

## **The modulated body: How lifestyle assemblages channel desire into control**

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### **Resumo**

We look at healthism and its dissemination on social media in order to build an understanding of how performative devices (i.e., digital platforms) enable societies of control and the controlled body. Drawing on the Deleuzian concept of societies of control, we analyzed Instagram accounts from three digital influencers who generate content on healthy living and interviews with 11 female consumers who follow these influencers. We contribute to the literature on discipline and control by showing that the body is a key site for control to take place and also that online platforms, through their ubiquitous nature, promotion of the unceasing repetition of formats and modulated content, and confessional relations between influencers and followers, ultimately encourage the control of lifestyles and body shape, constituting, what we call, lifestyle-controlling assemblages.

