PANEL 8
GENDERED DIGITAL SPACE

Chairs:
Lorenza Parisi (Link Campus University, Italy)

Speakers:
• Laetitia Biscarrat (Côte d’Azur University, France)
• Melike Aslı Sim (Koç University, Turkey)
• Mariana Fagundes Ausani, Fábio Henrique Pereira (University of Brasília, Brazil)
Gender and reviewing culture: a case study of the French website Allociné

Laetitia Biscarrat
University Côte d’Azur
laetitia.biscarrat@univ-cotedazur.fr

Funding ANR 11-LABEX-0066 Structuration des Mondes Sociaux University of Toulouse
Introduction

• Allociné: French leader in its field, 13 millions unique monthly visitors in 2018

• how are user-generated contents and identities inflected by structural inequalities on the grounds of gender ?
  • Jahna Otterbacher (2012) & Karen Boyle (2014) for IMDb
A male-dominated editorial space

• A gendered editorial structure: the criteria of perceived utility
  • women’s reviews are perceived as much less useful than those written by men, hence less visible
  • “utility is the best predictor of gender” (Otterbacher, 2012 : 658)

• A homosocial practice
  • 37 % of all reviewers as male & this accounts for 69% of all reviewers presenting a gendered identity
Women in reviewing culture: same practices, illegitimate tastes

2 different writing practices (Allard 2000, Pasquier et al. 2014):

- Personal experience as a viewer (59%)
- Characteristics of the TV series (41%)

Women master the same writing skills than men:

- Content-based reviews: 33% / 38%
- Experience-based reviews: 67% / 62%

Fig. 1: Chi square test of « I » in experienced-based reviews (Iramuteq)
An axiology of TV series on the grounds of gender

- 8, 4 & 3: female reviewers produce a positive judgement on French police and legal dramas with female protagonists

- 6 & 5: a negative judgement of domestic drama and comedies coming from male reviewers

- 2, 7 & 1: an American series appealing to a male audience with a male-oriented narrative benefits from a consensual positive evaluation
Conclusion

• Reviewing is experienced as a gendered practice

• Allociné is constructed
  • both by its editors and users
  • as a male space where male voices and systems of value dominate (Boyle, 2014)

Thanks for your attention!
Women as Hoping Subjects:
Negotiating Fame, Labor and Identity
in Turkish Blogosphere

Melike Aslı Sim
Koc University
msim15@ku.edu.tr

Gender and Media Matters
15 -16 October, 2021
Sapienze, University of Rome
Outline

• Research Background
• Contextualization
• Statement of the Problem
• Methodology
• Theoretical Framework
• Conclusion
Blogging! A dream job?

The Dream of Blogging...

"Wow! Everybody wants to read about my innermost feelings and send me money!"

...And the Reality...

Hey! I've got opinions! Where is everybody?!
Blogging! A dream job?

• Why many people aspire to have a blogging career,
  • what keeps them in the blogosphere,
  • and how.
Contextualization

Web 2.0
- Celebratory: inclusive, interactive, meritocratic
- Critical: alienating, exploiting

Digital Labor
- Free labor discussion: hope labor, immaterial labor, emotional labor, relational labor, aspirational labor...

Platformization
- Fast pace and temporality, cross-platform tendency, changing algorithms, visibility...
Researching the Blogosphere

Research on women’s blogging

Techno-utopian:
- empowering
- celebratory

Critical:
- devaluation
- exploitation

Either/or approach
Statement of the Problem

Digital Labor Debate
-critical X celebratory

Platformization
-pace and temporality

Hope Concept
-underexplored

How can we exceed the either/or perspective in digital labor studies?

How does platformization of the web effect the production of women bloggers?

What is the relationship between hope and labor production in blogs?
Blogging as a complex terrain

- Online & offline performance
- Regular, social action

- Replicated, circulated
- Affective tool
- Challenge the dominant

- Productive
- Voluntary
- Hope labor

Blogging as a media practice

Labor Production

Hope

Identity Negotiation

- Fame
- Success
- Aspiration
Thinking beyond dualities

- Hope: both motivation and outcome
- Media practice: both text and performance
- Labor: both productive and exploited
- Blogosphere: a field providing both hope and hopelessness

Both/and approach
Research Questions

• How does hope function as an affective tool in women’s blogging practices?

• What do these performances of women tell us about hope and labor in between the existing discussions revolving around digital labor and platformization debates?

• How is hope attached to blogging as practice?

• How is it experienced and understood in ordinary performances of women bloggers?
Following Burrell’s (2009) intercept model, based on «following the subject»,

- Traditional ethnography
- Digital ethnography
Ethnography

Key notions: fame, success and aspiration.
Celebrity Bloggers

Hope,

• self-completion through the audience.

