

If you believe that men and women have equal rights, and then someone asks you if you're a feminist, you have to say yes. Because that's how words work. You can't be like, "Yeah, I'm a doctor who primarily does diseases of the skin." "Oh, so you're a dermatologist?" "Oh that's way too aggressive of a word, not at all, not at all."

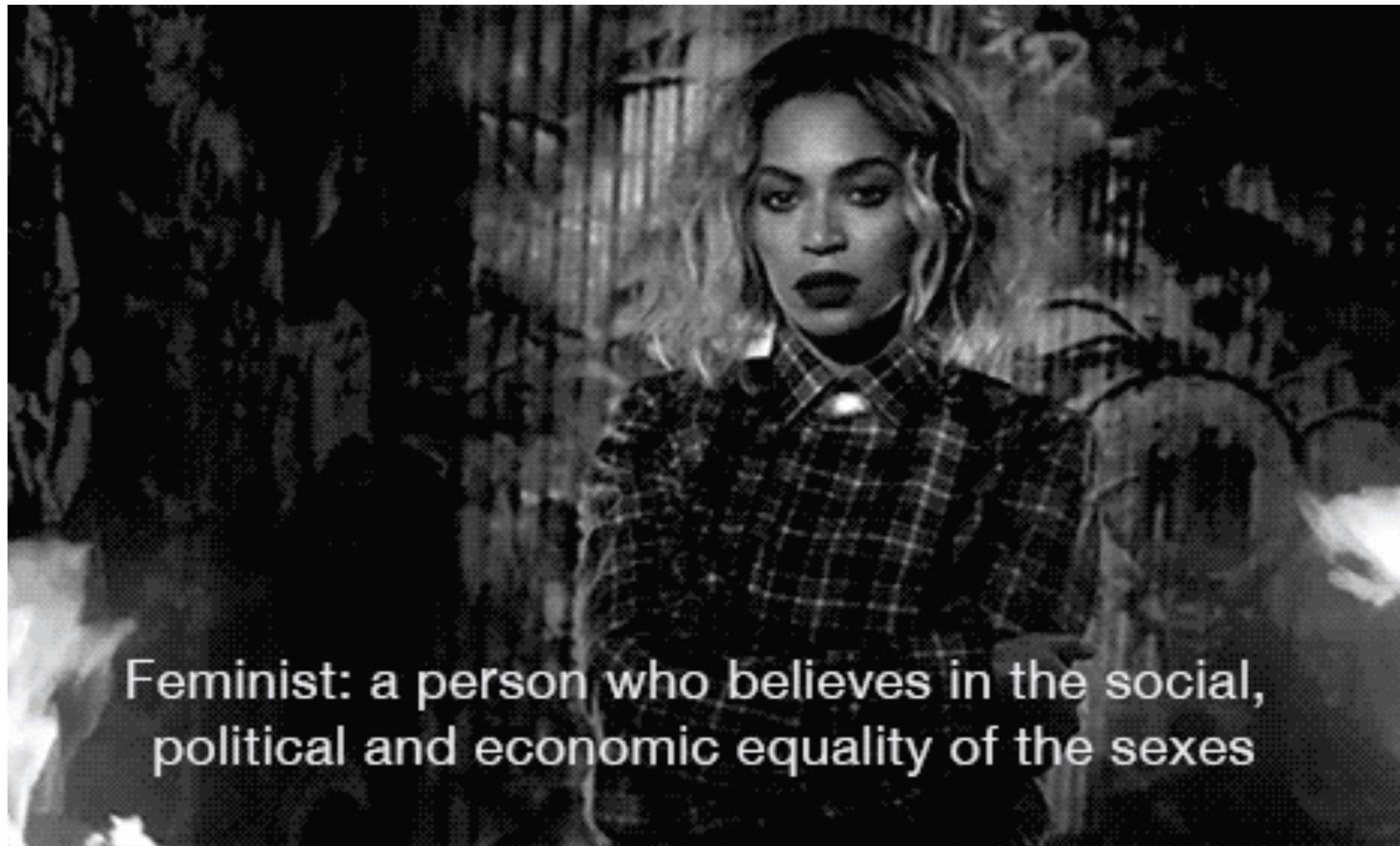
- Aziz Ansari



attn:

Twitter & Feminism

Pilot Study



Feminist: a person who believes in the social, political and economic equality of the sexes

