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Title

AS GOOD AS IT GETS: WHAT LIFESTYLE CONTENT MEANS IN 2022

Permalink

<https://escholarship.org/uc/item/47w1z52s>

Author

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Publication Date

2022-05-06

Data Availability

The data associated with this publication are not available for this reason: N/A

AS GOOD AS IT GETS: WHAT LIFESTYLE CONTENT MEANS IN 2022

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A capstone project submitted for Graduation with University Honors

May 6, 2022

University Honors
University of California, Riverside

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Abstract

As the 2020s progress, there has been a noticeable shift in the online world's definition of an aspirational lifestyle for young women. Instead of lavish, luxurious living, today's online content emphasizes visual translations of productivity, holistic health, and self-care. With this video essay, I hope to demonstrate how the shift in an aspirational life, as portrayed by online lifestyle content, represents the harsh realities of the contemporary world. I will focus on how this lifestyle is communicated through visually-oriented social media platforms, including Instagram, TikTok, and YouTube, and the content that I find will serve as my primary sources. This footage will be searched through online hashtags such as “#productivity,” “#lifestyle,” and “#thatgirl.” In the video component, I will use these as B-roll footage, set appropriately to my voiceover narration. In this narration, I will provide analysis of these posts and what they mean in the context of facts and figures about the state of the contemporary world for young Americans. I will also present analysis from various contemporary authors to help illustrate the deeper meaning behind modern lifestyle components. My findings show a backdrop of tumultuous world events that add context to the prevalence of today's most popular lifestyle content. With these findings, I hope to illustrate a deeper truth behind these social media posts and hashtags, understanding how they act as a response to our current period in history and function as a means of survival in such difficult times.

Acknowledgements

I would like to thank Richard Cardullo, Jane Kim, and all of the Honors faculty for being a fantastic support system throughout my journey in this program. I would also like to thank all of my professors in the Media and Cultural Studies and Creative Writing departments for enriching me in my education and allowing me to have faith in my desires to learn and grow. I would also like to thank my friends and family, who have provided me with all the love and kindness I needed to be my best self throughout college. Last but most certainly not least, I would like to thank my fantastic faculty mentor, Professor Amalia Cabezas. I am deeply indebted to Professor Cabezas for being my first Media and Cultural Studies professor and showing me the importance of looking deeper into popular culture. As a mentor, she has provided the utmost support and guidance, reminding me time and time again that I belong in this field of study. Thank you to everyone who has been there for me throughout this challenging and enriching project.

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[VIDEO ESSAY LINK](#)

Are You “Put-Together?”

When was the last time that you felt put-together? Was it when you finally did that one small task that you'd been putting off for days? Maybe it was when you cooked a meal at home instead of ordering from Postmswzzzzates for the third time in one week. Or maybe it was when you created a morning routine and actually managed to stick to it. Well, for me, it's a “yes” to all three, and for many of us, feeling put-together is well, just a feeling. It's a feeling unlike any other. Not only does it satisfy us in the moment, but it gives us hope for the future. If you have the ability to feel put-together now, then surely, you can do it for the rest of your life. This feeling is something that comes from within, something that you can recognize in yourself as a job well done. Sure, you can tell other people about these accomplishments of yours, and chances are that they'll be happy to share your success, but when it comes to feeling put-together, you're most likely going to be the most important person when it comes to recognizing that.

