygiene category constitutes 4% of all entries in this analysis. Of this category, 59.1% of entries had the condensed meaning unit of bathing, meaning a user referenced taking a bath or shower. Skincare made up 36.4% of entries. Notably, skin care references that focused on the routine of skincare but not a specific product or type of product were categorized as hygiene, not product. Finally, references to hair care constituted 4.5% of the entries under hygiene. The complete distribution of condensed meaning units in hygiene is viewable in Figure G.

*Figure G. Count of condensed meaning units in Hygiene.*



### 3.4.1 'That girl' and beauty standards

Findings from my analysis of 'that girl's' diet, exercise, hygiene, and beautification routines can help shed light on how 'that girl' challenges or adheres to mainstream beauty standards.

The 'that girl' trend, with its emphasis on perfection, aligns with certain aspects of established beauty standards. The ideal 'that girl' depicted on TikTok often portrays a curated image of beauty, promoting a slim and flawlessly groomed appearance (Boffone & Sweeney-Romero, 2022). Such representation resonates with the widely recognized preference for youth and thinness in beauty standards (Curiel et al., 2023). Moreover, 'that girl' TikTok videos often feature products and practices that conform to prevailing beauty ideals, such as promoting 'clean' beauty products, skincare routines, and fitness regimens (Boffone &

Sweeney-Romero, 2022). These trends suggest compliance with societal expectations, emphasizing the pursuit of physical attractiveness through self-improvement.

‘That girl’ often showcases the results of her diet, exercise, and body labor through images of her own body. More specifically, ‘that girl’ engages in what social media users have long termed “thinspo,” or images and social media posts providing inspiration to be thin by highlighting women with slim stomachs and limbs (Fetters, 2013). Along with her morning routine and ‘What I Eat in a Day’ videos, ‘that girl’ often includes a photo of herself wearing a sports bra or lifting the hem of her sweatshirt to reveal her slim waist and toned stomach. This type of image constitutes 5.9% of the content in the diet and exercise category. Although it is not the most common condensed meaning unit, the presence of “thinspo” in ‘that girl’ videos combined with her emphasis on diet and exercise ultimately calls attention to weight and physique as central aspects of ‘that girl.’ In this sense, ‘that girl’ not only conforms to the classic beauty standard of thinness but embodies and promotes it.

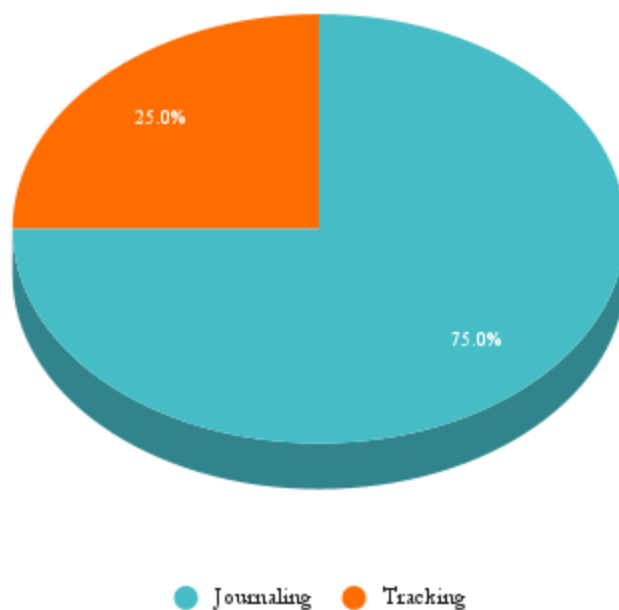
‘That girl’ is devoted to being clean, supple, and youthful. Her value of hygiene is evident in how often she documents herself taking a shower or pampering her skin, which happens often as hygiene is the fourth-largest category of content analyzed. Skincare and makeup also help ‘that girl’ adhere to standards of beauty. Her unblemished skin, fresh face, and light, glowy makeup make ‘that girl’ appear youthful. The serums and creams ‘that girl’ applies serve to keep her skin moisturized and supple, and may even claim to reduce or prevent signs of aging. By purchasing and applying these products, ‘that girl’ carries out body labor in an effort to adhere to beauty standards that portray youth as essential to beauty.

Although it is not measured in this study, it is imperative to note that Whiteness, or more broadly Eurocentric features, feature heavily in ‘that girl’ videos. This observation has already been made by several journalists and researchers (Kennedy, 2020). Thus, it was not deemed necessary to measure the racial presentations of TikTok users in my sample. However, ‘that girl’s’ overwhelming Whiteness is a valid addition to discussions on how she embodies and perpetuates traditional beauty standards.

### ***3.5 Self-Surveillance***

The fifth most popular category at 3.6% of total entries is self-surveillance. Within this category, the condensed meaning unit of journaling constituted 75% of entries. The remaining 25% of entries in self-surveillance had the condensed meaning unit of tracking, which refers to users tracking their habits or activities. The distribution of condensed meaning units for self-surveillance is viewable in Figure H.

*Figure H. Count of condensed meaning units in Self-Surveillance.*

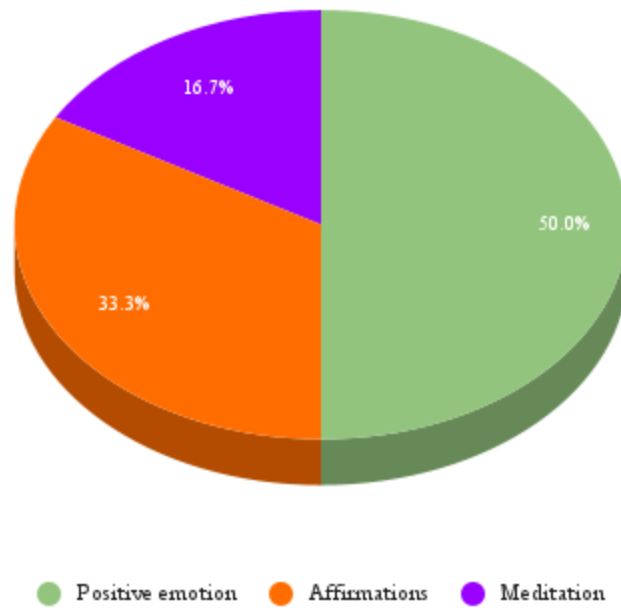


### ***3.6 Mental Health and Empowerment***

Mental health makes up 1.1% of the total entries in the analysis. Entries to the mental health category were assigned one of three condensed meaning units: references to positive emotion, affirmations, or meditation. Positive emotion was the most common condensed meaning unit at 50% of entries. Affirmations constituted 33.3% of entries. Meditation constituted 16.7% of entries. The distribution of condensed meaning units in the mental health category is viewable in Figure I.

*Figure I. Count of condensed meaning units for Mental Health.*

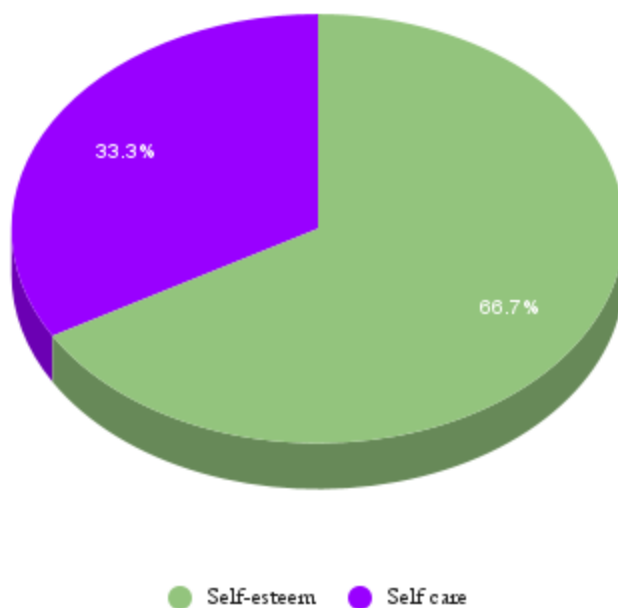




### 3.6.1 Empowerment

In the empowerment category, 66.7% of entries were assigned the condensed meaning unit of self-esteem. The remaining 33.3% of entries were assigned the condensed meaning unit of self-care. The distribution of entries to empowerment is viewable in Figure J.