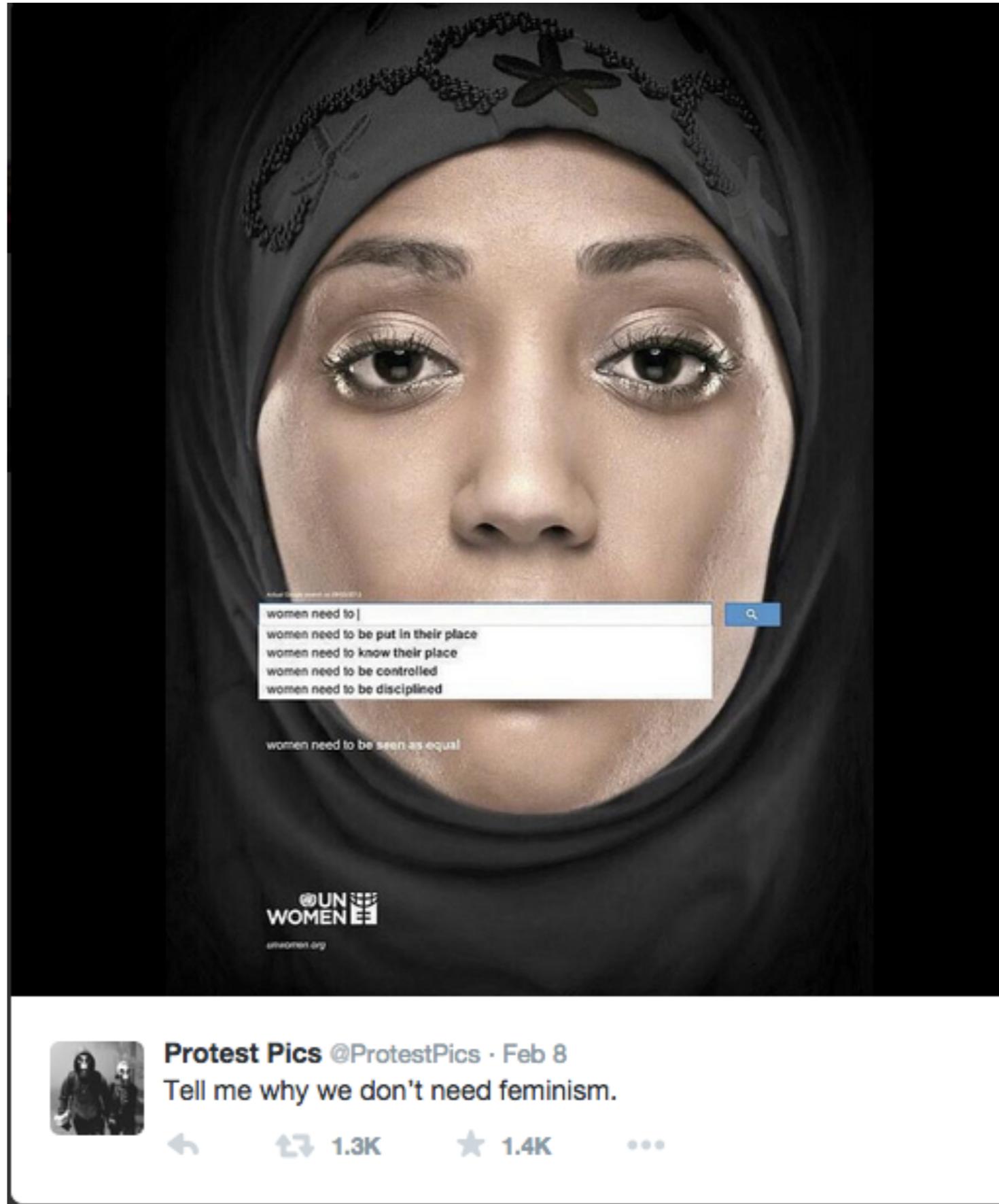
What is Feminism?

What is a pilot study?

- A pilot study is an initial run-through of the procedures to be used in an investigation; it involves selecting a few people and trying out the study on them. It is possible to save time, and in some cases, money, by identifying any flaws in the procedures designed by the researcher.
- A pilot study can help the researcher spot any ambiguities (i.e. unusual things) or confusion in the information given to participants or problems with the task devised.
- **Gist: Pilot Studies are a rough draft to prove that studying it “for real” would be worthwhile.**

Why Twitter?

- Twitter is becoming a recognized and valid measure of the zeitgeist.
- Twitter is being used to collect data by social scientists.
 - Using Twitter for Demographic and Social Science Research: Tools for Data Collection <http://paa2013.princeton.edu/papers/130624>



Continued

 Rafi
@RafiDAngelo

This **#ItAintRape** tag basically means my daughters will be blackbelts and carrying concealed weapons permits before I let them out the house

 Rafi
@RafiDAngelo

#ItAintRape killed my faith that we can actually teach men not to rape so I'ma have to teach my girls how to castrate. This is ridiculous.

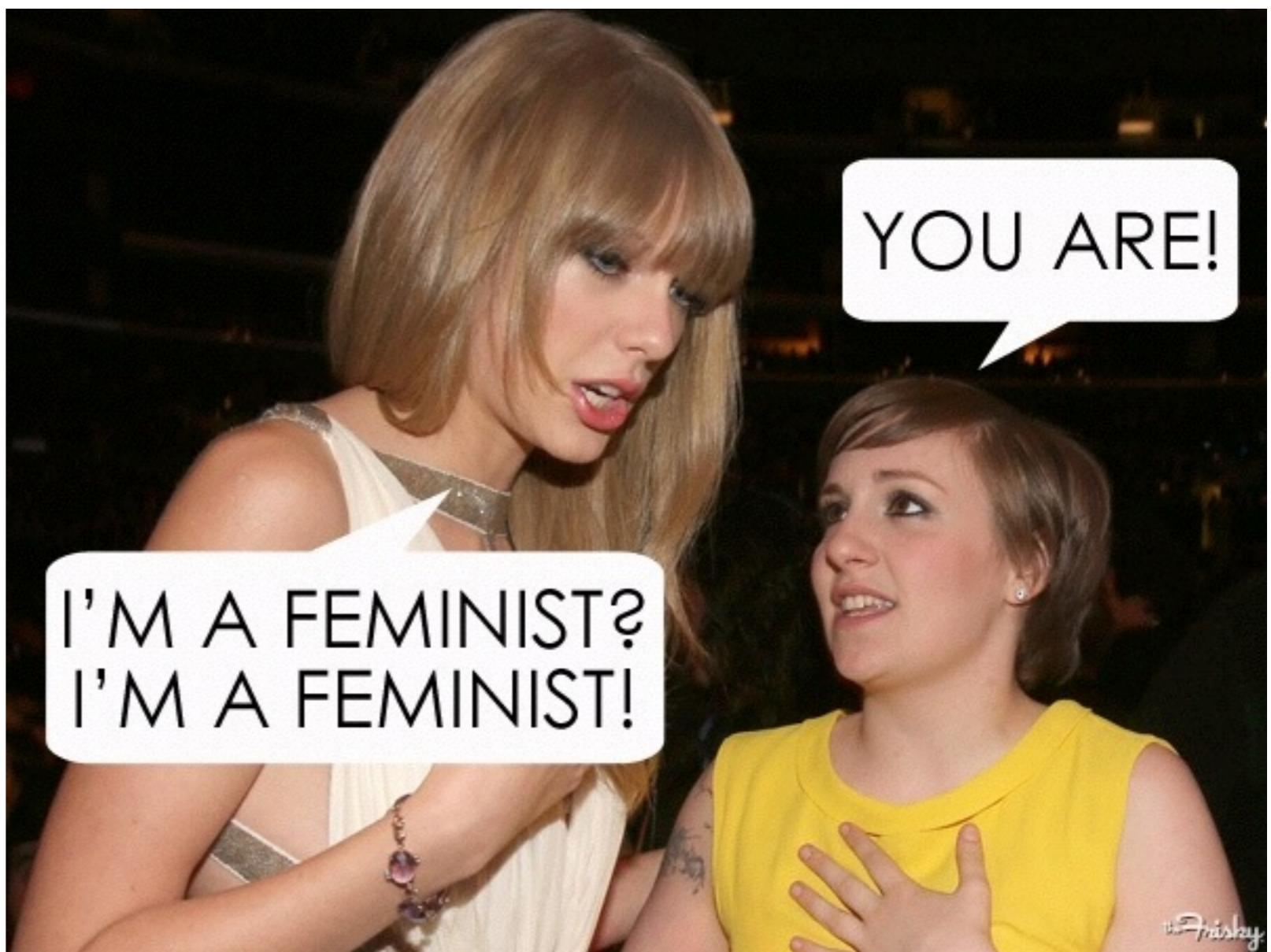
↪ ⏪ ⏴ ⏵ ⏶ ...

