

Beyond The Muscles: The Role of Drive for Muscularity in Identity

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Autoethnography

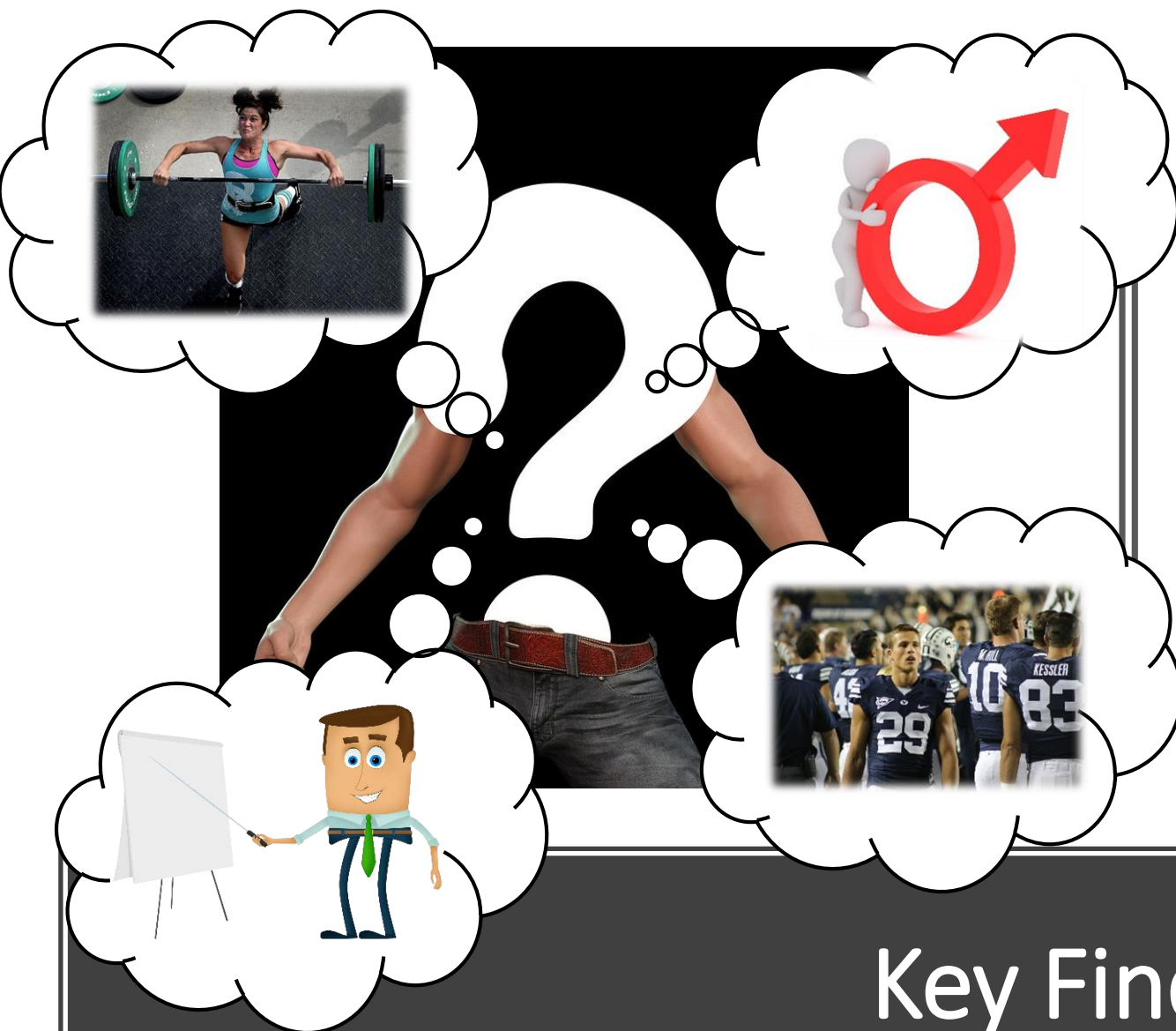


Life History Interviews

Ethnography



What does muscle mean to weight training individuals?

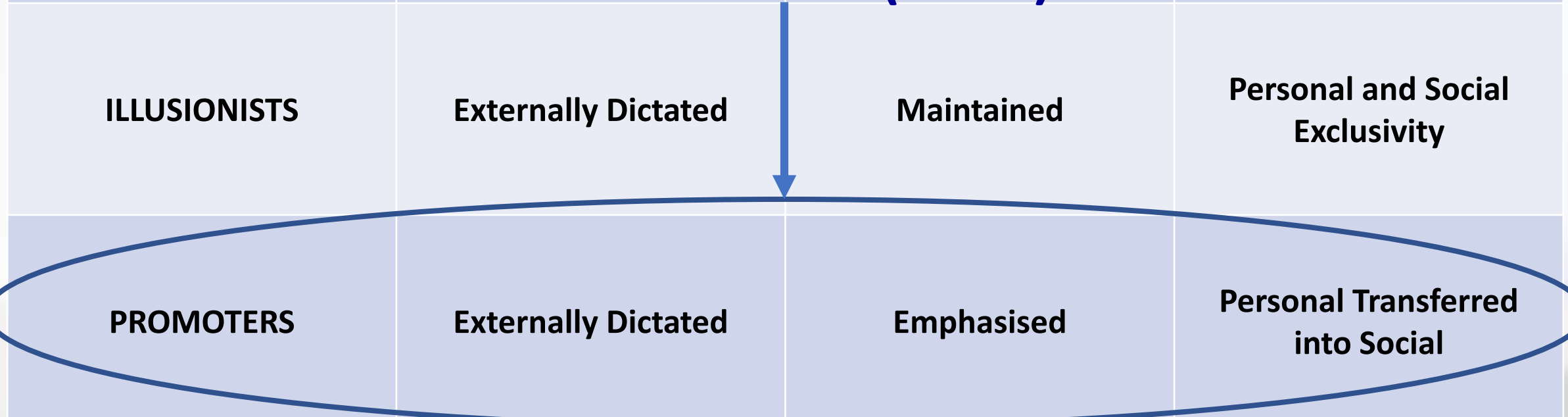


Key Findings

Muscularity as Identity Capital

Identity Management Strategies: Varied Personas

Persona	Social Image	Personal Qualities	Identity Compatibility
INTERNALISTS	Internally Dictated	Strengthened	Personal and Social Matched
Steroid Users (N = 4)			
ILLUSIONISTS	Externally Dictated	Maintained	Personal and Social Exclusivity
PROMOTERS	Externally Dictated	Emphasised	Personal Transferred into Social



Identity
Compatibility

Personal
Identity

Social
Identity

Non-Steroid Users



Identity
Incompatibility



Steroid Users

A man and a woman are shown in a gym, both lifting dumbbells overhead. The man is on the left, wearing a black tank top, and the woman is on the right, wearing a grey sports bra. They are both looking forward with concentration. The background is a blurred gym environment with large windows and various pieces of equipment.

Thank You!

Any Questions?