

Can Women Break the Glass Ceiling?: An Analysis of #MeToo Hashtagged Posts on Twitter

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- October 15, 2017 : Tweeter news feed exploded by a tweet of Alyssa Milano

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- More than 4.5 million posts within 24 hours

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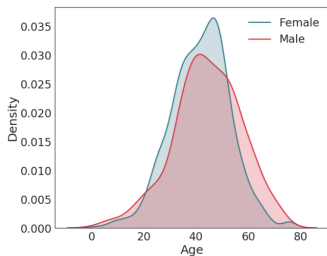
Apps for security of women such as: **Hollaback, Safetipin, Protibadi, Circle of 6**

Data Collection

City	#Tweets	Male	Female	Female(%)
Dallas	1249	144	471	76.59
Dhaka	82	32	22	40.74
Indianapolis	1203	180	452	71.52
Kansan City	448	61	208	77.32
Karachi	250	44	55	55.56
Mumbai	2778	724	674	48.21
New York	1878	267	754	73.85
North Dakota	110	18	34	65.38
Portland	849	146	316	68.4
Saint Louis	619	92	224	70.89
Tehran	114	13	32	71.11

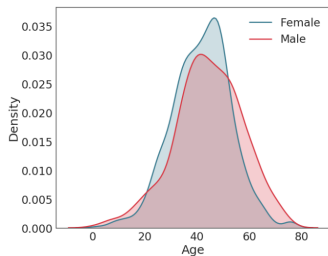
- **Age and Gender Distribution**

• Age and Gender Distribution

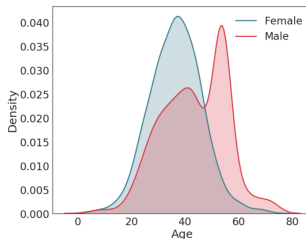


(a) US

● Age and Gender Distribution



(a) US



(b) Asia

Figure: Age distribution of female and male users

Harassment Claims in a Particular Form

Men used to catcall
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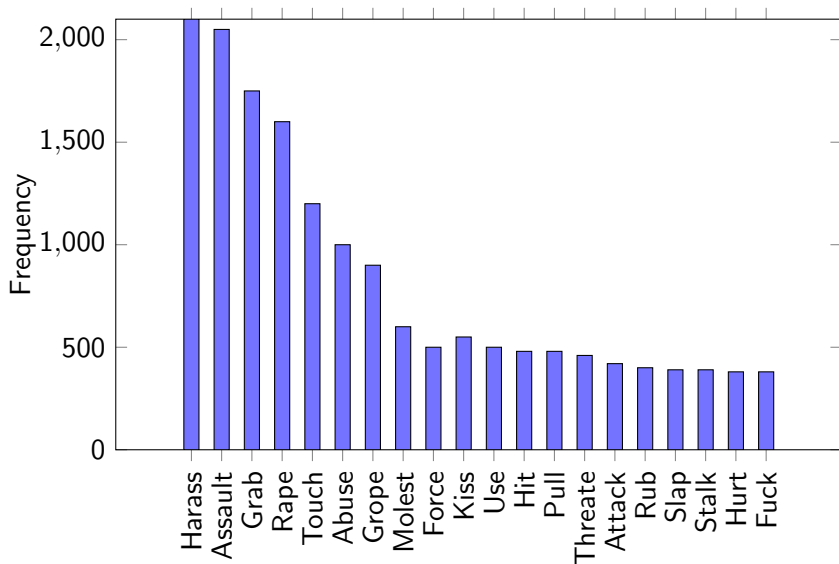
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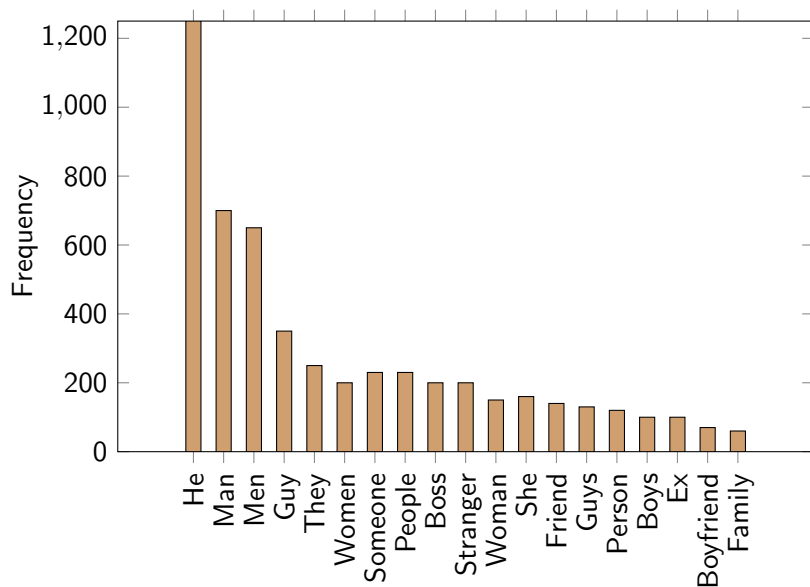
#MeToo
sex harassment charges
hit Silicon Valley . Robert Scoble says, 'I feel ashamed'.