What if you wanted to take it one step further and show the world how put-together you are? Maybe that small task can turn into a long caption on an Instagram story about the importance of just going for it. Maybe that home-cooked meal can transform into a fun, instructional TikTok. Maybe that morning routine can become a ten-minute YouTube video. Even if you aren't a full-time content creator, it is tempting to broadcast the most favorable parts of your lifestyle to whoever is willing to watch. Lifestyle content has long been a popular avenue for online creation, with 13.80 percent of Instagram influencers falling into the category of content in 2021 (Influencer Marketing Hub). According to Hearsay Systems, lifestyle posts across social media platforms yielded an 85.5 percent rate of engagement, meaning that

followers of these pages showed great interest in the content they were posting (Klipfolio). In addition to its persistent popularity, lifestyle content has taken on an entirely new role in the first two years of the decade. Compared to ultra-luxurious lifestyles of the rich and famous, the young, online person's vision of a perfect life is slightly more attainable, emphasizing productivity, self-motivation, and "manifestation." The healthy, holistic, and happy lives that these creators seem to live have become even more aspirational since the start of the COVID-19 pandemic. As the state of the world deteriorates further, many have begun to understand the lack of attainability for the ultra-luxurious lifestyles of the wealthy and elite. Of course, these lavish lifestyles are still a dream among many, but the popularity of content promoting health, productivity, and self-care has illustrated a shift in what it means to feel "put-together."

The shift from desiring absolute luxury to settling for a comfortable, attainable life reflects a sense of pessimism brought about by the global pandemic, low wages, and skyrocketing prices of basic needs, all of which translate into a bleak future for many young people, particularly young, Internet-savvy women. Instead of romanticizing never working a day in their lives, these lifestyle influencers and their audiences understand that in a world that threatens to take us apart, feeling "put-together" requires us to put in the work to survive and thrive in our current landscape of capitalism.

What You Aspire To: A Brief History of Living Desirably

For many years, much of our collective interest in other people's lifestyles was channeled through celebrity culture. Before social media took off, many of the glimpses that Americans were given into the lavish lifestyles of celebrities was through legacy media. In the late 20th and early 21st centuries, unscripted television shows such as *MTV Cribs*, *Lifestyles of the Rich and Famous*, and *Keeping Up with the Kardashians* brought opulent lifestyles to our screens, and

tabloid magazines such as *People*, *InTouch*, and *Us Weekly* published paparazzi photos that gave us closer looks into the daily activities of our favorite celebrities. Additionally, scripted television shows such as *Gossip Girl*, *The OC*, and *90210* emphasized the wild lives of young, wealthy adults-pretending-to-be-teens, and fashion magazines such as *Vogue*, *Elle*, and *Harper's Bizarre* narrated the latest fashion trends for mostly women, many of which were from luxury designers and brands. Even childrens' and young adult book series made their characters wealthy, such as Lisi Harrison's *The Clique*, Jen Calonita's *Secrets of my Hollywood Life*, and Cecily von Zieglar's *It Girl*. Across this media, wealth was the standard, with many of the lower and middle class characters being bullied and berated by the rich protagonists.

One case study is the massively popular series, *Gossip Girl*. Airing on the CW from 2007 to 2012, this teen drama followed a batch of wealthy private school teens through their playground of the Upper East Side. The series has been remembered, both fondly or otherwise, as a time capsule into the materialism and snobbery of the United States in the 2000s. In a season 1 episode, Brooklynite Jenny Humphrey faces immense pressure to fit in with her wealthy group of private school friends from the Upper East Side. In order to keep up the facade that she is as affluent as them, she resorts to stealing a custom designer dress from her friend's mother's closet. Her actions are not without consequences, as she strains her relationships with her family and her friend group, though maybe the latter was for the best. As messy and complex as these on-screen private school girls' lives were, there was no denying the hold that they had on perceptions of being "put-together." Sure, there was drama, deception, and every negative "ism" in the book, but that was just the price you had to pay in order to have it all.

Media such as *Gossip Girl* demonstrate a set of class markers that does not seem to be as prevalent today: designer brands only, access to the most exclusive locations, and unbreakable

and immense generational wealth. With the sheer number of young adult media highlighting the wealthy, private school teenager, it is no wonder that the pressure was felt to live life aspirationally. Not all of us could be Blair Waldorf, but plenty of us could read the latest issue of *Teen Vogue* and wonder what life would be like if we could own the Kate Spade bag in their latest shoot. In subsequent years, visibility and desirability found a new stage. Social media may have been a fixture of the 2000s, but it would not reach its true peak until the subsequent decade. As the number of popular platforms multiplied, more and more people began using social media on the regular, cementing its status as a viable lens into the state of contemporary life. Its importance has only flourished in the first two years of our current decade, as the world continues to grapple with the pandemic and the potential for real life to be recreated in an online format.