*Figure J. Count of condensed meaning units in Empowerment.*



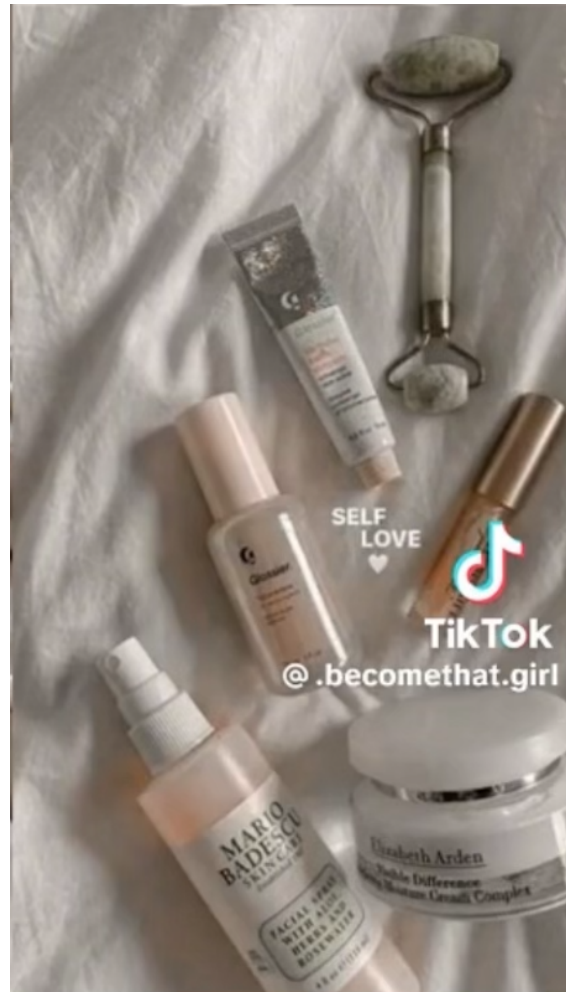
### 3.6.2 Mental Health and empowerment play a small role

Of over 550 entries to this content analysis, only nine entries fell under the mental health and empowerment categories. Together, both categories represent only 1.5% of the content analyzed. References to mental health were mostly represented in text format by one user, @kaelimaee, whose process to becoming ‘that girl’ included focusing on positivity and finding things to make them happy. Other users referenced using affirmations and meditation for mental wellness.

Empowerment, the smaller category at only three entries, does not seem to play a key role in becoming ‘that girl.’ Two references to empowerment involved text saying “self-love.” Similarly, the third reference to empowerment was “self-care.” In all three instances, text referencing empowerment was placed over an image of skin care products or footage of a user

applying skin care products. One example posted by user @.becomethat.girl is viewable in Figure K.

*Figure K. Screenshot of a video posted by TikTok user @.becomethat.girl.*



It is imperative to note that of the few references to empowerment that do exist in ‘that girl’ videos, every single reference analyzed in this paper was associated with beautification. Moreover, the beautification referenced several obvious brand placements. User @.becomethat.girl’s reference to self-love is placed over an image of several products from recognizable beauty brands including Glossier, Elizabeth Arden, and Mario Badescu. By

associating self-love with skincare and makeup application, 'that girl' suggests that beautification is an avenue towards empowerment.

## 4. Summary

This research presents the key findings derived from a content analysis of 27 viral TikTok videos tagged with the hashtag #thatgirl, spanning the period from March to July 2021. By scrutinizing these videos, I sought to address the central research questions that underpin this study:

Research Question 1: How is 'that girl' commodified as an ideal woman on TikTok and how does she challenge or adhere to mainstream beauty standards?

Research Question 2: How are wellness, beauty, fashion, and diet products portrayed as tools for becoming 'that girl'?

Based on the findings, the 'that girl' trend on TikTok commodifies an ideal woman by promoting a curated image that adheres to mainstream beauty standards. 'That girl' is portrayed as a slim and flawlessly groomed individual, aligning with prevailing beauty ideals that prioritize youth and thinness. Her emphasis on diet, exercise, and body labor, along with the use of 'thinspo' images in her videos, further reinforces the focus on achieving a specific physique as a central aspect of her identity. Additionally, 'that girl' strategically features a wide array of branded products, ranging from skincare and makeup to technology and activewear, making her an attractive platform for companies to sell their products. The trend's portrayal of these products

as tools for attaining 'that girl's' aspirational status further encourages self-commodification among viewers.

The 'that girl' trend challenges mainstream beauty standards by presenting an empowered image of success and productivity, promoting the notion that beauty, wellness, and self-improvement are essential aspects of a woman's identity. However, upon closer examination, these portrayals often perpetuate traditional beauty norms, objectifying women and reinforcing societal pressures to conform to unrealistic ideals. 'That girl's' association with specific brands, especially those promoting beauty and wellness, demonstrates how she becomes an influential platform for consumerism, contributing to the exploitation of women's purchasing power in advertising and consumer culture.

Based on the findings, wellness, beauty, fashion, and diet products are portrayed as essential tools for becoming 'that girl.' The trend encourages self-commodification among viewers, prompting them to believe that purchasing the products associated with 'that girl' will help them achieve her beautiful, thin, and successful image.

There are two main ways in which self-commodification is observed in the trend. First, viewers may internalize the idea that their identity is shaped by the commodities they consume. By buying the products featured in 'that girl' videos, viewers hope to emulate her image and achieve the same level of success and attractiveness. Second, self-commodification in the context of 'that girl' involves treating personal image as a commodity and engaging in body labor. The trend encourages viewers to monitor and improve their appearance through skincare, makeup, diet, and exercise regimens. This self-surveillance, along with the desire to present oneself in a manner similar to 'that girl,' contributes to the process of personal branding. 'That girl' becomes

an aspirational identity that viewers strive to embody, and the products she uses become tools to facilitate this transformation. As a result, the products featured in 'that girl' videos not only represent beauty and wellness but also play a crucial role in modifying one's personal image to align with the trend.

## 5. Discussion

Overall, this research underscores the complex interplay between beauty trends, consumer culture, and self-image on social media platforms like TikTok. As the platform fosters a sense of community among users, the psychological crowds formed around trends like 'that girl' may intensify the pressure to conform to unrealistic beauty standards, leading to detrimental effects on mental health and well-being. The results of this research highlight the crucial need to critically examine the influence of TikTok beauty trends on mental health, body image, and self-esteem.

The idealization and commodification of 'that girl' as an aspirational woman can perpetuate unrealistic beauty standards and contribute to feelings of inadequacy among viewers. In light of the insights from Naomi Wolf's (2015) *The Beauty Myth*, it becomes evident that the 'that girl' trend may perpetuate the harmful consequences of beauty ideals on vulnerable individuals. The pursuit of perfection, self-commodification, and diet culture associated with 'that girl' can contribute to body dissatisfaction, disordered eating patterns, and negative self-perceptions (Wolf, 2015). These effects can have long-term consequences on viewers' mental health and well-being as they struggle to feel comfortable with their bodies or overall sense of self (Eler, 2017).

Commodifying ‘that girl’ also serves to promote consumerism as an avenue toward mitigating feelings of inadequacy resulting from unrealistic expectations of beauty and productivity. Viewers, particularly young women, could internalize the notion that their self-worth is inherently tied to their ability to meet the unrealistic standards promoted by the ‘that girl’ trend.

TikTok and other social media platforms should take responsibility for mitigating potentially harmful trends and content. Measures that could be taken to promote a more inclusive and empowering representation of women might include setting more explicit community guidelines around harmful diet messaging. Moreover, platforms like TikTok could do a better job of providing opportunities to contextualize diet content, such as placing external links to credible information on eating disorders.

In regards to the proliferation of brand placement in ‘that girl’ videos, TikTok could increase its moderation of sponsored and branded content. For example, if an influencer is affiliated with a specific brand, any mention of the product could be considered sponsored content.

The ‘that girl’ trend on TikTok intersects with feminist economics and the historical exploitation of women’s purchasing power in advertising and consumer culture. In the previous century, women were depicted in domestic settings, encouraging them to maintain an attractive appearance while completing household tasks, effectively promoting the idea that purchasing products was integral to their role as women (Catt, 2014). Betty Friedan’s seminal work *The Feminine Mystique* criticized this exploitation of housewives’ purchasing power, highlighting how women were manipulated into buying more products for the home (Friedan, 1963).

In the context of the ‘that girl’ trend, we observe a contemporary manifestation of this historical exploitation. ‘That girl’ represents an aspirational figure that epitomizes the modern ideal woman, adhering to societal beauty norms and lifestyle standards. Through a multitude of beauty and wellness products, fashion choices, and tech gadgets featured in the videos, ‘that girl’ embodies the perfect consumer. Her portrayal aligns with the concept of self-commodification, wherein individuals invest in beauty practices to gain social or commercial value (Davis, 2003). By promoting the commodification of her image and lifestyle, ‘that girl’ indirectly perpetuates the notion that women’s self-worth is linked to their ability to achieve and maintain the standards she embodies.

Moreover, the ‘that girl’ trend exploits feminist ideologies of empowerment and self-expression. By portraying beauty products and lifestyle choices as tools for empowerment and self-care, the trend manipulates viewers into believing that purchasing these products will lead to personal growth and success. This framing misrepresents empowerment, reducing it to superficial acts of beautification, and further perpetuating the commodification of women’s identities. Consequently, the ‘that girl’ trend inadvertently reinforces patriarchal beauty norms, pressuring women to invest time, money, and energy into their appearance (Elias et al., 2018).

## **6. Implications**

The ‘that girl’ trend on TikTok intersects with feminist economics and the historical exploitation of women’s purchasing power in advertising and consumer culture. Throughout history, the advertising industry has heavily relied on women’s consumption patterns to drive economic growth (A Redstocking Sister, 1971). In the context of the ‘that girl’ trend, we observe



a contemporary manifestation of this historical exploitation. By promoting the commodification of her image and lifestyle, 'that girl' indirectly perpetuates the notion that women's self-worth is linked to their ability to achieve and maintain the standards she embodies. Moreover, the 'that girl' trend exploits feminist ideologies of empowerment and self-expression, reducing empowerment to superficial acts of beautification, and further perpetuating the commodification of women's identities.