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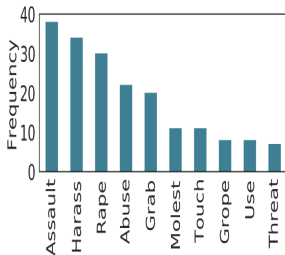
Harassment Categories



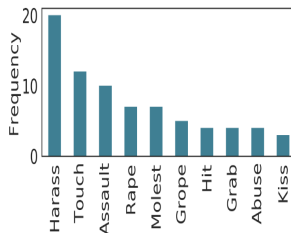
Frequency of Harasser Roles



Frequency in Different Regions



(a) USA



(b) Asia

Figure: Top 10 harassment categories in different regions

Topic Distribution

Relevance of a word with respect to a topic, $r(w, k)$, is calculated using the following equation :

Equation

$$r(w, k) = \lambda * \log(\sigma_{kw}) + (1 - \lambda) * \log\left(\frac{\sigma_{kw}}{P_w}\right)$$

Here ,

σ_{kw} = The probability of word w for topic k

P_w = The marginal probability of term w in the whole dataset

λ = Tuning parameter

Dataset(1)



(a) Recognition

Dataset(1)



(a) Recognition



(b) Weinstein Effect

Dataset(1)



(a) Recognition



(b) Weinstein Effect



(c) Advertisement

Dataset(2)



(a) Nature and Location

Dataset(2)



(a) Nature and Location



(b) Young Victims

Dataset(2)