The Public Life of “That Girl”

When looking at the portrayals of lifestyles that are most favored by young, online women, they tend to feel more home-grown than the media of decades past. Now, don't get me wrong, luxury content still very much has a place in this online world. Go on TikTok for two minutes, and you'll see designer handbags, luxury cars, and Dyson AirWraps. However, it is worth noting that in recent years, “flexing” content has been spearheaded primarily by male creators, contrary to the focus on affluent teenage girls of decades past. However, living life so largely does not seem to be the end-all be-all for many young women who engage with online content. Nowadays, the new idol for these online users is That Girl.

Meet That Girl. Many of us are bound to have encountered at least one of them in our lives, or on TikTok. The most common habits of That Girl include maintaining a healthy diet featuring fruits, vegetables, and homemade smoothies, doing at-home workouts, but never

without a cute matching set or resistance bands, replacing screen time with reading self-help books and gratitude journaling, and keeping their spaces clean and optimal for being productive. Surely, anyone can do these things, too. All it takes is a little bit of extra motivation. To many of us, That Girl may sound like nothing new, or even something generic. After all, these practices aren't unlike the morning routines that celebrities of yesteryear claimed to have in their *People* magazine profiles. However, one of the most notable parts about That Girl is the way that her habits translate visually across social media platforms, her “aesthetic,” if you will. That Girl lives her life through an airy, jewel-toned lens. Her clothes are earth-toned, her food is colorful, and her living spaces are light-colored and airy, creating the perfect background to highlight the collection of items she has that make her life better, that make her look “put-together,” so to speak.

As of writing this, the “That Girl” hashtag has over 3.5 billion views on TikTok, making this platform by far the most popular host of this aesthetic. Additionally, the hashtag has 548 thousand posts on Instagram, and videos analyzing and instructing others on how to become “that girl” yield hundreds of thousands of views on YouTube. Of course, such an online phenomenon is not without its criticisms. The emphasis on health and wellness has led to a concern about the “That Girl” aesthetic perpetuating less-than-healthy habits. In a recent Refinery29 article, author Ruchira Sharma came across several disturbing videos of low calorie counts and small portions when researching “That Girl” content on TikTok. She flagged five of them for violating the platform’s community guidelines for eating disorders, but only one was taken down (Sharma). Similarly to the clean-eating, wellness gurus that were popular in the online space throughout the 2010s, “That Girl” content emphasizes “extremely low-calorie, carb-lacking meals as aesthetically beautiful, all the while masking and spreading a fear of

‘unhealthy’ aka enjoyable, joyous food” (Sharma). In the world of That Girl, happiness in the form of indulgence is simply not an option. Similarly, the distinct look of That Girl presents few options beyond being thin, pretty, and white. While this standard is nothing new, it muddies the underlying implications of this lifestyle being something that everyone should strive for. If you don’t look like That Girl, were you ever her to begin with? Of course, with every online personality who lives up to these standards, there are several who are trying to subvert them, proving that living healthily and holistically is truly something for everyone. Sadly, however, they are rarely the ones to go viral.

