Gender and new media

1. The ideas we have about ourselves are shaped and influenced by the discourses that surround us which includes **media representations**

2. The new forms of media are described as **convergent culture, participatory culture** and **user generated content**

3. Which suggests a **shift in power dynamics** of how content and individuals interact and audiences as participants

4. Arguments about the web have been polarised into the **new possibilities** or the **pessimistic internet** as the lair of crime

Internet as blank canvas

1. Initially the internet was seen as having potential to move beyond the **sex-gender-sexuality continuum**

2. Removal from the physical body provided the **ability to create and explore new identifications** in relation to **class, sexuality, race and gender**

3. Where identities are seen as **multiple identities**

   Online identities

   1. Some online fantasy identifications are fantasies – a person plays an online sword game for a few hours

   2. **Two genres of online, interactive texts**

   3. Sites of **authentic fantasy online** which are different from sites of **real authenticity**

Facebook

1. Facebook – whilst **outfits and locations change**, the types of events and natures of poses do not

2. The same **stories are told** and **retold** particularly in photograph

3. However, the online person may **become more real** than their physical self (as highlighted by **Baudrillard's hyperreality w**here the representation is more real than **reality itself)**

My research

1. Some research (see Herring) suggests that **there is a difference** in how males and females **represent themselves in newsfeeds** on Facebook

2. Herring suggests that males tend more towards a **report style** and females towards a more **rapport style**

3. She describes a **report style** as being a **list, or telling people things without emotion.** It could also include **political comments, sport and observations**

4. She describes a **rapport style as being linked** with others – showing **emotion** in the language used or highlighting connections with others.

5. So **rapport is linked with gossip** – where gossip is considered a women's activity and diary writing is considered similarly

6. Men, according to these studies are more **likely to insult, challenge and express sarcasm**

My findings

1. I found it was much more i**ndividualistic** with both men and women writing in report style

2. **Whichever style applied to that individual**, they tended to display that style in their overall newsfeeds

3. There was no really differences in relation to gender and the writing styles.

Queering Gender online:

1. More recently, scholarship has suggested that the internet is **reinforcing hegemonic conventions i**ncluding conservative ideas of masculinity and femininity

2. One of the most body fascist of internet dating sites is the gay dating site Gaydar which forces **young men to appraise their body image** and **gender performance**

Men who don't conform

1. The site also has **attacks on men** whose gender **performances violate** the traditional notions of masculinity - Such as effeminate men

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Online gaming

1. Online gaming can be particularly **aggressive, macho, homophobic, racist and misogynistic**

Video games

1. The kind of narratives in video games are often **the princess in peril**

2. And there is a different perception **between playing 'like a girl'** and **playing as a girl**

3. Although boys do play games with female lead characters such as **Tomb Raider (although she is objectified)**

4. There are assumptions by the companies that produce these that the **audience is male a**nd the **industry** itself still tends to be **dominated by males**

Motivations for playing

1. The **motivations** for playing include **competition and self-challenge** – which are not perceived as being associated with females. There is also **abuse directed at female gamers.**

2. Perception of female **gamers as inauthentic** – so reinforces gendered stereotypes **of games/gamers.**

Studies

1. Schott and Horrell (2000) found that men have ultimate control over **games technology** in the household

2. They found that even when girl gamers owned their own consoles, it still didn't secure their time on it

3. They often had boys criticising how they played, or boys telling them how to play

Jenkins

1. Jenkins argued that the development of video games mirrors the gendered play spaces of the real world in the 19th and 20th century

2. Where females are encouraged to partake in the domestic sphere of care taking and boys are taught to engage in more fantasy scenarios and also engage in risk taking

Virtual Supermodels

1. The first true virtual supermodel is said to be Webbie Tookay created by Stephen Stahlberg for the Elite agency

2. And is described as having many advantages over real supermodels

3. Including the fact that 'she' never ages, never gains weight, never develops cellulite or throw a tantrum

4. So we could argue that contemporary sexism is adapting to virtual worlds!

Cyberfeminism

1. Cyberfeminism explores the intersections between gender identity, **body, culture and technology**

2. It is argued that there are cyborgs who are ambiguous in terms of gender.

3. Cyborgs (machine and human) who are neither entirely male or female.

4. In Blade runner – the replicant Rachel is an image of the fundamental confusion that cyborgs generate but at the same time she is given a female identity!