Understanding the implications of the 'that girl' trend in the context of feminist economics calls for a critical evaluation of consumer culture and the portrayal of womanhood in the digital age. As social media continues to shape cultural perceptions of beauty and femininity, there is a responsibility to create a more equitable representation of women. By acknowledging the historical exploitation of women's purchasing power and the intersectionality of gender, consumerism, and beauty norms, we can work towards fostering a digital landscape that embraces authenticity, diversity, and positive self-expression. Promoting a more conscious and inclusive approach to beauty and self-worth on social media platforms like TikTok will empower individuals to reject harmful beauty standards and engage in more authentic forms of self-expression. Ultimately, this research highlights the need to challenge and deconstruct the commodification of womanhood to foster a more inclusive and empowering digital space for all.

## **Conclusion**

This research delves into the commodification of 'that girl' as an ideal woman on TikTok, investigating her adherence to or challenge of mainstream beauty standards. Additionally, it explores how beauty, fashion, diet, and wellness products are portrayed as tools for becoming

'that girl.' By analyzing the content and impact of the 'that girl' trend, this study seeks to shed light on the complex relationship between consumerism, beauty norms, and the portrayal of womanhood on TikTok.

Using a multimodal content analysis method, I examine not only the textual content but also the images and props used in 'that girl' videos. My analysis was based on Gunther Kress' (2010) theory of social semiotics, which considers products as modes of communication with socially shaped meanings. My codebook was developed based on existing literature and popular media about the trend to assign thematic categories, such as empowerment, products, diet and exercise, self-surveillance, productivity, and mental health, to the content.

My analysis focused on identifying patterns in the portrayal of 'that girl' and the presence of specific products or behaviors associated with beauty standards and consumerism. Each video was analyzed through a researcher-centered content analysis approach, where external codes were developed based on my academic interpretation and theoretical framework.

Condensed meaning units were used to represent specific product references or behaviors in the videos. For example, the product category included condensed meaning units such as makeup, skincare, supplements, tech, etc., to differentiate different types of products. Additionally, distinctions were made within categories, such as diet and exercise, to provide a more detailed view of 'that girl's' diet and lifestyle. My results were analyzed and interpreted both quantitatively and qualitatively, drawing conclusions about how 'that girl' is commodified as an ideal woman on TikTok and how the trend promotes consumerism and traditional beauty standards.

This research aims to help define commodification in the context of feminist economics, where women may self-commodify by investing in beauty practices to gain social or commercial value. Furthermore, this paper seeks to shed light on how the 'that girl' trend on TikTok reinforces and perpetuates beauty norms and consumerist behaviors in the digital landscape. The findings from this research, when examined through a feminist lens, reveal the intricate ways in which TikTok's 'that girl' trend perpetuates and commodifies traditional beauty standards while co-opting feminist ideologies of empowerment and self-expression.

Notably, diet and exercise emerged as the most significant defining factor of 'that girl,' accounting for nearly half of all entries. The 'that girl' trend on TikTok is deeply tied to the culture of wellness, where diet and exercise are portrayed as essential habits for achieving personal and professional success as a woman. 'That girl' is depicted as consuming a substantial amount of beverages, primarily coffee and matcha, which raises concerns about her wellness and empowerment despite portraying herself as a productive, successful, and pristine individual. The promotion of excessive caffeine consumption as a means of productivity raises concerns about its potential adverse effects on health and well-being. Furthermore, further research on the role of caffeine in modern diet culture could shed light on why 'that girl' drinks nearly as much caffeine as the food she consumes.

The 'that girl' trend showcases various aspects of life including diet, exercise, beauty routines, and professional success. It exudes control and perfection in all areas, promoting expensive lifestyle choices such as reformer pilates, organic produce, 'nontoxic' beauty products, and chic wardrobe selections (Boffone & Sweeney-Romero, 2022). Despite advocating self-improvement and empowerment, the 'that girl' trend ultimately encourages young women to

conform to another standard of perfection, leading to excessive spending of time and money on achieving an unattainable ideal.

The role of specific brands in 'that girl' videos revealed that 'that girl' represents a valuable opportunity for companies to sell products, with skincare, makeup, tech, and clothing brands prominently featured in the videos. The addictive nature of TikTok's algorithm amplifies the power of advertising, particularly when executed through influencers who appear more authentic and relatable than traditional advertisements (Dao, 2022). Several brands emerged as prominent players in 'that girl's' beautification routines. 'That girl' favors The Ordinary and Glossier as her skincare and makeup essentials. She also makes use of facial massage tools such as jade rollers and gua sha stones to reduce signs of aging.

Tech products also play a significant role in 'that girl's' day-to-day. Notably, 'that girl' uses almost entirely Apple products. AirPods, MacBooks, iPads, and Apple watches all feature prominently in 'that girl' videos. Since an aspect of 'that girl's' appeal is her ability to maintain near-constant productivity, viewers could assume Apple products are crucial tools for being as accomplished as 'that girl.'

Through the analysis of mental health and empowerment categories, it was found that these aspects played a minimal role in the trend, with most references to empowerment associated with beautification and brand placements. By framing beauty products as tools for empowerment and self-care, companies can exploit notions of women's empowerment to market their products, perpetuating the commodification of 'that girl.' By aligning self-love and empowerment with beautification practices, 'that girl' suggests that her ideal woman status is inextricably linked to her appearance and material consumption.

This study also sheds light on how 'that girl' adheres to and promotes mainstream beauty standards. She showcases 'thinspo' images of her slim and toned body, while her skincare and makeup routines are geared towards achieving youthful, flawless appearances. The beauty imperative reinforces the notion that beauty is essential to a woman's identity and social success, pressuring women to invest time, money, and energy into beautification (Elias et al., 2018). The 'that girl' trend, with its focus on youth, thinness, and Eurocentric features, aligns with traditional beauty standards that objectify and disempower women. Moreover, her popularity in promoting particular brands implies that becoming 'that girl' involves not only self-commodification through purchases but also personal branding, as she labors to construct and maintain her specific image.

This notion of self-commodification is reinforced in the popular title given to 'that girl' videos: "This is your sign to become that girl with me." The underlying implication is that by becoming 'that girl,' with her beauty, slim figure, and success, the viewer can also attain these qualities. However, achieving this ideal becomes challenging if the viewer lacks certain attributes that 'that girl' seemingly possesses - such as a naturally slim body, exercise habits, flawless skin, or unwavering motivation in academic or professional pursuits. The continuous parade of products featured in 'that girl' videos conveys the message that if one cannot fully embody the ideal, they can move closer to it by purchasing the same skincare, technology, or clothing items as 'that girl.'

Within the framework of self-commodification as a form of personal branding, the transformation into 'that girl' necessitates continuous monitoring and conscious effort to cultivate a specific personal image. This laborious process is not confined solely to 'that girl's' dedication

to her skincare, makeup, diet, and exercise routines but also extends to her self-surveillance practices, where she meticulously tracks her habits, thoughts, and behaviors.

The aspect of self-surveillance in the personal branding of 'that girl' is also apparent in how she captures herself engaging in various activities for TikTok. However, this specific form of self-surveillance, involving the act of recording oneself, is not the primary focus of this research as it is not unique to 'that girl.' Rather, it is a common practice among many social media users across different platforms (Wang & Feng, 2022). Therefore, while the second definition of self-commodification as part of personal branding is indeed an integral aspect of 'that girl,' it also represents a broader phenomenon within the social media culture, which merits further investigation.

Understanding the implications of the 'that girl' trend in the context of feminist economics calls for a critical evaluation of consumer culture and the portrayal of womanhood in the digital age. As social media continues to shape cultural perceptions of beauty and femininity, there is a responsibility to create a more equitable representation of women. By acknowledging the historical exploitation of women's purchasing power and the intersectionality of gender, consumerism, and beauty norms, we can work towards fostering a digital landscape that embraces authenticity, diversity, and positive self-expression. Promoting a more conscious and inclusive approach to beauty and self-worth on social media platforms like TikTok will empower individuals to reject harmful beauty standards and engage in more authentic forms of self-expression. Ultimately, this research highlights the need to challenge and deconstruct the commodification of womanhood to foster a more inclusive and empowering digital space for all.

The implications of this research call for a critical examination of trends on social media platforms and the need to foster a more inclusive and empowering digital landscape that promotes genuine self-expression and diversity. As social media continues to shape cultural perceptions of beauty and femininity, there is a responsibility to promote a more equitable and empowering representation of women.