- Viral marketing, memetic theory and the ability of small groups to control the space create new and more polarized dialogues.
- Current debate on extremism — “The Counter Extremism Project welcomes press reports that Twitter Chief Executive Officer Dick Costolo has publicly acknowledged his platform’s failure to combat online abuse. This is clearly — even dangerously — overdue.”

<http://www.counterextremism.com/press/counter-extremism-project-calls-twitter-confront-all-abuse#sthash.bjDAXHzU.dpuf>

Why Feminism?

- Renewed interest and dialogue on new media
- Attention in traditional media, celebrities taking visible stances
- 2014 as a bumper year for pop feminism, contraceptives, legal abortion, etc.



Continued



charlie
@chxrliw

when a girl rejects you



- Potential backlash from last year
- Hunger Games and Frozen to 50 Shades of Grey and Meninism
- GamerGate is still a thing
- MRAs

Caption: Meninist Only :D



**"YOU'RE RIDICLOUS
AND MEN'S RIGHTS IS NOTHING."**

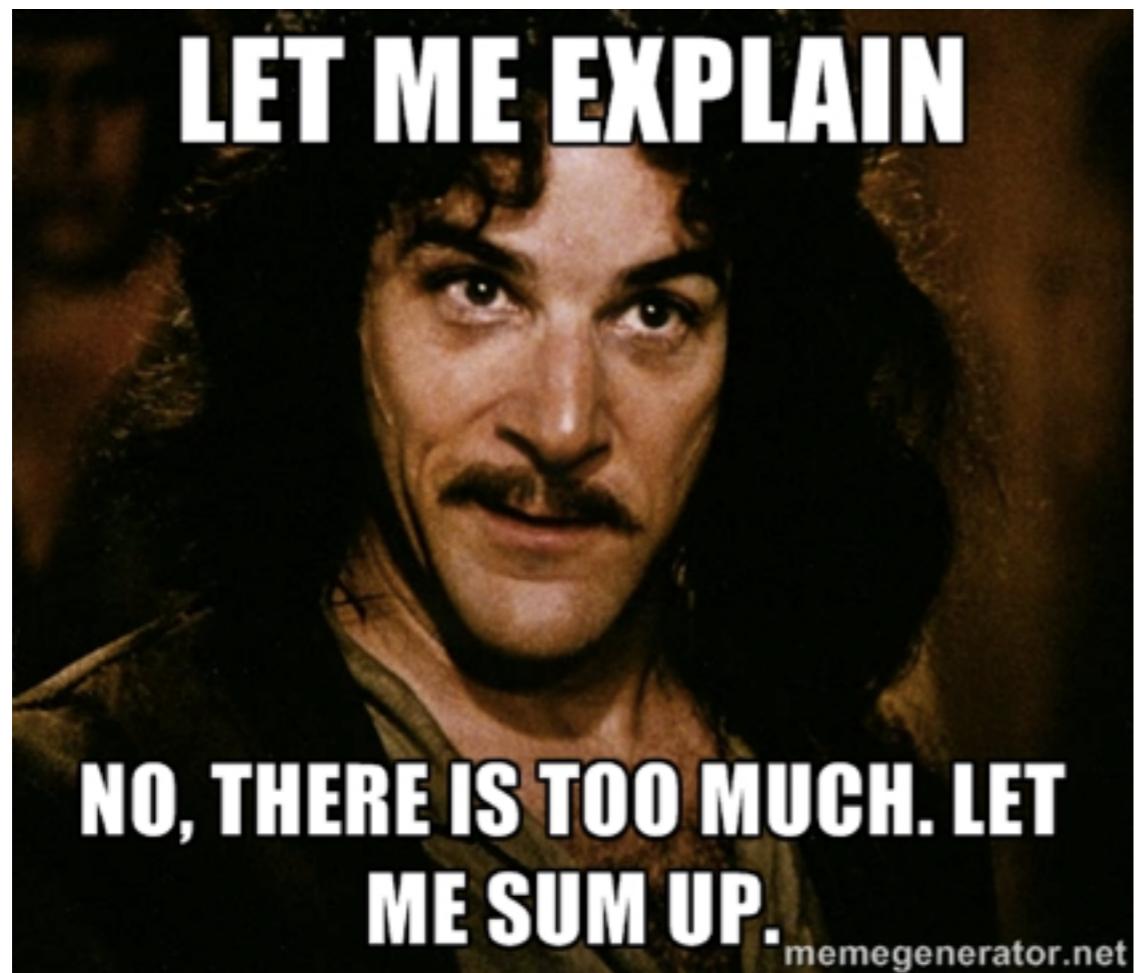
“Can we have ONE conversation about feminism where men get to be in charge?”



BMO and FEMINISM

Current Feminism: A Refresher

Feminism : A Very Short History



- First Wave: Women's suffrage and basic political inequalities.
- Second Wave: Mid-60s onward, social and cultural inequalities beyond basic political inequalities.
- Third Wave: 90s and ongoing, focus on queer/trans/PoC and other diversity voices. Intersectionality, gender discrimination, and the normalization of BMO.



