

Reclaiming Stigmatized Narratives: The Networked Disclosure Landscape of #MeToo

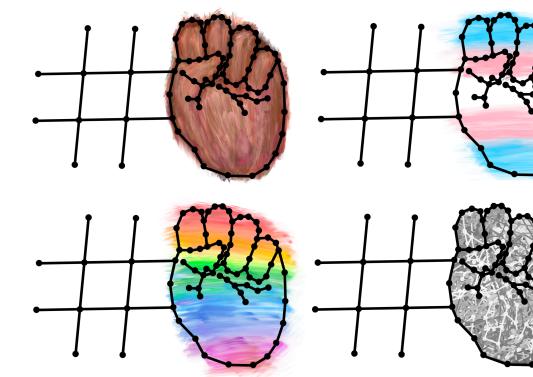
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Northeastern University
Network Science Institute



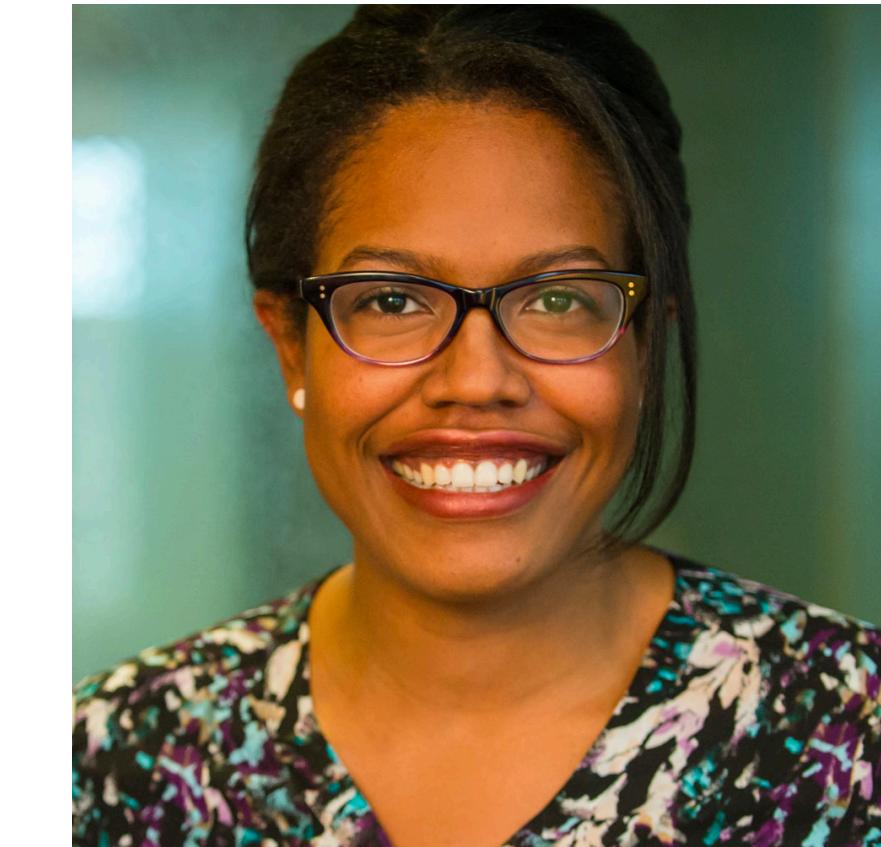
CoMM
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Collaborators



Elizabeth Stowell

PhD Candidate
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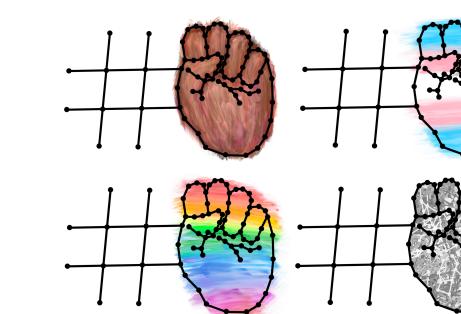


Brooke Foucault Welles

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Northeastern University
Network Science Institute



**CoMM
Lab**



Content warning:

This talk heavily discusses issues of sexual violence against women

In the United States...

1 in every **3** women has experienced an act of sexual violence

1 in every **6** women has experienced rape or attempted rape

1 in every **6** women has experienced stalking

1 in every **3** women has experienced intimate partner violence

1 in every **3** women has experienced sexual harassment in the workplace

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Yet, due to stigmatization...

The majority of experiences of sexual violence are never formally reported

Of survivors who do disclose, most disclose informally to a close friend

Online Disclosures and #MeToo

Social media has been instrumental for allowing individuals to **anonymously** disclose to **audiences of strangers** with shared stigmatized experiences



Online Disclosures and #MeToo

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In 48 hours though...

#MeToo and “metoo” was used **12 million** times on Facebook

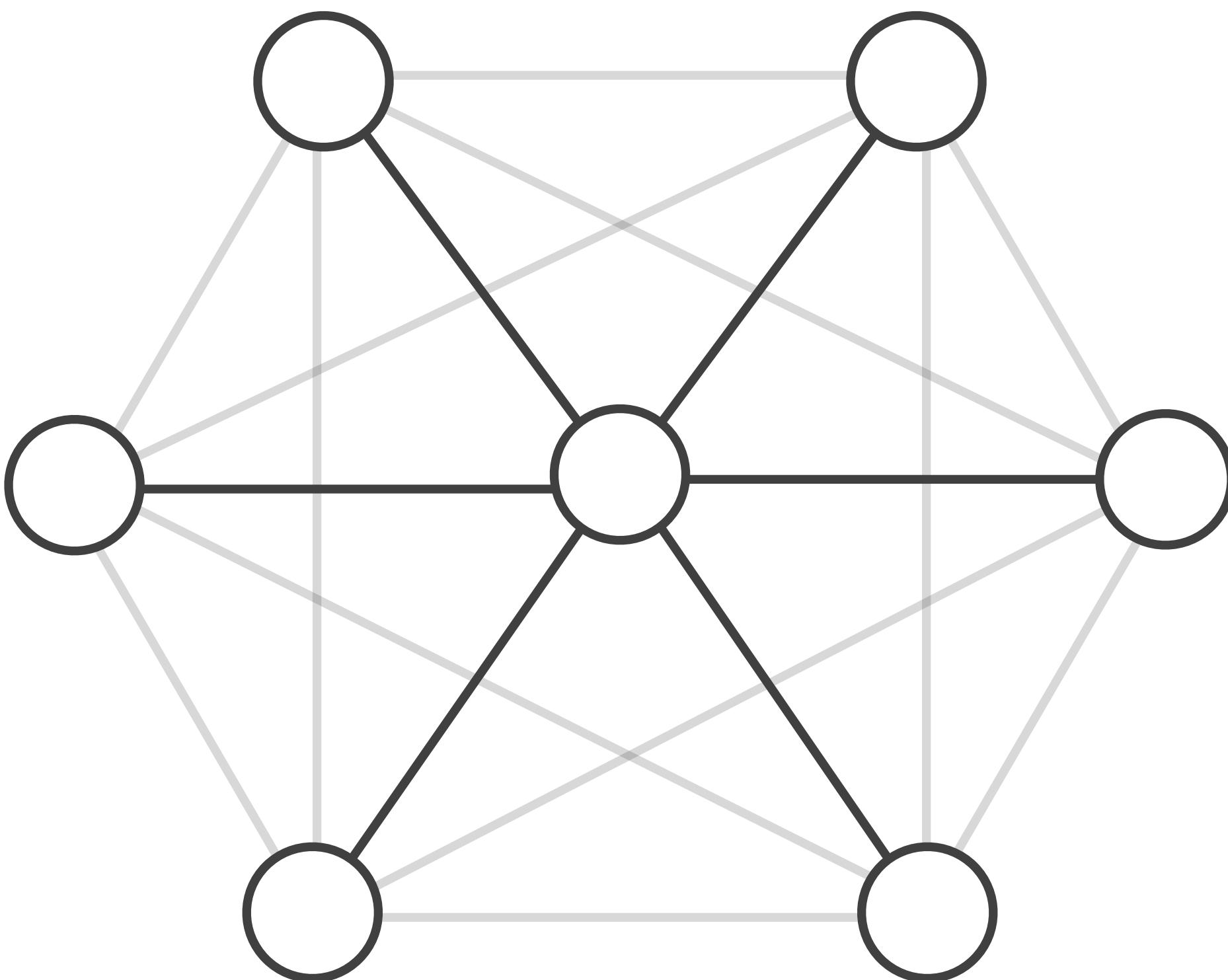
#MeToo was used **1 million** times on Twitter

45% of Facebook users had a friend disclose “me too”



Network-Level Reciprocal Disclosures

In interviews with women who have experienced pregnancy loss, Andalibi and Forte found that some women **publicly** and **directly** disclosed their experiences to their entire Facebook networks

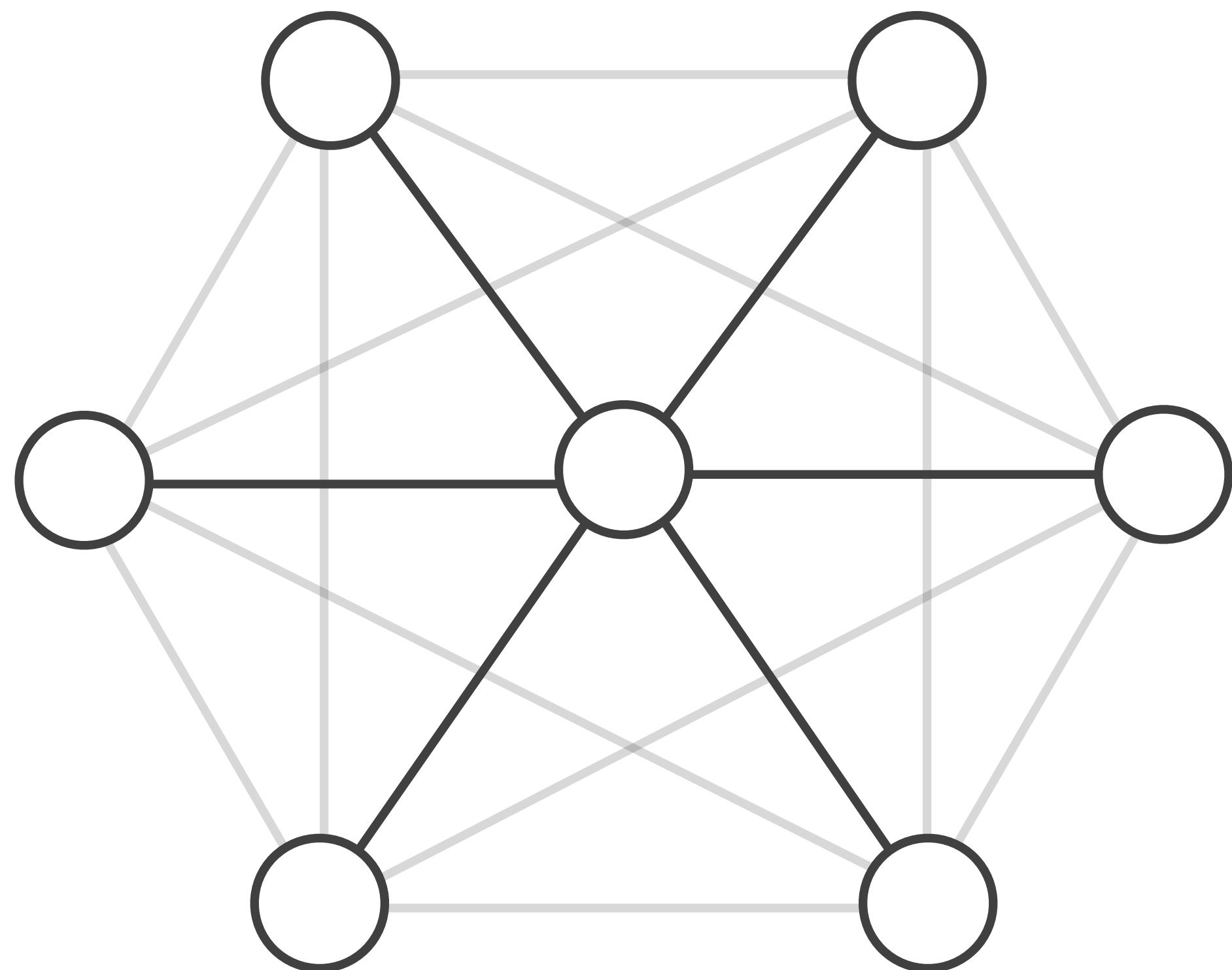


Andalibi & Forte. "Announcing pregnancy loss on Facebook: A decision-making framework for stigmatized disclosures on identified social network sites. In *Proceedings of CHI*, 2018.

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Network-level reciprocal disclosures were disclosures that were prompted by other women share their stories



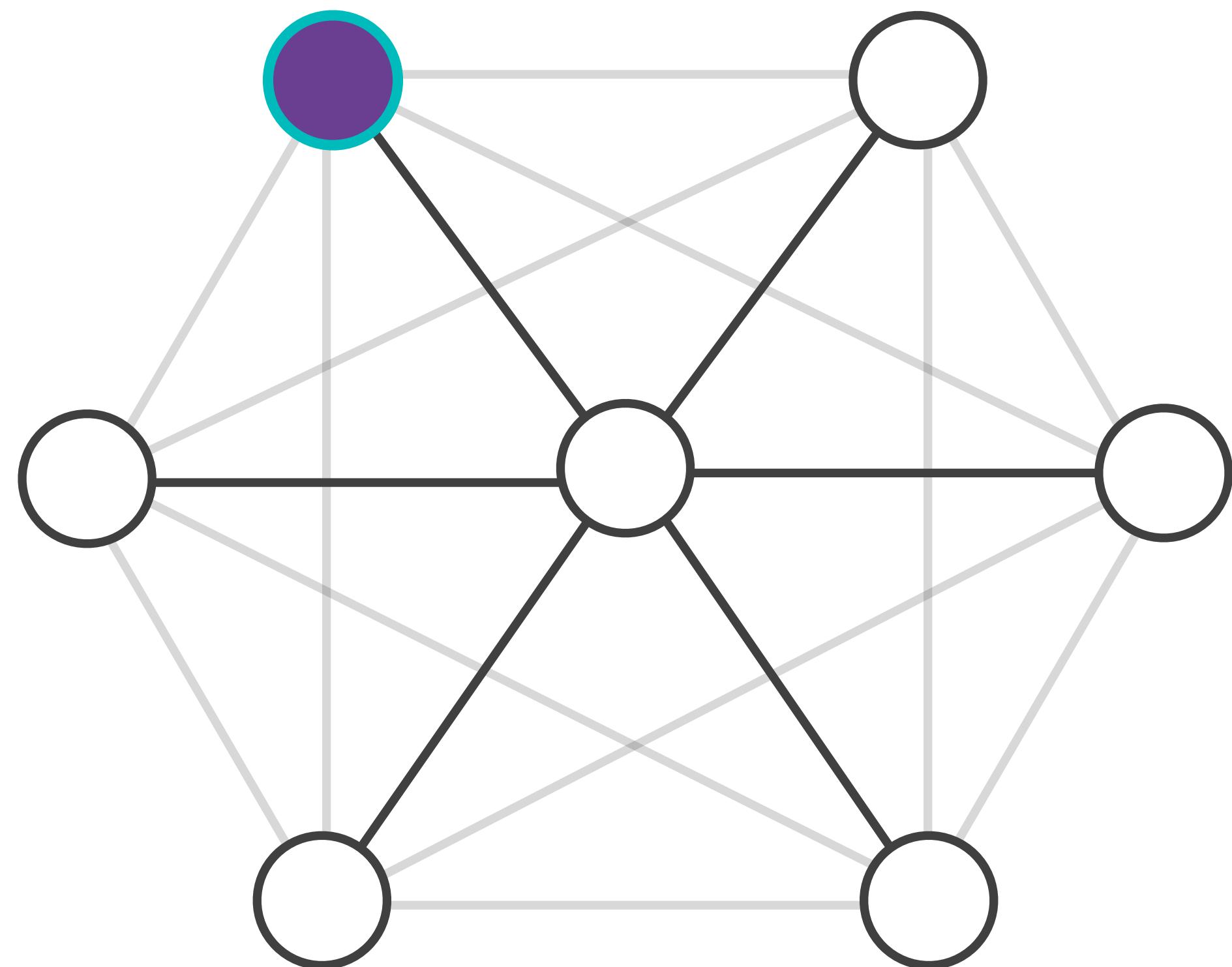
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Disclosure by another in the network