5. Machines are often described as being female – because they were things men worked on. Women and machines - it is argued – have existed for the benefit of man.

Avatars

1. I did a research project where students had to go into Second Life

2. I asked the students, after they were used to second life, to **change the gender of their avatar**,

3. Most tended to feel **uncomfortable** when they made their avatar a different gender. Many changed back to their **original gender.**

4. But the identification often depended on how much they identified with the original avatar they made.

5. What was noticeable is that the female students were much more concerned about **how they looked as female avatars compared with males.**

Trolling, cyberbullying and gender regimes

1. **Cyberbullying** – the ways in which people experience intimidation and harassment online

2. Those who are perceived as **too feminine or too masculine** are more likely to be **bullied**

3. From **one off comments** to **hostile attacks, stalking, happy slapping** and **Harassment**

4. Which highlights how **gender and sexuality** are one of the battlegrounds of new media

5. And are often highlighted in trolling and cyberbullying.

Gender and mobile phones

1. Mobile phone use has become a popular empirical research area

2. A technology of connectivity

3. Enabling users to connect with family and friends throughout day and night

4. The place of technology in maintaining personal relationships has a long history

5. Technological advancements making contact less expensive, faster and easier

Connected

1. There are questions about the extent that people need face to face contact to feel emotionally close to friends and family

2. Friendship itself has undergone significant changes with friendships maintained and formed through digital media

3. Enabling people to stay in touch locally and globally

Network society

1. In network society theorisation, social networks are seen as disanchored from place and time offering individuals freedom to pursue new modes of sociality in digital spaces

2. The individuals can interact in communities of choice with others who share their interests

3. We can think about how virtual sociality meshes with motherhood/fatherhood roles and family and work obligations often rooted in time and place.

Mobile pones

1. Mobile phones are a key type of technology in which gender relations around family, friendship and work are inscribed and revealed

2. Particularly when we focus on personal relationships and doing family, friendship and community

3. Both landlines and mobiles are used more by women than men for care-giving and emotion work purposes (see Green, E. & Singleton, C. (2013) Gendering the Digital: The impact of Gender and Technology perspectives on the Sociological Imagination. In K. Orton-Johnson & N. Prior (Eds.) *Digital Sociology.* Basingstoke, Palgrave Macmillan.

Influences on media use in relationships

1. Media choices carry relationship messages including ones about gender

2. The choice of media is significant when people are negotiating relational intimacy with texting having changed how we date and develop relationships.

Dating

1. Early in the relationship people were concerned with protecting their face and not appearing desperate. They often started with texting which increased control and allowed the other to respond in their own time.

2. As courtship develops, moving to the telephone symbolised greater seriousness and commitment.

3. Relationship closeness can be symbolised with Facebook posts or changing relationship status on Facebook.

Cultural Contexts

1. Gender is another influence in how and which media is used

2. Women talk more, according to research, on social media and the telephone

3. Men, some research suggests are more likely to use SNS to find dates, network for careers, make new friends and play games

4. Women post more photos and public messages, private messages and make more friend requests.

5. Q: DO YOU AGREE?

Other differences

1. Some research suggests that more trolls tend to be male and that men are more likely to use social media to find out things, whereas women are more likely to connect with people and sustain relationships. Again – do you agree?

2. Some research suggests that more females use Instagram, Facebook and Pinterest, whilst Reddit and Digg have more male users.

3. Even the way we portray ourselves in photos may differ.