IWF @IWF · 4h

When #feminists go to the movies every single movie is about #sexism & nothing but sexism. shar.es/1olkL

• Charlotte Allen and IWF



[View photo](#)

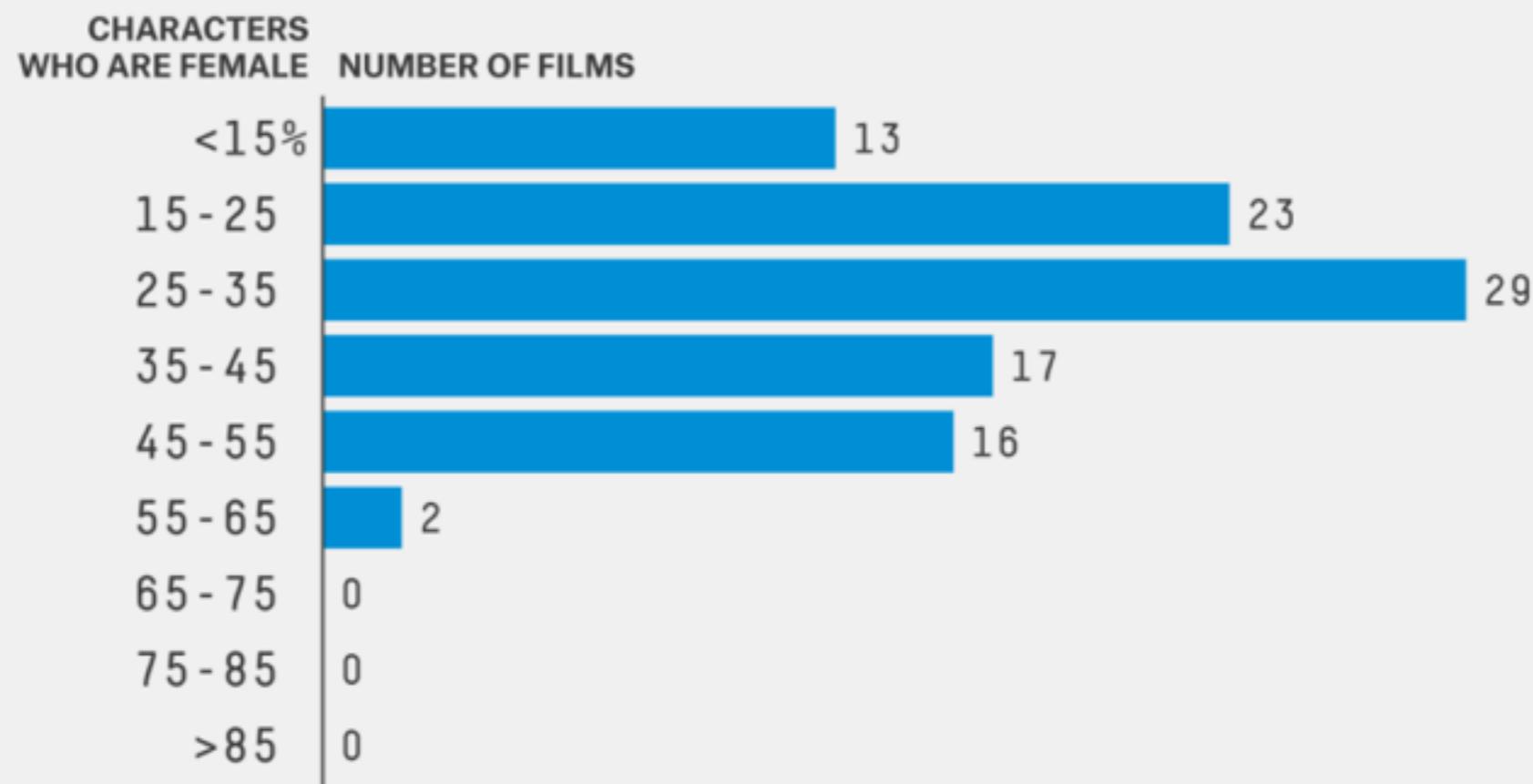


Feminism is having a fascinating moment and is noteworthy well documented via social media in a way that captures, more precisely and more accurately than before, the public opinion as it evolves on modern feminism.

For example, that was posted by the “Independent Women’s Forum”

Gender Parity Is Not Even Close To A Thing

Prevalence of female characters, top 100 grossing films of 2013



 FIVETHIRTYEIGHT

SOURCE: MDSC INITIATIVE

<http://fivethirtyeight.com/features/how-to-measure-women-film-annenberg/>



Straw Feminism

Method

- I wrote a code that captures tweets from the Twitter LiveStream
- People with public twitter feeds who tweeted, during the 7 random times of day I ran the code, with the word “feminist” or “feminism”, make up the “participants.”
- I collected 30k tweets.



Method- Cont. : Procedure

- Sub-section of random tweets hand-coded for valence (positive or negative leaning):
 - 0 : positive or neutral opinions on feminism (discussions of feminism, even the problems with it, etc)
 - 1: negative opinions of feminism or hate speech (denying feminism is real/needed/valid, hate speech against women, etc)
- Coded tweets used to train various machine learning model, and then test them. Models then extrapolated onto the much larger corpus of tweets to measure them for perceived valence on feminism.

False Positive and Patton Oswalt

- Pros: Some context and humor controlled for by human coding
- Cons: Time consuming, low context, uncaught irony
- http://www.huffingtonpost.com/2013/08/19/patton-oswalt-trolls-twitter-conservatives_n_3779803.html

 **Patton Oswalt** 
@pattonoswalt

Follow

Oops. Just deleted my last Tweet. & would like to apologize to seniors & sufferers of Lyme disease. I was out of bounds.