One thing that “That Girl” has in common with the private school girl trope is that elitism is a key component of embodying this lifestyle. Instead of out and proud flaunting of wealth, however, “That Girl” keeps things a bit more under wraps. In their skincare routines, smoothie recipes, and dumbbell exercises, money seems to be reduced to the background. These “That Girl” influencers typically don’t brag about how much their daily cleanser costs. However, it only takes an ounce of class consciousness to envision the cost of such a lifestyle. As viewers, it’s safe for us to assume that a 12-step skincare routine will run a pretty penny. For instance, one of the most telling aspects that you’re “That Girl” is if you buy groceries and whip up healthy meals on a daily basis. Any grocery store works, but Trader Joe’s seems to be represented most in this kind of content. However, access to these nutritious ingredients is not a guarantee in the United States, where food deserts prevail (Dutko et. al. 12). Trader Joe’s in particular is known to avoid operating in low-income areas of the country (Gutierrez). Home cooking is just one of the many tenets of this lifestyle that can be inaccessible. Of course, one who looks to “That Girl” as a template for living life does not have to follow it to a T. However, there is no denying the influence that capitalism has on encouraging us to view products as a way to unlock a fulfilled

life. Of course, you can journal your daily affirmations in an old composition book leftover from college, but isn't it so much better to use a forty-dollar Passion Planner?

Although these online trends impact all of us, there is no denying that they appeal to women. Perfection has long been thrust onto women, and That Girl can offer a variety of responses to it. On one hand, its well-intentioned proponents seek to empower women through these difficult times, but on the other hand, they serve to impose standards upon standards, just like throughout history and in our history to come. This is only complicated when it comes to women who don't fit the eurocentricity of this aesthetic. Can you really be "That Girl" if you don't look like her, or live like her?

In a world where social media has replaced legacy media as the most impactful way of communicating new ideas and trends, the prevalence of "That Girl" in today's online forums is comparable to that of the wealthy, private school girl of the 2000s and 2010s. Many of the young, online women who strive for this updated standard of living grew up watching shows like *Gossip Girl* and reading books like *The Clique*, which brings up an interesting question. How did wealth and privilege go from being at the forefront of many of our desires, to becoming a loudly silent part of our paths to holistic living?

A World Disintegrating

One way that we can understand the change in aspirational lives for women is by understanding the different historical contexts that set the stage for their respective rises. The 2000s was a rocky decade, to say the least. Much of the private school girl media was released and enjoyed in the context of the housing crisis and subsequent recession. In a 2012 article in *The Atlantic*, Judy Berman says of *Gossip Girl*:

Gossip Girl premiered on September 19, 2007, only a few weeks before the stock market hit an all-time high. America was already feeling the effects of the subprime crisis, but the economic

meltdown wouldn't penetrate the popular consciousness until a year later. When banks began to fail and the market plummeted in October 2008, a few episodes into *Gossip Girl's* second season, public opinion turned swiftly and dramatically against the very rich (Berman).

Even as collective anger and frustration with the wealthy became dominant in the late 2000s, many still had a soft spot for media such as *Gossip Girl*. If it could offer anything during these difficult times, it was an escape. The dramatic lives of these prep school teens represented the better days that hopefully lay ahead, in the most extreme ways. Imagine if your only problem was getting your prom dress from Bergdorf's or Bendel's. Of course, our imaginations can only take us so far, and the principles of "That Girl" are clear in reflecting this. Instead of unplugging from the world around us, this lifestyle encourages us to adapt. The COVID-19 pandemic might have kept us at home, but what if we could turn our homes into the perfect sanctuaries of wellness and self-care? Even though mass death and disease keep us here, who says we can't power through that and make the most of these trying times?

Much of "That Girl" represents an idealized version of making it through the pandemic. Its most popular creators have treated it as a chance to take a step back from life's frivolous creature comforts while taking a step towards self-care, self-love, and self-mastery. As many have pointed out, fitness YouTubers of years past have lived lives similar to "That Girl," their audiences comparatively narrow and niche. This template of life might not be anything new, but its mass appeal certainly is. Throughout the last couple years of the pandemic, the home has become the center for the social, spiritual, and intellectual sectors of life. This has upped the desire to make our spaces into sanctuaries for the things that once forced us to step outside, especially consumption. Online shopping has been on the precipice of complete disruption for years, but now, many people feel that the ability to shop at thousands of places live from their laptop is a much better option than venturing out to the mall. Like never before, we have been

made to concentrate all of the things that are most likely to enrich us into a single space.

