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Course Tutor: Alan Bradshaw

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“Understanding the #MeToo Movement through the Lens of Dialectical Emotional Labour in Digital Person-branding and Glitch Feminism”.

Introduction:

When sexual assault profoundly changes your life, what can you do? Who might help you? Which words do you particularly need to hear? In 2006, the MeToo movement was founded by Tarana Burke a survivor and an activist. During those early days, we formulated the goal to give tools, assistance, and opportunities for healing where none were previously available. They then set out to create a community of supporters committed to stopping sexual harassment wherever it occurs. The #metoo hashtag got trendy in 2017 attracting attention to the extent of the sexual harassment crisis globally. Seemingly overnight, the grassroots initiatives that originated locally have blossomed into a worldwide movement. Our message reached a worldwide community of survivors in less than six months. Suddenly, millions of different people from different communities were responding, "Me too" and they requested our support.

Literature Review:

Researchers who have studied power dynamics in the context of the #MeToo movement include, those who show how structures of power lead to inappropriate behavior and harassment situations in a variety of contexts. The critical importance of taking consideration into account how race, class, and other mutually reinforcing identities impact their experiences with harassment and access to justice in the context of the #MeToo paradigm has been emphasized by intersectionality studies by Crenshaw (1991) and Collins (2000). According to research published by Lutz (2019) and Clance and Imes (1978), women are frequently asked to take charge of their state of mind and carry out emotional labor in situations that are both personal and professional. The results presented here highlight the discriminatory character of emotional labor. Research on women's emotional responses to workplace harassment has been done by Hochschild (1983) and Gutek et al. (1999). Both research studies showed how harassment experiences relate to more general characteristics of emotional labor. The ways that race, gender, and other intersecting identities decide the use of the internet and chances for digital influence have been brought into focus by intersectional studies conducted by Nash (2008) and Nakamura (2008). As a digital campaign to increase awareness about sexual harassment and assault, particularly in work environments, the #MeToo movement rose to recognition in 2017.

Scholarly investigations on the #MeToo movement have examined its inception, effects, and potential for transformation in society. Scholars such as Meenakshi Gigi Durham (2019) and Sarah Banet-Weiser (2018) have researched how social media platforms have made possible survivor storytelling and group action. As espoused by Kimberlé Crenshaw (1989) and Bell Hooks (1981), intersectional comes towards within the #MeToo study has highlighted the importance of emphasizing the lived experiences of marginalized persons and dealing with structural injustices. Glitch Feminism and the #MeToo movement likewise place an enormous value on taking back charge of one's narrative and challenging structures that perpetuate oppression. Russell's idea of radically compassionate empathy coincides with the founding tenets of #MeToo, which emphasize the vital importance of believing in and standing by survivors and acknowledging the dependent relationship of their stories. Discussions on the nuanced concepts of agency and resistance within traditional patriarchal structures have been

influenced by the critical perspectives on agency within feminist theory, which include those expressed by Audre Lorde (1984) and Judith Butler (1990).

Theoretical Framework:

There are a few theories that are discussed in class, that can be related to the “ME TOO” movement. Such as

- i. Dialectical Emotional Labour in Digital Person-branding: The case of digital influencers, Anna-Bertha Heeris Christensen, Richard Gyrd-Jones and Michael B. Beverland.
- ii. Glitch Feminism: A Manifesto, Legacy Russell.

The authors Anna-Bertha Heeris Christensen, Richard Gyrd-Jones, and Michael B. Beverland provide insights into how individuals and businesses negotiate the digital world in the face of societal transformations by analyzing phenomena through their perspective of Dialectical Emotional Labour in Digital Person-branding theory. Russell's theory of Glitch Feminism provides a fascinating viewpoint for understanding this phenomenon.

The #MeToo campaign has developed into an internationally recognized phenomenon ever since it gained traction in 2017 with accusations made against Hollywood mogul Harvey Weinstein. It has provided people, especially women, a forum where they can talk about what they've gone through with sexual assault and harassment, as well as challenge widespread societal standards for anonymity and cooperation. Survivors found themselves able to demand justice, hold offenders accountable, and magnify their feelings by using social media sites like Facebook, Instagram, and Twitter. This has sparked discussion among the public and transformations in institutions.

1. Analysing Emotional Labour in Digital Personalised Marketing: Influencers and the #MeToo Movement:

Conversations on gender relations, power dynamics, and cultural standards have experienced an enormous transformation because of the #MeToo campaign. Starting as a social media hashtag, it quickly took hold around the world to raise awareness concerning the widespread distribution of domestic violence and sexual harassment in a variety of manufacturing sectors. Simultaneously, the rise of digital influencers has influenced traditional understandings of branding and self-presentation, bringing with it fresh possibilities for identity creation and emotional investment in the realm of social media. By combining the #MeToo movement with the academic paper "Dialectical Emotional Labour in Digital Person-branding: The Case of Digital Influencers" by Anna-Bertha Heeris Christensen, Richard Gyrd-Jones, and Michael B. Beverland, this piece of writing attempts a dialectical interpretation. In the context of the #MeToo movement and digital influencer cultural backgrounds, we explore the interaction among power relations, vocal experiences, perceptions among the public, and intersectionality through the lens of this synthesis.

Power Dynamics and Gender Relations: The #MeToo movement profoundly challenges gender-based norms and establishes a hierarchy of power that permeates civilization. The research paper by Christensen et al. emphasizes how influencers must negotiate power imbalances to develop and maintain their online personas, which highlights the complicated dynamics of emotional labor in digital person branding. Comparably, the

#MeToo movement highlights how sexually explicit behavior continues to be supported by power disparities, with offenders frequently abusing their positions of authority. These parallel highlights a dialectical struggle between exploitation and empowerment, as victims of harassment attempt to regain agency through communicating their stories, but influencers desire agency through developing their digital personas. Moreover, these types of situations demonstrate the comprehensive feature of inequalities between genders, emphasizing the critical importance of fundamental modifications to rectify inequalities in power and promote fair settings.