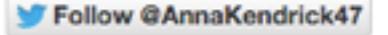
9:43 AM - 7 May 2014

241 RETWEETS 720 FAVORITES

◀ ▶ ★

There never was a tweet about seniors or sufferers of Lyme disease, so you can stop looking. Many folks seemed confused — he got a few earnest replies to the tweet — then immediately followed up with:

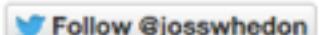
 **@AnnaKendrick47**
Anna Kendrick

 Follow @AnnaKendrick47

@**pattonoswalt** this is my favorite thing that you, or anyone, has done with Twitter. #TrollingAccidentallyOnPurpose

August 17, 2013 7:44 pm via Twitter for iPhone [Reply](#) [Retweet](#) [Favorite](#)

 **@josswhedon**
Joss Whedon

 Follow @josswhedon

@**pattonoswalt** -- that was a dazzling run. Comedy isn't tragedy + time, it's rage + structure. #mancrush

August 17, 2013 9:43 pm via Twitter for iPhone [Reply](#) [Retweet](#) [Favorite](#)

feminism

much because support
social believe WOMEN woman
only females community call other
rights gender http://t.co/le3kQIV9pj

more time real gay dont know female about new ur one dont Beauty tumblr im sad making still bc sexes it\\'s amaraconda thing Many ever stop economic girl hate white black u\\'If both need really think Emma u'RT

feminist misogynist even realize YesAllWomen just rape person girls mean make book BELIEVER

men men fact men Gandhi using u\\'I being says racist

movement people most wrong

AlexisDerikSmit equal like

u"RT easy

EmWatson wearing SHUNNN

feminism."\\n\\nSHUN



Word Cloud of Positive Tweets

feminism

believe

MeganStarbird

TweetLikeALocal said

woman

GamerGate

movie just

privileged

lxlayyy

teaches

all think equality

good talk actually

u"RT rights girls

some DESTROY

rape only female here

u"If let

guys want like people sniper thing

yourself give lol even being never fact now need

KILL against

gender see lie U0001f find

fuck life Point

u"I'm look take stupid

joke best I\n'm

movement Far u'I

men much because american die hate

men way day equal every make slut

fight right dont feminists Fucking shit

don't more twitter JustLaurenB im world

about great excuse girl doesnt

dumb TOXIC WomenAgainstFeminism

don\u2019t

u'RT women

feminist

WordItOut

Word Cloud of Negative Tweets

Results: Twitter Doesn't Love Feminism



Twitter is, according to my models, **54% negative on feminism**

Most retweeted tweets: The Most Popular

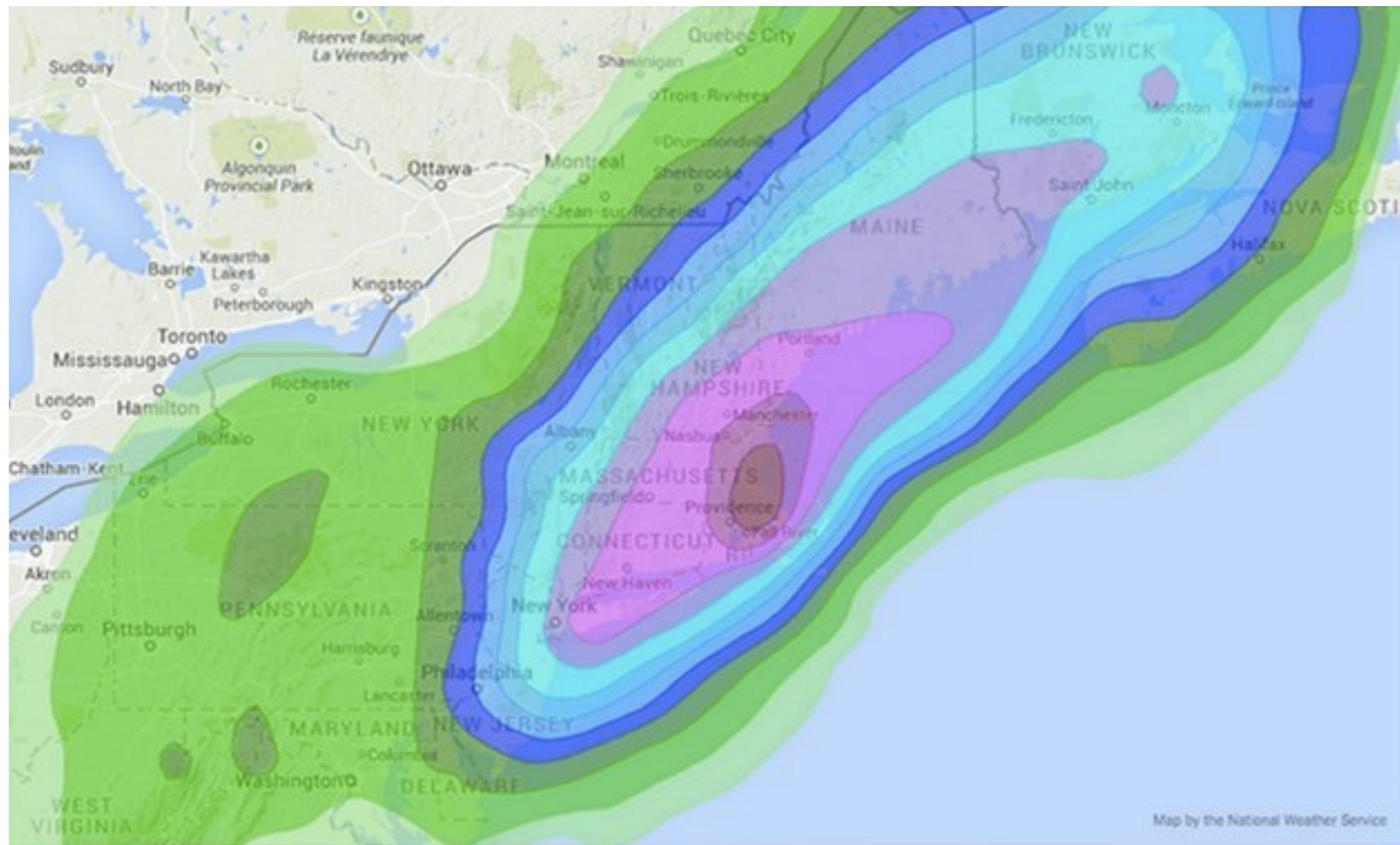


'RT @MeninistTweet: Today, a feminist asked me how I view lesbian relationships... Apparently "in HD" was not the right answer'

Most retweeted tweets:

- RT @vanbadham: Why feminism?
Because you can sell 30 MILLION copies of a single book and when you die, The Australian prints this:
- RT @vanbadham: Why feminism?
Because she was ALSO a FREAKIN' NEUROPHYSICIST at YALE & this is how The Australian begins her obituary





