

Theoretical background

The mediatization of communicative action is a process that centrally moderates social change. Changes in communication thus have consequences for social forms and processes. As essential cultural signs, social bodies, their medial representation, and areas of society in which bodies play a role are interrelated with changes in communication. Currently, physical self-representations in digital media play a key role and hold strong possibilities of influence on the culture of sports and movement. The aim of this study was to identify the effects of visual self-representations in social media on the sports and movement culture.

Method

We adopted an integrative review methodology. The search string combined terms related to the sports and movement culture and relevant terms in the context of social media. The search was conducted via six electronic databases. Additionally, reference lists and citations of the included papers and relevant theoretical papers were screened to identify further studies. A total of 25 studies were chosen for the integrative review.

Visual self-representations in social media are used to...

...build
community by

- Increasing accessibility
- Creating a global habitus
- Extending the offline community online

...gain visibility

- for individual athletes
- for niche sports
- to challenge social ideals and stereotypes

Implications for PE

As the practice of *prosuming* bodily self-representations is a growing part of the lifeworld of adolescents, such practices could become content within PE. Therewith, students could acquire competencies that allow them to intellectually relate to these practices, which could help them in understanding, changing, or transcending their existing realities.