## DIGITAL FOOD CULTURES

Edited by Deborah Lupton and Zeena Feldman



## **CONTENTS**

	t of contributors knowledgements	viii xii
1	Understanding digital food cultures Deborah Lupton	1
	RT 1 dies and affects	17
2	Self-tracking and digital food cultures: surveillance and self-representation of the moral 'healthy' body Rachael Kent	19
3	Carnivalesque food videos: excess, gender and affect on YouTube  Deborah Lupton	35
0.000	RT 2 althism and spirituality	51
4	You are what you Instagram: clean eating and the symbolic representation of food  Stephanie Alice Baker and Michael James Walsh	53

## vi Contents

5	Healthism and veganism: discursive constructions of food and health in an online vegan community <i>Ellen Scott</i>	68		
6	Working at self and wellness: a critical analysis of vegan vlogs Virginia Braun and Sophie Carruthers	82		
PART 3 Expertise and influencers 97				
7	A seat at the table: amateur restaurant review bloggers and the gastronomic field Morag Kobez	99		
8	I see your expertise and raise you mine: social media foodscapes and the rise of the celebrity chef  Pia Rowe and Ellen Grady	114		
9	'Crazy for carcass': Sarah Wilson, foodie-waste femininity and digital whiteness Maud Perrier and Elaine Swan	129		
PART 4				
Spa	atialities and politics	145		
10	Are you local? Digital inclusion in participatory foodscapes  Alana Mann	147		
11	Visioning food and community through the lens of social media  Karen Cross	162		

PART 5 Food futures		177
12	Connected eating: servitising the human body through digital food technologies Suzan Boztepe and Martin Berg	179
13	From Silicon Valley to table: solving food problems by making food disappear  Markéta Dolejšová	193
Index		209

Contents vii