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# Annex A. Codebook

USER	VIDEO	REFERENCE	MOOD	CONCEPTS/MEANING/LINK	CATEGORY	CODE
become_thagrl	What I eat in a day to become that girl	Thiago	Image	Physique	Diet and exercise	Thiago
become_thagrl	What I eat in a day to become that girl	Celery juice	Text	Beverage	Diet and exercise	Celery juice
become_thagrl	What I eat in a day to become that girl	Muffin	Text	Snack	Diet and exercise	Muffin
become_thagrl	What I eat in a day to become that girl	Kombucha	Text	Beverage	Diet and exercise	Kombucha
become_thagrl	What I eat in a day to become that girl	Kind bar	Text	Snack	Diet and exercise	Bar
become_thagrl	What I eat in a day to become that girl	Lunch salad beef mashed potatoes	Text	Lunch	Diet and exercise	Meat and potatoes
become_thagrl	What I eat in a day to become that girl	Buffalo Wild Wings salad	Text	Restaurant	Diet and exercise	Restaurant
become_thagrl	What I eat in a day to become that girl	with my sis	Text	Restaurant	Diet and exercise	Restaurant
become_thagrl	What I eat in a day to become that girl	Kind bar	Text	Health food	Product	Kind bar
beingthgr1	this is your sign to become that girl we start tomorrow!	Matcha	Object	Beverage	Diet and exercise	Matcha
beingthgr1	this is your sign to become that girl we start tomorrow!	Bikini	Image	Physique	Diet and exercise	Thiago
beingthgr1	this is your sign to become that girl we start tomorrow!	Fruit	Object	Fruit	Diet and exercise	Fruit
beingthgr1	this is your sign to become that girl we start tomorrow!	Coca-Cola	Object	Beverage	Diet and exercise	Soda
beingthgr1	this is your sign to become that girl we start tomorrow!	Private shops	Object	Snack	Diet and exercise	Snack
beingthgr1	this is your sign to become that girl we start tomorrow!	Pastries	Object	Snack	Diet and exercise	Snack
beingthgr1	this is your sign to become that girl we start tomorrow!	Bikini	Image	Physique	Diet and exercise	Thiago
beingthgr1	this is your sign to become that girl we start tomorrow!	Water	Object	Beverage	Diet and exercise	Water
beingthgr1	this is your sign to become that girl we start tomorrow!	Bikini	Image	Physique	Diet and exercise	Thiago
beingthgr1	this is your sign to become that girl we start tomorrow!	Bikini	Image	Physique	Diet and exercise	Thiago
beingthgr1	this is your sign to become that girl we start tomorrow!	Bikini	Image	Physique	Diet and exercise	Thiago
beingthgr1	this is your sign to become that girl we start tomorrow!	Fruit	Object	Fruit	Diet and exercise	Fruit
beingthgr1	this is your sign to become that girl we start tomorrow!	Bikini	Image	Physique	Diet and exercise	Thiago
beingthgr1	this is your sign to become that girl we start tomorrow!	Matcha	Object	Beverage	Diet and exercise	Matcha
beingthgr1	this is your sign to become that girl we start tomorrow!	Sweatshirt	Image	Loungewear	Product	Loungewear
beingthgr1	this is your sign to become that girl we start tomorrow!	Prada handbag	Object	Handbag	Product	Prada
beingthgr1	this is your sign to become that girl we start tomorrow!	White Fox Swim bikini	Object	Bikini	Product	White Fox
beingthgr1	this is your sign to become that girl we start tomorrow!	Laptop	Object	Laptop	Productivity	Laptop
beingthgr1	this is your sign to become that girl we start tomorrow!	Reading	Image	Reading	Productivity	Reading
3yht1	this is your sign to become that girl with me	Vegetables	Image	Groceries	Diet and exercise	Vegetables
3yht1	this is your sign to become that girl with me	Matcha	Image	Beverage	Diet and exercise	Matcha
3yht1	this is your sign to become that girl with me	Matcha	Image	Beverage	Diet and exercise	Matcha
3yht1	this is your sign to become that girl with me	Exercise equipment	Image	Exercise	Diet and exercise	Exercise
3yht1	this is your sign to become that girl with me	Vegetables	Image	Groceries	Diet and exercise	Vegetables
3yht1	this is your sign to become that girl with me	Exercise	Image	Exercise	Diet and exercise	Exercise
3yht1	this is your sign to become that girl with me	Coffee with ice	Image	Beverage	Diet and exercise	Coffee
3yht1	this is your sign to become that girl with me	Oatmeal	Image	Breakfast	Diet and exercise	Oatmeal
3yht1	this is your sign to become that girl with me	Thiago	Image	Physique	Diet and exercise	Thiago
3yht1	this is your sign to become that girl with me	Matcha	Image	Beverage	Diet and exercise	Matcha
3yht1	this is your sign to become that girl with me	Matcha	Image	Beverage	Diet and exercise	Matcha
3yht1	this is your sign to become that girl with me	Activewear	Image	Activewear	Product	Activewear
3yht1	this is your sign to become that girl with me	Loungewear	Image	Activewear	Product	Loungewear
3yht1	this is your sign to become that girl with me	White decor	Image	Interior design	Product	White
3yht1	this is your sign to become that girl with me	iPad	Image	Tech	Product	iPad
3yht1	this is your sign to become that girl with me	Newspaper	Image	Reading	Productivity	Newspaper
3yht1	Soooooo I'm like... single?	Tea	Image	Beverage	Diet and exercise	Tea
3yht1	Soooooo I'm like... single?	Coffee	Object	Beverage	Diet and exercise	Coffee
3yht1	Soooooo I'm like... single?	Coffee	Object	Beverage	Diet and exercise	Coffee
3yht1	Soooooo I'm like... single?	Coffee	Object	Beverage	Diet and exercise	Coffee
3yht1	Soooooo I'm like... single?	Workout video	Image	Exercise	Diet and exercise	Workout
3yht1	Soooooo I'm like... single?	Water bottle	Object	Beverage	Diet and exercise	Water
3yht1	Soooooo I'm like... single?	Coffee	Object	Beverage	Diet and exercise	Coffee
3yht1	Soooooo I'm like... single?	Water bottle	Object	Beverage	Diet and exercise	Water
3yht1	Soooooo I'm like... single?	load coffee	Object	Beverage	Diet and exercise	load
3yht1	Soooooo I'm like... single?	Crisissant	Object	Snack	Diet and exercise	Crisissant
3yht1	Soooooo I'm like... single?	load hazelnut espresso	Object	Beverage	Diet and exercise	load
3yht1	Soooooo I'm like... single?	Butter croissant and egg	Object	Breakfast	Diet and exercise	Butter
3yht1	Soooooo I'm like... single?	Coffee	Text	Beverage	Diet and exercise	Coffee
3yht1	Soooooo I'm like... single?	Vanilla sweet cream cold foam and espresso	Text	Beverage	Diet and exercise	Coffee
3yht1	Soooooo I'm like... single?	Brioche	Text	Lunch	Diet and exercise	Brioche
3yht1	Soooooo I'm like... single?	Coffee	Object	Beverage	Diet and exercise	Coffee
3yht1	Soooooo I'm like... single?	Coffee	Object	Beverage	Diet and exercise	Coffee
3yht1	Soooooo I'm like... single?	Coffee	Object	Beverage	Diet and exercise	Coffee
3yht1	Soooooo I'm like... single?	Fruit	Object	Fruit	Diet and exercise	Fruit
3yht1	Soooooo I'm like... single?	Good coffee	Text	Beverage	Diet and exercise	Coffee
3yht1	Soooooo I'm like... single?	Espresso	Object	Beverage	Diet and exercise	Coffee
3yht1	Soooooo I'm like... single?	Coffee	Object	Beverage	Diet and exercise	Coffee
3yht1	Soooooo I'm like... single?	Coffee	Object	Beverage	Diet and exercise	Coffee
3yht1	Soooooo I'm like... single?	Sandwich	Object	Lunch	Diet and exercise	Sandwich
3yht1	Soooooo I'm like... single?	Coffee	Object	Beverage	Diet and exercise	Coffee
3yht1	Soooooo I'm like... single?	Sandwich	Object	Lunch	Diet and exercise	Sandwich
3yht1	Soooooo I'm like... single?	Coffee	Object	Beverage	Diet and exercise	Coffee
3yht1	Soooooo I'm like... single?	Sandwich	Object	Lunch	Diet and exercise	Sandwich
3yht1	Soooooo I'm like... single?	Peppermint tea	Text	Beverage	Diet and exercise	Tea
3yht1	Soooooo I'm like... single?	Matcha	Object	Beverage	Diet and exercise	Matcha
3yht1	Soooooo I'm like... single?	Sandwich	Object	Lunch	Diet and exercise	Sandwich
3yht1	Soooooo I'm like... single?	Coffee	Object	Beverage	Diet and exercise	Coffee
3yht1	Soooooo I'm like... single?	Pancakes	Image	Breakfast	Diet and exercise	Pancakes
3yht1	Soooooo I'm like... single?	Fruit	Image	Fruit	Diet and exercise	Fruit
3yht1	Soooooo I'm like... single?	Water bottle	Object	Beverage	Diet and exercise	Water
3yht1	Soooooo I'm like... single?	Fruit	Image	Fruit	Diet and exercise	Fruit
3yht1	Soooooo I'm like... single?	Coffee	Object	Beverage	Diet and exercise	Coffee
3yht1	Soooooo I'm like... single?	Sandwich	Object	Lunch	Diet and exercise	Sandwich
3yht1	Soooooo I'm like... single?	Fruit	Image	Fruit	Diet and exercise	Fruit
3yht1	Soooooo I'm like... single?	Coffee	Object	Beverage	Diet and exercise	Coffee

