

Sexism Identification in Memes

Annotation Guidelines

Description

The Oxford English Dictionary defines **sexism** as “*prejudice, stereotyping or discrimination, typically against women, on the basis of sex*”. In general, sexist behaviors and discourses underestimate the role of women. Inequality and discrimination against women that remains embedded in society is increasingly being replicated online.

However, detecting online sexism may be difficult, as it may be expressed in very different forms. Sexism may sound “friendly”: the statement “*Women must be loved and respected, always treat them like a fragile glass*” may seem positive, but is actually considering that women are weaker than men. Sexism may sound “funny”, as it is the case of sexist jokes or humor (“*You have to love women... just that... You will never understand them.*”). Sexism may sound “offensive” and “hateful”, as in “*Humiliate, expose and degrade yourself as the fucking bitch you are if you want a real man to give you attention*”. However, even the most subtle forms of sexism can be as pernicious as the most violent ones and affect women in many facets of their lives, including domestic and parenting roles, career opportunities, sexual image, and life expectations.

On the other hand, **memes** are images, videos, pieces of text, or ideas, that spread rapidly and are often humorously altered or shared widely on the internet. Memes can take various forms and are shared through social media platforms, forums, and other online channels. Some individuals create and share memes that perpetuate gender stereotypes, objectify women based on their gender, or promote discriminatory attitudes. Sexist memes can range from subtle expressions of gender bias to explicit and offensive content.

Objectives

The aim of this work is to annotate memes with a set of labels, specified below, that indicate whether the message is sexist or not, and (if so) what kind of sexism it encloses and the intention of the author of the message when he/she wrote it.

Warnings:

You will be exposed to potentially sexist and hateful images and messages. If this may cause you distress, please do not continue with the task.

The task is estimated to last 20 minutes. The work done is not saved and submitted until it is finished. Thus, we strongly recommend doing it at once, without interruptions, to avoid losing information and having to start over. Once the “Submit” button is pressed, you will not be able to modify or complete your answers. Remember that the work must be completed to be accepted and paid.

Guidelines

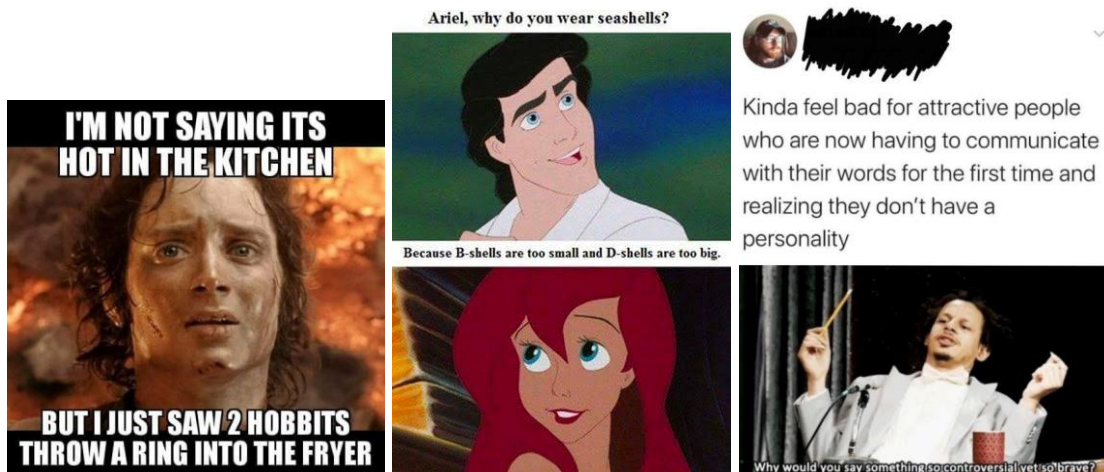
You will be presented with 30 memes, one at a time. Please carefully observe the image and read any accompanying text to answer the following question:

1. Does the meme exhibit sexism in any way? This includes having sexist content, describing situations involving discrimination towards women, or criticizing sexist behavior.

- **YES**, the meme is sexist itself, describes a sexist situation or criticizes a sexist behavior. Examples of memes in this category are:



- **NO**, the meme does not prejudice, underestimate, or discriminate women. Examples of tweets in this category are:



IMPORTANT NOTE: Remember that sexism may be expressed in different forms! It may seem friendly, funny, offensive, hateful or even violent. Sexism comprises any form of oppression or prejudice against women because of their sex. This discrimination can be based on different beliefs such as stereotypes, the belief that men are superior to women or irrational hatred of women (misogyny). Note that misogyny is a radical/hate-driven sexism.

If the answer to the previous question was YES, the two following questions must be answered:

2. What do you think the intention of the author of the meme is?

- **DIRECT:** The intention is to spread a message that is sexist by itself, as in:



- **JUDGEMENTAL** The intention of the author is to be judgemental, since the meme condemns a sexist situation or behavior, as in:



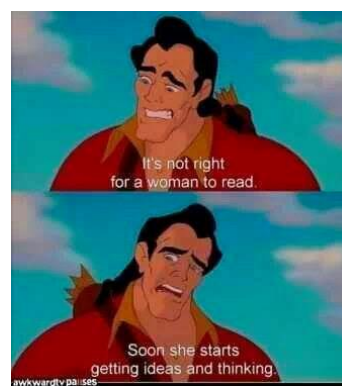
3. What type of sexism does the meme enclose?

Sexism may affect women in many facets of their lives, including domestic and parenting roles, career opportunities, sexual image and life expectations, to name a few. According to this, the MEME must be categorized in one or more of the following categories:

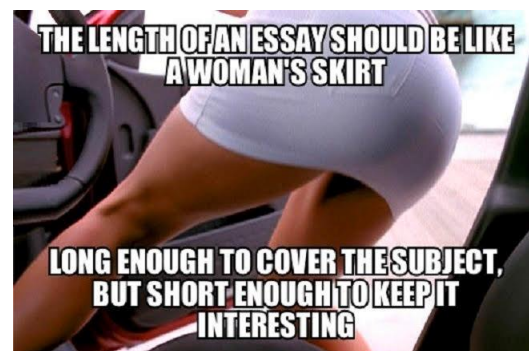
- **Ideological discredit, denying inequality and flipped narrative (IDEOLOGICAL-INEQUALITY):** this category includes all memes that discredit the feminist movement in order to devalue, belittle and defame the struggle of women in all areas. Also included are messages that reject inequality between men and women, or present men as victims of gender-based oppression. Examples of memes in this category are:



- **Role stereotyping and dominance (STEREOTYPING-DOMINANCE):** this category includes messages that express false ideas about women that suggest they are more suitable or inappropriate for certain tasks. It also includes any claim that implies that men are somehow superior to women. Examples of memes in this category are:



- **Objectification and Physical stereotyping (OBJECTIFICATION):** it includes messages where women are presented as objects apart from their dignity and personal aspects. We also include messages that assume or describe certain physical qualities that women must have to fulfill traditional gender roles, for example, ideas that suggest that women should maintain a standard and ideal of beauty or attacks on a woman's physique. Examples of memes in this category are:



- **Sexual violence (*SEXUAL-VIOLENCE*)**: this category includes messages where sexual suggestions, requests for sexual favors or harassment of a sexual nature (rape or sexual assault) are made. Examples of memes in this category are:



- **Misogyny and violence (*MISOGYNY-NON-SEXUAL-VIOLENCE*)**: this category includes expressions of hatred and violence towards women. Examples of memes in this category are:



my homies : i knew it, she cheating on me man i hate her so much, women are all the same:)

me :