Thinking about it for even a second can feel claustrophobic, but the cozy and colorful life of “That Girl” offers a much more rosy look at these bleak circumstances.

In addition to “That Girl” being a digital window into the chaos of the contemporary world, Venkatesh Rao’s concept of the “premium mediocre” is another way to understand our relationship with products, and what they represent in these times. Rather than a single definition, the premium mediocre can best be understood as a list. Cupcakes, frozen yogurt, truffle oil, artisan pizza, Veggie Grill, and the finest wine from the Olive Garden are all premium mediocre. So are cruise ships, McMansions, Bed Bath and Beyond shoppers, gentrifying neighborhoods, ghost town malls, and Blue Apron meals. Food that Instagrams better than it tastes is the epitome of premium mediocre. Even the American association of France with classiness is truly premium mediocre (Rao). The premium mediocre is the sweet spot between feeling put-together and the knowledge that you’re settling for less. If the cast of *Gossip Girl* met you in real life, they would scoff at you and your premium mediocre ways. However, that does nothing to deter the vast majority of us from leaning on these premium mediocrities to help define our place in this world. I’ll never stop loving the look of my grande strawberry acai Starbucks refresher against the backdrop of my threadbare marble-printed comforter from Bed, Bath, and Beyond. I can’t help but feel special when I open Apple Music and choose a slick lofi playlist with a colorful cover. I may never shop at a Zara store for a variety of reasons, but it is nearly impossible for me to walk past their racks of neon tank tops and white babydoll dresses without wanting them to make up the entirety of my wardrobe. These things are pretty, translating well into the visual narrative of put-togetherness that others, myself included, are so inclined to broadcast.

Beyond the vast array of products, the premium mediocre is a particularly damning piece of evidence of our current paradox. We know the conditions of our world set the perfect stage for loss, and the only way to truly navigate this is through the promises of what we might gain. As Rao puts it:

Premium mediocrity is a pattern of consumption that publicly signals upward mobile aspirations, with consciously insincere pretensions to refined taste, while navigating the realities of inexorable downward mobility with sincere anxiety (Rao).

As simple as it is to scoff at the commonly-shared habits, products, and behaviors among those who embody such mediocrity, its context in our current times gives a compelling reason why these things are so sought-after. Rao describes it as “a rational adaptive response” to the difficulties of staying comfortably middle class, let alone the possibility of moving up. Like TikTok’s “That Girl,” the premium mediocre is a set of survival tactics as it is an arbitrary list of products. When these lifestyles become stripped back to their most basic promises, their true roles in our unfortunate world become that much more clear.

To Optimize or Not Optimize

In this world, full of various systemic challenges that are nearly impossible to overcome, feeling “put-together” has taken on a new identity as a survival tactic. Many young, online women recognize the difficulties that their world presents and understand that breaking past them is a never-ending struggle. If they can only do so much to fix the world around them, then why not start by fixing themselves? However, the brand of “self-care” that online content and That Girl emphasize reveals a deeper truth behind the quest to embody being “put-together.” Many of the most common habits of young, online women serve to prime them for an accelerating capitalist world, all under the guise of self-care. In her 2019 book *Trick Mirror*, author Jia Tolentino explores the concept of the ideal woman, and how many of the key tenets of her

lifestyle operate in the context of our capitalist world. Tolentino zeroes in on two specific parts of this lifestyle: the chopped salad and the barre fitness class. The value of chopped salads might appear to lie exclusively in its health benefits, but it also affords those who eat it the ability to passively consume their nutrients without disrupting from their pressure to always be optimizing. Tolentino describes the fast-casual salad chain Sweetgreen as a “marvel of optimization,” writing:

A line of forty people--a texting, shuffling, eyes down snake-can be processed in ten minutes, as customer after customer orders a kale Caesar with chicken without even looking at the other, darker-skinned, hairnet-wearing line of people who are busy adding chicken to kale Caesars as if it were their purpose in life to do so and their customers' purpose in life to send emails for sixteen hours a day with a brief break to snort down a bowl of nutrients that ward off the unhealthfulness of urban professional living (Tolentino 66).