ID#R	VIDEO	REFERENCE	MOVIE	CONCEPTS/MEANING/LINK	CATEGORY	CODE
17y8t	Soooooo F's	Sandwich	Object	Lunch	Diet and exercise	Sandwich
17y8t	Soooooo F's	Coffee	Object	Beverage	Diet and exercise	Coffee
17y8t	Soooooo F's	Coffee	Object	Beverage	Diet and exercise	Coffee
17y8t	Soooooo F's	Tsant	Object	Snack	Diet and exercise	Tsant
17y8t	Soooooo F's	Coffee	Object	Beverage	Diet and exercise	Coffee
17y8t	Soooooo F's	Coffee	Object	Beverage	Diet and exercise	Coffee
17y8t	Soooooo F's	Happiest	Text	Positive emotion	Mental health	Happiest
17y8t	Soooooo F's	iPad	Image	Tech	Product	iPad
17y8t	Soooooo F's	Laptop	Object	Tech	Product	Laptop
17y8t	Soooooo F's	iPad	Object	Tech	Product	iPad
17y8t	Soooooo F's	Adidas yoga mat	Object	Exercise equipment	Product	Adidas
17y8t	Soooooo F's	Apple watch	Object	Tech	Product	Apple
17y8t	Soooooo F's	Espresso machine	Object	Home appliance	Product	Espresso
17y8t	Soooooo F's	Parfaut	Object	Wearable	Product	Parfaut
17y8t	Soooooo F's	iPad	Object	Tech	Product	iPad
17y8t	Soooooo F's	Hydroflask	Object	Cup	Product	Hydroflask
17y8t	Soooooo F's	iPad	Object	Tech	Product	iPad
17y8t	Soooooo F's	iPad	Object	Tech	Product	iPad
17y8t	Soooooo F's	iPad	Object	Tech	Product	iPad
17y8t	Soooooo F's	White bedroom	Image	Interior design	Product	White
17y8t	Soooooo F's	iPad	Object	Tech	Product	iPad
17y8t	Soooooo F's	Sweatuit	Object	Loungewear	Product	Sweatuit
17y8t	Soooooo F's	White bedroom	Image	Interior design	Product	White
17y8t	Soooooo F's	White bedroom	Image	Interior design	Product	White
17y8t	Soooooo F's	Hydroflask	Object	Water bottle	Product	Hydroflask
17y8t	Soooooo F's	Nails	Image	Manicure	Product	Manicure
17y8t	Soooooo F's	Nails	Image	Manicure	Product	Nails
17y8t	Soooooo F's	Happy Sunday let's make it productive	Text	Productive	Productivity	Happy
17y8t	Soooooo F's	Nails	Image	Manicure	Productivity	Nails
17y8t	Soooooo F's	Happy Monday	Text	Workday	Productivity	Happy
17y8t	Soooooo F's	Golden hour always lights up my workplace at PM	Text	Workplace	Productivity	Golden
17y8t	Soooooo F's	Word Document	Object	Studying	Productivity	Word
17y8t	Soooooo F's	Laptop	Object	Laptop	Productivity	Laptop
17y8t	Soooooo F's	Busy day	Text	Work	Productivity	Busy
17y8t	Soooooo F's	10:28 PM study mode	Text	Studying	Productivity	Study
17y8t	Soooooo F's	Nails	Image	Manicure	Productivity	Nails
17y8t	Soooooo F's	iPad	Object	Tech	Productivity	iPad
17y8t	Soooooo F's	Appots	Object	Tech	Product	Appots
17y8t	Soooooo F's	Laptop	Object	Laptop	Productivity	Laptop
17y8t	Soooooo F's	Near notes	Text	Studying	Productivity	Nails
17y8t	Soooooo F's	iPad	Object	Tech	Productivity	iPad
17y8t	Soooooo F's	Appots	Object	Tech	Product	Appots
17y8t	Soooooo F's	Laptop	Object	Laptop	Productivity	Laptop
17y8t	Soooooo F's	Laptop	Object	Laptop	Productivity	Laptop
17y8t	Soooooo F's	Everyday	Text	Routine	Productivity	Routine
17y8t	Soooooo F's	iPad	Object	Tech	Productivity	iPad
17y8t	Soooooo F's	Laptop	Object	Laptop	Productivity	Laptop
17y8t	Soooooo F's	Anatomy	Text	Studying	Productivity	Nails
17y8t	Soooooo F's	iPad	Object	Tech	Productivity	iPad
17y8t	Soooooo F's	Appots	Object	Tech	Product	Appots
17y8t	Soooooo F's	Nails	Image	Manicure	Productivity	Nails
17y8t	Soooooo F's	I hope today is productive	Text	Productive	Productivity	Productive
17y8t	Soooooo F's	Laptop	Object	Laptop	Productivity	Laptop
17y8t	Soooooo F's	Nails	Image	Manicure	Productivity	Nails
17y8t	Soooooo F's	Laptop	Object	Laptop	Productivity	Laptop
17y8t	Soooooo F's	Lectures	Text	Studying	Productivity	Studying
4448tncv	Thursday	Water	Object	Beverage	Diet and exercise	Water
4448tncv	Thursday	Matcha	Object	Beverage	Diet and exercise	Matcha
4448tncv	Thursday	Yoga	Image	Exercise	Diet and exercise	Yoga
4448tncv	Thursday	Green smoothie	Object	Beverage	Diet and exercise	Smoothie
4448tncv	Thursday	Shower	Image	Shower	Hygiene	Bathing
4448tncv	Thursday	Laptop	Object	Laptop	Productivity	Laptop
4448tncv	Thursday	Making hot	Image	Chicken	Productivity	Chicken
4448tncv	Thursday	Journaling	Image	Journaling	Journaling	Journaling
4448tncv	Thursday	Journaling	Image	Journaling	Journaling	Journaling
7ammodatv	Becoming That	Fruit salad with gfi	Text	Fruit	Diet and exercise	Fruit
7ammodatv	Becoming That	Workout completed	Text	Exercise	Diet and exercise	Workout
7ammodatv	Becoming That	gfi	Text	Beverage	Diet and exercise	Smoothie
7ammodatv	Becoming That	gfi	Text	Vegetables	Diet and exercise	Vegetables
7ammodatv	Becoming That	gfi	Image	Smoothie	Diet and exercise	Smoothie
7ammodatv	Becoming That	gfi	Image	Water bottle	Beverage	Water
7ammodatv	Becoming That	gfi	Image	Smoothie	Beverage	Smoothie
7ammodatv	Becoming That	gfi	Image	Matcha	Beverage	Matcha
7ammodatv	Becoming That	gfi	Image	Workout	Exercise	Workout
7ammodatv	Becoming That	gfi	Text	Chicken poke	Lunch	Chicken
7ammodatv	Becoming That	gfi	Image	Outmeal Banana pancakes	Image	Outmeal
7ammodatv	Becoming That	gfi	Image	Exercise equipment	Image	Exercise
7ammodatv	Becoming That	gfi	Image	Water bottle	Image	Water
7ammodatv	Becoming That	gfi	Image	Matcha	Image	Matcha
7ammodatv	Becoming That	gfi	Image	Fruit	Image	Fruit
7ammodatv	Becoming That	gfi	Image	Fruit	Image	Fruit
7ammodatv	Becoming That	gfi	Image	Juice	Image	Juice
7ammodatv	Becoming That	gfi	Image	Juice shot	Image	Juice
7ammodatv	Becoming That	gfi	Image	Herbs	Image	Herbs
7ammodatv	Becoming That	gfi	Image	Yerba Mate Tea	Image	Yerba Mate
7ammodatv	Becoming That	gfi	Image	Seltzer	Image	Seltzer
7ammodatv	Becoming That	gfi	Image	Fridge	Image	Fridge
7ammodatv	Becoming That	gfi	Image	Pancakes	Image	Pancakes
7ammodatv	Becoming That	gfi	Text	Matcha	Text	Matcha
7ammodatv	Becoming That	gfi	Text	Smoothie	Text	Smoothie
7ammodatv	Becoming That	gfi	Image	Water with lemon	Image	Water
7ammodatv	Becoming That	gfi	Text	Shower	Text	Shower
7ammodatv	Becoming That	gfi	Image	Shower seltzer	Image	Shower
7ammodatv	Becoming That	gfi	Image	Sweatuit	Image	Sweatuit
7ammodatv	Becoming That	gfi	Image	Nike shorts	Image	Nike
7ammodatv	Becoming That	gfi	Image	Adidas shorts	Image	Adidas
7ammodatv	Becoming That	gfi	Image	Gloss hair oil	Image	Gloss
7ammodatv	Becoming That	gfi	Image	Margala perfume	Image	Margala
7ammodatv	Becoming That	gfi	Image	Juicy roller	Image	Juicy roller
7ammodatv	Becoming That	gfi	Image	Glosser	Image	Glosser
7ammodatv	Becoming That	gfi	Image	Glosser Cloud	Image	Glosser
7ammodatv	Becoming That	gfi	Image	Glosser hand cream	Image	Glosser
7ammodatv	Becoming That	gfi	Image	Lip Gloss	Image	Lip Gloss
7ammodatv	Becoming That	gfi	Image	White couch	Image	White
7ammodatv	Becoming That	gfi	Image	Yerba Mate Tea	Image	Yerba Mate
7ammodatv	Becoming That	gfi	Image	Appots	Image	Appots
7ammodatv	Becoming That	gfi	Image	Notebook	Image	Notebook
7ammodatv	Becoming That	gfi	Image	Book	Image	Book

