

Morning Routine Videos

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14 10 2021

If you put "morning routine" into the search field on YouTube on press enter you'll be faced with an interesting phenomenon



7AM MORNING ROUTINE | T HEALTHY MORNING ROUTIN

241K views • 1 month ago

Katie Musser

John 3:16 Shop white set & coffee marke



MORNING ROUTINE 2021 | H

2.8M views • 9 months ago

Chelsea Trevor ✓

Hey guys & welcome back to my channel
exactly ...

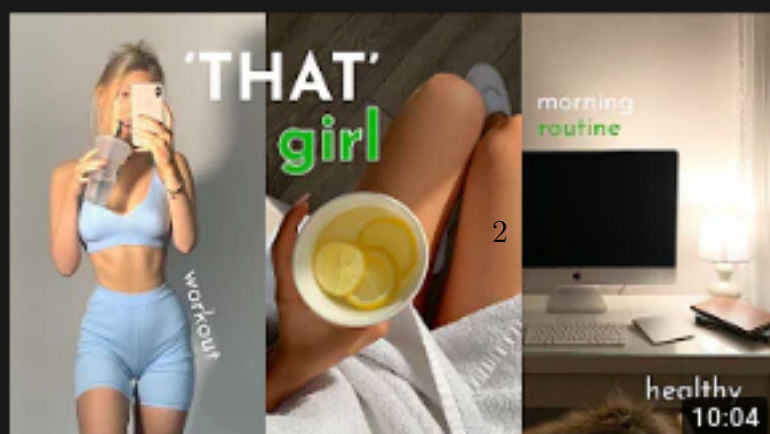


FALL MORNING ROUTINE | a

197K views • 2 weeks ago

Gemma Louise Miles

I hope you enjoy spending a crisp, cosy a



6am 'THAT' girl morning rout

438K views • 2 months ago

Hannah Adkins

welcome to my 6am morning routine (on
lemon ...

4K



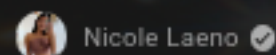
my REAL 6AM morning routi

157K views • 1 day ago



my REAL morning routine during

1M views • 1 week ago

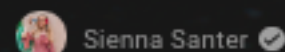


fall morning routine! ☆ VIDEOS MENTIONED
affirmations ...



MY 5AM COLLEGE MORNING

3.6M views • 5 months ago

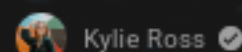


so so excited to make this lil morning routine
and ...



MY 5:45 AM MORNING ROUTINE

852K views • 8 months ago

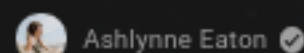


Whoever has my commands and keeps the
and I ...

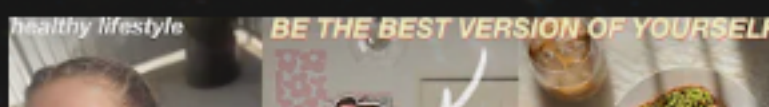


MINIMALIST MORNING ROUTINE

1.8M views • 1 year ago



My minimalist morning routine helps me in
healthy habits ...



the ULTIMATE GUIDE to becoming
will motivate you*

There's an endless supply of these videos that seem to follow the same general structure. The title will be something like:

*My 05:00AM Healthy jcurrent year¿ Productive Morning Routine for Healthy Living and Productivity! *inspirational* *motivational**

The thumbnail will contain a lot of beige and light colors that looks like it's from some interior design catalog.

The contents of the video will be a subset of

- Waking up really early
- Beige colors
- Yoga
- Cold Brew/Matcha Tea/Green smoothie in a jar
- Bullet-journaling
- Gratitude-journaling
- Meditation
- Plants
- Skincare
- Reading Self-help books
- Ass Workout
- Vegan
- Pretty cereal bowls with fruit and nuts
- Highlighting with markers
- Avocado
- MacBooks
- Inspirational quotes

And of course, all the videos are made by women.

The aesthetic is nothing new. Beige colors, journals, things in jars, yoga pants, etc. is something you'll see on most of social media. Which indicates this is mostly a special case of something more general. Some of the videos mention a concept called "that girl", which upon being googled returns:

**VISUALIZE
YOUR
HIGHEST
SELF
THEN
SHOW UP
AS HER**



**Y
a
c
o
b**



It's a familiar argument that social media is about people flexing how great their lives are, and obviously this is sort of what's going on here. What interests me is how women-specific some of the behaviors are. Being healthy and productive is a big status object among men as well as among women, but I guess drinking green things from jars, doing yoga, and having a bullet journal are the status signals women use?