• to remain current.

• reveals itself right in the action.

• as a practical tool shapes their relationships with the audience and other bloggers.
Hope,

- a goal-directed thinking.
- an affective practice at the present.
- relate to their future with career motivations.
- «transforms the experience in the narrative» (Labov, 1972).
Aspirant Bloggers

Hope,

• not an expected situation from the future anymore.

• a desire for success, appreciation, and validation today.

• a practice happening today.

• a source of resentment.
## Existing Discussions on Hope

<table>
<thead>
<tr>
<th>Neoliberalism vs. Social Hope</th>
<th>Despairing Present vs. Joyful Future</th>
<th>Optimism vs. Pessimism</th>
</tr>
</thead>
<tbody>
<tr>
<td>- erasing of social hope</td>
<td>- utopian hope</td>
<td>- <em>not yet to come</em> as positive</td>
</tr>
<tr>
<td>- precarity</td>
<td>- future orientation</td>
<td>- promising future</td>
</tr>
<tr>
<td>- need for joyful hope</td>
<td>- uncertain future</td>
<td>- utopian optimism</td>
</tr>
<tr>
<td>- hope for life</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- women as post-feminist hoping subjects</td>
<td>- cruel hope</td>
<td>- source of despair</td>
</tr>
<tr>
<td>- self-investments</td>
<td>- despairing present</td>
<td>- pessimism</td>
</tr>
<tr>
<td>- more individualization</td>
<td>- precarity</td>
<td>- passivity</td>
</tr>
<tr>
<td>- relatibility to future</td>
<td></td>
<td>- disappointment</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- precarious waiting</td>
</tr>
</tbody>
</table>
Rethinking Hope

- Hope as an analytical tool for the labor production in blogs.

- A timeless, existential affective tool, both future-oriented and ordinary (Alacovska, 2018)

- Both an optimist and pessimist state, replicated, circulated and transformed.

- A source of inspiration and mobilization, and also an outcome.
Summary

This research,

• examined hoping as practice

• provided a better ethnographic contextualization

• uncovered the reciprocal relationship between hope and labor production
• How can we read the platform switching tendencies of women from the perspective of hope?
• How does dependency on platforms affect the media making and labor produced in blogs?
• How does fluctuating nature of hope affect the production, distribution, and circulation of cultural content?
Thank you for listening
GENDER AND MEDIA MATTERS
WIDENING THE HORIZONS OF THE FIELD OF STUDY
INTERNATIONAL CONFERENCE
October 15-16, 2021 - Sapienza, University of Rome
the social world of digital FEMINIST MEDIA ACTIVISM in Brazil

- Fábio Henrique Pereira
- Mariana Fagundes Ausani
presentation

What do we want to discover?
How do the actresses who make up these media commit themselves with them?

What makes us curious?
How feminist independent media are structured in Brazil.
Research Question 1
What bind these different to the social world of feminist media in Brazil?

Research Question 2
How do they coordinate their practices to produce feminist journalism content?

Research Question 3
How do they draw on conventions from different worlds - journalism, politics, social movements, technology - in their daily practice?
What is this social world and how is it organized?

To answer these questions, we focus on the practices of three feminist independent media: *Think Olga*, *AzMina* and *Lado M*.

Interstice of journalism practices, political activism and digital activism.
Think Olga
women's social innovation organization

AzMina
a magazine for women from A to Z

Lado M
website about female empowerment and protagonism

Construction of the research field feminist media activism
Social world: concepts and reflections

Involvement of actresses and actors with the social world | Support staff and support networks | Forms of collaboration, conventions and constraints | World of origin and derived social worlds
media activism

contextualization

Collaborative, intersectional, and activist content that is concerned with defending certain causes.
campaigns on the internet

Hashtags
#firstharassment, #mysecretfriend, #mybodyisnotpublicproperty and #metoo

Spring of Women in Brazil
These campaigns dealt with issues that were historically marginalized and commonly addressed in a stigmatized way by traditional media.

Reformulation of the "women's press"
New discourses with characters that are outside the norm, such as black, fat, trans, indigenous women, among others.
methodology

in-depth interviews

Understand in detail the beliefs, attitudes, values, feelings, desires and motivations that trigger people's behavior in specific social contexts.
interviewees

30 IN-DEPTH INTERVIEWS

16 with content producers and support staff

14 interviews were conducted with readers
Interview analysis

- negotiation of identities and practices
- constant exchanges and experiences
- different forms of financial funding
- very strong militancy notion
- forms of collaboration based on solidarity
- different levels of involvement of actresses with the social world
conclusions

The social world is for them a space for transformation and, above all, a tangible hope.
thank you!

Grazie :)