(a) Nature and Location



(b) Young Victims

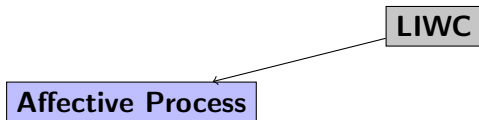


(c) Media Coverage

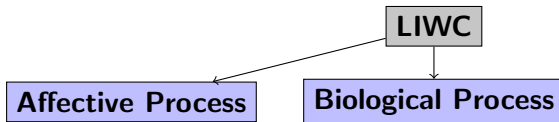
Psychological Constructs Analysis

LIWC

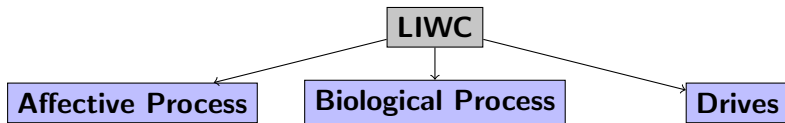
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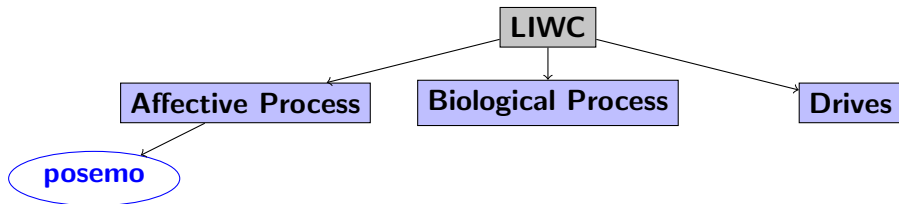
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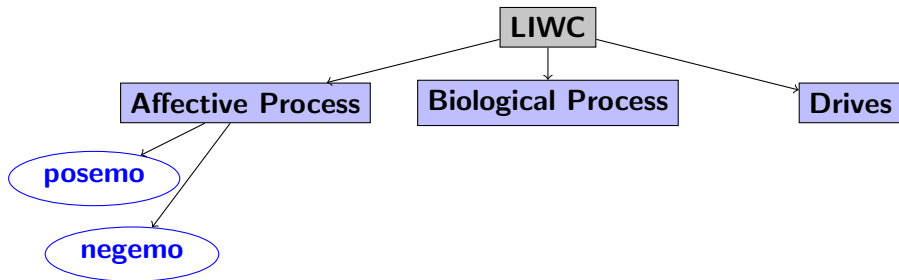
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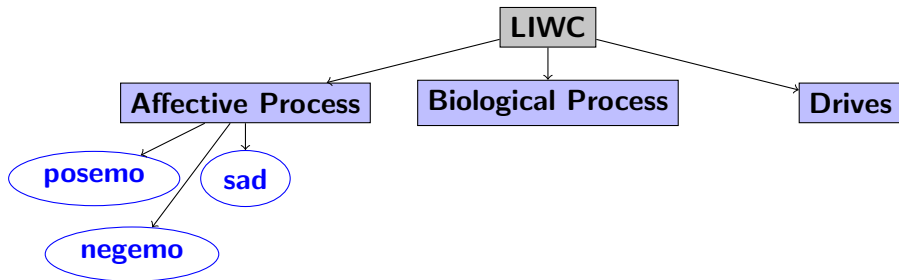
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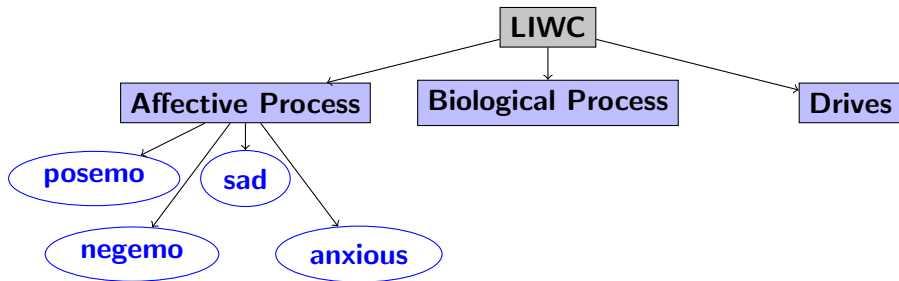
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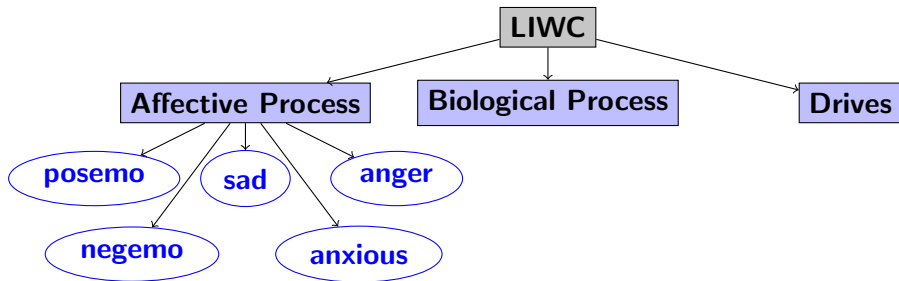
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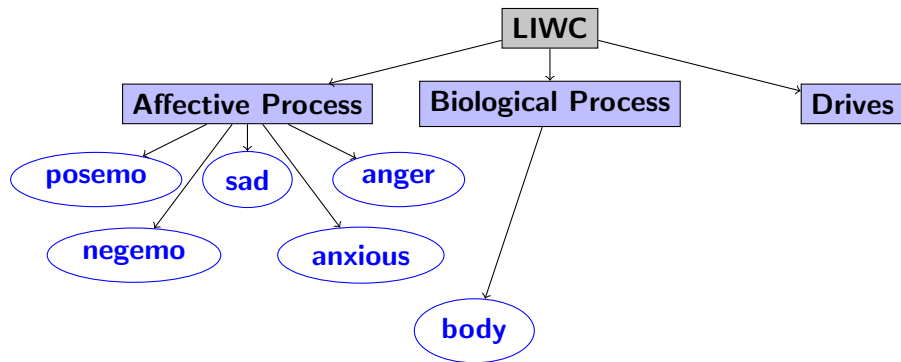
