

ESSAY 3 PHASE 1

Student 1 • Prof. Mani • Fall 2020

Introduction:

The food porn community on Reddit is infamous for sharing irresistible foods and their erotic reactions to them. For one who chooses to keep up with the frequent posts made by users of this subreddit, they will scroll through endless photos of all that is delicious and decadent. That includes pizzas cooked and topped in infinite different ways, desserts filled with chocolate and gorgeous presentations, sandwiches with cheese melting off the sides and so much more. This is the subreddit for the person that though may not be able to eat these foods everyday, these posts will tantalize them endlessly with what they can't have.

These cheat day foods are presented zoomed in images that accent their provocative display and trigger the vulgar reactions from the members who see them. These sexual comments have become synonymous to this subreddit and define this community almost entirely. For those who may not be a part of the community, there seems to be a universal expectation in food porn for how the images posted will be displayed and what type of comments it will receive. While the concept of food porn is more concentrated in this community, it is in fact all around us and is ingrained in our pop culture. The origins of food porn don't begin or end in this space made up by nearly 3 million people, it infiltrates other areas as well. Food porn is not only a part of our pop culture, but exploited in our marketing and r/foodporn has taken that idea and concentrated it creating a space that is unlike any other on the internet.

Method:

Finding examples of users using provocative language wasn't difficult to find in the non participant observation conducted. The association between sexual terminology or innuendos and reactions to food is the pattern that is seen most prominently amongst this community. Under every post that has any amount of comments one is bound to see multiple references and comments of the sort. However for someone looking to find the most frequent or outlandish comments they are most likely going to find it under the beloved unhealthy comfort foods. For example, an image of pizza, dessert, hamburgers, lasagna and elements of the sort will produce the comments that are most notably associated

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with this subreddit. Since food porn is ingrained in our culture, we all have an idea of what the epitome of the concept is and it isn't unlikely that the food that first comes to mind when thinking of this topic is the same dish that many others would recognize as well. Looking below these images, the explicit comments are sprinkled heavily throughout the entire thread and it is about picking the best examples out of the many to choose from. The process then continues to be scrolling through the images and seeing which is displayed most provocatively, which food is most synonymous to the concept and looking through the comments.

Observation:

There are several interactions noted between the members of this community. An image was posted 12 hours ago by v/lovesdemise of honey glazed sweet and spicy fried chicken and buttermilk mac and cheese. The comment section under this post consists of 85 comments and several interesting interactions. Cluelesswench commented "I would fuck this" and received 390 points. For 23 points, a6245912 commented "that's what good pussy sounds like". ByahTyler then commented "then take a post nut nap" and received 7 points. Similar sexual references were made under an image posted 2 hours ago by user u/No-Way-Im-Sober, where their smoked brisket pizza received reactions like "*moans in pizza*" by users like daobear who've embraced the norms of this subreddit. These comments depict the seemingly obvious comments that one would expect to come across in a food porn subreddit. They in accordance to the overall culture of this community, combine explicit details to describe their reactions to the post displayed. Based on my observations, there are many values that this particular community holds. One being the association between sexual terminology and innuendos and reactions to food. This is the pattern that is seen most prominently amongst the comments made by members. In the example observed, the reactions referenced the sound of "good pussy", how badly that member wanted to "fuck" the food displayed and how they might be taking a "post nut nap" afterwards. These seemingly vulgar messages present themselves as being the type of comedy used by members. I highly doubt that these comments were written in the literal sense so it seems as though sexual references are not

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only part of the culture of this subreddit but also provides comedic relief to its members. This behavior or tongue in cheek humour I feel is invited and expected in a “food porn” site and is individual to this specific community.