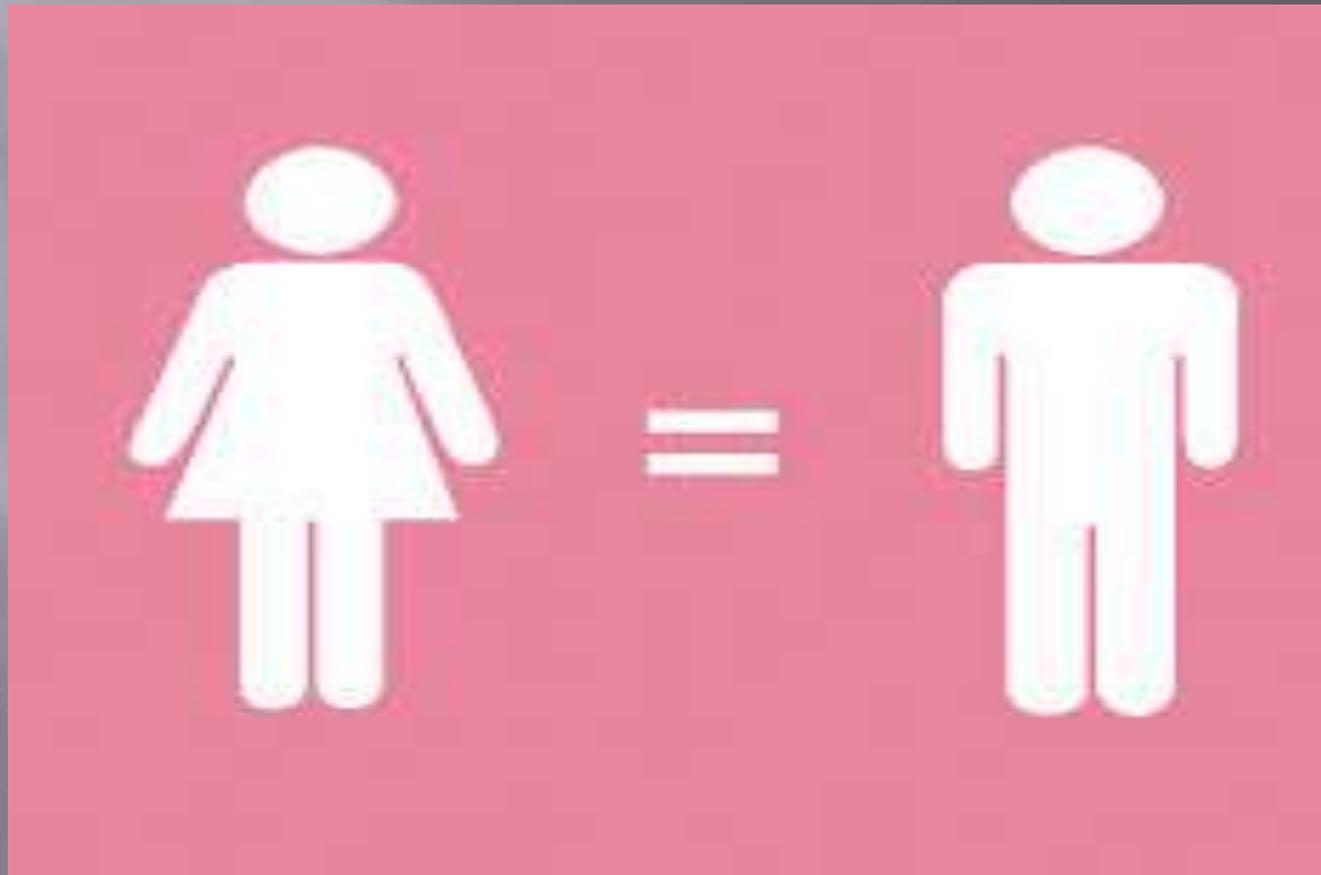


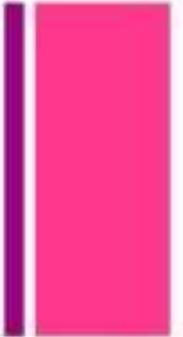
DIGITAL FEMINISM



What is Feminism?



+ What is Feminism?



