Mass Media & Society

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Annotated Bibliography (2 articles)	30 points

Hashtag activism and message frames among social movement organizations: Semantic network analysis and thematic analysis of Twitter during the #MeToo movement

Xiong, Y., Cho, M., & Boatwright, B. (2019). Hashtag activism and message frames among
social movement organizations: Semantic network analysis and thematic analysis of
Twitter during the #MeToo movement. *Public Relations Review*, 45, 10–23.
https://doi.org/10.1016/j.pubrev.2018.10.014

(a) This article offers basic understandings about feminist activism and a quantitative perspective in seeing the hashtag activism of MeToo movement. Researchers set out a study about the use of consistent viral MeToo-related hashtags and its shared meaning contexts on Twitter in order to understand the bring about of the MeToo movement. (b) This research study first addresses feminist activism, then explores how the bottom up MeToo movement are framed and made possible by online conversations. Which makes a point of how using effective hashtags form shared meaning groups and move people to act. In conclusion, social movement organizations and users are not passive consumers, they can generate content to create and contribute value to society, beyond the digital network. (c) The authors, Ying Xiong, Moonhee Cho, and Brandon Boatwright, from University of Tennessee, are experts in the fields of advertising and public relations, communication and information. (d) The article is published in the Public Relations Review journal and is relevant to social movement organizations, public relations, media use research, and data management. Its audience is rather academic.

(e) This article is on point with my topic about the MeToo movement. It helps me better understand the e-tactics of #MeToo's virality on Twitter—which only became viral next to the names of high-profile celebrities—in building engagements that brings people together to act and ask for real change. (f) This article examines the hashtag activism of MeToo movement through selections of tweets and retweets, which I would like to include in my paper.

The shifting terrain of sex and power: From the 'sexualization of culture' to #MeToo

Gill, R., & Orgad, S. (2018). The shifting terrain of sex and power: From the 'sexualization of culture' to #MeToo. *Sexualities*, 21(8), 1313–1324. https://doi-org.ejwl.idm.oclc.org/10.1177/1363460718794647

(a) This article brings the words 'sexuality' and 'intimacy' into focus while going through topic-related scholars' works in the field. As there are emerging new directions considered digital communication technologies are now in play, the article addresses the online #MeToo activism as an example. (b) This article discusses the self-representation in society as well as on digital networks, the relationship between what we see on medias and our intimate life. In which the article suggests the use of the word 'sexualization' as concerned with power, consent, and justice. Then, it examines the MeToo movement for the points it made. (c) The authors, Rosalind Gil and Shani Orgad, have written books about the media and gender. (d) This article is relevant to people that in political science and media research. The audience is both academic and public.

(e) The article offers a deeper view onto my topic about the MeToo movement. (f) This article stands out as it provides a wide range of vocabularies to dig deeper into the MeToo movement to discuss sex and power, self-representation and online self-representation.