Because of its healthy ingredients and ability to be assembled swiftly and devoured even faster, the chopped salad has become the signature food of young working people, acting as necessary fuel for riding the waves of capitalism. Similarly, Tolentino takes a closer look at the phenomenon of barre fitness classes, and how they also have a double-edged impact on the health and productivity of those who choose to partake. In addition to the physical workout that barre exercises provide, they help build-up the endurance required for surviving and thriving in this capitalist landscape. Tolentino writes:

As a form of exercise, barre is ideal for an era in which everyone has to work constantly- you can be back at the office in five minutes, no shower necessary- and in which women are still expected to look unreasonably good (Tolentino 76).

Although Tolentino does not mention “that girl” by name, the healthy habits that she focuses on can be easily applied to that lifestyle. When the main tenets of the “That Girl” lifestyle are approached from the perspective of being survival tactics in a treacherous world, it becomes apparent just how much their popularity echoes our current reality. Like the premium mediocre, being alive and ideal in this day and age is all about adaptation. Not only is it essential to care for yourself, but it is key to prime yourself for an unstable and ever-changing capitalist world.

“Those Girls” Past and Present

When analyzing the historical contexts that shape the aspirational lifestyles of the 2000s and 2010s compared to the 2020s, the main differences between them become much more clear. The private school girls that dominated the legacy media of decades past are unafraid to acknowledge that their lives are not for everyone. Often, the transparent addressing of these differences can drive an entire plot when it comes to this kind of media. These protagonists are out and proud about their privilege and social mobility. While they usually weaponize this truth and hang their power over other peoples’ heads, at least they are being honest. That Girl content, however, is less in-touch with its true position. The underlying logic behind this content insists that everyone can embody this lifestyle; they just have to try. Sometimes, this idea is directly addressed, such as in the audio of this TikTok from user @kaylieestewart:

How do you do it? How do I do it? What did you eat, where do I start? You just fucking start. It’s hard, it’s fucking hard. It’s a marathon, it’s a lifestyle change, but everything’s hard. Feeling like shit is hard, looking like shit is hard, so pick your hard. Understand that it’s never going to be perfect. There’s going to be setbacks, there’s going to be failures. The only way to succeed is everytime you fucking fall, you get back up and grind again (@kaylieestewart).

In reality, many do not have the means to “just fucking start.” Whether someone is unable to be self-employed or work from home, or lives a life that is busy on its own, with little time for self-care, being “That Girl” to a tee will simply not work for everyone. Of course, none of these influencers are forcing everyone who watches their content to adopt this exact lifestyle, but it is still incredibly easy for them to seduce their followers into following their exact methods.

As someone who personally knows and interacts with people who embody “that girl” perfectly, I often position them as the standard for my own routines, whether I realize it or not. From the moment I wake up, I recognize the variety of directions that my day can go. I can sleep in a few more minutes before going straight to Instagram for the next hour, or I can pick up that book I’ve procrastinated on and read for a few minutes before rolling out my yoga mat. That’s what this girl who I follow on Instagram does every morning, and she’s doing great, well, as far as I’m aware. While it certainly is not a bad thing to ditch my phone in favor of some reading and some stretching, what happens to me if I choose not to do these things? At the moment, I may feel like I made the right choice, but pretty soon, the guilt will set in. I’m sabotaging myself, I’ll insist. I’m not taking the steps to manifest the most successful version of my life, and I’m setting myself up for failure. I’ll try to correct this mistake by making an acai bowl for breakfast instead of a toaster waffle, or setting aside ten minutes to do a clay face mask, but these attempts at being that girl will feel forced and feeble. Even if I try to adapt these habits into my life long-term, I’ll still kick myself for starting too late. Why haven’t I known to do these things for my entire life?