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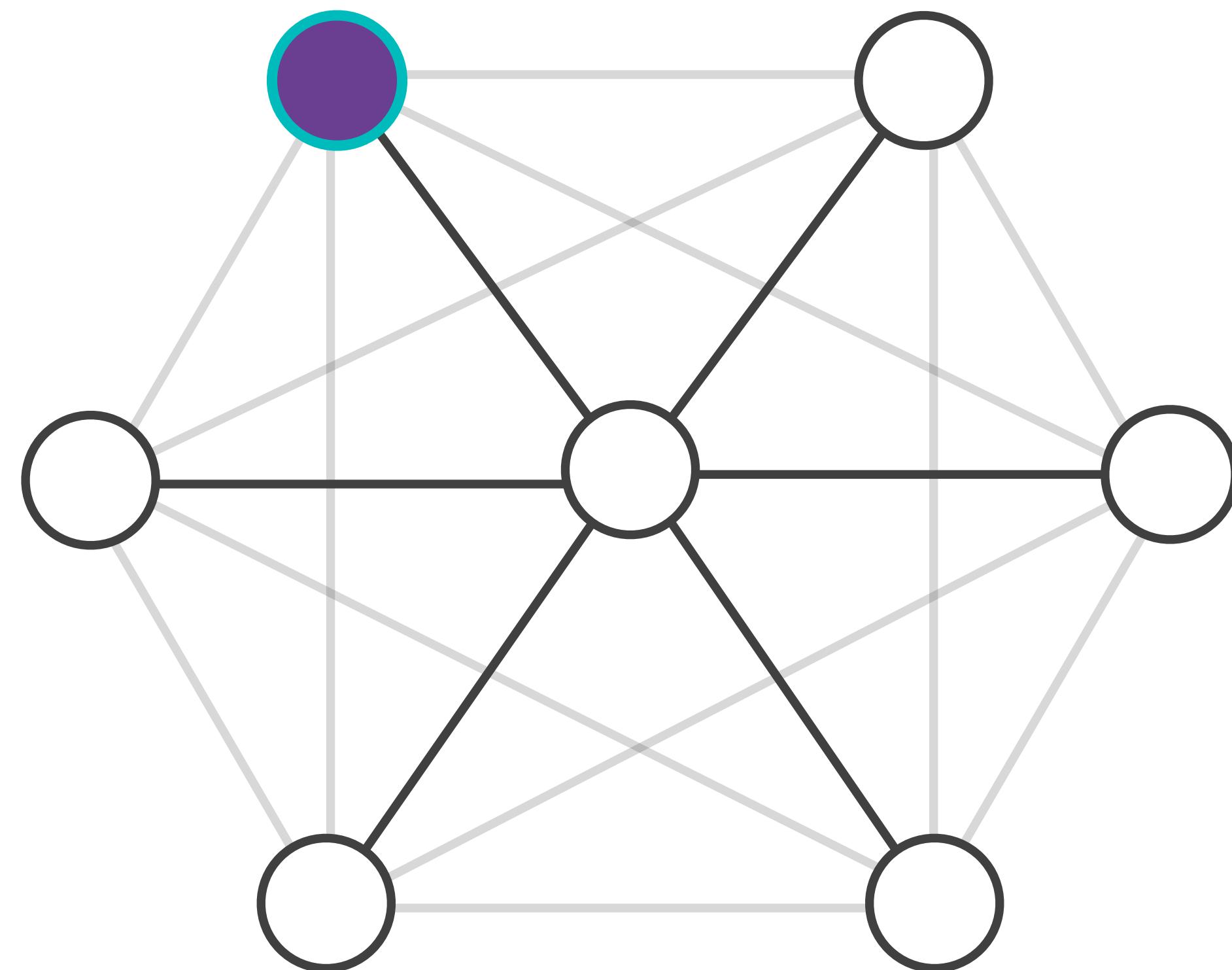
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Reduction in stigma



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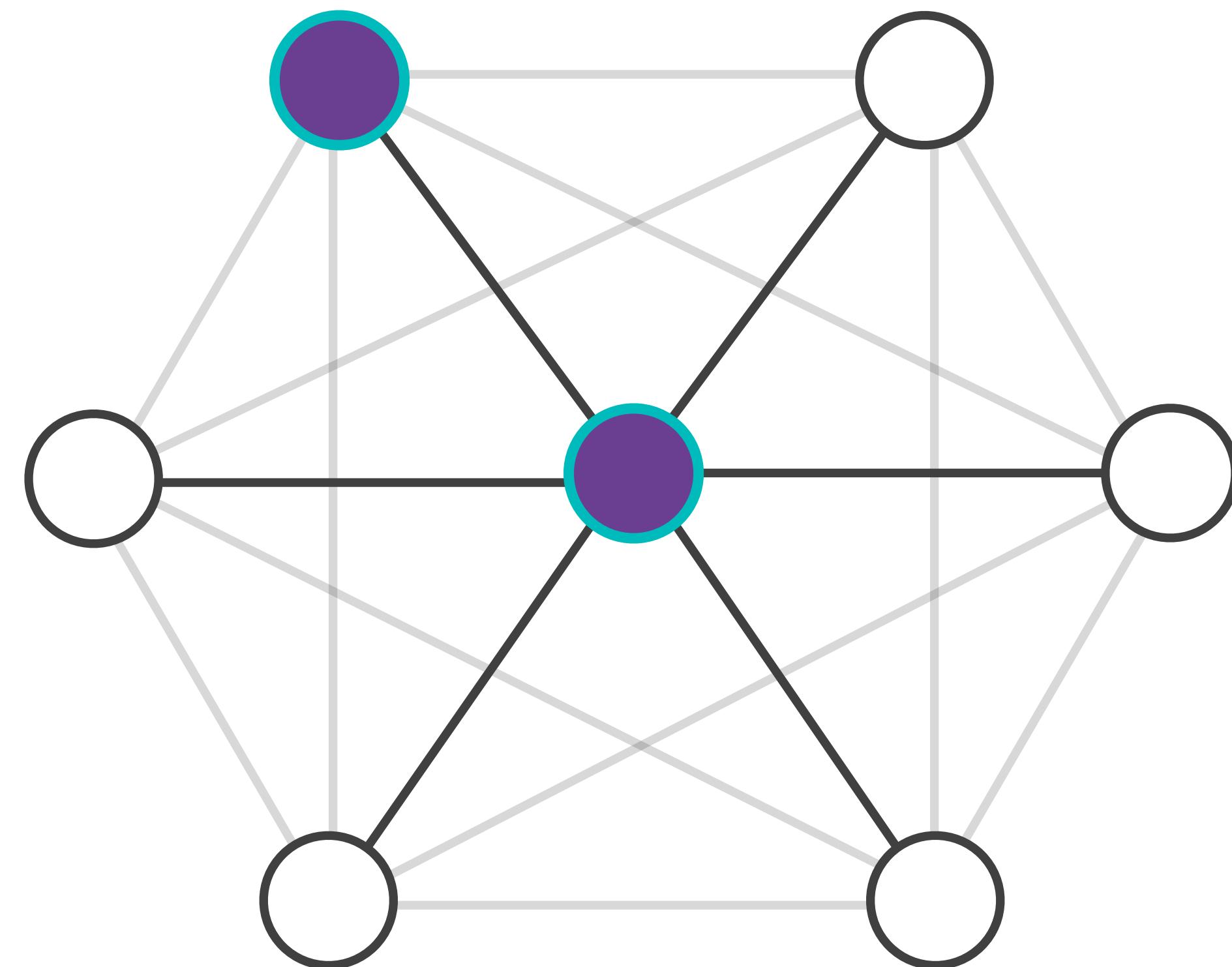
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↓
Reduction in stigma

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Network-level reciprocal disclosure



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Network-Level Reciprocal Disclosures

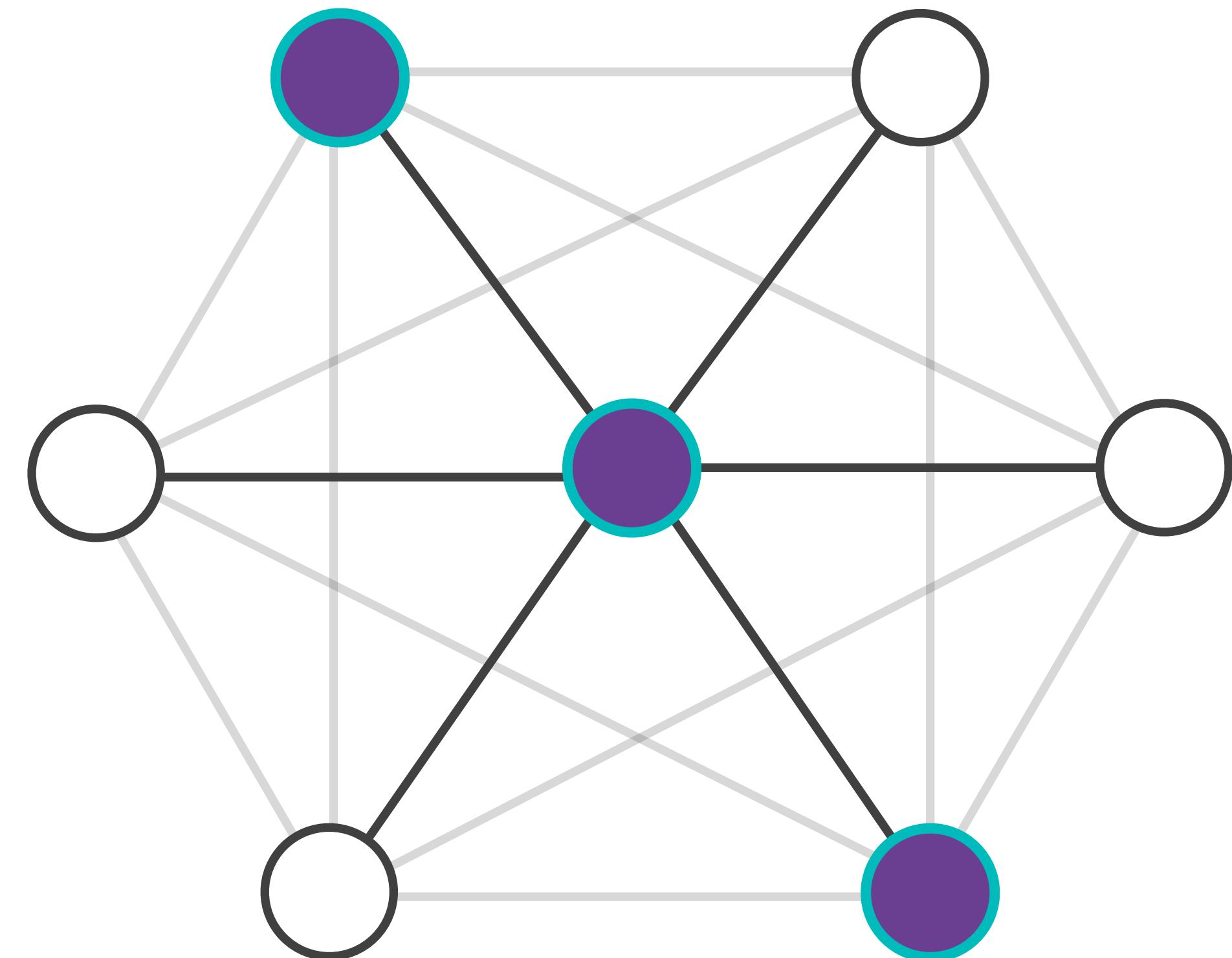
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Network-level reciprocal disclosure

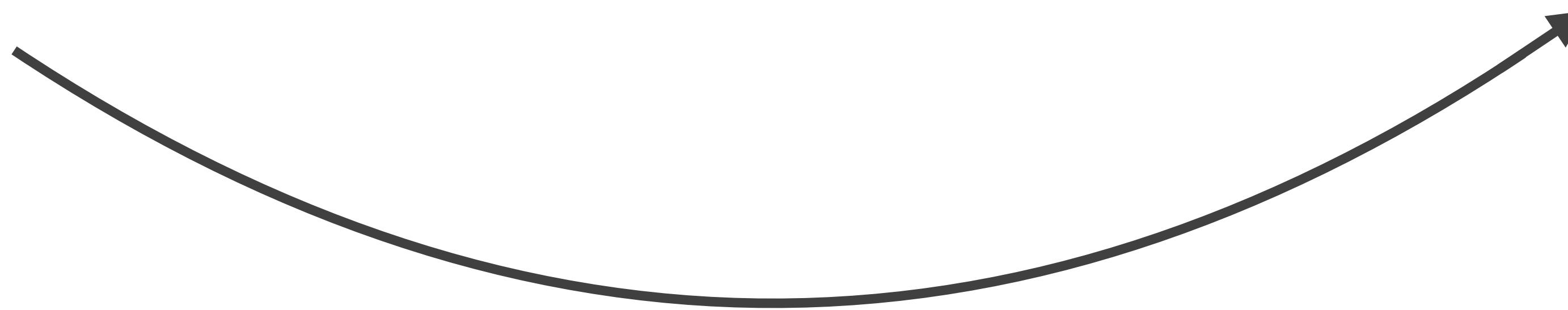


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#MeToo hashtag
campaign

Network-level
reciprocal disclosures

Facilitated...?