USER	VIDEO	REFERENCE	MOCK	CONCEPT	MEANING	LINK	CATEGORY	CODE
alexasetheticas	at first i was like "that get morning routine" as a joke	Workout	Image	Exercise			Diet and exercise	Squats
alexasetheticas	at first i was like "that get morning routine" as a joke	Workout	Image	Exercise			Diet and exercise	Running
alexasetheticas	at first i was like "that get morning routine" as a joke	Coffee	Object	Beverage			Diet and exercise	Coffee
alexasetheticas	at first i was like "that get morning routine" as a joke	Shower	Image	Shower			Hygiene	Bathing
alexasetheticas	at first i was like "that get morning routine" as a joke	Lululemon joggers	Object	Activewear			Product	Lululemon
alexasetheticas	at first i was like "that get morning routine" as a joke	Apple watch	Object	Tech			Product	Apple watch
alexasetheticas	at first i was like "that get morning routine" as a joke	Clairol	Object	Hair product			Product	Clairol
alexasetheticas	at first i was like "that get morning routine" as a joke	CeraVe	Object	Skincare			Product	CeraVe
alexasetheticas	at first i was like "that get morning routine" as a joke	Pacific eye patches	Object	Skincare			Product	Pacific
alexasetheticas	at first i was like "that get morning routine" as a joke	Laptop	Object	Laptop			Productivity	Laptop
amyubau	"THAT GIRL" morning routine	Gym	Text	Exercise			Diet and exercise	Exercise
amyubau	"THAT GIRL" morning routine	Water bottle	Object	Beverage			Diet and exercise	Water
amyubau	"THAT GIRL" morning routine	Toast	Image	Snack			Diet and exercise	Toast
amyubau	"THAT GIRL" morning routine	Coffee	Object	Beverage			Diet and exercise	Coffee
amyubau	getting my sh/ together	Matcha	Object	Beverage			Diet and exercise	Matcha
amyubau	getting my sh/ together	Go for a run	Text	Exercise			Diet and exercise	Running
amyubau	getting my sh/ together	Smoothie	Object	Beverage			Diet and exercise	Smoothie
amyubau	getting my sh/ together	Avocado	Object	Fruit			Diet and exercise	Fruit
amyubau	getting my sh/ together	Eggs	Object	Breakfast			Diet and exercise	Eggs
amyubau	getting my sh/ together	Coffee	Object	Beverage			Diet and exercise	Coffee
amyubau	productive morning routine	Exercise	Text	Exercise			Diet and exercise	Exercise
amyubau	productive morning routine	Hydrate	Text	Beverage			Diet and exercise	Hydrate
amyubau	productive morning routine	Matcha	Object	Beverage			Diet and exercise	Matcha
amyubau	productive morning routine	Tea	Object	Beverage			Diet and exercise	Tea
amyubau	productive morning routine	Smoothie	Object	Beverage			Diet and exercise	Smoothie
amyubau	productive morning routine	Toast	Object	Breakfast			Diet and exercise	Toast
amyubau	productive morning routine	Self care	Text	Skincare			Empowerment	Self care
amyubau	"THAT GIRL" morning routine	Skincare	Text	Skincare			Hygiene	Skincare
amyubau	getting my sh/ together	Shower	Text	Shower			Hygiene	Bathing
amyubau	getting my sh/ together	Skincare	Text	Skincare			Hygiene	Skincare
amyubau	"THAT GIRL" morning routine	Lululemon joggers	Object	Activewear			Product	Lululemon
amyubau	"THAT GIRL" morning routine	Apple watch	Object	Tech			Product	Apple watch
amyubau	"THAT GIRL" morning routine	Gwenchly perfume	Object	Perfume			Product	Gwenchly
amyubau	getting my sh/ together	White bedroom	Image	Interior design			Product	White
amyubau	getting my sh/ together	Lululemon shorts	Object	Activewear			Product	Lululemon
amyubau	getting my sh/ together	Apple watch	Object	Tech			Product	Apple watch
amyubau	getting my sh/ together	The Ordinary ser/	Object	Skincare			Product	The Ordinary
amyubau	getting my sh/ together	The Ordinary ser/	Object	Skincare			Product	The Ordinary
amyubau	getting my sh/ together	Paula's Choice ser/	Object	Skincare			Product	Paula's Choice
amyubau	getting my sh/ together	Guu sha	Object	Skincare			Product	Guu Sha
amyubau	getting my sh/ together	Jade roller	Object	Skincare			Product	Jade roller
amyubau	productive morning routine	White bedroom	Image	Interior design			Product	White
amyubau	productive morning routine	Apple watch	Object	Tech			Product	Apple watch
amyubau	productive morning routine	Lululemon jogger	Object	Activewear			Product	Lululemon
amyubau	productive morning routine	Gwenchly perfume	Object	Perfume			Product	Gwenchly
amyubau	productive morning routine	Guu sha	Object	Skincare			Product	Guu Sha
amyubau	productive morning routine	The ordinary ser/	Object	Skincare			Product	The Ordinary
amyubau	"THAT GIRL" morning routine	Work	Text	Work			Productivity	Work
amyubau	getting my sh/ together	Laptop	Object	Laptop			Productivity	Laptop
amyubau	getting my sh/ together	Laptop	Object	Laptop			Productivity	Laptop
amyubau	productive morning routine	Laptop	Object	Laptop			Productivity	Laptop
amyubau	productive morning routine	Wake up early	Text	Morning			Productivity	Early
amyubau	"THAT GIRL" morning routine	Journal	Text	Journaling			Self-empowerance	Journaling
amyubau	"THAT GIRL" morning routine	Habit tracking	Image	Journaling			Self-empowerance	Journaling
amyubau	getting my sh/ together	Habit tracking	Image	Journaling			Self-empowerance	Journaling
amyubau	getting my sh/ together	Journal	Text	Journaling			Self-empowerance	Journaling
amyubau	productive morning routine	Journal	Text	Journaling			Self-empowerance	Journaling
amyfable	So it's like that? Trying to be that girl?	Bobo milk tea	Object	Beverage			Diet and exercise	Bobo milk tea
amyfable	So it's like that? Trying to be that girl?	Pancakes	Image	Breakfast			Diet and exercise	Pancakes
amyfable	So it's like that? Trying to be that girl?	Eggs	Image	Breakfast			Diet and exercise	Eggs
amyfable	So it's like that? Trying to be that girl?	Walking	Image	Exercise			Diet and exercise	Walking
amyfable	So it's like that? Trying to be that girl?	Shower	Image	Shower			Hygiene	Bathing
amyfable	So it's like that? Trying to be that girl?	Lingerie	Object	Lingerie			Product	Lingerie
amyfable	So it's like that? Trying to be that girl?	Nike sports bra	Object	Activewear			Product	Nike
amyfable	So it's like that? Trying to be that girl?	Aweemo soap	Object	Beauty misc			Product	Aweemo
amyfable	So it's like that? Trying to be that girl?	The Body Shop cream	Object	Beauty misc			Product	The Body Shop
amyfable	So it's like that? Trying to be that girl?	Skincare fridge	Object	Skincare			Product	Skincare Fridge
amyfable	So it's like that? Trying to be that girl?	Vichy serum	Object	Skincare			Product	Vichy
amyfable	So it's like that? Trying to be that girl?	La Roche Posay serum	Object	Skincare			Product	La Roche Posay
amyfable	So it's like that? Trying to be that girl?	RapidoLash serum	Object	Lash serum			Product	RapidoLash
amyfable	So it's like that? Trying to be that girl?	Guu sha	Object	Skincare			Product	Guu Sha
amyfable	So it's like that? Trying to be that girl?	Victoria's Secret perfume	Object	Perfume			Product	Victoria's Secret
amyfable	So it's like that? Trying to be that girl?	Starbucks	Object	Beverage			Product	Starbucks
amyfable	So it's like that? Trying to be that girl?	Laptop	Object	Laptop			Productivity	Laptop
amyfable	So it's like that? Trying to be that girl?	Journal	Object	Journaling			Self-empowerance	Journaling
amnicarsenon	be THAT girl	Water	Object	Beverage			Diet and exercise	Water
amnicarsenon	be THAT girl	Fruit	Image	Fruit			Diet and exercise	Fruit
amnicarsenon	be THAT girl	Smoothie	Object	Beverage			Diet and exercise	Smoothie
amnicarsenon	be THAT girl with me	Drunk Elephant moisturizer	Object	Skincare			Product	Drunk Elephant
amnicarsenon	be THAT girl with me	Drunk Elephant serum	Object	Skincare			Product	Drunk Elephant
amnicarsenon	be THAT girl with me	Drunk Elephant lip balm	Object	Skincare			Product	Drunk Elephant
amnicarsenon	be THAT girl with me	Converse	Object	Shoes			Product	Converse
amnicarsenon	be THAT girl with me	Laptop	Object	Laptop			Productivity	Laptop
amnicarsenon	be THAT girl with me	Chorus	Image	Chorus			Productivity	Chorus
amnicarsenon	be THAT girl with me	Journaling	Image	Journaling			Self-empowerance	Journaling
april kathryn	sunday morning "that get" routine	Water	Object	Beverage			Diet and exercise	Water
april kathryn	sunday morning "that get" routine	Plates	Image	Exercise			Diet and exercise	Plates
april kathryn	sunday morning "that get" routine	Coffee	Object	Beverage			Diet and exercise	Coffee