- A doctrine that advocates equal rights for women
- The movement advocating equality of women with men in all areas: social, political, familial, ecclesiastically, etc.
- A social theory or political movement supporting the equality of both sexes in all aspects of public and private life; specifically, a theory or movement that argues that legal and social restrictions on females must be removed in order to bring about such equality.

**FEMINISM
IS THE RADICAL
NOTION THAT
WOMEN ARE
PEOPLE**

It's all about a woman's
rights!



Feminism at various Levels!

- ▣ Liberal Feminism :
- ▣ Men and Women are equally rational. They are both therefore qualified to fulfil social and practical roles at any level.



Liberal Feminism
fights for
complete
gender equality
through social,
political
and legal means.

Theorists of Liberal Feminism

- Mary Wollstonecraft
- Betty Friedan
- Gloria Steinem
- Molly Yard
- Maria steward
- The Grimke sisters

Socialist-Marxist Feminism

- ▣ They represent demarcation between private and public spheres of activity maintained by capitalists for their own interest. The theorists are:
 - Marx
 - Engels
 - Gilman
 - Kollontai
 - Eisenstein



Psychoanalytical feminism

- ▣ Women use different language for themselves based on their bodies. it should be different from language of men.
- ▣ Women's developmental process is a different that of man

Psychoanalytic Feminism

- Stems from Freudian theory
 - Sexuality is a focus
- Freud often seen as being at odds with Feminism, but many Feminists identify with his ideas



Existential Feminism

- ▣ Women have to assert her autonomy in defining herself against any men.
- ▣ She has to define her own identity ,dealing herself a past and creating for her solidarity for other women.
- ▣ Simon De Beauvoir , an existential feminist

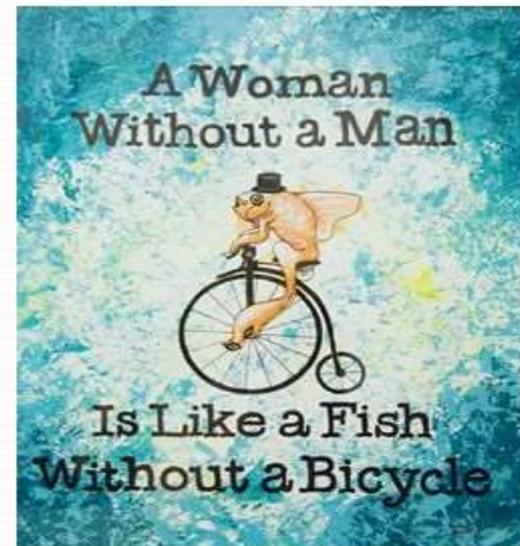
**“One is
not born,
but rather
becomes, a
woman.”
Simone de
Beauvoir**



Cultural Feminism

Cultural Feminism

- Posits men and women as (inherently) different, seeks to revalue traditionally devalued feminine traits (e.g., nurturing, expressiveness)
- Mostly closely associated with radical second-wave feminism



Cultural Feminism



- Cultural feminism believes in encouraging feminine behavior rather than masculine behavior .

What is Ecofeminism?

- Ecofeminism is a specific lense of viewing feminism
 - The earth is matriarchal, however society is driven by men
 - Earth and women both lack respect
 - Sees social justice issues as linked with environmental issues



Feminist Waves!!!

THE FEMINIST MOVEMENT

a handy reference sheet on the three waves of feminism

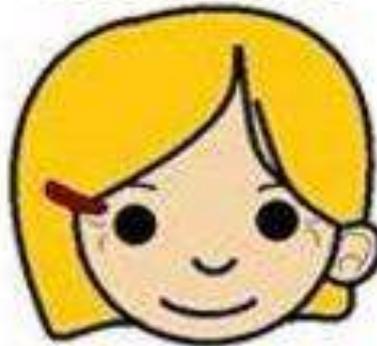
First Wave



SUFFRAGE

- 19th and early 20th century
- Focused mainly on suffrage, alongside other legal rights
- Mostly active in the UK, Canada, and United States
- Movement succeeded in gaining women the right to vote & other legal liberties

Second Wave



EQUAL PAY

- Began in the US, then spread to Europe, Asia
- Focused mainly on sexuality, reproductive rights, and the wage gap
- Movement succeeded in securing career options for women, and many reproductive rights