#MeToo Data

1,245,196 #MeToo tweets from the 2 weeks following its widespread use in Oct. 2017

Follower-following ego networks of those who tweeted #MeToo (one-step snowball)

244,229 replies to those #MeToo tweets

Mixed Methods Approach

Qualitative content analysis (N = 2,500 tweets)



Automated classification of disclosures (N = 450,000 authored tweets)



Quantitative and network analysis (N = 1.5 million tweets)

Content Analysis of #MeToo Tweets

We subsampled 2,500 #MeToo tweets from the first 2 weeks for an inductive qualitative content analysis

Content Analysis of #MeToo Tweets

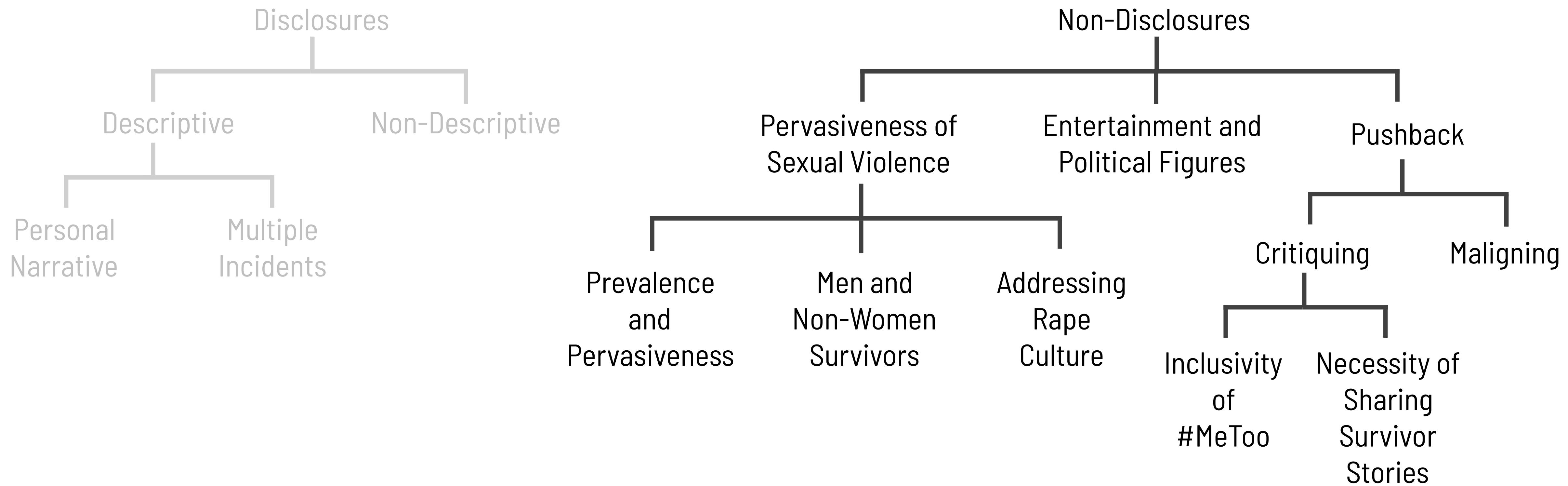
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Disclosures

Non-Disclosures

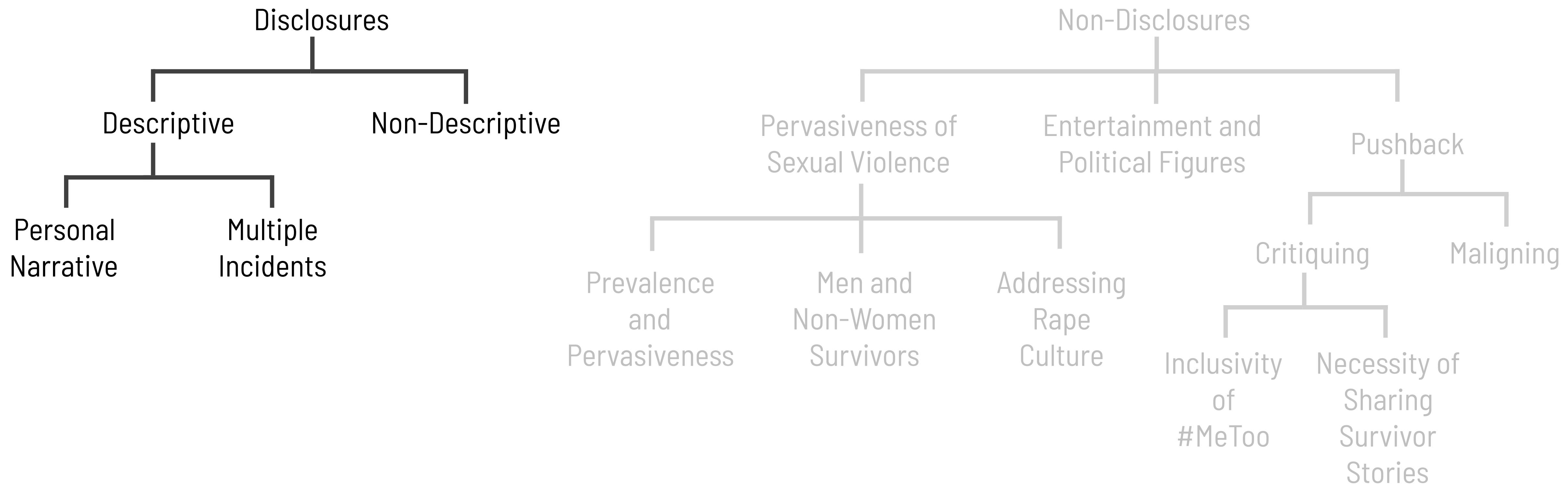
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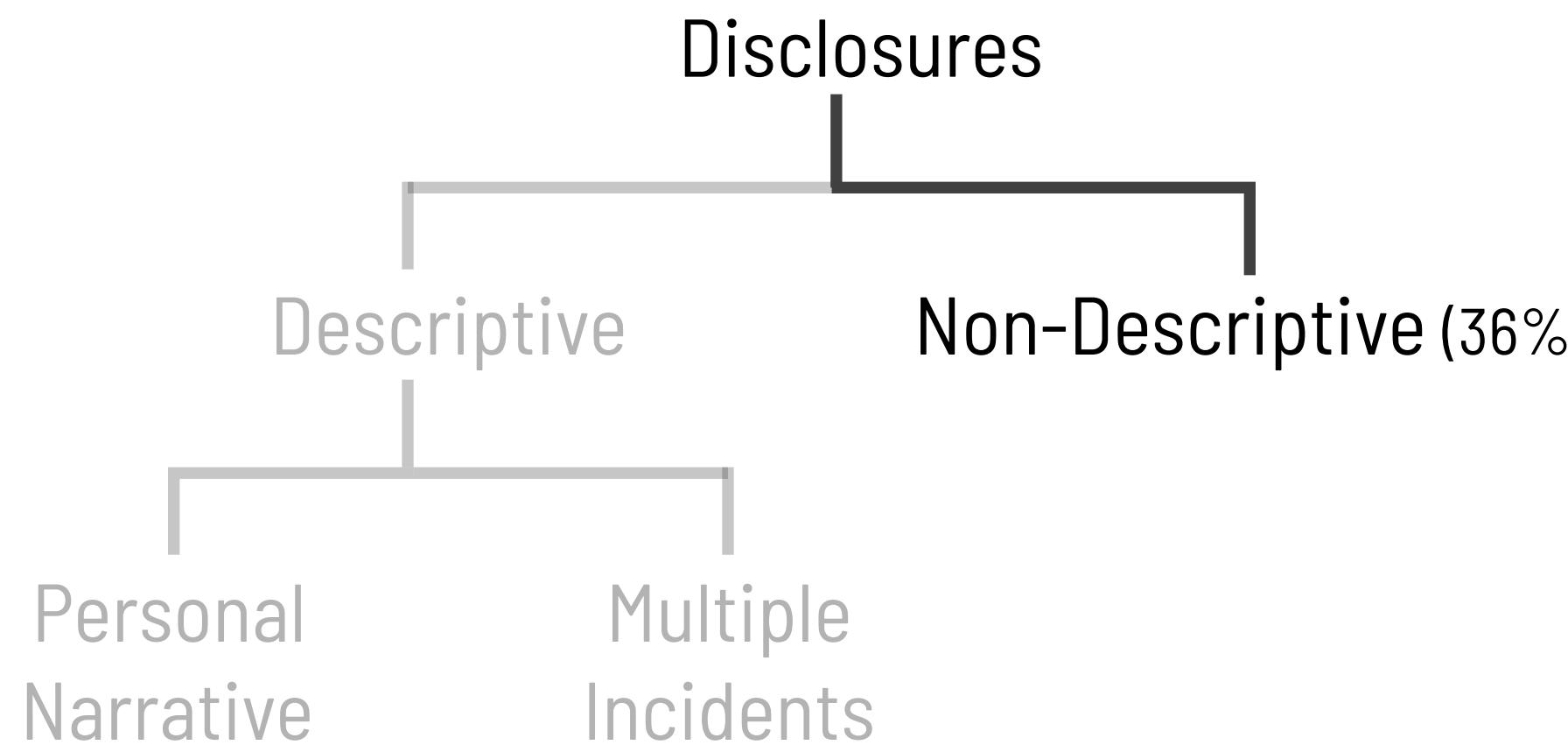
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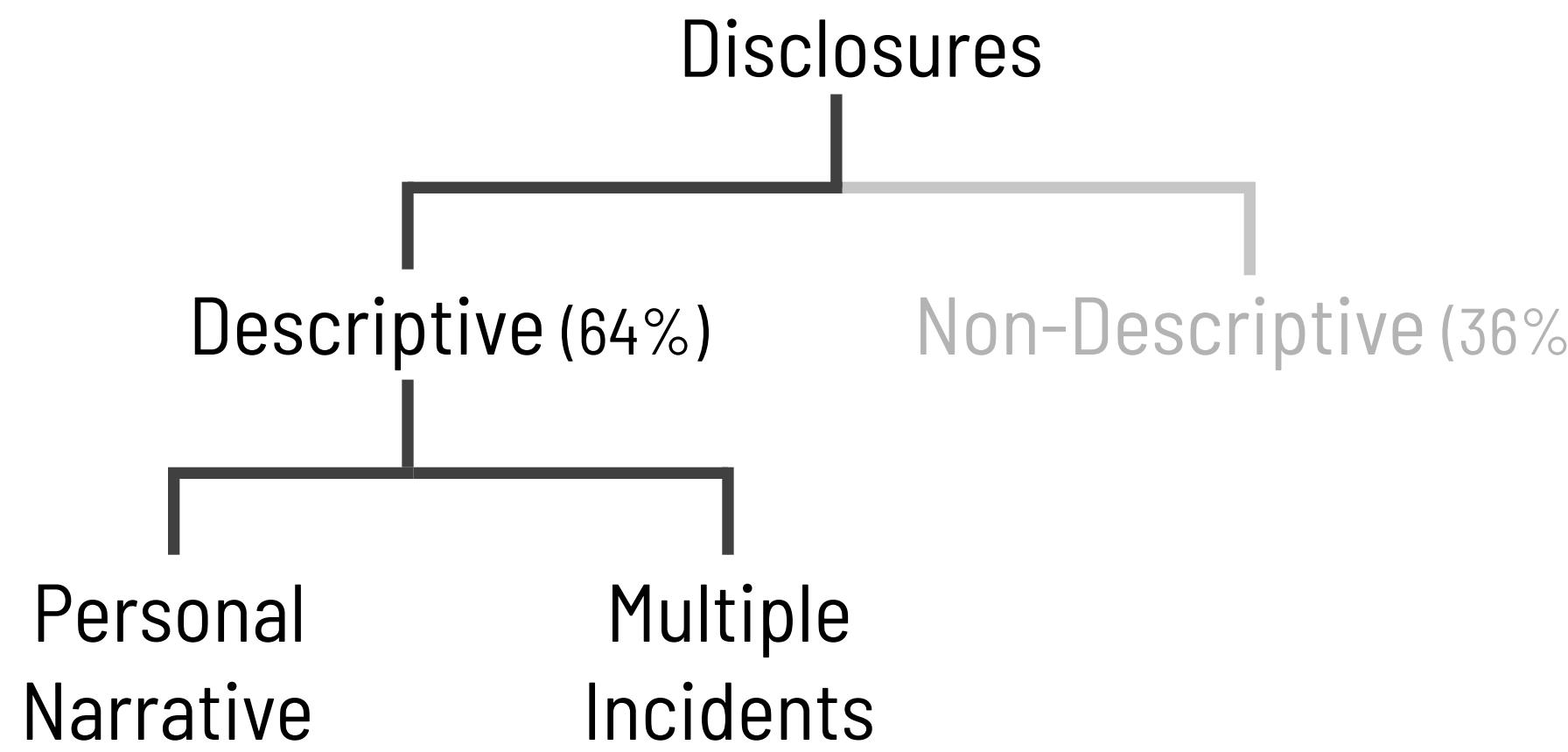
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Note: tweets have been anonymized and text altered to preserve privacy

Content Analysis of #MeToo Tweets

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The screenshot shows three tweets from the #MeToo search:

- User 1:** I don't want to talk about it, but something happened to me, and it was awful.
- User 2:** #metoo 🙌 - in 2011 on the bus some drunk creep sat next to me and put his hand on my leg.
- User 3:** #MeToo 🙌 . Says it all. But, yeah. Friends and family, too, which is the worst part. Because I felt comfortable and safe around them.

Follow buttons are visible next to each user's name.

Note: tweets have been anonymized and text altered to preserve privacy

Automated Classification of #MeToo Disclosures

We developed an algorithmic classifier to identify disclosures among 450,000 authored tweets (i.e., not retweets)

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Structural

Non-descriptive #MeToo
In reply to Alyssa Milano
Number of commas
Number of colons

leave me alone
masturbate, masturbated
stared, staring
stalk, stalked, stalking
followed
grab, grabbing, grabbed
touch, touched,
groped, groping
said no

Content

Number of photos
Number of hashtags
number of disclosure hashtags
Number of external links

yelled, yelling
shouted, shouting
called, calling
afraid
fear
scary, scared
screamed
fault
guilt, guilty
shame
embarrassed
ashamed
dehumanizing

Lexical

Personal pronouns
"Male" pronouns
Collective pronouns
Second-person pronouns
assaulting, assaulted
pain, painful
hell
harass, harassed, harassing
catcalled, battling

bring myself
colleague
workplace
job, jobs
coworker, coworkers
boss
drink, drinking, drunk
drug, drugs, drugged
car
truck
skirt
jeans
pants
shirt, shirts
shorts,
bra
powerless
helpless
trusted
men
women
boy, boyfriend, bf

dad
uncle
girls, boys, children
mom, moms
mother, mothers
sister, sisters
daughter, daughters
non-binary, nb, genderqueer
trans
experience, experiences
happened
can't remember
can count
can remember
not ready
did not report, didn't report
have not told, haven't told
had not told
came forward
spoke up
freshman, freshmen
sophomore

junior
senior
college, university
campus
dorm
trigger warning, tw:
content warning, cw:
gender
problem
world
society
culture
community
ally, allies
consent, consensual
triggered
snowflake
liberal
accusation
accusing, accused
accuser
false, fake

disbelieve, disbelief
powerful
strong, strength
brave
courage, courageous
love
believe you
i'm sorry, sharing
thank you
stand with
clinton, hillary
congress
trump
@realdonaldtrump
weinstein
hollywood