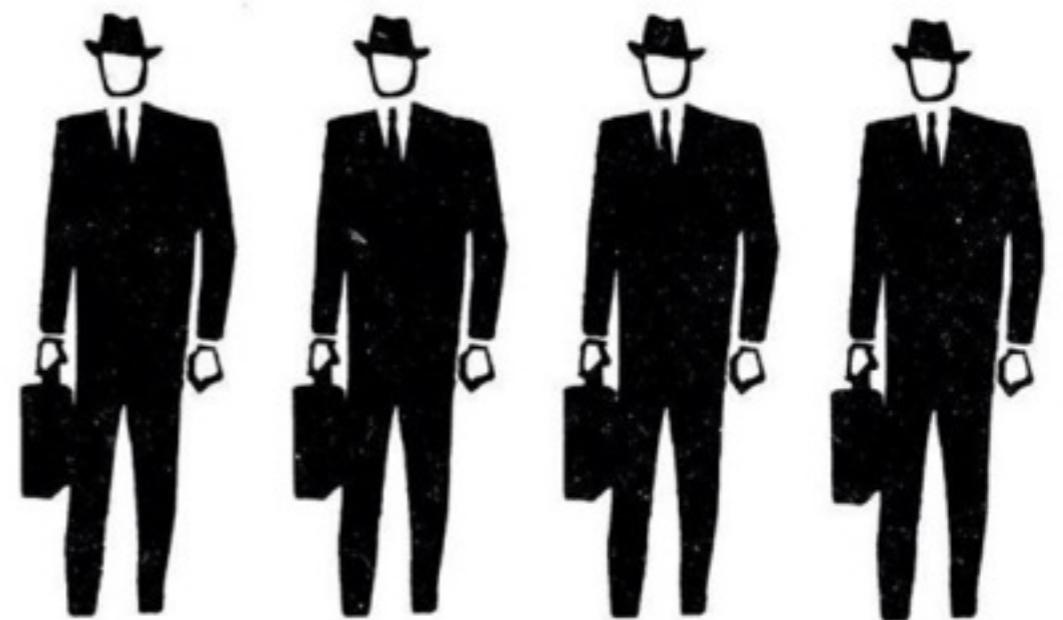
'RT @JessicaKRoy: finally a feminist snowstorm '

Most retweeted tweets

- RT @hayleyestxllle: Feminism has never made me hate men but men's reaction to feminism definitely has.
- RT @TheBlackVoice: It's amazing how threatened men are by the term feminist while not even being able to provide a working definition
- T @clementine_ford: I keep hearing that feminism is bad for women, and I think what that's supposed mean is that feminism is bad for men