ID#R	VIDEO	REFERENCE	BOOK	CONCEPTS/MEANING/LINK	CATEGORY	CODE
charlatmoncees1	healthy habits of THAT girl morning routine	Exercise	Text	Exercise	Diet and exercise	Exercise
charlatmoncees1	healthy habits of THAT girl morning routine	Workout video	Image	Exercise	Diet and exercise	Exercise
charlatmoncees1	healthy habits of THAT girl morning routine	Write down goals for the day	Text	Productive	Productivity	Goals
charlatmoncees1	healthy habits of THAT girl morning routine	Journaling	Image	Journaling	Self-surveillance	Journaling
Stressenergy	if you wanna be this girl...	Fruit	Image	Croceries	Diet and exercise	Fruit
Stressenergy	if you wanna be this girl...	Juice	Image	Croceries	Diet and exercise	Juice
Stressenergy	if you wanna be this girl...	Fruit salad	Image	Fruit	Diet and exercise	Fruit
Stressenergy	if you wanna be this girl...	Blueberries	Image	Fruit	Diet and exercise	Fruit
Stressenergy	if you wanna be this girl...	Vegetables	Image	Croceries	Diet and exercise	Vegetables
Stressenergy	if you wanna be this girl...	Pancakes	Image	Breakfast	Diet and exercise	Pancakes
Stressenergy	if you wanna be this girl...	Coffee	Object	Beverage	Diet and exercise	Coffee
Stressenergy	if you wanna be this girl...	Water	Object	Beverage	Diet and exercise	Water
Stressenergy	if you wanna be this girl...	Yogurt	Image	Snack	Diet and exercise	Yogurt
Stressenergy	if you wanna be this girl...	Vegetables	Image	Croceries	Diet and exercise	Vegetables
Stressenergy	if you wanna be this girl...	Barbell	Object	Exercise	Diet and exercise	Weight lifting
Stressenergy	if you wanna be this girl...	Vegetables	Image	Croceries	Diet and exercise	Vegetation
Stressenergy	if you wanna be this girl...	Oatmeal	Image	Breakfast	Diet and exercise	Oatmeal
Stressenergy	if you wanna be this girl...	Coffee	Object	Beverage	Diet and exercise	Coffee
Stressenergy	if you wanna be this girl...	Thompson	Image	Physique	Diet and exercise	Thompson
Stressenergy	if you wanna be this girl...	Coffee	Object	Beverage	Diet and exercise	Coffee
Stressenergy	if you wanna be this girl...	Oatmeal	Image	Breakfast	Diet and exercise	Oatmeal
Stressenergy	if you wanna be this girl...	Coffee	Object	Beverage	Diet and exercise	Coffee
Stressenergy	if you wanna be this girl...	Mocha	Object	Beverage	Diet and exercise	Mocha
Stressenergy	if you wanna be this girl...	Toast	Image	Lunch	Diet and exercise	Toast
Stressenergy	if you wanna be this girl...	Thompson	Image	Physique	Diet and exercise	Thompson
Stressenergy	if you wanna be this girl...	Coffee	Object	Beverage	Diet and exercise	Coffee
Stressenergy	if you wanna be this girl...	Wine	Object	Beverage	Diet and exercise	Wine
Stressenergy	if you wanna be this girl...	Mocha	Object	Beverage	Diet and exercise	Mocha
Stressenergy	if you wanna be this girl...	Fruit	Image	Fruit	Diet and exercise	Fruit
Stressenergy	if you wanna be this girl...	Cookie dough	Image	Snack	Diet and exercise	Snack
Stressenergy	if you wanna be this girl...	Coffee	Object	Beverage	Diet and exercise	Coffee
Stressenergy	if you wanna be this girl...	Thompson	Image	Physique	Diet and exercise	Thompson
Stressenergy	if you wanna be this girl...	mascara	Object	Makeup	Product	Glossier
Stressenergy	if you wanna be this girl...	Glossier Lip	Object	Makeup	Product	Glossier
Stressenergy	if you wanna be this girl...	Apricot	Object	Tech	Product	Apricot
Stressenergy	if you wanna be this girl...	White bedroom	Image	Interior design	Product	White
Stressenergy	if you wanna be this girl...	Breathalt	Image	Loungewear	Product	Loungewear
Stressenergy	if you wanna be this girl...	La Labor perfume	Object	Perfume	Product	La Labor
Stressenergy	if you wanna be this girl...	Caracoms magazine	Object	High end item	Product	Comme de Garçons
Stressenergy	if you wanna be this girl...	Dylique candle	Object	Candle	Product	Dylique
Stressenergy	if you wanna be this girl...	Book	Object	Reading	Productivity	Reading
Stressenergy	if you wanna be this girl...	Newspaper	Object	Reading	Productivity	Reading
Stressenergy	if you wanna be this girl...	Laptop	Object	Laptop	Productivity	Laptop
Stressenergy	if you wanna be this girl...	Book	Object	Reading	Productivity	Reading
Stressenergy	if you wanna be this girl...	Follow me and I'll motivate you	Text	Motivation	Productivity	Motivation
stevictoria	it's your sign to become THAT girl	Workout time	Text	Exercise	Diet and exercise	Exercise
stevictoria	it's your sign to become THAT girl	Meal	Image	Lunch	Diet and exercise	Meal
stevictoria	it's your sign to become THAT girl	Coffee	Object	Beverage	Diet and exercise	Coffee
stevictoria	it's your sign to become THAT girl	Meal	Image	Lunch	Diet and exercise	Meal
stevictoria	it's your sign to become THAT girl	Alarm	Image	Morning	Productivity	Alarm
stevictoria	it's your sign to become THAT girl	Doodling	Image	Studying	Productivity	Studying
stevictoria	it's your sign to become THAT girl	Follow me for daily motivation	Text	Motivation	Productivity	Motivation
kaifraae	become THAT girl with me	Coffee	Object	Beverage	Diet and exercise	Coffee
kaifraae	become THAT girl with me	Coffee	Object	Beverage	Diet and exercise	Coffee
kaifraae	become THAT girl with me	Coffee	Object	Beverage	Diet and exercise	Coffee
kaifraae	become THAT girl with me	Starbucks pink drink	Object	Beverage	Diet and exercise	Starbucks
kaifraae	become THAT girl with me	Focus on positivity	Text	Positive emotion	Mental health	Positivity
kaifraae	become THAT girl with me	First things that make me happy	Text	Positive emotion	Mental health	Happy
kaifraae	become THAT girl with me	Apple watch	Object	Tech	Product	Apple watch
kaifraae	become THAT girl with me	Stonore fridge	Image	Skincare	Product	Stonore
kaifraae	become THAT girl with me	The Ordinary serum	Object	Skincare	Product	Gua Sha
kaifraae	become THAT girl with me	Gua sha	Object	Skincare	Product	IPad
kaifraae	become THAT girl with me	IPad	Object	Tech	Product	Starbucks
kaifraae	become THAT girl with me	Starbucks pink drink	Object	Starbucks	Product	Starbucks
kaifraae	become THAT girl with me	Journaling	Image	Journaling	Self-surveillance	Journaling
kozenco	become THAT girl with me morning routine	Water	Object	Beverage	Diet and exercise	Water
kozenco	become THAT girl with me morning routine	Supplements	Object	Supplements	Diet and exercise	Supplements
kozenco	become THAT girl with me morning routine	Shower	Image	Shower	Hygiene	Bathing
kozenco	become THAT girl with me morning routine	Soap and Glory scrub	Image	Skincare	Product	Soap and Glory
kozenco	become THAT girl with me morning routine	The Ordinary serum	Object	Skincare	Product	The Ordinary
kozenco	become THAT girl with me morning routine	Activewear	Image	Activewear	Product	Activewear
kozenco	become THAT girl with me morning routine	Starbucks coffee	Object	Beverage	Product	Starbucks
kozenco	become THAT girl with me morning routine	Supplements	Object	Supplements	Product	Supplements
kozenco	become THAT girl with me morning routine	Laptop	Object	Laptop	Productivity	Laptop
kozenco	become THAT girl with me morning routine	Making bed	Image	Chores	Productivity	Chores
kozenco	become THAT girl with me morning routine	Book	Object	Reading	Productivity	Reading
kozenco	become THAT girl with me morning routine	Journaling	Image	Journaling	Self-surveillance	Journaling
laurlfi	become THAT girl with me morning edition	Water	Object	Beverage	Diet and exercise	Water
laurlfi	become THAT girl with me morning edition	Workout	Text	Exercise	Diet and exercise	Weight lifting
laurlfi	become THAT girl with me morning edition	Food	Text	Food	Diet and exercise	Food is fuel
laurlfi	become THAT girl with me morning edition	Eggs	Image	Breakfast	Diet and exercise	Eggs
laurlfi	become THAT girl with me morning edition	Toast	Image	Breakfast	Diet and exercise	Toast
laurlfi	become THAT girl with me morning edition	Orange	Fruit	Breakfast	Diet and exercise	Fruit
laurlfi	become THAT girl with me morning edition	Coffee	Object	Beverage	Diet and exercise	Coffee
laurlfi	become THAT girl with me morning edition	Skincare	Text	Skincare	Hygiene	Skincare
laurlfi	become THAT girl with me morning edition	Shower	Text	Shower	Hygiene	Bathing
laurlfi	become THAT girl with me morning edition	start with making my bed and writing some affirmations	Text	Affirmations	Mental health	Affirmations
laurlfi	become THAT girl with me morning edition	Nike sport bra	Object	Activewear	Product	Nike
laurlfi	become THAT girl with me morning edition	Apricot	Object	Tech	Product	Apricot
laurlfi	become THAT girl with me morning edition	The Ordinary serum	Object	Skincare	Product	The Ordinary
laurlfi	become THAT girl with me morning edition	start with making my bed and writing some affirmations	Text	Chores	Productivity	Chores
laurlfi	become THAT girl with me morning edition	Get to work	Text	Work	Productivity	Work
laurlfi	become THAT girl with me morning edition	start with making my bed and writing some affirmations	Text	Journaling	Self-surveillance	Journaling
lets.well.your.world!	What I am doing to become THAT girl	Stretching daily	Text	Exercise	Diet and exercise	Stretching
lets.well.your.world!	What I am doing to become THAT girl	Mocha	Object	Beverage	Diet and exercise	Mocha