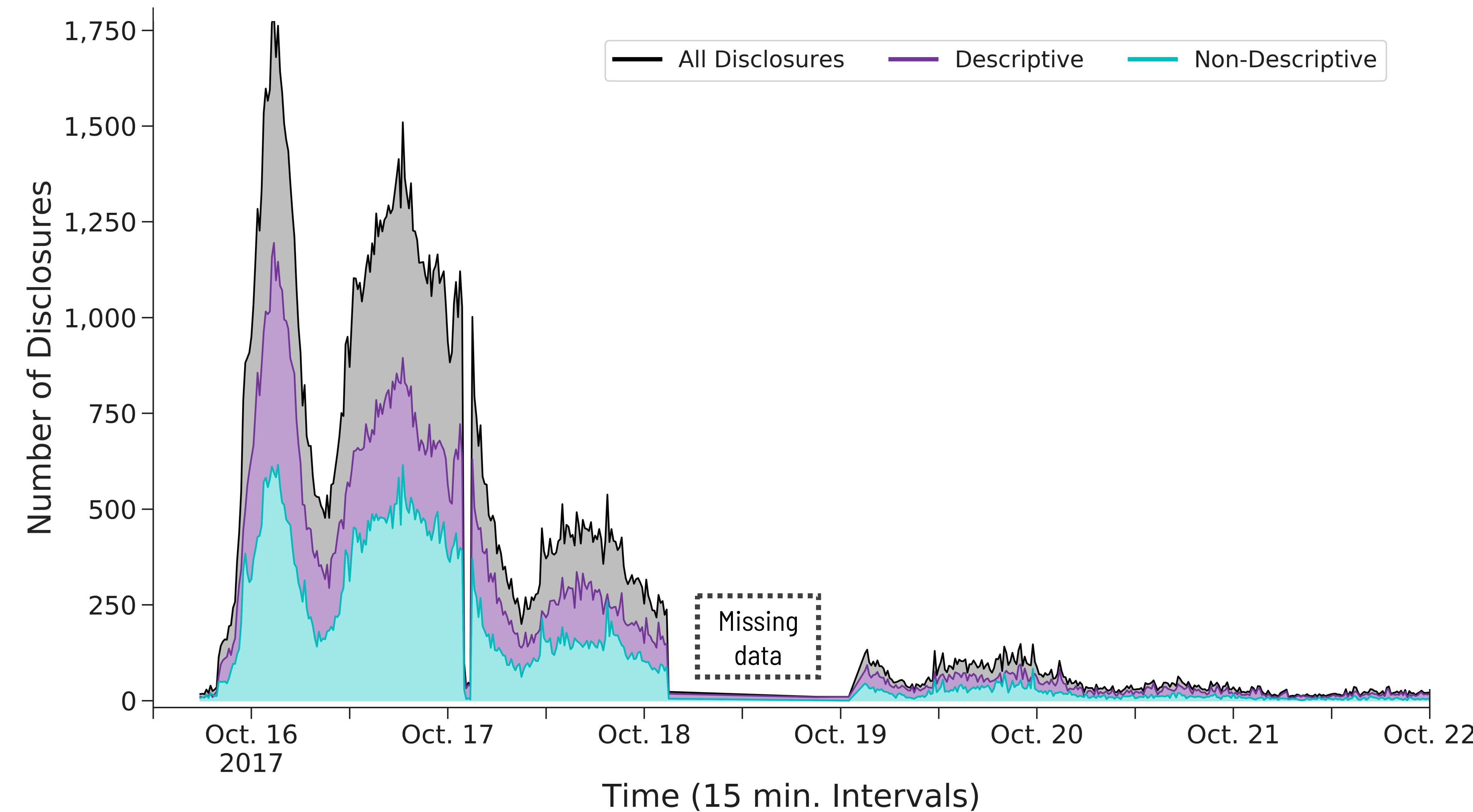
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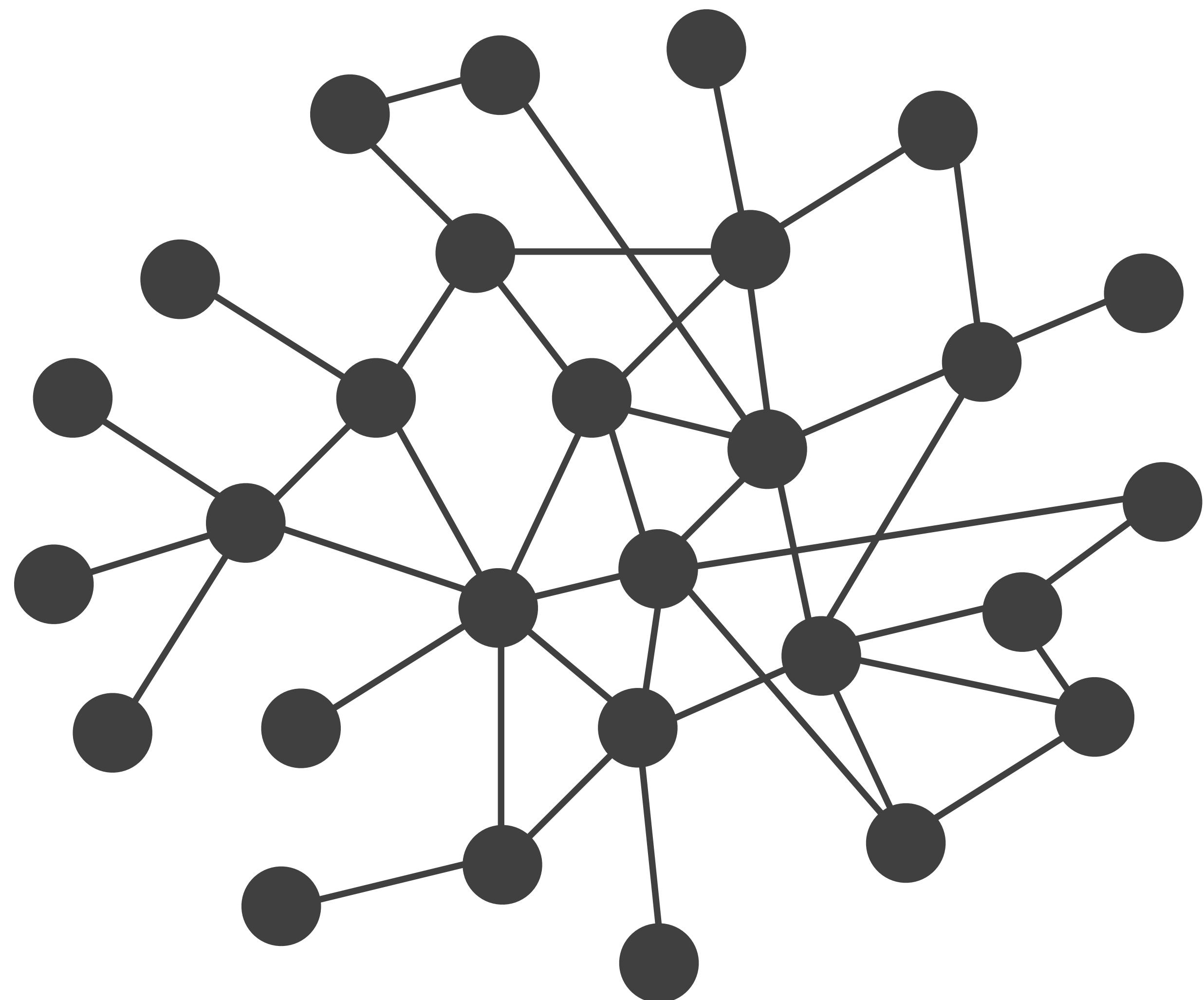
Structural	leave me alone	bring myself	dad	junior	disbelieve, disbelief
Non-descriptive #MeToo	masturbate, masturbated	colleague	uncle	senior	powerful
In reply to Alyssa Milano	stared, staring	workplace	girls, boys, children	college, university	strong, strength
Number of commas	stalk, stalked, stalking	job, jobs	mom, moms	campus	brave
Number of colons	followed	coworker, coworkers	mother, mothers	dorm	courage, courageous
Content	grab, grabbing, grabbed	boss	sister, sisters	trigger warning, tw:	love
Number of photos	touch, touched,	drink, drinking, drunk	daughter, daughters	content warning, cw:	believe you
Number of hashtags	grope, groped groping	drug, drugs, drugged	non-binary, nb, genderqueer	gender	i'm sorry, sharing
number of disclosure hashtags	said no	car	trans	problem	thank you
Number of external links	yelled, yelling	truck	experience, experiences	world	stand with
Lexical	shouted, shouting	skirt	happened	society	clinton, hillary
Personal pronouns	called, calling	jeans	can't remember	culture	congress
"Male" pronouns	afraid	pants	can count	community	trump
Collective pronouns	fear	shirt, shirts	can remember	ally, allies	@realdonaldtrump
Second-person pronouns	scary, scared	shorts,	not ready	consent, consensual	weinstein
assaulting, assaulted	screamed	bra	did not report, didn't report	triggered	hollywood
pain, painful	fault	powerless	have not told, haven't told	snowflake	
hell	guilt, guilty	helpless	had not told	liberal	
harass, harassed, harassing	shame	trusted	came forward	accusation	
catcalled, battling	embarrassed	men	spoke up	accusing, accused	
	ashamed	women	freshman, freshmen	accuser	
	dehumanizing	boy, boyfriend, bf	sophomore	false, fake	

F1 = 0.84 (precision = 0.87, recall = 0.84), AUC = 0.94 over 5-fold cross validation (logistic regression)