Voicing Experiences and Empowerment: The act of exchanging narratives to strengthen others is essential to both the #MeToo movement and the mainstream audience of digital influencers. According to Christensen et al., influencers might enhance their brand's integrity by strategically employing emotions to relate and communicate to their audiences. Comparably, survivors in the #MeToo movement use social media to tell what happened to them and spark a national conversation about sexual harassment and assault. However, people need to cope with stigma, scrutiny, and possible reactions when disclosing themselves, which requires emotional labor. This dialectic emphasizes vulnerability's dual character as a source of both resilience and vulnerability. Furthermore, it highlights how online environments facilitate debate, allowing marginalized voices to refute dominant narratives and bring about transformation in society.

Public Perception and Reputation Management: Outcomes are significantly affected in both domains by public opinion and reputation management. The differentiation between performance and authenticity is frequently pushed aside by digital influencers since they thoughtfully develop their digital personas to foster favorable reviews among the people who follow them. The #MeToo movement, in a manner comparable to that, emphasizes how crucial public narratives are in that influence perceptions of both defendants and victims. While those being accused deal with damaging their reputations and potential career setbacks, survivors run the possibility of being accused of character assassination or non-belief. In the digital era, when authenticity and responsibility are being scrutinized increasingly frequently, this dialectical interplay highlights the difficulties of regulating a company's reputation. Furthermore, it emphasizes the strength of relations that affect forming opinions among the public, highlighting the necessity of using delicate techniques for countering prejudice and inaccurate information.

Intersectionality and Diversity: Understanding intersectionality and variety within experiences of oppression and empowerment is an essential component of both phenomena. Recognizing the multidimensional character of politics of identity, Christensen et al. explore how influencers negotiate identifying characteristics including race, gender, and sexual orientation while forming their identities through the internet. In a similar vein, the #MeToo movement has prompted discussions on the challenges encountered by communities that are underrepresented, such as workers with modest incomes, women of color, and LGBTQ+ people. Through the theoretical framework of dialectic, it becomes evident how the systems of society are interrelated, with the relationships of power intersecting with various axes of oppression. In addition, it challenges stereotypes of victimization and agency and emphasizes the significance of partnership along with welcoming narratives that encourage unity within varied populations.

In conclusion, the conceptual tensions inherent in modern narratives about power, agency, and identity have been illustrated by the #MeToo movement and digital influencer culture. We provide light on the connections between relationships of power, vocal experiences, public perception, and intersectionality by contrasting these kinds of events with Christensen et al.'s paper on emotional labor in digital branding. We learn additional information regarding the difficulties of navigating online communities and confronting structural inequalities thanks to this synthesis. We must continue to press against these structures, promoting inclusive discourse, and fighting for change in structures that put fairness and equitable treatment for all at the top of the list of things to prioritize.

2. Glitch Feminism Manifesto and #MeToo Movement:

Legacy Russell's book "Glitch Feminism" presents her unique perspective on modern feminism, technology, and identity. Even though the book isn't specifically talking about the phenomenon known as #MeToo, we may despite that examine its fundamental principles and principles following #MeToo.

Disruption of Binary Systems: Russell's "glitching" theory upends binary systems and casts doubt on conventional assumptions about who we are. Comparably, the #MeToo campaign challenges the concept that the issues of sexual harassment and assault merely represent "men vs. women" concerns by upending the conventional narratives around these types of situations. It emphasizes how relationships between people are intricate and multidimensional, and that both the perpetrators and survivors are compatible with any kind of gender identity.

Digital Activism: The primary focus of "Glitch Feminism" concentrates on making use of social networking sites for activism as well as individual expression. Thanks to social media, the #MeToo movement grew in popularity and gave survivors worldwide an opportunity to connect, share their personal experiences, and hold offenders responsible. The use of digital campaigning has been critically important in elevating the narratives of the marginalized and undermining the structures of patriarchy.

Reclaiming Agency: Russell's writing encourages people to acquire back responsibility for their identities and stories despite technology surveillance and exploitation. Comparably, by coming up regarding those who abused them and refusing to be frightened or disregarded into silence, survivors are allowed to restore their sense of independence through the #MeToo campaign. It moves the emphasis from accusing victims to holding offenders accountable for their deeds.

Radical Empathy: "Glitch Feminism" encourages extreme empathy and invites people to acknowledge diversity and the multifaceted nature of what makes people human. Regarding #MeToo, this includes providing attention to and understanding of those who have experienced it lending them uncritical support, and striving to build a more just and equitable society wherein no one is forced to deal with acts of abuse or harassment.

In general, the #MeToo movement and "Glitch Feminism" may tackle feminism from many different points of view, but they have numerous traits in common, such as intersectionality, digital activism, agency, and empathy. In combination with providing

fresh perspectives on sex discrimination harassment and prejudice, both pose problems with conventional institutional structures of power.

Conclusion:

In summary, the #MeToo movement provides a prism using which to view the complexities of digital culture, gender, and power. Through the combination of ideas from "Dialectical Emotional Labour in Digital Person-branding" and "Glitch Feminism," we can see the complicated methods in the way individuals engage with normative narratives, traverse online environments, and effect change in society. In the ever-present struggle against assault and harassment based on sexual orientation, we must promote intersectional solidarity and embrace the disruptive potential of technological advancements.

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