**LORD, GIVE ME THE CONFIDENCE
OF A MEDIOCRE WHITE MAN**

- Sarah Hagi



Clusters of Words and Ideas Based On Whole Tweets

Intersectionality



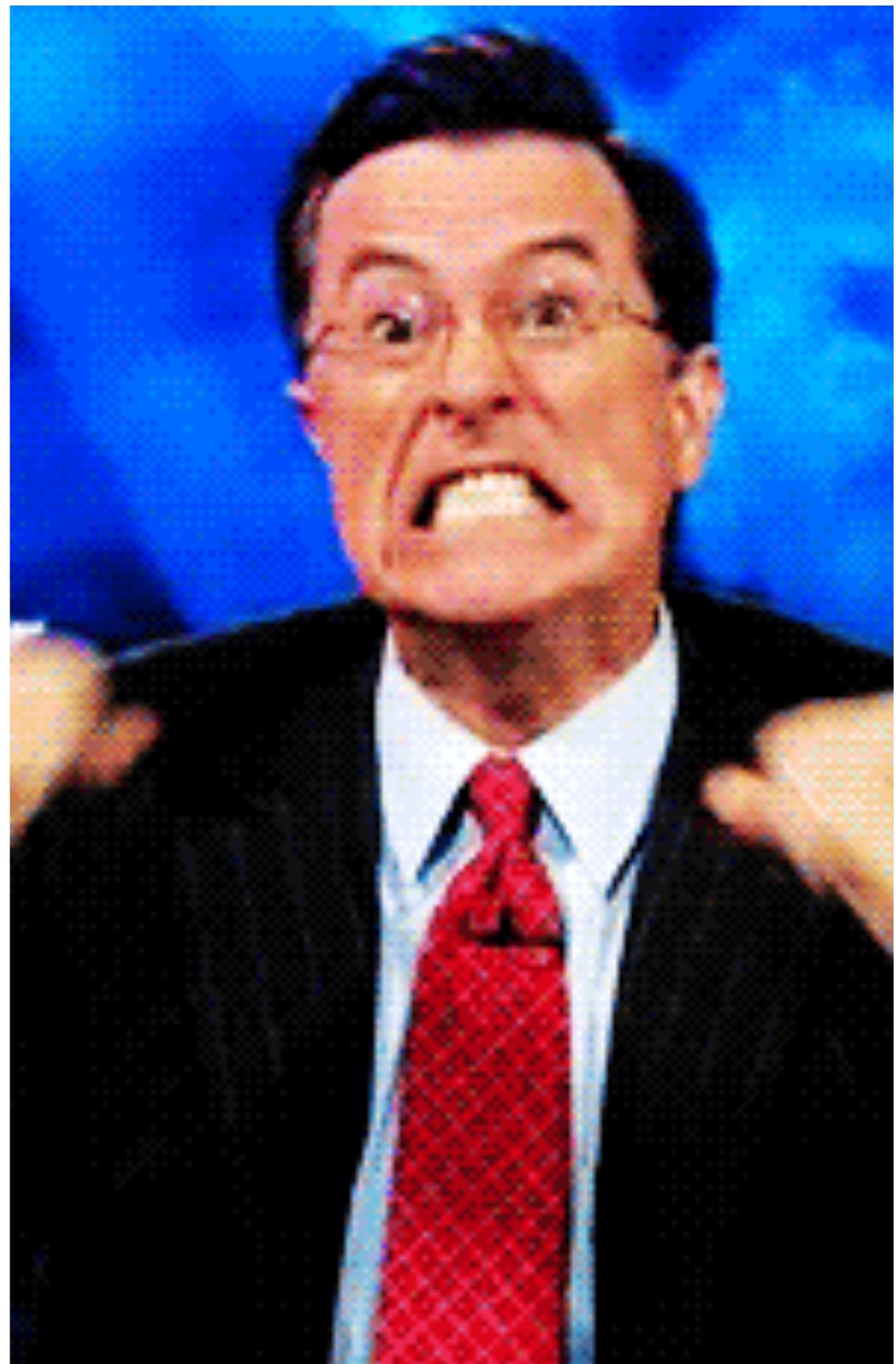
Vocabulary Problem

- “RT @TheBlackVoice: It’s amazing how threatened men are by the term feminist while not even being able to provide a working definition of it.”
- I think the point of #WomenAgainstFeminism is the radical notion that equality & decency is more important than the label it operates under.”
- “RT @awmarissa: Girls who shit on feminism need a reality check you’re literally pushing things back. How can you be against equal rights?”
- ‘RT @snoozyloser: if ur a girl that is against feminism why r u voting. why r u wearing pants. how can u read’,
- ‘RT @OGTREEZ: Everytime you say feminist you gotta say men too.’



General Hate Speech

'do not rape a feminist it would fulfill her hot rape fantasies and let us be honest what kind of animal would want to make a feminist happy'



Women Against Feminism



- “RT @CeeJayCraig: Yes, I am woman. No, I'm not a radical feminist. Why? Men don't have a single right that I don't have. It's 2015.”
- “ellekersten because theres a difference between a women who is a feminist and a women who wants equal rights feminist are crazy”
- 'RT @k_mcq: Be a lady, never a feminist.'

Feminism And New Media



I'm no hero, I put my bra on one boob at a time like everyone else.

kisza

Feminism And New Media

- 'i have never said i was feminist bc i dont want all of you dragging me saying im only feminist on twitter or tumblr'
- 'people who say we dont need feminism and everyone is already equal clearly arent aware of whats going on around the world'

'disturbedfan132 i believe myself to be a feminist and tho i disagree with the new femfad they sometimes make points'



Ricky Montgomery
@rohmontgomery



if u like the hashtag
[#WomenAgainstFeminism](#) then
you might also enjoy
[#SlavesAgainstEmancipation](#) and
[#JewsForHitler](#)

7/28/14, 3:07 PM

795 RETWEETS 1,150 FAVORITES



Smaller Clusters/LDA

Intersectionality? never, one, make, women, misconceptions, base, movement, black, people, feminist/misandriuc,, non-feminists, poster, posters

YesAllWomen: it's, women, equal, incomprehensibly, and, still, acknowledge, #needfeminismbecause, @prowomanchoice, men, #yesallwomen, 2015, want, tube

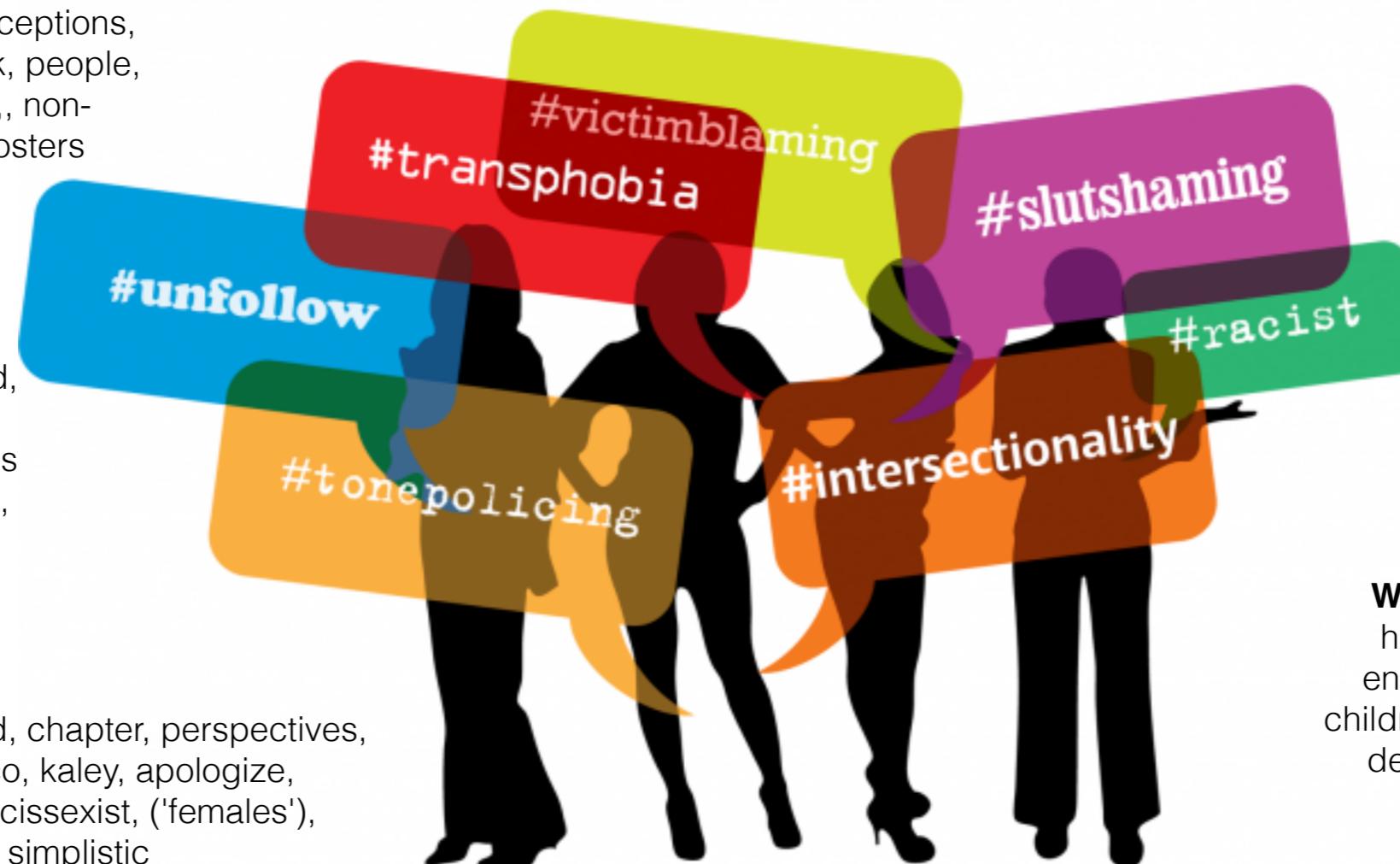
Media Response: forced, chapter, perspectives, normal, man's, cuoco, kaley, apologize, respects, interesting, cissexist, ('females'), extending, simplistic