Timeline of #MeToo Disclosures

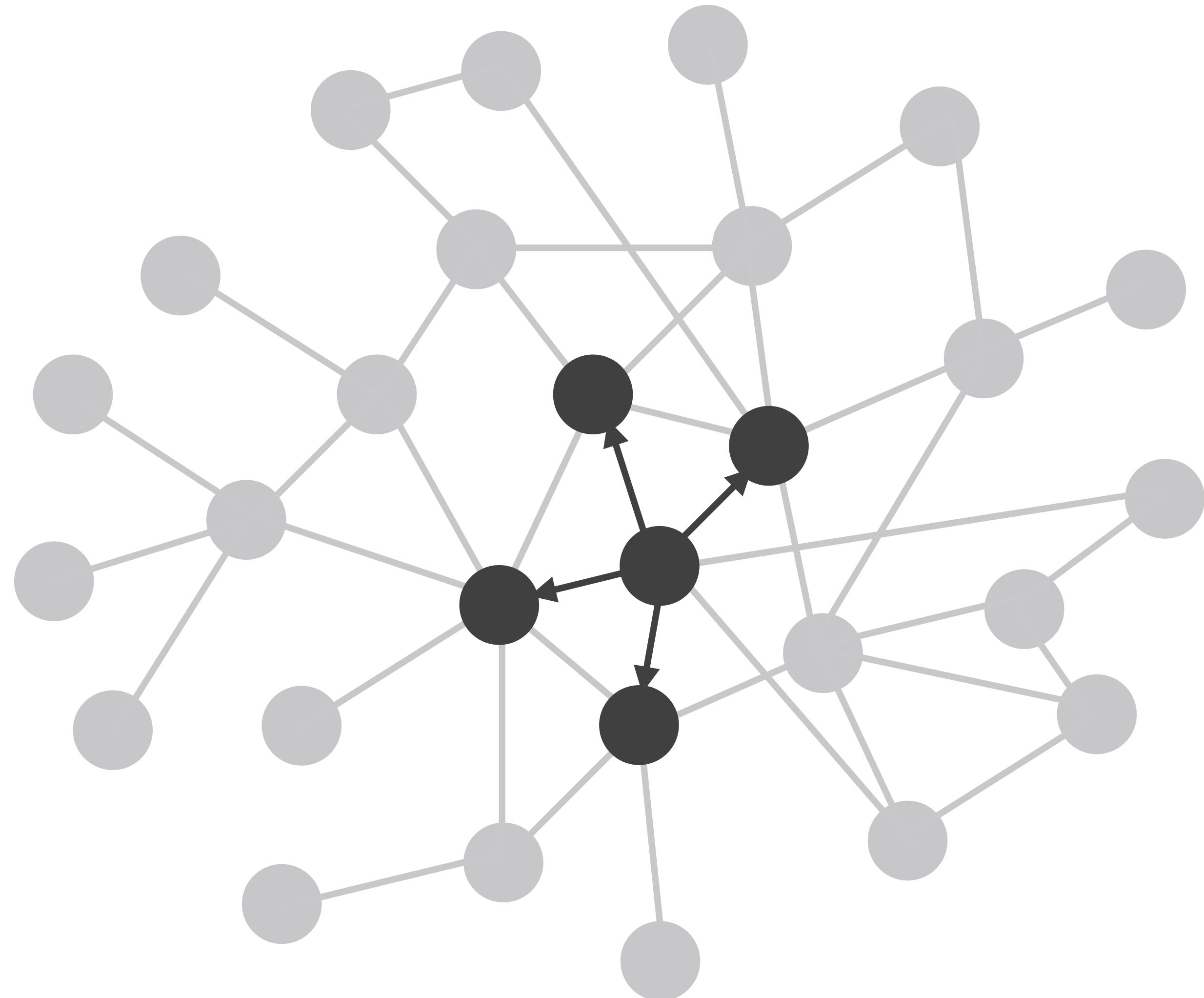


Exposures to #MeToo Disclosures



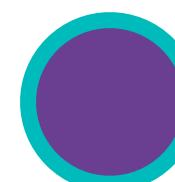
12.1

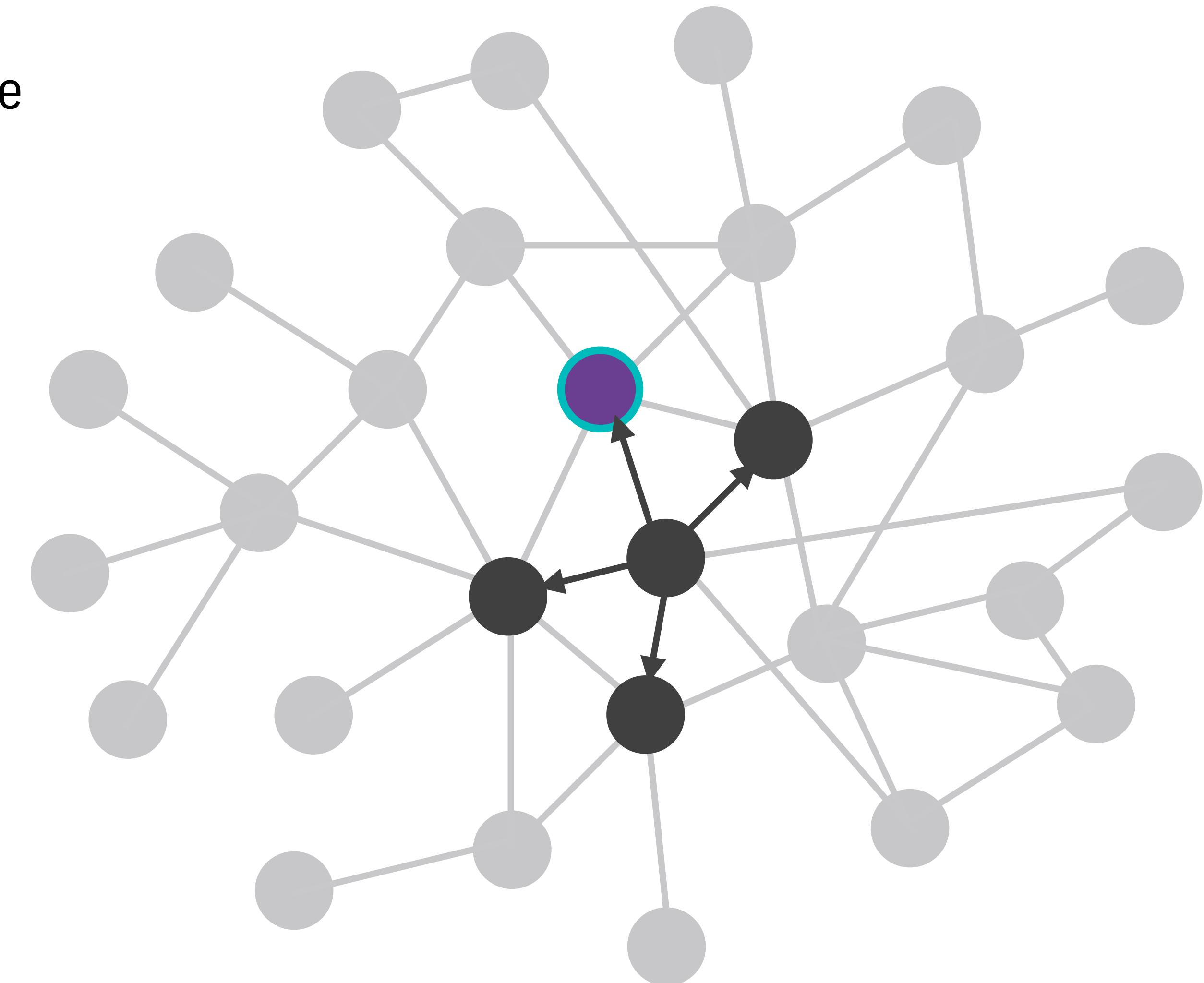
Exposures to #MeToo Disclosures



12.2

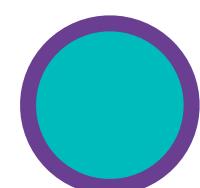
Exposures to #MeToo Disclosures

 Descriptive disclosure



12.3

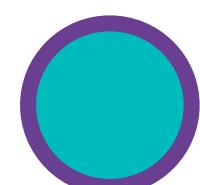
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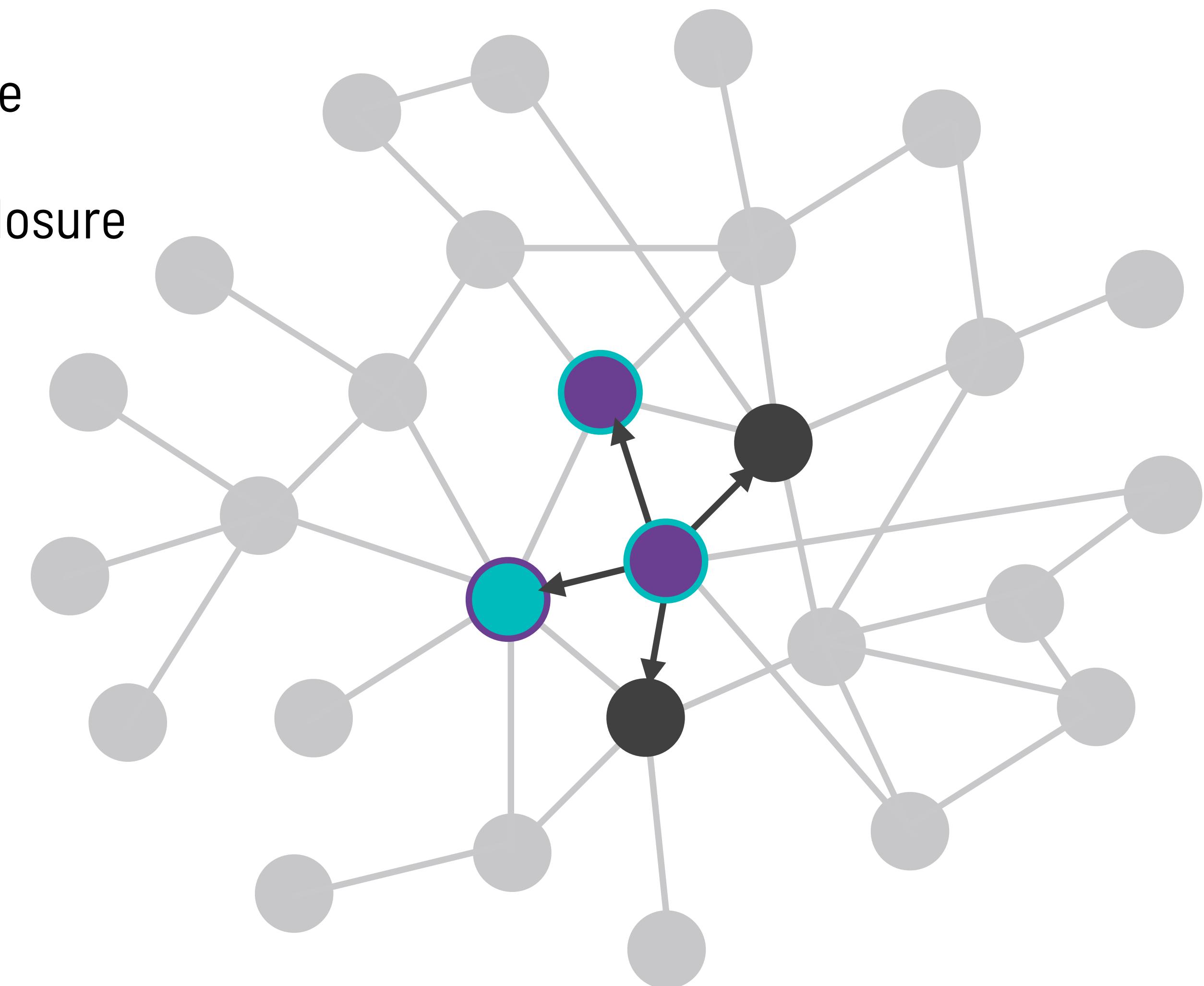
-  Descriptive disclosure
-  Non-descriptive disclosure



12.4

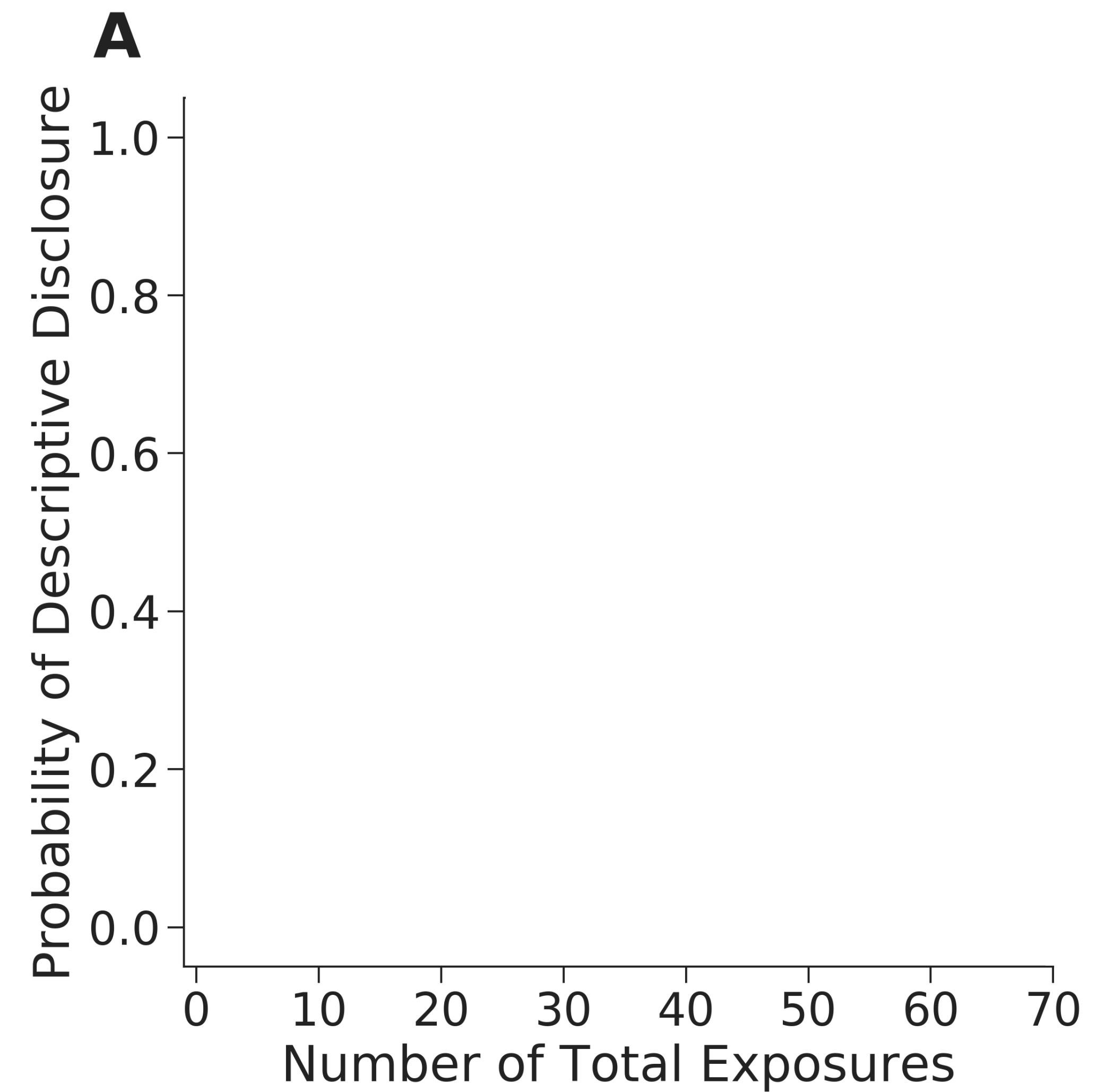
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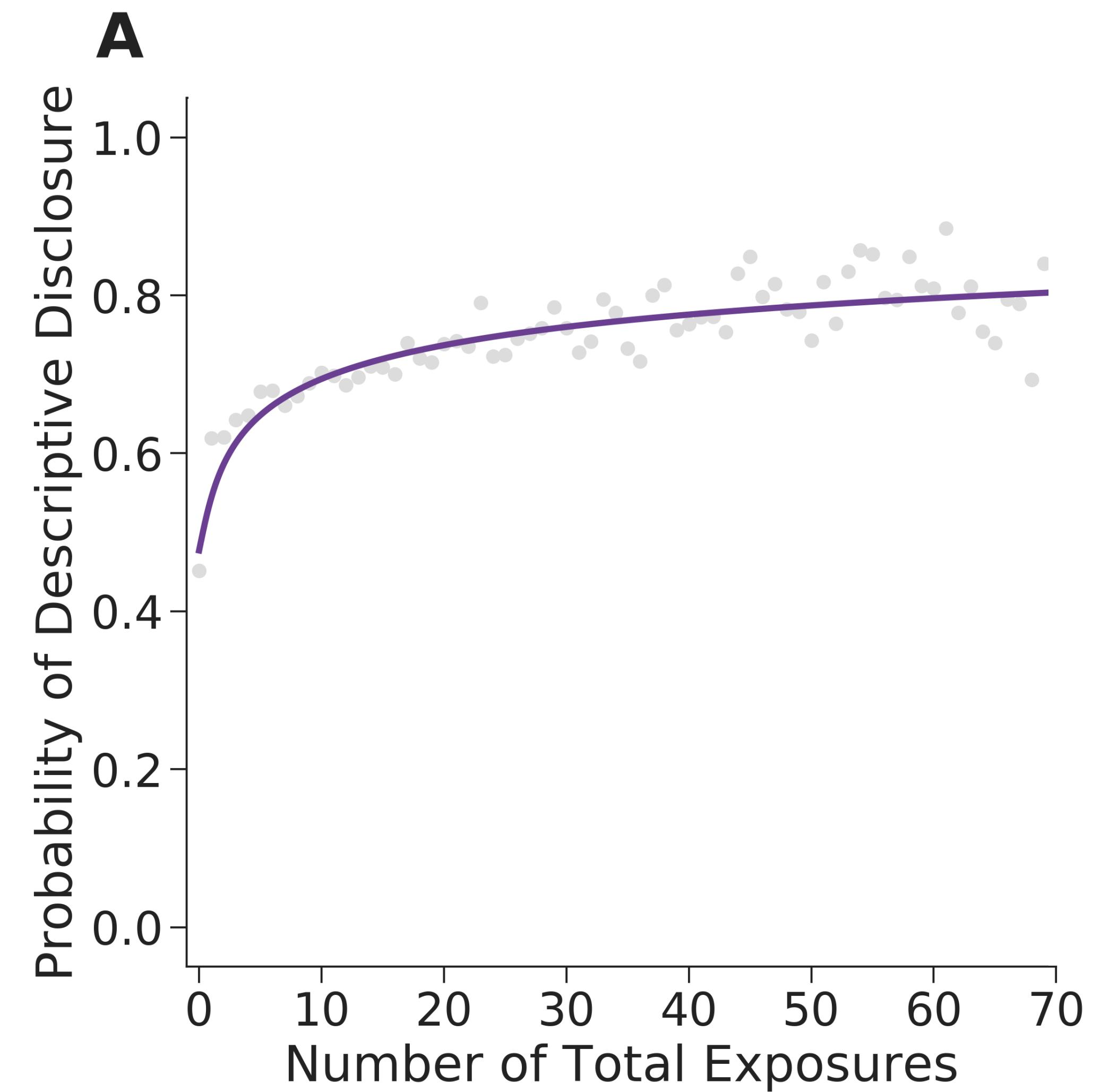


