Public coupling: Imageries of domestic intimacy among Influencers on social media

In Singapore, young couples who wish to apply for the heavily subsidized public housing, which accommodates over 80% of the national population, have to meet tight stipulations as regulated by the government. At the same time, predominantly female Influencers in the 'lifestyle' genre have increasingly been cast as role models among young people, given the extent of their influence over cohorts of Internet users on various social media platforms since 2005. This presentation draws together these two phenomena to investigate the emerging hyper-publicity of domestic intimacy between young couples as negotiated on social media. It investigates some of the early discourse and imageries staged, circulated, and contested in the life course of a romantic relationship including homemaking in third spaces, the materiality of love tokens, and the spectacle of dating milestones.

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