Third Wave



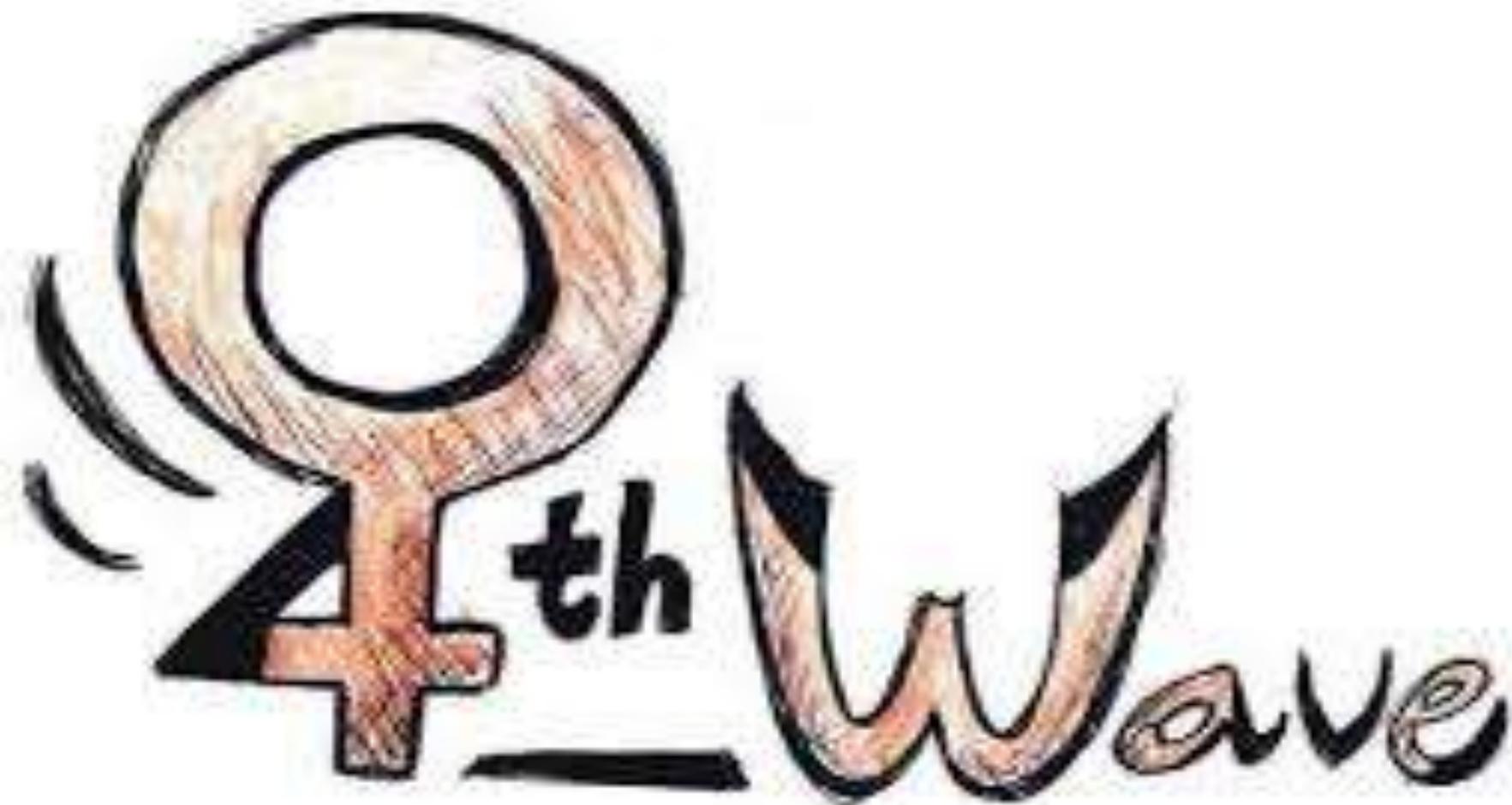
PATRIARCHY

- Fights for equality by focusing exclusively on female victims of gender-neutral issues
- Mostly on Tumblr + Facebook
- Mostly middle/upper class US
- Rejects labelling by adopting labels and identities
- Everything is the Patriarchy's fault, also rape culture

THE THREE WAVES

- Feminism began in the western world in the late 19th century and has gone through three waves.
- **First-wave**: Feminism was oriented around the station of middle- or upper-class white women and involved suffrage and political equality.
- **Second-wave** : Feminism attempted to further combat social and cultural inequalities.
- **Third-wave**: Feminism is continuing to address the financial, social and cultural inequalities and includes renewed campaigning for greater influence of women in politics and media.