12.5

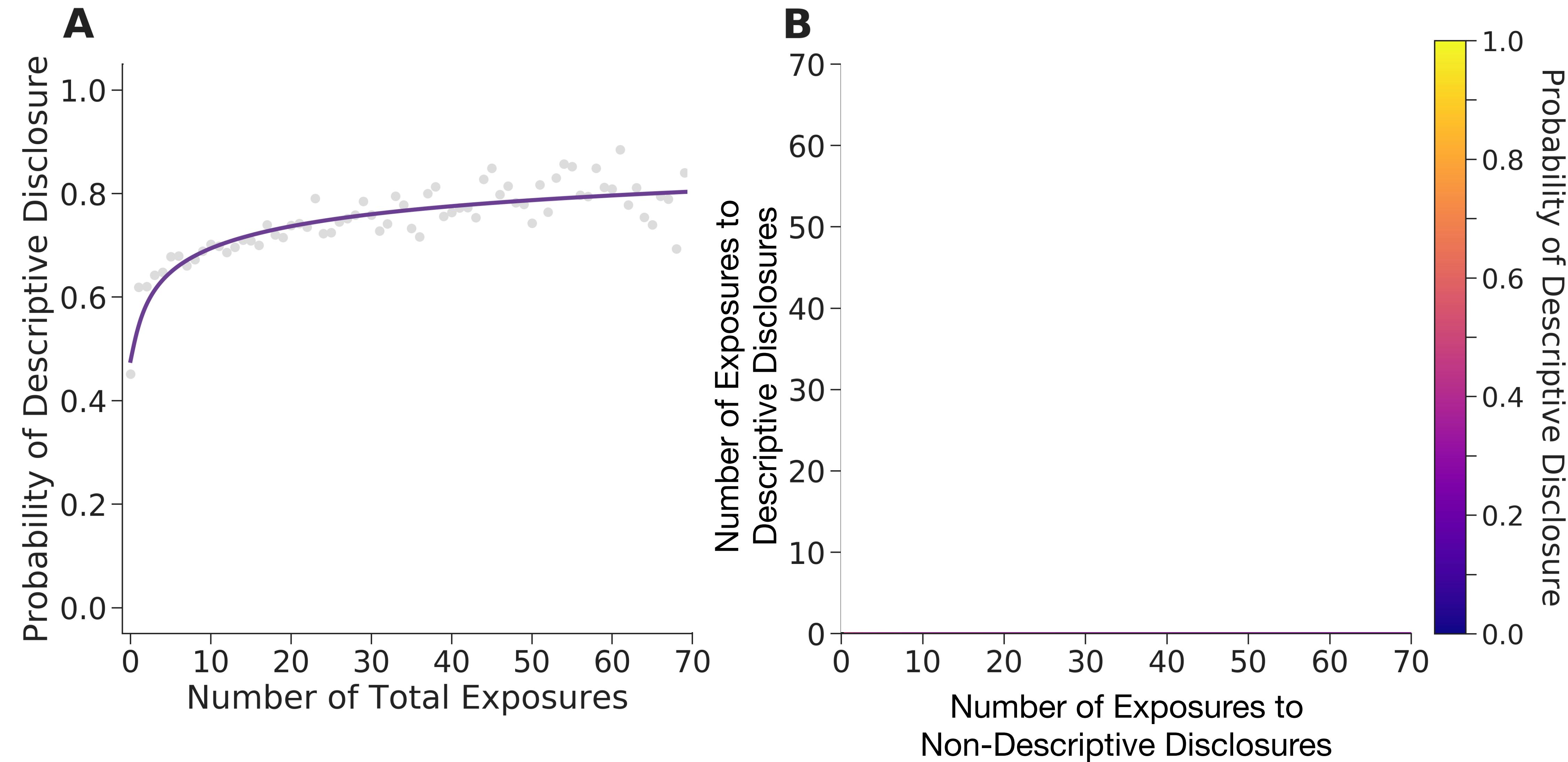
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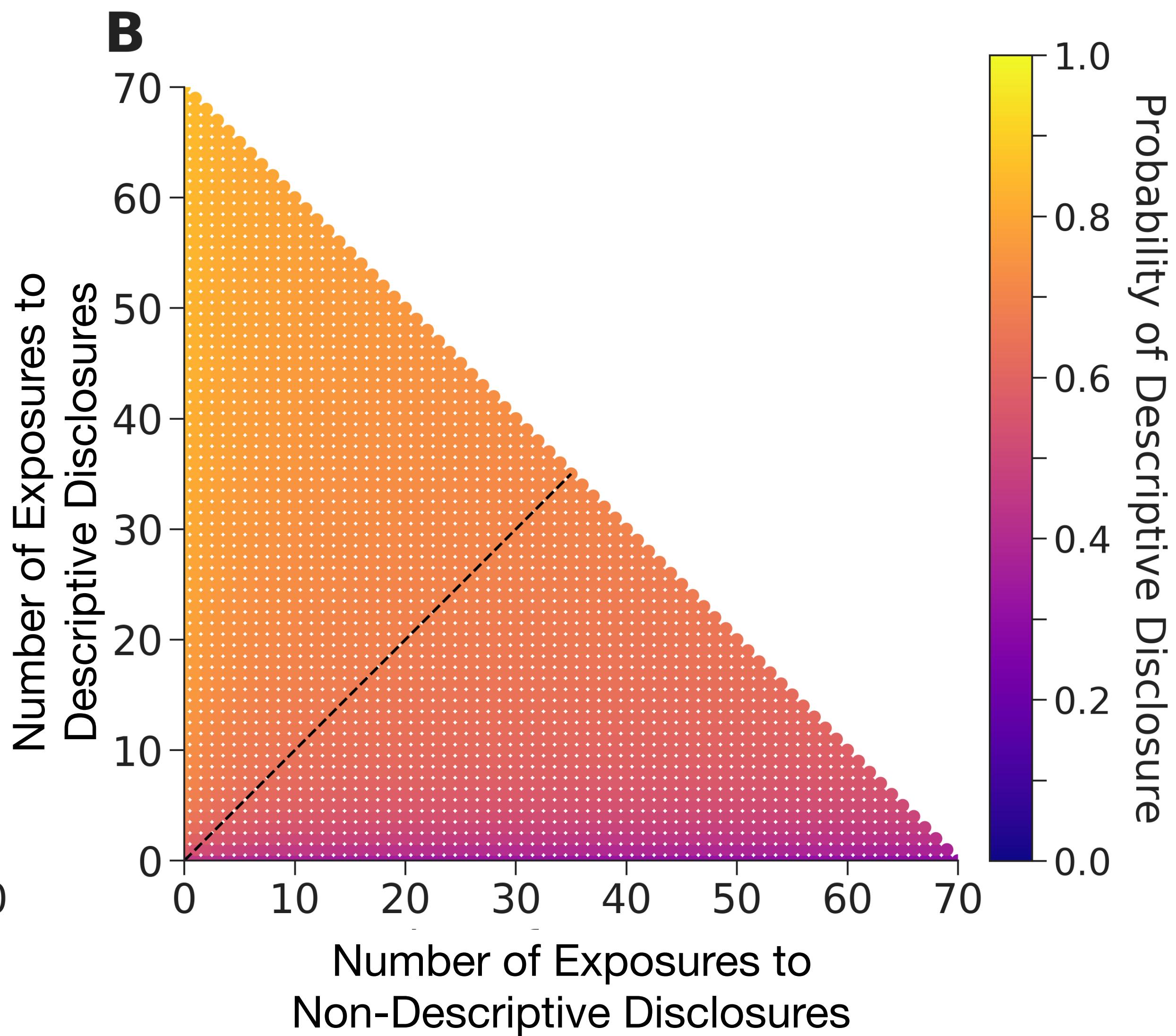
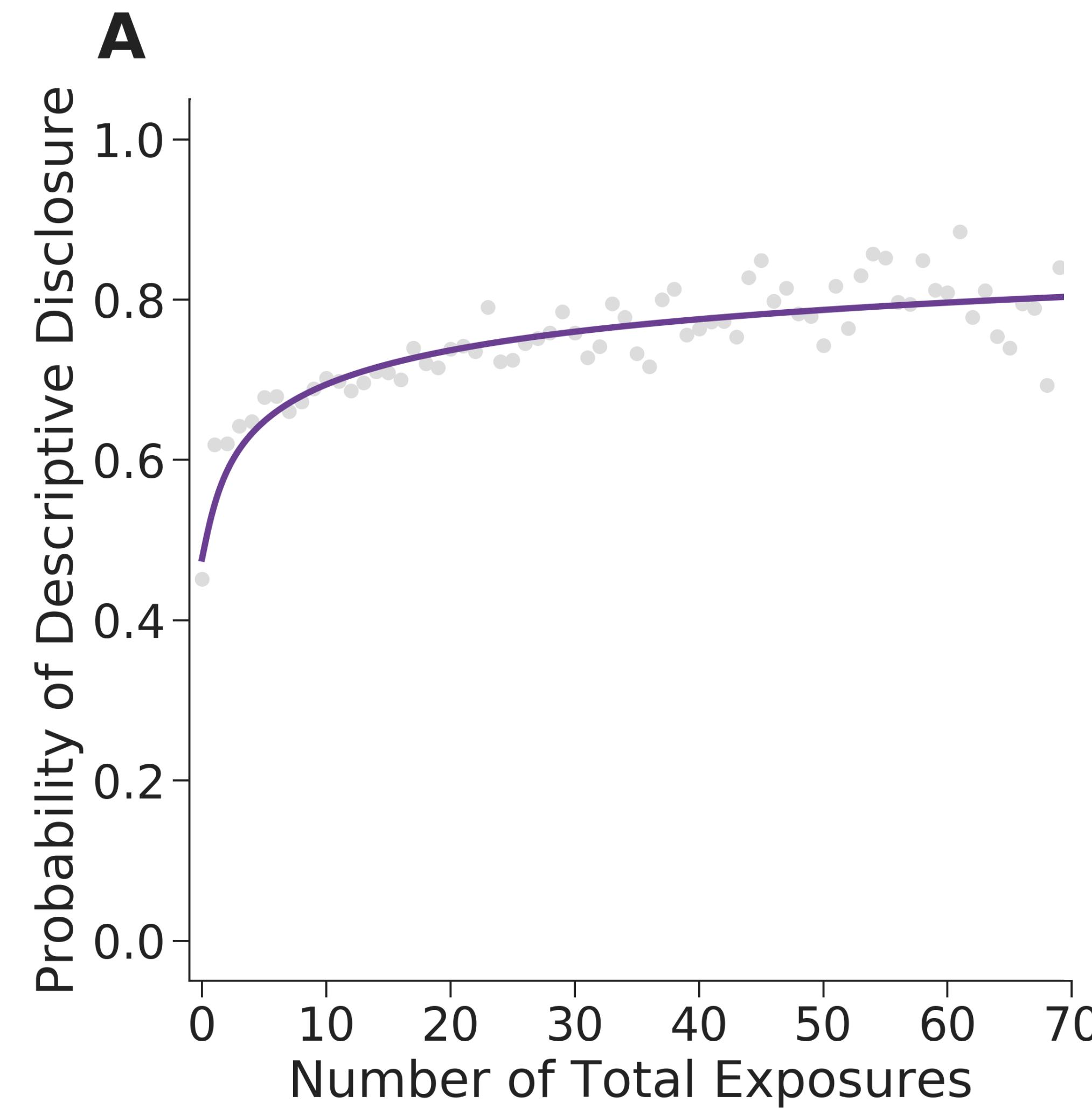
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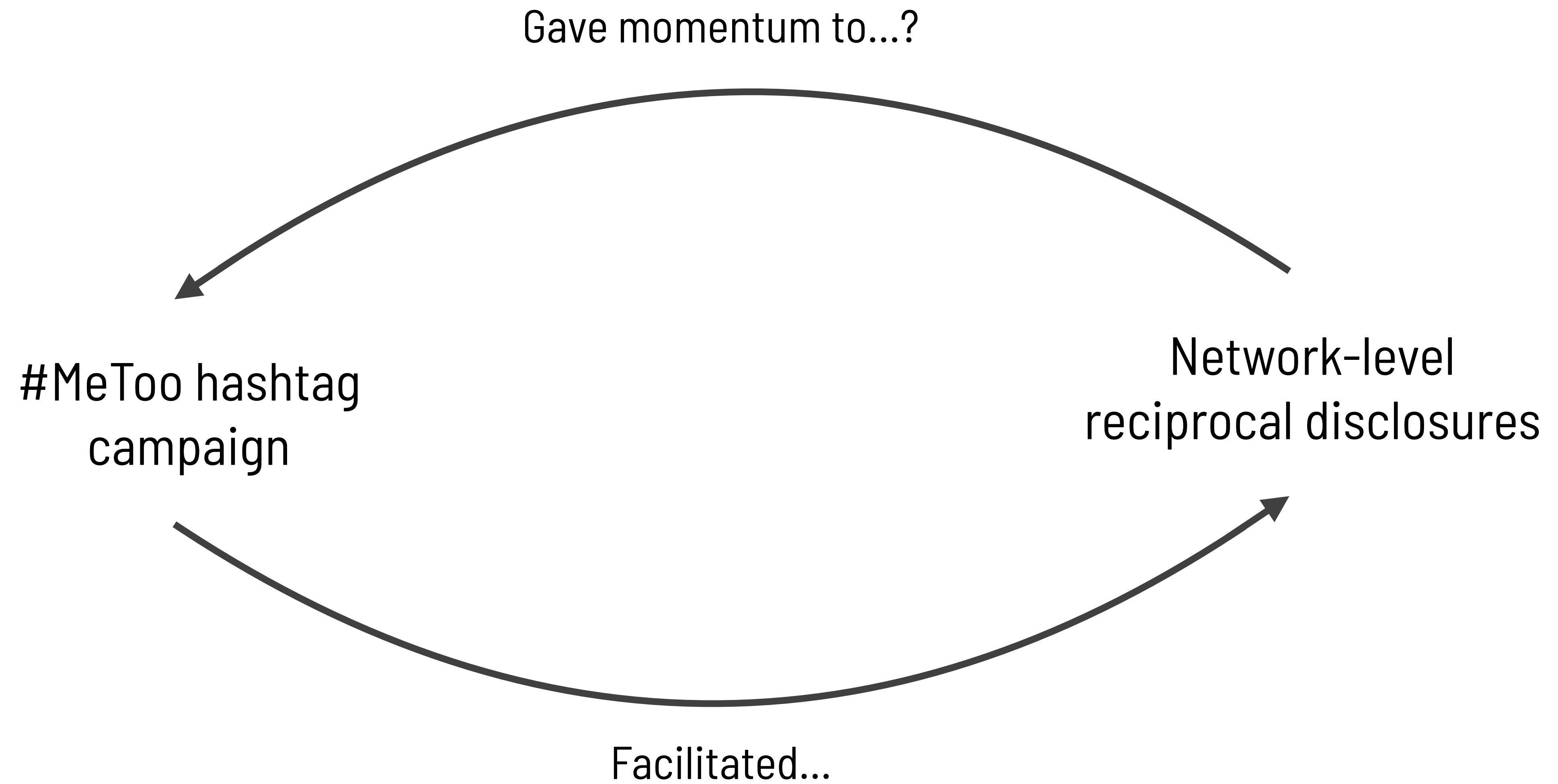
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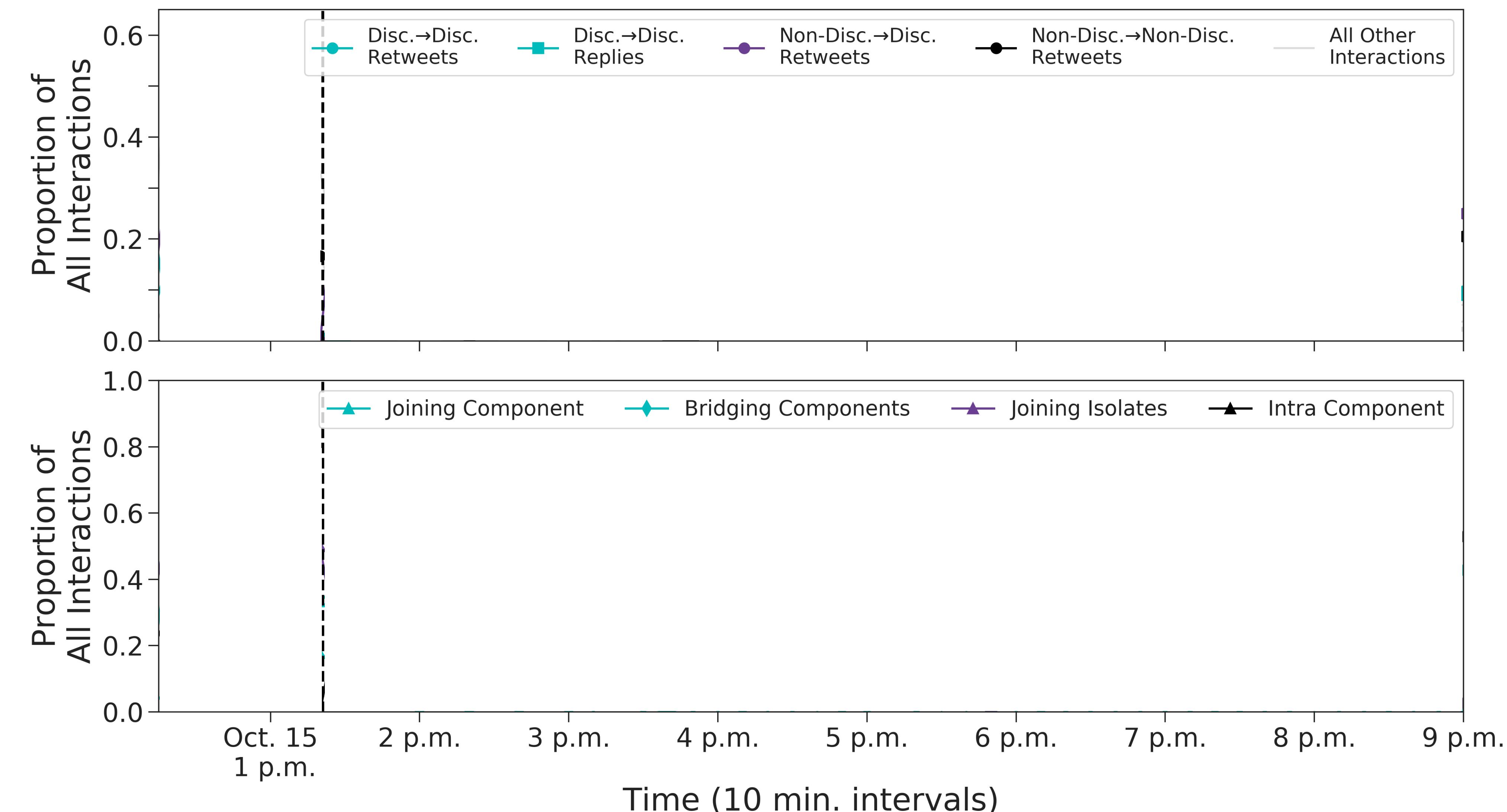
#MeToo hashtag
campaign

