Data+ 2018: Women’s Spaces

**How women view other women? What stops women from “coming together”? What prevents women from identifying as “feminist”? How do women identify with their gender as a whole and on an individual level? And how do media influence this?**

**Black Women (Minority)**

*Essence*

**Lifestyle/Consumer Magazines**

*Cosmopolitan*

**Service Magazines**

*Better Homes and Gardens:* homes, cooking, gardening, crafts, healthy living, decorating, and entertaining

**Child Development**

*Parents*

**Topics to look at:**

Cover models

**Standards:**

Diversity

Gender stereotypes

Interactions with other women

Interactions with men

**Themes:**

1. Economic - workplace, careers, money spending habits, consumer culture
2. Fashion - ways to present/express oneself ⇔ Fitness - health, eating, body image, standards of beauty
3. Diversity - different experiences, racism/sexism, representation
4. Sex - sexual health, pleasure, sexuality/orientation

Sex appeal - beauty, sexual health,

Economic -

Regression Analysis - meta-analysis of datasets

How does society construct a woman

**Helpful Databases**

OECD Gender Database: <http://www.oecd.org/gender/data/>

Our World in Data: <https://ourworldindata.org/>

**Helpful Literature**

Gemberling, Kyra. *Feminine Agendas: The historical evolution of feminism as reflected in the content of American women’s magazines*

<https://www.elon.edu/u/academics/communications/journal/wp-content/uploads/sites/153/2017/06/05GemberlingEJFall14.pdf>

* Late 1700s: embroidery patterns to make clothes, reflecting a focus on female domesticity in 18th century society.
* 1970s: brought on a wave of female independence: articles on how to balance a full-time career while starting a family.
* The major trends that resonated in women’s magazines can be divided into three distinct time periods
  + 1. Early 1770s to roughly the late 1860s: female civic participation, which was done specifically when women expressed their voices in society by directly authoring the magazines or indirectly through these authors.
  + 2. Early 1870s to the late 1970s: The magazines saw a gradual shift from female domesticity to female independence.
  + 3. 1980s to present day
* 1. Early 1770’s: 19th century literature played a critical role in reinforcing the woman’s domestic role by celebrating the joys of marriage and motherhood and providing models of the ideal woman that female readers were encouraged to emulate. But a number of fictional stories that depicted marriage in an unfavorable lightapartment
  + For example, when men and women were compared on the basis of their mental abilities, 22.8 percent of the female characters were depicted as intellectually equal, but in 73.3 percent of the cases, there was simply no discussion of this issue.
* 2. 1870’s-1970’s: This emphasis on female domesticity lasted through the 1940s and continued into the 1950s as the picturesque American Dream lifestyle became popular, and the content of women’s magazines during this time mirrored this shift in gender roles.
  + According to Waller-Zuckerman, the number of magazine consumers expanded enormously between 1890 and World War I, which roughly coincides with the first wave of the feminist movement.
  + Waller-Zuckerman also wrote that, as women’s roles shifted from producer to consumer during World War II and into the 1950s, “reading and learning about new products in the marketplace became part of the housewife’s job,” indicating there were a variety of ways magazines promoted a certain agenda that wasn’t quite on par with the feminist ideology at this time.
  + She wrote that many magazines published a continuous flow of information about women’s expanded sphere of activities and commentary about the effects of these transformations. **Several magazines even began to link a woman’s responsibilities as a mother with her rights as a citizen, turning motherhood into a subject of public significance rather than private sentiment**
  + This showed that many women’s periodicals sought to influence public opinion rather than simply advise homemakers, according to Pierce, indicating that some early to mid-20th century magazines did indeed have the feminist agenda in mind.
  + Vietnam War (1959-1975), women’s magazines of the 1960s and 1970s strived to reflect these societal changes by presenting women with an agenda more focused on independence, namely through the presentation of women in the workplace and in higher education.

Research into Women’s Magazines and the Social Construction of Womanhood

<http://media.leeds.ac.uk/files/2011/12/Emily-Norval1.pdf>

* “It is arguably because of this generalization that from within the genre of ‘women’s magazines’ as a whole, sub-genres have been created to give depth and a wider range of meaning to the very limited suggestion of the ‘women’s world’”

*Psychology of Women and Gender*

<https://www.researchgate.net/publication/312056470_Psychology_of_women_and_gender>

*The construction of the gendered self*

<https://onlinelibrary.wiley.com/doi/pdf/10.1111/j.1467-6427.1996.tb00033.x>

**In 2012 The International Women's Media Foundation carried out a study of world news agencies and corporations to determine the status of women in the news media**

**Keywords**

Cleaning

Cooking

**Metric**

Scale for proportion for what private public

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