When tracing this thought process of mine, I recognize how ridiculous and dramatic I sound. As much as that might be the case, it is still worth examining the impact that these widely-broadcasted ways of living have on those who encounter them, whether or not it is by

choice. In the age of algorithms, it is more than common to see content about “that girl” and other lifestyle trends, even if you don’t seek it out on your own time. This shows the prevalence of these ideals for living, and how they can impact us from every angle. At this point, there is no denying the power that trends like these hold to prescribe the perfect life, putting pressure on all of those who care to listen to live it.

The Future of “That Girl”

In terms of its standing as an online trend, “That Girl” already appears to be on its way out, at least in the TikTok sphere. In a recent video essay from content creator Jordan Theresa, she cites the “Indie Sleaze” aesthetic and its emerging popularity on TikTok as a possible reaction against “That Girl.” Key aesthetic components of Indie Sleaze are amateur flash photography, provocative poses, and appreciation for the lifestyle of the messy party girl. As Jordan says, it’s the opposite of the clean “That Girl” aesthetic. Many have realized That Girl’s emphasis on perfection, and it’s only a matter of time before we become aware that this is simply not attainable. As much as That Girl’s star might be falling in the TikTok sphere, its deeper meaning is bound to outlast any fleeting online trend.

As That Girl, Sweetgreen, and the premium mediocre have proven, the toolkits for these prescribed contemporary lives reflect the need to adapt and survive, no matter how difficult the world has become. Aesthetics might morph to fit the visual preferences of the time, but the promise of the things they offer will remain the same. Living ideally offers satisfaction and validation, both internally and externally. Social media’s principle mission is validation, and chances are, it will continue to dominate as the most impactful window into what the dream life should look like. For as long as modern life is difficult to navigate and pin down, trends will

keep their standing as a key source of insight into the ways that we react to the world around us, and if we're lucky enough, survive it.

Conclusion: We Can't Be Blamed for Trying

When it comes to the current conditions of our world, the media that is most popular, especially among young, online women, can reveal a tremendous amount about the ways that we try to adapt to an ever-changing landscape of life. Whereas the books, television shows, films, and magazines of the 2000s and 2010s brought the wealthy private school teen to the forefront of our collective desires, the “That Girl” of the 2020s encouraged us to manifest our dream lives. These two stock characters are alike in more ways than anticipated, such as their shared emphasis on privilege, wealth, and eurocentric beauty standards, no matter how explicitly or implicitly they are communicated. However, their main difference lies in their transparency. It's hard to say whether it's better for someone to be like the teens in *Gossip Girl*, with their out-and-proud elitism serving as defining characteristics. Maybe it's better to be That Girl, where privilege definitely plays a role, but is thinly veiled under the premise that anyone could do these things if they just tried enough.

Frustration at these trends is inevitable. Even though nobody is requiring us to embody these perfectly, there is no escaping the guilt and insecurity that comes with being imperfect representations of ideal living. Of course, these worries feel small in the grand scheme of everything else we need to worry about. We're still in a pandemic, after all. Rather than viewing these things as completely separate, we can understand them as equal manifestations of the anxieties of life under capitalism. As Jia Tolentino points out, “the worse things get, the more a person is compelled to optimize.” As much as we can hope for lives beyond these trends, it is increasingly impossible to find a perfect way to live in a world on the brink of disintegration. For

many of us, these ideal templates for living are as good as it gets. As much as they are worthy of our time, our analysis, and our criticism, it would be odd to pass judgment onto those who follow these trends and model their lives after this lifestyle content. They might seem basic or unoriginal, but shouldn't that be the least of our concerns? In the end, we are all just trying to survive, and in this day and age, we can't be blamed for trying.

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