Network-level
reciprocal disclosures

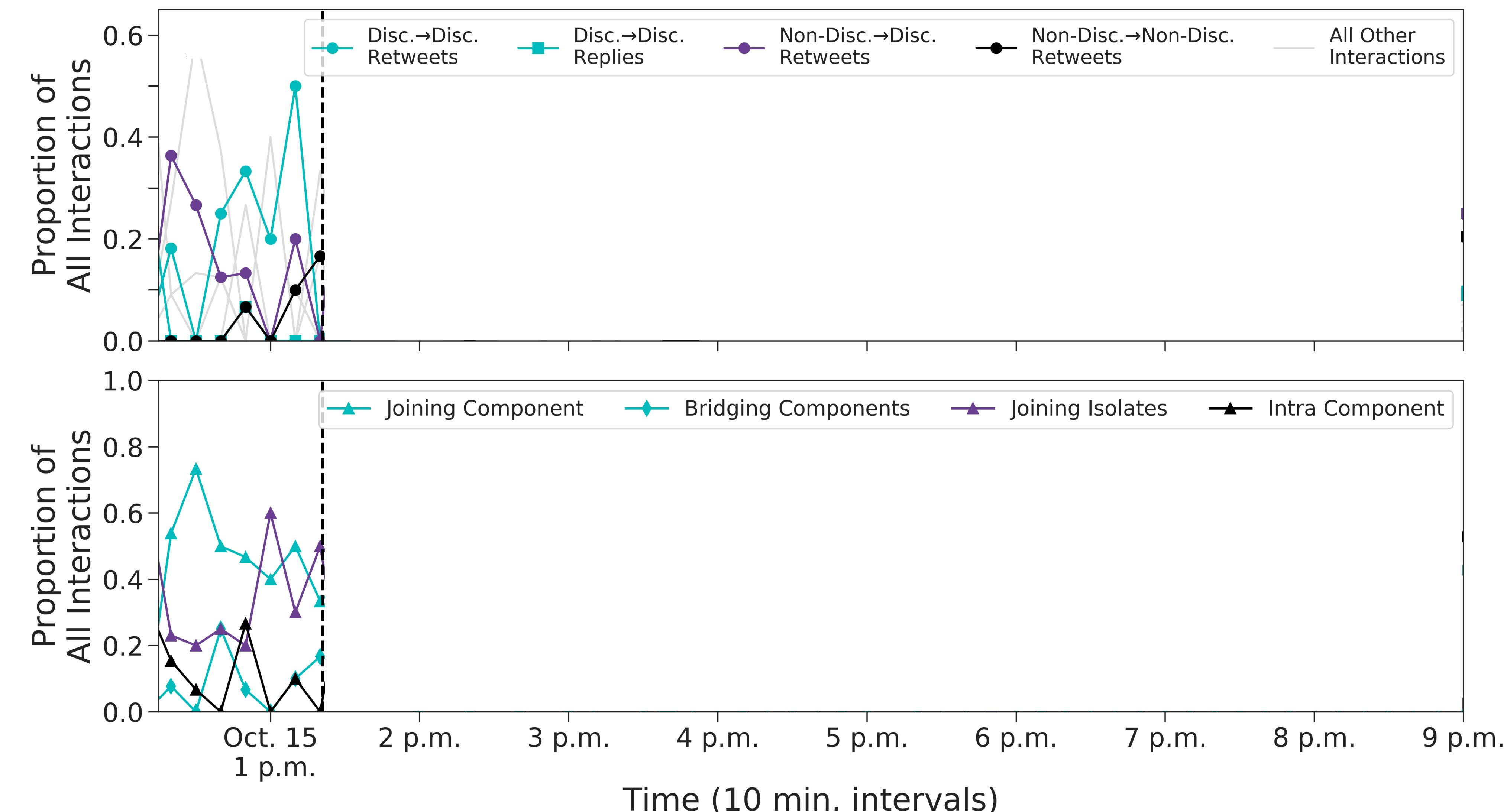
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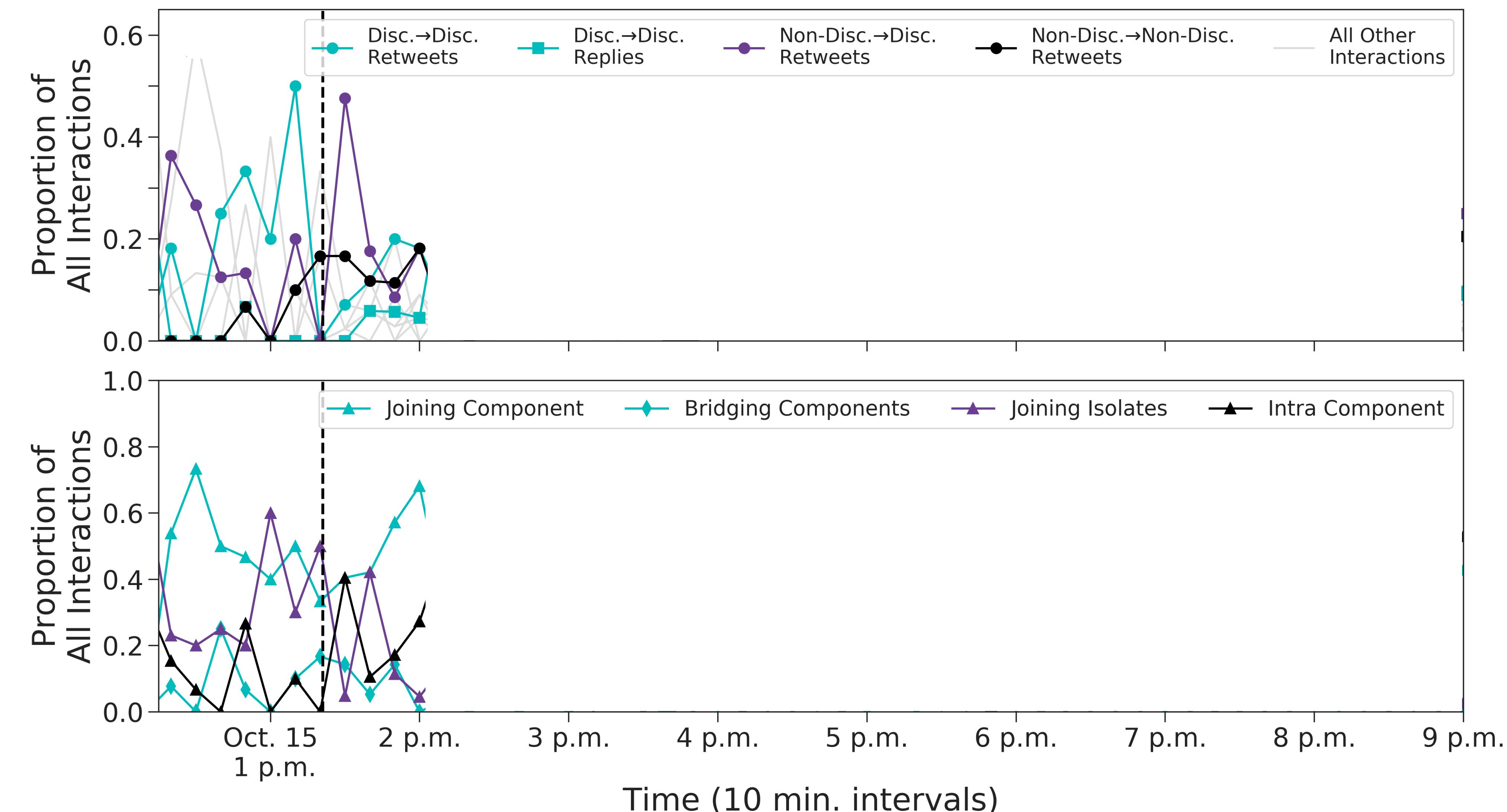
Emergence of the #MeToo Network



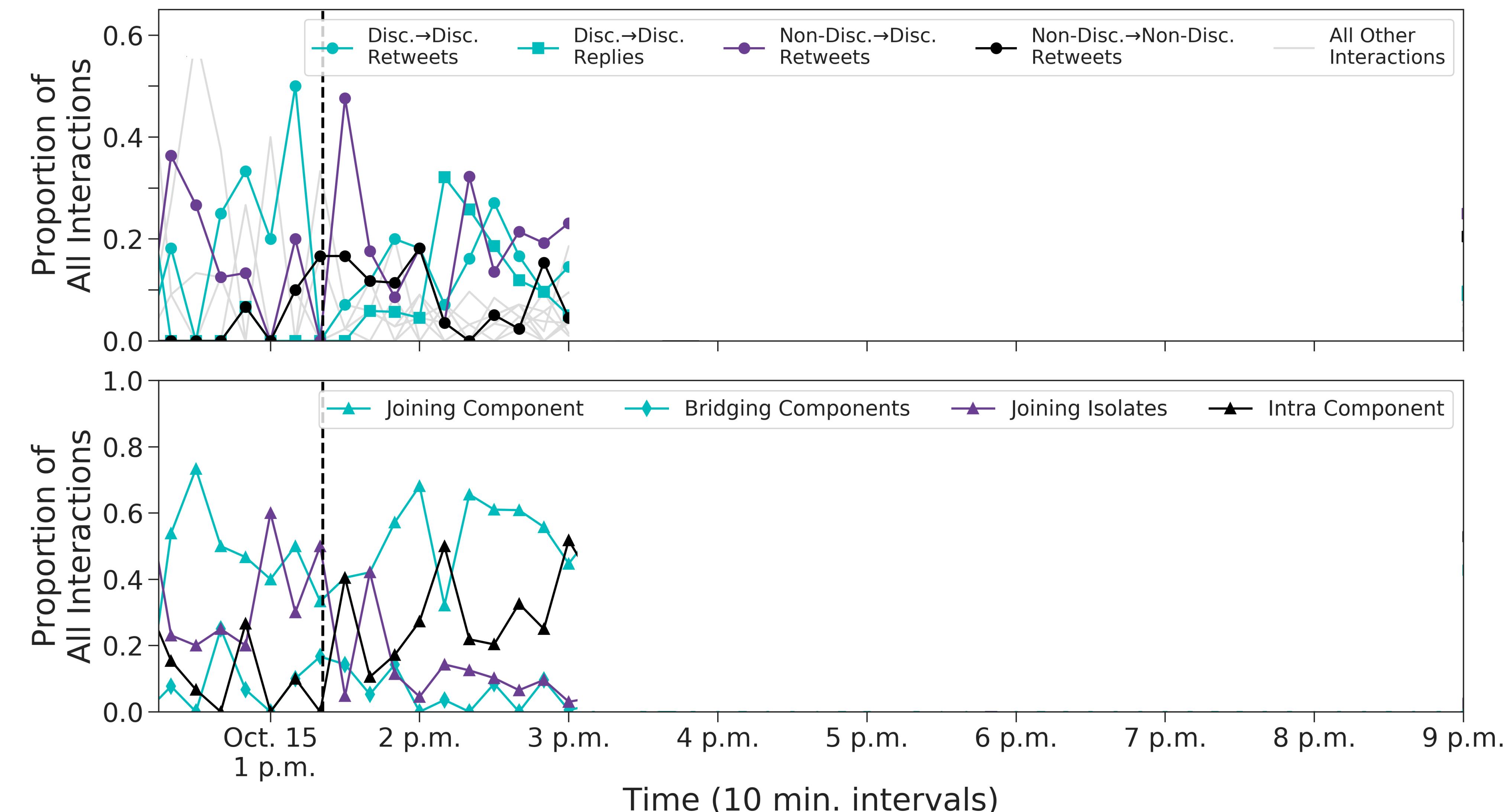
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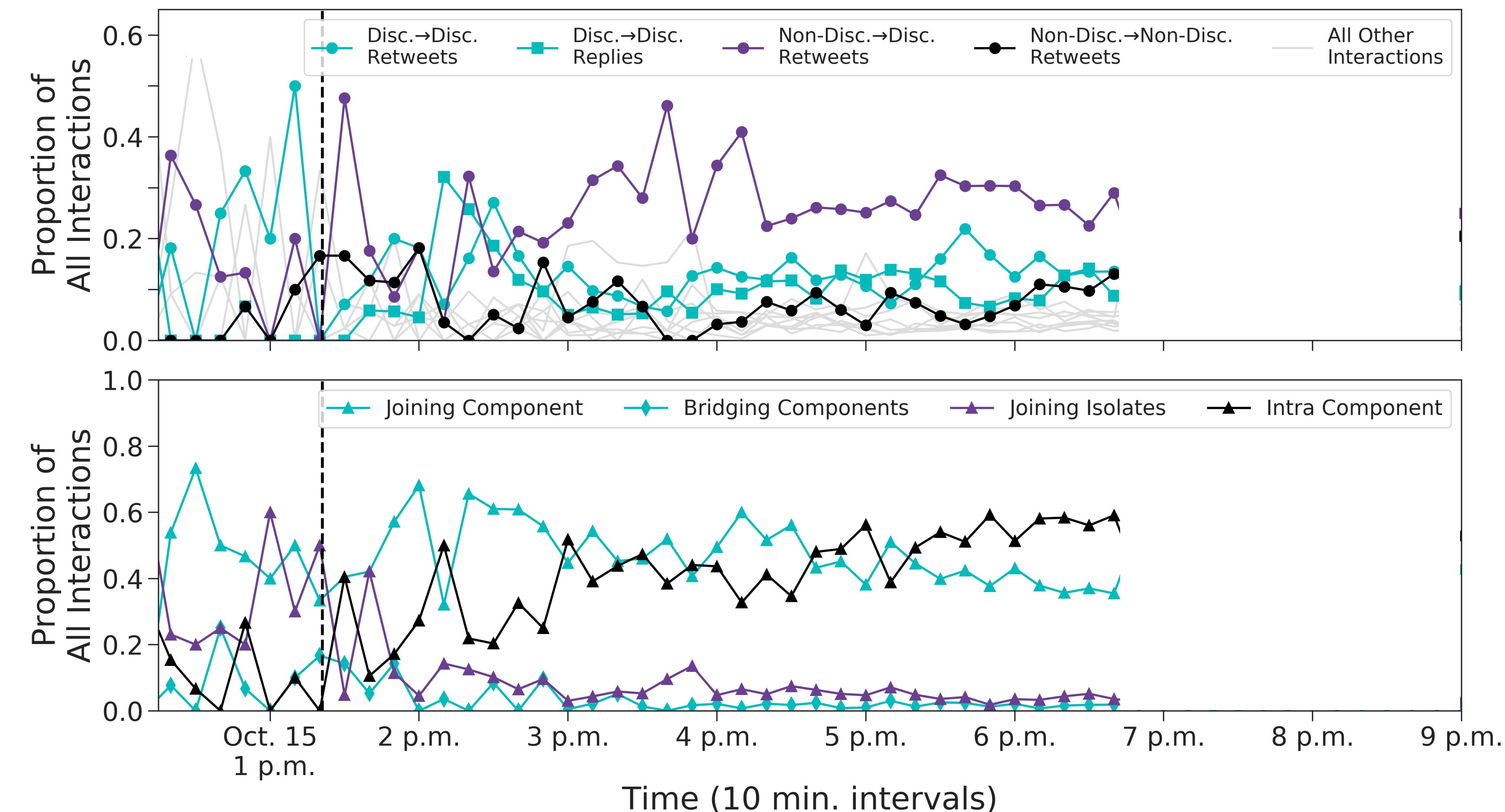
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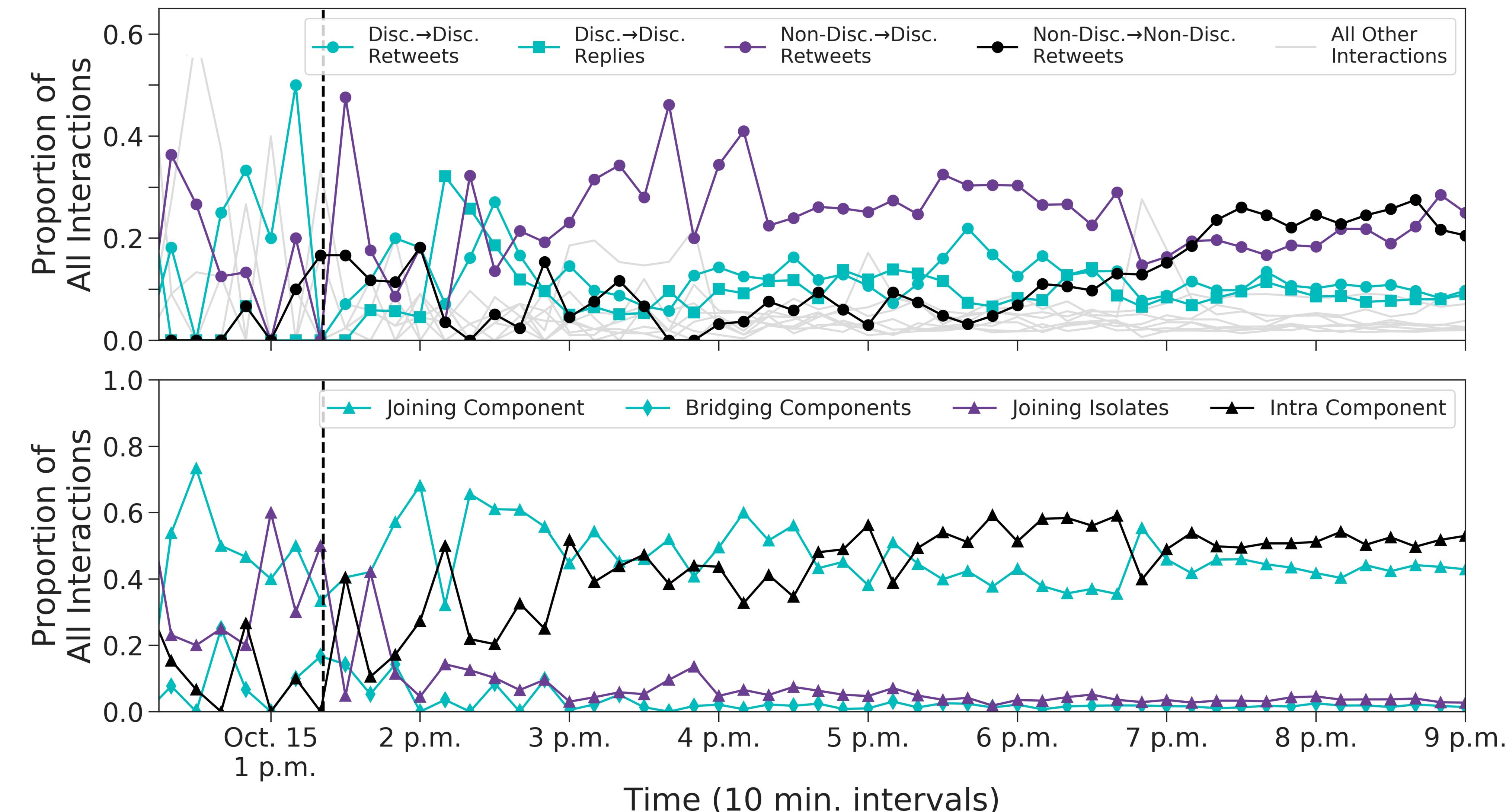
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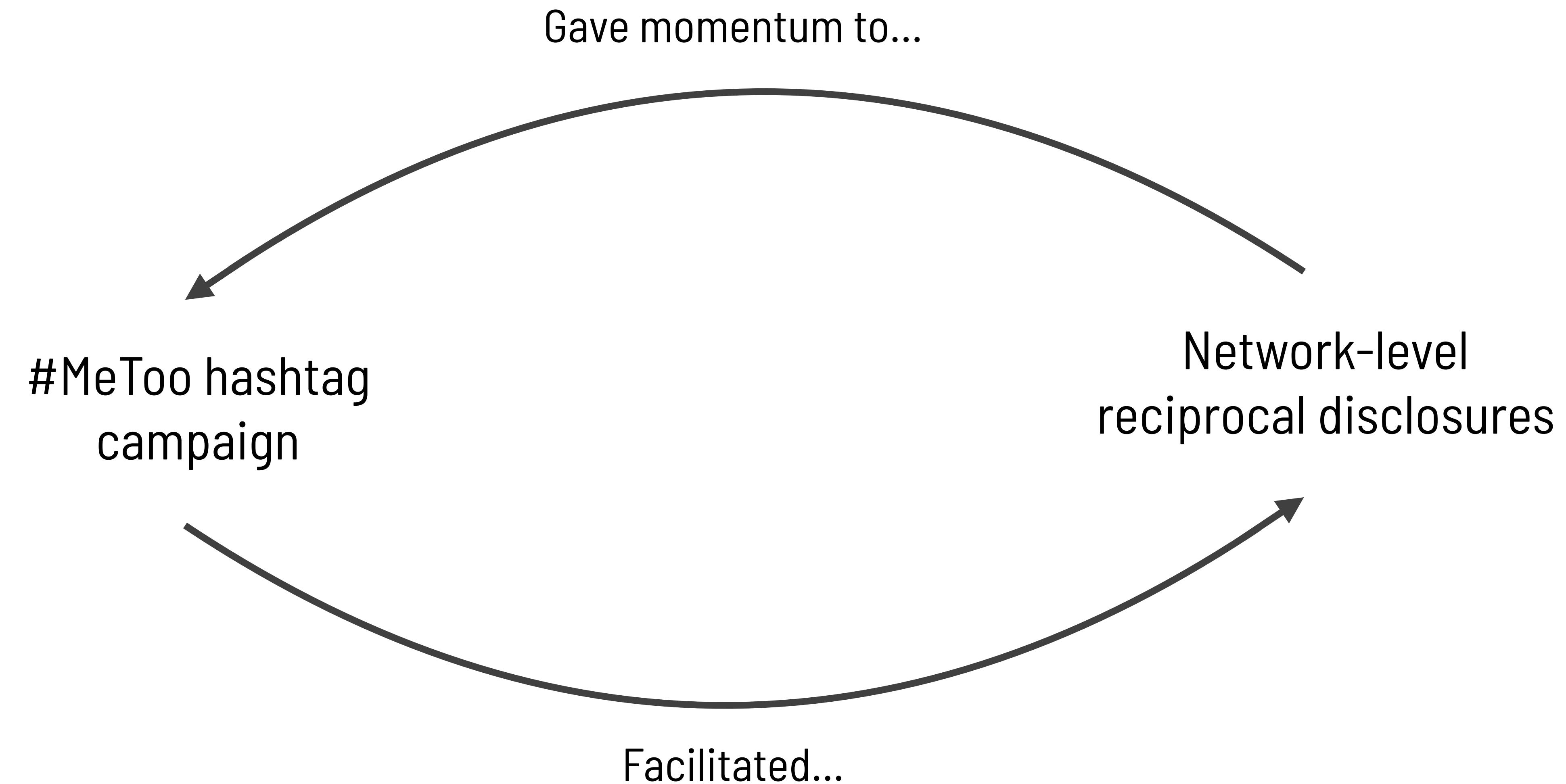
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Network-Level Reciprocal Disclosures of #MeToo