And now comes the Fourth
Wave!!!



HOW TO DESCRIBE THE FOURTH WAVE OF FEMINISM

- Fourth wave feminism is not universally acknowledged as a real thing among feminists, but it can be used to refer to any sort of feminism that wasn't a feature of third wave feminism.
- Some consider online activism a form of fourth wave feminism, and some consider the man-bashing, "rape culture" brand of feminism to be fourth wave.
- Like most cultural movements, we probably won't know until we're out of it.

The Digital Era!



Feminized Technologies!!

- ❑ Women are encouraged to use household appliances because they helped women be more efficient at housework.
- ❑ Whether it is an electric stove, oven, vacuum cleaner, mixer, or other gadget, these types of technology are invariably associated with women's labor.
- ❑ Thus, there *are* certain technologies that have been feminized – including reproductive technologies such as birth control or tampons. While some reproductive technologies can be liberating, they were invented by men, with the
- ❑ comfort of men – not women – in mind (Layne 2010). Thus, certain technologies have been specifically demarcated for women, which serve to further entrench gender stereotypes.



fridge
america



Is Technology Gender Neutral?

- ▣ This gender stereotyping continues when women are warned against using technologies like computers and machines, which are either expensive or “complicated.”
- ▣ In fact, in rural societies in India, there is a common myth that a woman's touch will destroy technology.
- ▣ So, let's ask ourselves again: is technology indeed gender neutral if it serves to reinforce gender stereotypes and puts men at a greater privilege than women?



Gender Representation in Cartoons

- ❑ This research has shown that females have been under-represented on television programs, in commercials and even in cartoons.
- ❑ Females usually appear in lower status occupations if they are depicted as holding a job; and that female characters appear as less knowledgeable than male characters.
- ❑ Although numerous studies have focused on how adult females are portrayed on television, only a few studies have addressed gender representation in children's programming.
- ❑ Gender representation in children's programming deserves attention because children begin watching television at a very early age and spend considerable time doing so. Cartoons are of particular interest because they are the preferred program format for children starting at the age of 18 months to 2 years.



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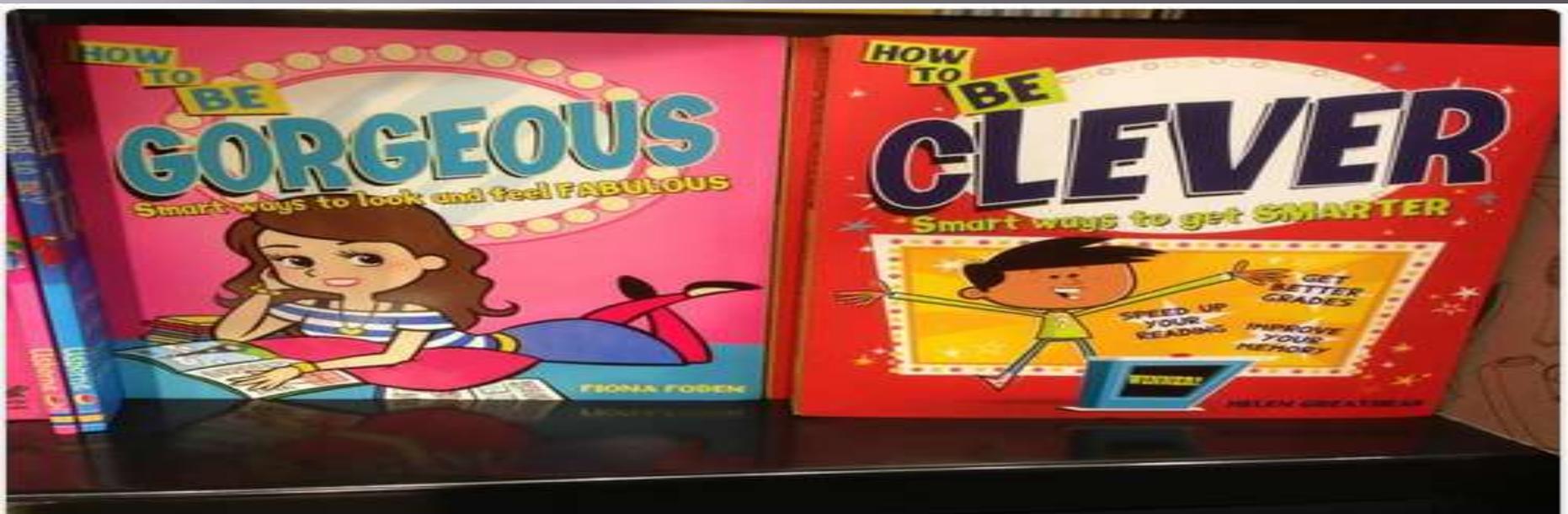








