Anna Puhakka: Hypervisibility and hyperinvisibility in Finnish intersectional online activism

This article looks at how racialized women who have personal experience of fat embodiment verbalize (their) (in)visibility in body positive/fat activist content online. More specifically, I am interested in the twin phenomena of hyper(in)visibility and their applicability to the Finnish context, given that said concepts were born out of studying fat North American women (Gailey 2014). [Both terms denote a socially subordinated position: either through hypervisibility – for instance, by being harassed in public because of one's body –, or through hyperinvisibility, e.g. by being ignored as a customer.] The data, which consists of blog posts and podcast episodes, is examined with the help of Leena Koski's (2011) dialogic thematical analysis. Three main findings emerge from the activists' content vis-à-vis hyper(in)visibility. First, the current online body positivity movement plays a role in rendering fat, racialized women hyperinvisible. Second, body shaming contributes to both hypervisibility and (hyper)invisibility. Finally, the activists deliberately resist and subvert hypervisibility.

Anna Sofia Salonen & Anne Birgitta Pessi: Displaying agency in a therapeutic culture: A study of self-help book readers' reading experiences

This article analyses letters written by self-help book readers to examine how people use this literature genre, what they receive from reading the books and how they reflect the books they have read. The data for this study was collected in 2011 and 2017 and it consists of all together 39 writings from self-help book readers. The letters were analysed by using qualitative content analysis. The findings show that the readers of self-help books do not only embrace the cultural models represented in the books, but they relate to the books critically, selectively, and dialogically. The readers use the books for manifold purposes, such as solving specific everyday problems, to stimulate thinking and to enhance one's wellbeing and for general entertainment and spiritual guidance. For many respondents, reading self-help books serves as a guide in a world permeated by therapeutic culture, and in a society where various psychological, social and health related problems and crises overshadow everyday life.

Maarit Jaakkola: Visualizers of their own reading experience: User-generated book reviews on Instagram

This article examines user-generated book reviews on Instagram in two communities: in the Finnish-language community using the hashtag #kirjaarvostelu (N=645) and in the English-language community using the hashtag #bookreview (N=163,269). The study analyses patterns in presenting book reviews in the image app, paying attention to the platform affordances. The formats identified include textual reviews, metacoverage of reviews, video reviews, reviews with visual effects and participatory reviews. The findings of the vernacular, online-native forms of reviewing imply a theoretical shift from the cultural production and intermediation paradigms towards cultural consumption. The Instagram book reviewers strongly focus on the process of reading and the reading self instead of contents of the book or questions of literature.