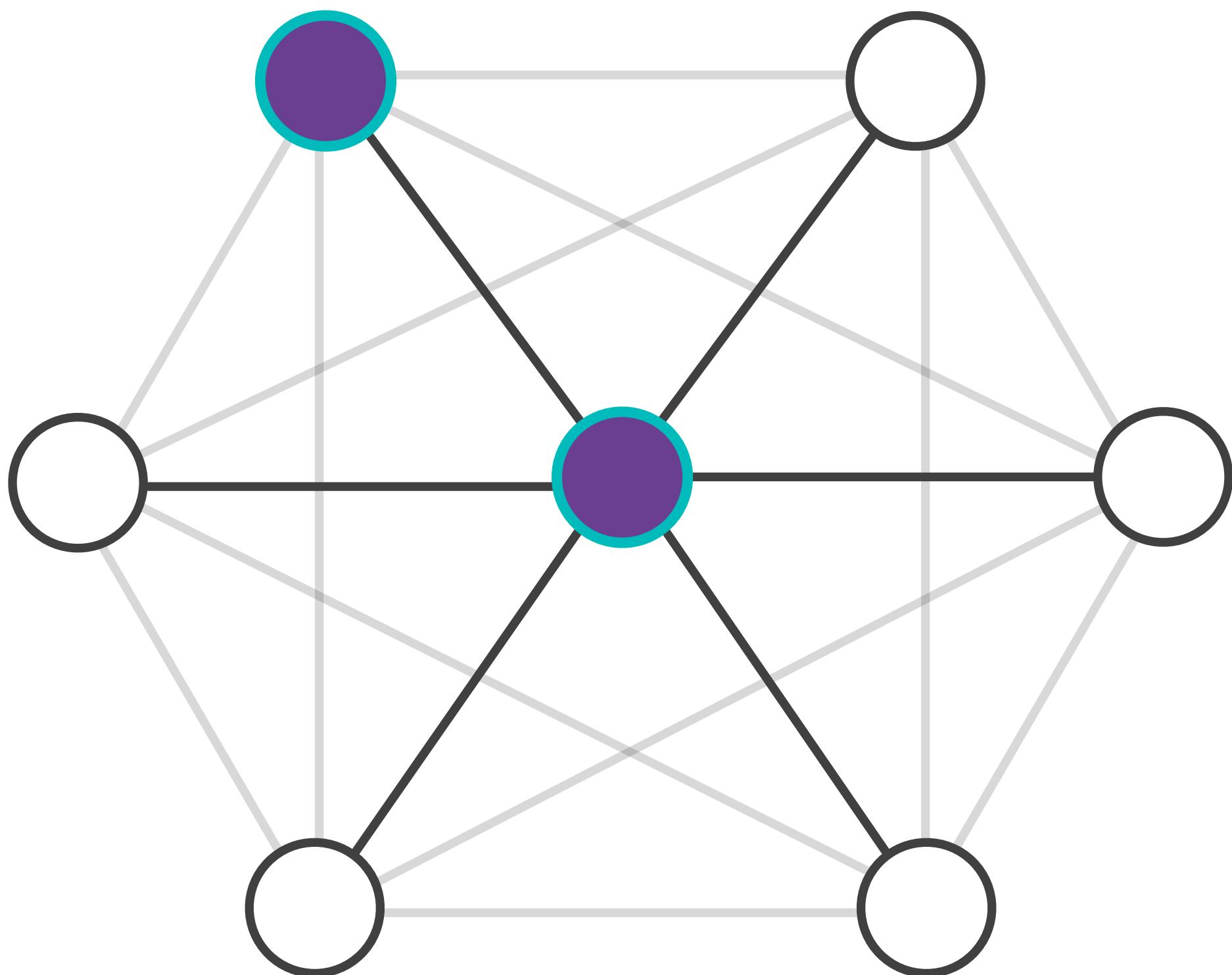
Summary

#MeToo gave a space for women to disclose, and encouraged network-level reciprocal disclosures

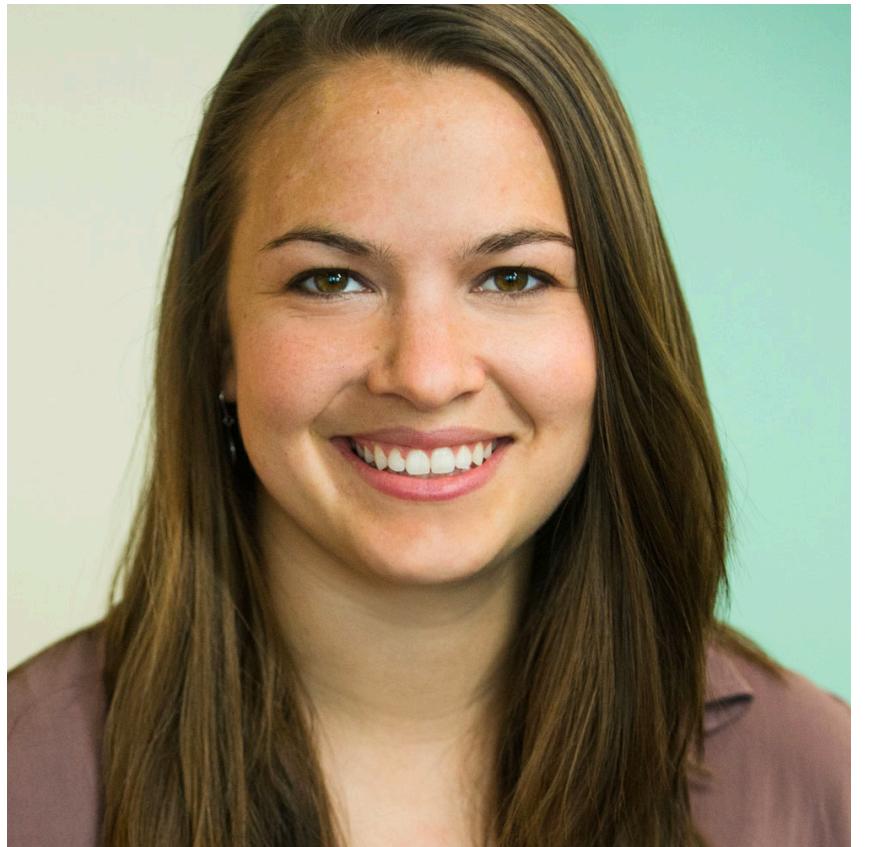
Network-level reciprocal disclosures helped give momentum to #MeToo as a hashtag activism campaign

Limitation: we only see network-level reciprocal disclosures among those who disclosed, we *can't know who could have disclosed but chose not to*

Potential: in further studies of #MeToo and other hashtag activism campaigns, network science and qualitative methods can work together to yield deeper insights

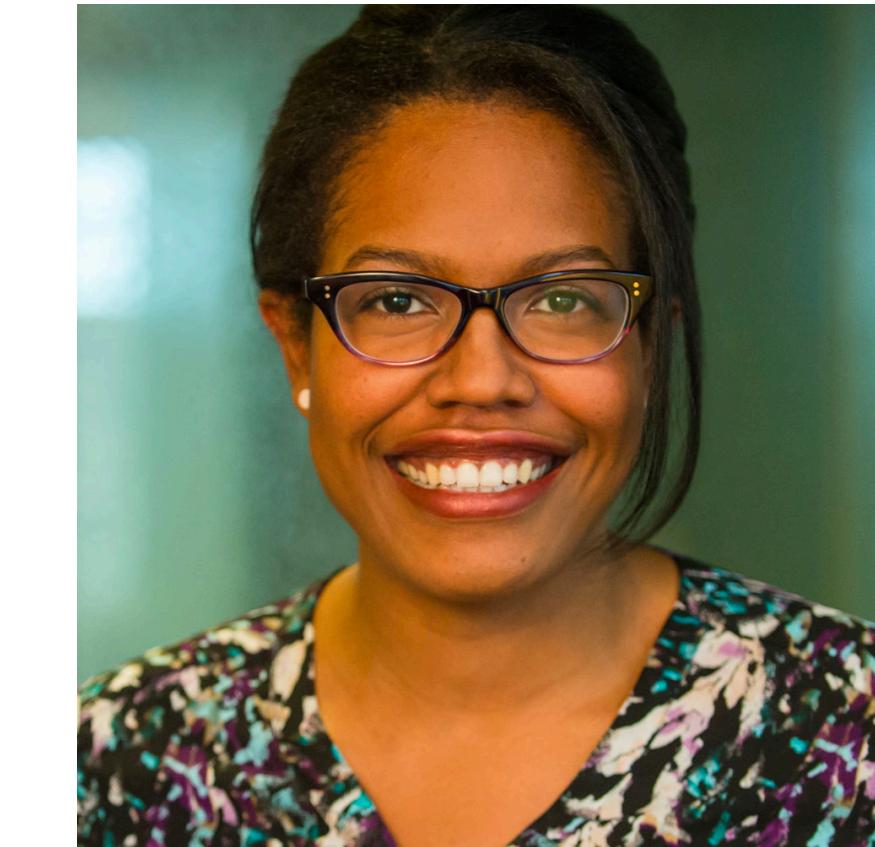


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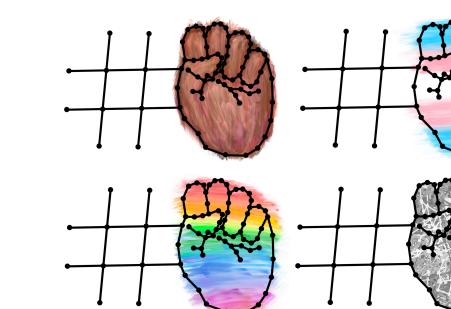


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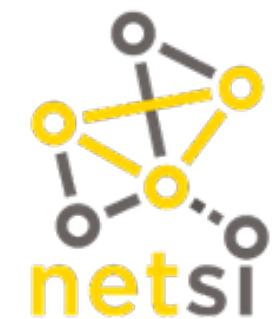
Thank you for your time!

Ryan J. Gallagher

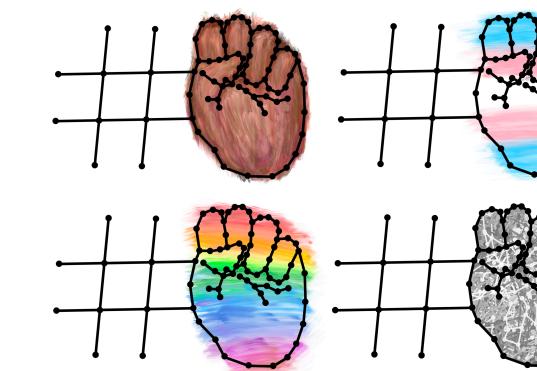
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