Harrods' pulled sexist children's books telling boys how to be "clever" and girls how to be "gorgeous"



Krystina Meens
@krystina_marieM



Shocked and appalled at this in [@harrods](#) children's reading room. Please rt to get these sexist books off the shelf.

1:07 PM - 7 Feb 2013

812 RETWEETS 42 FAVORITES



Impacts of Cartoons

- ▣ Messages conveyed by cartoons are also of concern because very young children cannot distinguish between fantasy and reality (Baker & Ball, 1969).
- ▣ Young children are unable to differentiate between internal and external experiences and even "puppet and cartoon characters are likely to be thought of as real and alive..." (Noble, 1975, p. 84).

Behavioral Traits of Cartoon Characters

- ❑ Male characters will be more prominent and be portrayed as more likely to have a recognizable job, more independent, assertive, intelligent, athletic, important, competent, technical, confident, responsible, and stronger than female characters.
- ❑ Female characters will be portrayed as weaker, more controlled by others, emotional, warmer, tentative, romantic, affectionate, sensitive, frailer, passive, complaining, domestic, stereotypical, and troublesome than male characters.
- ❑ Additionally, analysis of specific behaviors will indicate gender-role stereotypic patterns, such that male characters will be more likely to be aggressive, show leadership, bravery, ingenuity and achievement, and give guidance to others.
- ❑ Female characters will be more likely to be followers, be helpless, ask for help, be rescued, fail, give praise,

Social Media



Women and the Virtual Communities

- ▣ Feminist movements have played pivotal role in reaching out to millions of women from 4 generations by creating virtual communities.
- ▣ Knowledge sharing in a multicultural virtual (online) learning community has a democratizing influence on individuals and groups of all generations who are digitally connected.
- ▣ Communication on Plural lifestyles-food habits, dress codes; ideological moorings, historical and cultural legacies, inter-generational dialogues, best practices, role models of different fields and of different regions not only broaden our horizons but also prepare us to respect plural lifestyles.

#MeToo: Hashtagging our way to social change

- ▣ Perhaps one of the most discussed hashtags in the last couple of years is #MeToo – a shortcut people use to declare they've been sexually harassed or assaulted.
- ▣ The term was first used as an activist rallying cry in 2006 when Tarana Burke, an African-American civil rights activist, started using “Me Too” as a catchphrase to spread awareness about sexual assault in underprivileged communities.

#Hashtag Feminism Gone Viral!!

- ▣ The hashtag blew up. It was tweeted nearly a million times in 48 hours and gave voice to a social movement.
- ▣ Other hashtags with a similar message, including #WhyIDidntReport, #YesAllWomen, #YouOkSis? and #BeenRapedNeverReported, have all helped provide emotional context and the human stories behind the statistics of sexual assault, says Keller.
- ▣ This “hashtag feminism” creates solidarity amongst survivors and raises feminist consciousness; “an imperative step towards a more equitable society,” Keller and her colleagues write in the Conversation



ONLINE

FEMINISM

Rapid

Consciousness-raising

Community-driven

Accessible

Mobilizing

Youth-led

Decentralized

Intersectional

Earlier Online Campaigns

- The earliest campaigns – the 2003 Blank Noise Project against eve-teasing, the 2009 Pink Chaddi (underwear) movement against moral policing and the 2011 SlutWalk protest against victim-blaming – were limited in their scope but set the tone for this new mode of protest. Campaigns such as the 2011 Why Loiter project on women's right to public spaces, the 2015 Pinjra Tod (Break the Cage) movement against sexist curfew rules in student halls and the 2017 Bekhauf Azadi (Freedom without Fear) March resonated with a much larger number of women, turning this social media-led phenomenon into a true feminist movement.
- These online campaigns represented a heightened level of frustration among the youth in a country where, despite several decades of feminist activism, the deep-rooted problem of gender inequality and sexual violence persists.