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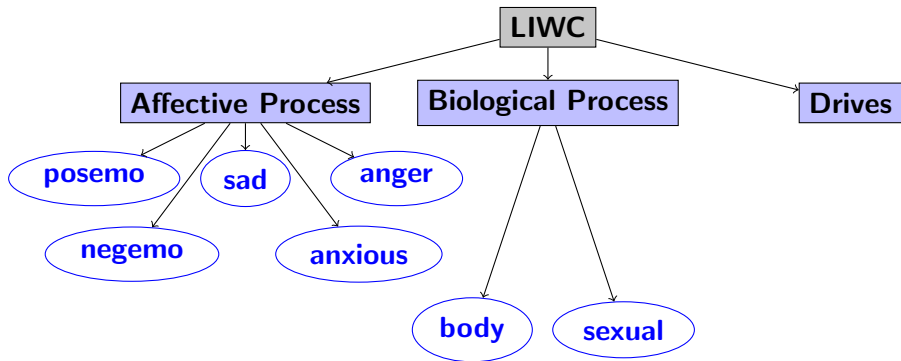
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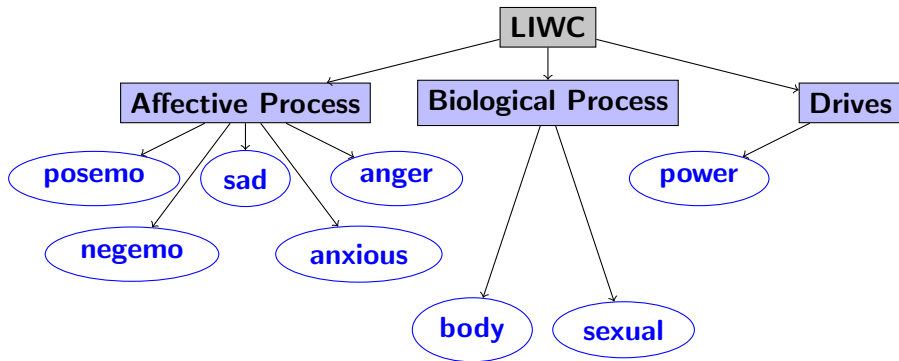
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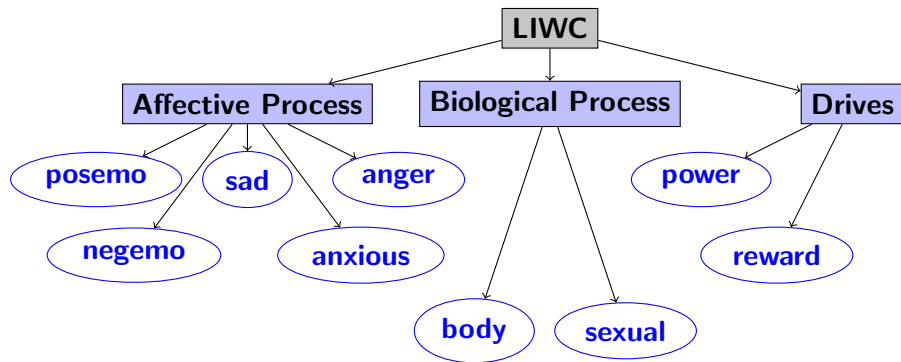
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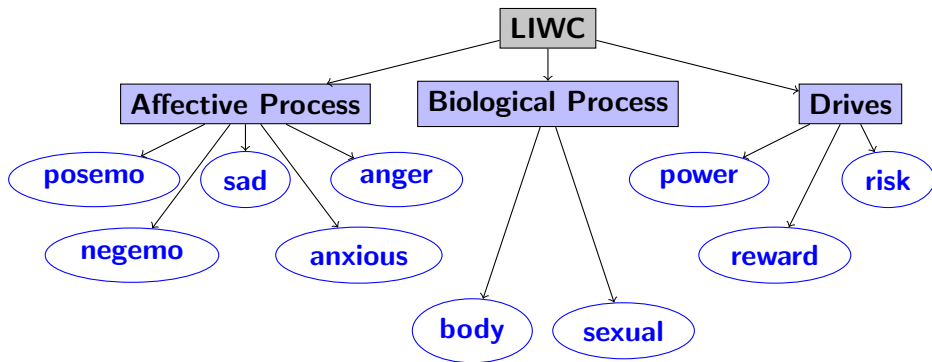
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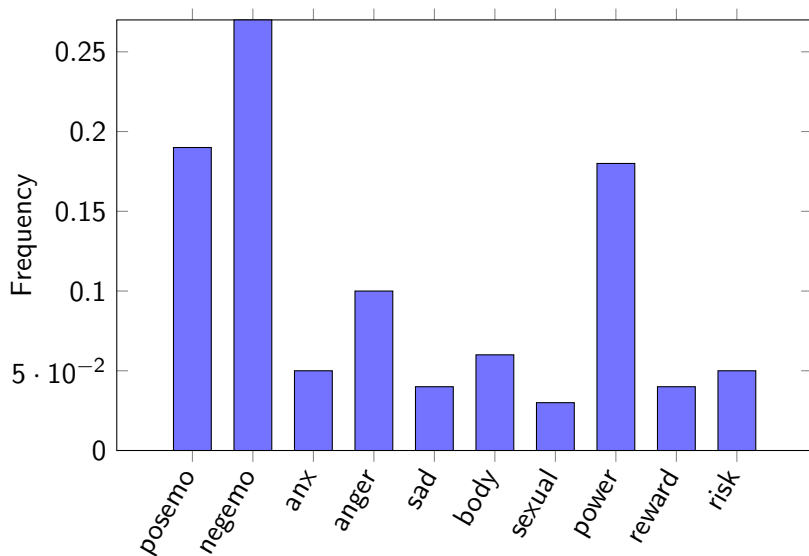
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Psychological Constructs Analysis



LIWC Term Distribution in Asia



Limitations

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- Misrepresentation on social media

Conclusion



Figure: #MeToo Movement

Thank You