

1 Merriam, S.B., & Bierema, L.L. (2014). *Adult learning: Linking theory and practice*. San Francisco: Jossey-Bass.

2 English, L.M. (2015). *Adult health learning*. In O. Mejiuni, P. Cranton, O. Táiwò (Eds.). *Measuring and analyzing informal learning in the digital age* (pp. 169-179). IGI Global. DOI: 10.4018/978-1-4666-8265-8.ch012

*Paper - 25 mins*

*Wednesday 30 May 2018, 3:00pm - 3:25pm, Conference Room II*

**Hartung, Catherine** (University of Otago, catherine.hartung@otago.ac.nz)

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*Ashy Bines and getting fit online: expanding the conversation around young women's engagement with fitspo*

The last decade has seen an overwhelming rise in the popularity of online health and fitness education and inspiration—commonly described as ‘fitspo’, ‘thinspo’, or ‘thinspiration’—via social media sites such as Instagram, Facebook, and Pinterest. Recent academic engagement with this online phenomenon has primarily focused on the potential harms to young women’s body image, as well as its role in exacerbating issues for those with eating disorders (see, for example, Cobb, 2017; Depper & Howe, 2017; Simpson & Mazzeo, 2017; Jong & Drummond, 2016; Hefner et al, 2016; Knobloch-Westerwick, 2015). Mimicking long-held criticisms of the impact of women’s print media, the criticisms of fitspo see young women at risk of unfairly comparing themselves to the seemingly unrealistic (buffed and filtered) ‘skinny’ and ‘fit’ bodies and highly curated lifestyles that are promoted and circulated online. While these critiques are important, they also present a fairly narrow reading of what are very complex online cultures and communities. In this paper we seek to expand beyond this criticism to consider the multifaceted ways in which fitspo, in particular the fitspo produced by young entrepreneurs like Gold Coast ‘fitness guru’ Ashy Bines and her Australian peers, works in contemporary contexts. We examine online presence of these Aussie fitness gurus on multiple social media platforms through three analytical angles. The first angle examines how Bines’ entrepreneurial background and brand of fitspo is produced within and contributes to the trillion-dollar wellness industry that competes with and can even replace institutionally-established forms of nutrition, health, and fitness education. The second angle examines how Bines’ ‘expertise’ is made possible via the creation of intimacy with her followers and thus authenticity, especially through her online documentary series ‘Ashy Bines Raw’. The third angle examines how Bines, as a social media ‘influencer’, is situated within a distinct Australian vernacular related to class and culture. To conclude we bring these three analyses together to explore the implications for critical health education.

*Paper - 25 mins*

*Friday 1 June 2018, 10:30am – 10:55am, Conference Room III*

**Haynes, Nalini** (University of Canberra, Nalini.Haynes@canberra.edu.au)

*Building resilience into ‘outsider’ teenagers via young adult literature*

Representations of people with disabilities in popular culture can contribute to their stigmatisation and marginalisation, positioning them as Other. My thesis research is directed at identifying and critiquing the portrayal of people with albinism in speculative fiction.

In fiction stories and especially speculative fiction, there is a tendency for albinism to be used as shorthand for evil and for misunderstandings about albinism to be rendered as people with albinism being ‘creatures of the night’ or assassins, while often misrepresenting the medical condition by omitting visual impairment that is linked to significant hypopigmentation. This leads to increased marginalisation, misunderstandings and even prejudice against teenagers with albinism at a crucial developmental time.

Young Adult literature (YA) has been used overtly and incidentally to help build resilience in teenagers as well as educating or reinforcing the prejudice. Some YA has sought to represent