Embedding digital security in feminist movement building

- ❑ Strengthening the resilience of the women's rights movement requires feminists to place digital security firmly at the center of our engagement with the internet.
- ❑ For women's rights and feminist activists, activism, advocacy, and movement building are affected by the digital landscape, bringing new opportunities and challenges.
- ❑ From CCTV surveillance of women garment workers in Indian factories to intimate photos distributed online without women's consent, the internet — so bound up in our everyday lives — can be a place of fear and risk.
- ❑ Feminist responses to the risks and threats are multiple, and at the core of this work are intersectional approaches of building skills, confidence, and networks of solidarity to effectively engage with and transform digital technologies through a politics and practice of care and safety. Strengthening the resilience of movements requires feminists to place digital security firmly at the center of our engagement with the internet.

Young Women for Change
زنان جوان برای تغییر



Enhancing Digital Security

- ▣ This pandemic of online gender-based violence must be factored into any response to digital security. Being conscious of power relations is critical, particularly around technology, an area in which women – in particular, black women, LGBTQI persons, and indigenous women – have been historically excluded and their contributions made invisible. Respecting and listening to the experiences of people with diverse identities and locations is an opportunity for learning and understanding different experiences. Creating safe spaces of exchange – where physical, political and personal safety needs are considered – and fostering local capacity and relational networks of support build a collective knowledge and ownership. This approach counters a common organizational strategy of bringing in trainers from outside of local contexts for short interventions, which does not ensure sustainability or build trusted networks for activists.

Amazon stopped selling t-shirts promoting violence against women



UN women revealed the alarming rate of sexism left in the world

women need to |
women need to be put in their place
women need to know their place
women need to be controlled
women need to be disciplined

women need to be seen as equal

- ▣ UN Women's Google auto-complete campaign will go down as one of the most effective representations of gender inequality in the digital world. Even though the online world has been used by many feminists to effect change, it is still a hostile place for women. The illustrations created by UN Women made that very clear.
- ▣ Christopher Hunt, the Art Director of the project says he was shocked by how much hatred there still is in the world. "When we came across these searches, we were shocked by how negative they were and decided we had to do something with them."

- ▣ Online, feminism is experienced as a form of self-realization and of collective empowerment.
- ▣ Digital practices and feminist engagement are, in some ways, constituted through assemblages bound up with global liberalism even though feminists criticize the principles of neoliberalism and the social inequalities it leads to.

- ▣ Campaigns are times of an intense mobilization. Major campaigns have been organized, for equal pay, male-female parity, gay marriage, and against rape, prostitution, sexism in the public space.
- ▣ These long-term protests are similar to campaigns in other Western countries but contemporary feminists also deal with daily-life issues which were not tackled by previous generations of feminists.

Am Effective Change

- ❑ Collectives try to rally ordinary women around catchy hashtags and to encourage clicks and sharing.
- ❑ As an example, in April 2016, Dare to Be a Feminist launched a campaign, #I am a feminist, asking followers to send their selfies with a short message.
- ❑ Many protests rely on using hashtags, like the campaigns against street harassment, rape or cyber-sexism.
- ❑ The potential to rouse instant communities around causes has been shown in many countries.
- ❑ “The example of hashtag feminism makes clear how the increased use of digital media has altered, influenced, and shaped feminism in the twenty-first century by giving rise to changed modes of communication, different kinds of conversations, and new
- ❑ configurations of activism across the globe, both online and offline” (Baer, 2016: 18).

The Voice of Feminists Digitalized and Ofcourse, Heard too!!

- ▣ In fact, digital activism is not only expressive; it is performative.
- ▣ It federates individuals and generates action frames leading to engagement.
- ▣ It allows “a new infrastructure of association” (Couldry and Van Dijck, 2015: 3) which backs up physical mobilization in the public sphere.
- ▣ The online mode of protest is a way to rally ordinary followers and to rely on user agency. Digital media are not only socio-technical devices requiring to obey protocols, in-structions, rules, they are also “techno-cultural constructs.”
- ▣ “Technology, user agency and content are three fibres that platforms weave together in order to create the fabric of online sociality” (Van Dijck, 2013: 36)



She is clothed in
Strength & Dignity and
She laughs without *Fear*
of the future.



Shakti '17

THANK YOU!