Trendy Feminism: equality, support, gender, believe, women, want, tumblr,, aspe..., "trendy"

Media Representation: people, annoying, "hollywood's, year", languages, #girlsmatter, silent?, acculturated

Intersectionality: white, room, appropriation, responds,feminist™, cultures, obligation, claiming, racist

Anti-Feminist Pro-Equality Paradox:≠, calling, making, women, i, theory, #equalist, @victorialwalton, #stoptheimmaturity, #misandrist, #letsbereal



Humor as Defense? u, jokes, r, it's, don't, joke!, seriously!, toxic!!, haha!

@NoToFeminism women, teaches, stupid, lol, entice, enthral, enchant, and, berate, nag,, tradition, demand, how's, freeing,

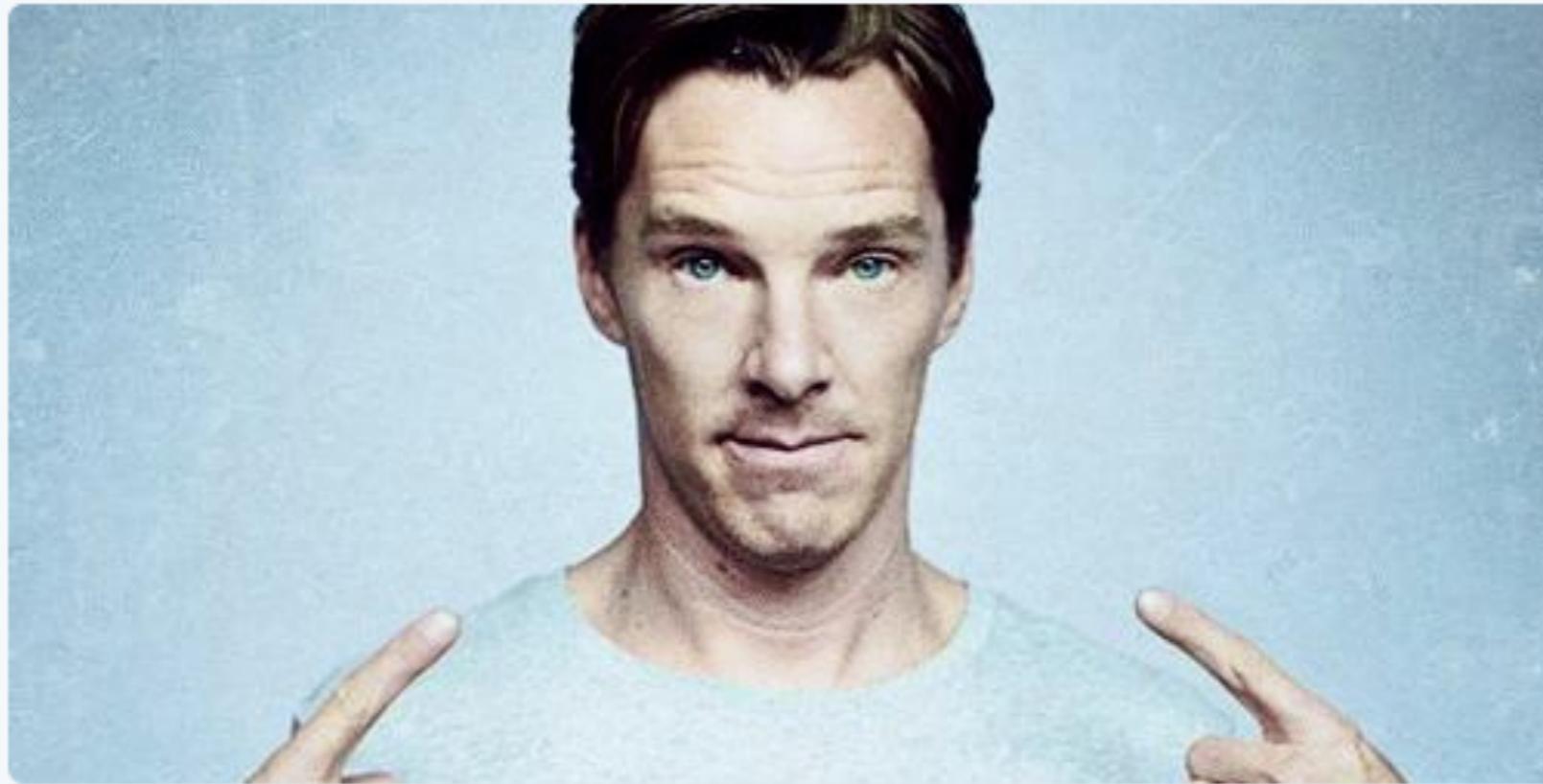
Witchcraft? kill, woman, husbands, witchcraft,, encourages, lesbianism, children, capitalism, practice, destroy, leave, become, movement, need



mascha. @Totgeschwiegen · Feb 7

"#FeministsAreUgly"

really?



26

48

...

[View photo](#)

Discussion

- Grade level of negative tweets consistently measured as at least a grade level below neutral/pro-feminist tweets
- Higher levels of profanity and misspelling in negative tweets

Improvements Required to Progress Beyond Pilot

- Constrained by small codified samples and the need to have both test and train sub-sets, accuracy could be improved by increasing number of codified tweets, ideally codified by multiple people to control for individual bias.
 - Sample size is 217 negative and 217 positive tweets to 30k uncoded tweets
- Goal: Have the script running constantly to display a stock market value of feminism on Twitter and how real time events affect it.
 - Be able to monitor twitter-verse for how events impact the public's view on feminism, what causes backlashes, measure impact of Beyonce, etc