USER	VIDEO	REFERENCE	IMAGE	CONCEPTS / MEANING / LINK	CATEGORY	CODE
lets weat your worst1	What I am doing to become that girl	Weight lifting	Image	Exercise	Diet and exercise	Exercise
lets weat your worst1	What I am doing to become that girl	Hiking	Image	Exercise	Diet and exercise	Exercise
lets weat your worst1	What I am doing to become that girl	Matcha	Object	Beverage	Diet and exercise	Matcha
lets weat your worst1	What I am doing to become that girl	Coffee	Object	Beverage	Diet and exercise	Coffee
lets weat your worst1	What I am doing to become that girl	Vegetables	Image	Groceries	Diet and exercise	Vegetables
lets weat your worst1	What I am doing to become that girl	Plates	Image	Exercise	Diet and exercise	Exercise
lets weat your worst1	What I am doing to become that girl	Matcha	Object	Beverage	Diet and exercise	Matcha
lets weat your worst1	What I am doing to become that girl	Smoothie bowl	Image	Beverage	Diet and exercise	Smoothie
lets weat your worst1	What I am doing to become that girl	30 minutes of movement	Text	Exercise	Diet and exercise	Exercise
lets weat your worst1	What I am doing to become that girl	Fruit and veg with every meal	Text	Meal	Diet and exercise	Meal
lets weat your worst1	What I am doing to become that girl	Matcha	Object	Beverage	Diet and exercise	Matcha
lets weat your worst1	What I am doing to become that girl	Toast	Image	Lunch	Diet and exercise	Toast
lets weat your worst1	What I am doing to become that girl	Gym selfie	Image	Exercise	Diet and exercise	Exercise
lets weat your worst1	What I am doing to become that girl	Vegetable bowl	Image	Lunch	Diet and exercise	Vegetables
lets weat your worst1	What I am doing to become that girl	Shower	Image	Shower	Hygiene	Bathing
lets weat your worst1	What I am doing to become that girl	Face mask	Image	Skincare	Hygiene	Skincare
lets weat your worst1	What I am doing to become that girl	Affirmations	Image	Affirmations	Mental health	Affirmations
lets weat your worst1	What I am doing to become that girl	Meditation	Image	Meditation	Mental health	Meditation
lets weat your worst1	What I am doing to become that girl	Glossier	Object	Makeup	Product	Glossier
lets weat your worst1	What I am doing to become that girl	Sweatshirt	Image	Loungewear	Product	Loungewear
lets weat your worst1	What I am doing to become that girl	Book	Object	Reading	Productivity	Reading
lets weat your worst1	What I am doing to become that girl	Laptop	Object	Laptop	Productivity	Laptop
lets weat your worst1	What I am doing to become that girl	Reading at least 10 pages a day	Text	Reading	Productivity	Reading
lets weat your worst1	What I am doing to become that girl	Book	Object	Reading	Productivity	Reading
lets weat your worst1	What I am doing to become that girl	Book	Object	Reading	Productivity	Reading
lets weat your worst1	What I am doing to become that girl	Daily planner	Object	Journaling	Self-surveillance	Journaling
lets weat your worst1	What I am doing to become that girl	Journaling	Image	Journaling	Self-surveillance	Journaling
mary_anna_jkx	morning routine	Coffee	Object	Beverage	Diet and exercise	Coffee
mary_anna_jkx	morning routine	Water	Object	Beverage	Diet and exercise	Water
mary_anna_jkx	morning routine	Flamingo	Text	Exercise	Diet and exercise	Exercise
mary_anna_jkx	morning routine	Grapes	Image	Breakfast	Diet and exercise	Grapes
mary_anna_jkx	morning routine	Shower	Text	Shower	Hygiene	Bathing
mary_anna_jkx	morning routine	Skincare	Object	Skincare	Hygiene	Skincare
mary_anna_jkx	morning routine	Apple watch	Object	Tech	Product	Apple watch
mary_anna_jkx	morning routine	Nike sports bra	Object	Activewear	Product	Nike
mary_anna_jkx	morning routine	The North Face shirt	Object	Activewear	Product	The North Face
mary_anna_jkx	morning routine	Apple watch	Object	Tech	Product	Apple watch
mary_anna_jkx	morning routine	Kaia	Object	Skincare	Product	Kaia
mary_anna_jkx	morning routine	The Ordinary	Object	Skincare	Product	The Ordinary
mary_anna_jkx	morning routine	Kaia cleanser	Object	Skincare	Product	Kaia
mary_anna_jkx	morning routine	Jade roller	Object	Skincare	Product	Jade roller
mary_anna_jkx	morning routine	Laptop	Object	Laptop	Productivity	Laptop
mary_anna_jkx	morning routine	Planner	Object	Journaling	Self-surveillance	Journaling
shayestelch	morning routine	Water	Object	Beverage	Diet and exercise	Water
shayestelch	morning routine	Coffee	Object	Beverage	Diet and exercise	Coffee
shayestelch	morning routine	Avocado	Image	Breakfast	Diet and exercise	Fruit
shayestelch	morning routine	Toast	Image	Breakfast	Diet and exercise	Toast
shayestelch	morning routine	Water	Object	Beverage	Diet and exercise	Water
shayestelch	morning routine	Workout video	Image	Exercise	Diet and exercise	Workout
shayestelch	morning routine	White bedroom	Image	Interior design	Product	White
shayestelch	morning routine	Nike socks	Object	Activewear	Product	Nike
shayestelch	morning routine	Apple watch	Object	Tech	Product	Apple
shayestelch	morning routine	Laundry	Image	Chores	Productivity	Chores
shayestelch	morning routine	Journal	Object	Journaling	Self-surveillance	Journaling
the_mystic_af	or sign to make up and be that girl	Plates	Image	Exercise	Diet and exercise	Plates
the_mystic_af	or sign to make up and be that girl	Matcha	Object	Beverage	Diet and exercise	Matcha
the_mystic_af	or sign to make up and be that girl	Workout video	Image	Exercise	Diet and exercise	Plates
the_mystic_af	or sign to make up and be that girl	Vegetables	Image	Breakfast	Diet and exercise	Vegetables
the_mystic_af	or sign to make up and be that girl	Eggs	Image	Breakfast	Diet and exercise	Eggs
the_mystic_af	or sign to make up and be that girl	Workout video	Image	Exercise	Diet and exercise	Plates
the_mystic_af	or sign to make up and be that girl	Therapy	Image	Physique	Diet and exercise	Therapy
the_mystic_af	or sign to make up and be that girl	Yoga	Image	Exercise	Diet and exercise	Yoga
the_mystic_af	or sign to make up and be that girl	Smoothie	Object	Beverage	Diet and exercise	Smoothie
the_mystic_af	or sign to make up and be that girl	Water	Object	Beverage	Diet and exercise	Water
the_mystic_af	or sign to make up and be that girl	Tea	Object	Beverage	Diet and exercise	Tea
the_mystic_af	or sign to make up and be that girl	Water	Object	Beverage	Diet and exercise	Water
the_mystic_af	or sign to make up and be that girl	coffee	Object	Beverage	Diet and exercise	Coffee
the_mystic_af	or sign to make up and be that girl	oatmeal	Object	Breakfast	Diet and exercise	Oatmeal
the_mystic_af	or sign to make up and be that girl	theropro	Image	Physique	Diet and exercise	Theropro
the_mystic_af	or sign to make up and be that girl	exercise	Image	Exercise	Diet and exercise	Exercise
the_mystic_af	or sign to make up and be that girl	smoothie	Object	Beverage	Diet and exercise	Smoothie
the_mystic_af	or sign to make up and be that girl	smoothie	Object	Beverage	Diet and exercise	Smoothie
the_mystic_af	or sign to make up and be that girl	avocado	Object	Lunch	Diet and exercise	Fruit
the_mystic_af	or sign to make up and be that girl	rice cakes	Object	Lunch	Diet and exercise	Rice cakes
the_mystic_af	or sign to make up and be that girl	self love	Text	Self love	Empowerment	Self love
the_mystic_af	or sign to make up and be that girl	Glossier serum	Object	Skincare	Product	Glossier
the_mystic_af	or sign to make up and be that girl	Glossier	Object	Skincare	Product	Glossier
the_mystic_af	or sign to make up and be that girl	Mario Badescu rose water	Object	Skincare	Product	Mario Badescu
the_mystic_af	or sign to make up and be that girl	Jade roller	Object	Skincare	Product	Jade roller
the_mystic_af	or sign to make up and be that girl	Too Faced lip gloss	Object	Makeup	Product	Too Faced
the_mystic_af	or sign to make up and be that girl	Elizabeth Arden cream	Object	Skincare	Product	Elizabeth Arden
the_mystic_af	or sign to make up and be that girl	Book	Object	Reading	Productivity	Reading
the_mystic_af	or sign to make up and be that girl	no sleep - has all day long	Text	No sleep	Productivity	No sleep
the_mystic_af	or sign to make up and be that girl	Laptop	Object	Laptop	Productivity	Laptop
the_mystic_af	or sign to make up and be that girl	Planner	Object	Journaling	Self-surveillance	Journaling
vernesalaga	morning routine	Coffee	Object	Beverage	Diet and exercise	Coffee

