English Abstracts

Corinna Peil / Kathrin Friederike Müller / Ricarda Drüeke / Stephan Niemand / Raik Roth: Technology, Media, and Gender Revisited. Gender in the Context of Datafication, Algorithms and Digital Media Technologies. A Critical Review (Technik – Medien – Geschlecht revisited. Gender im Kontext von Datafizierung, Algorithmen und digitalen Medientechnologien – eine kritische Bestandsaufnahme), pp. 211-238

This paper considers the relationships between the media, technology and issues of gender in light of the growing relevance of digital media technologies within both academic research and our everyday lives. We review the literature in this field systematically, discuss various aspects critically, point out gaps and raise questions with regard to four central areas. First, we examine gender-based expertise and consumption of new technologies. Second, we discuss representations of technology and gender in classical mass media outlets and digital public spheres. Third, we analyse the relationships between technology, the media and issues of gender in view of counter-movements and interventions. Last, we look at the construction of gender within processes of datafication, algorithmization and automation. In general, this paper illustrates the need to analyse current developments with regard to digitalization, smart technologies, and algorithmic media culture, particularly considering their impact on gender relations.

Key words: gender media studies, research overview, domestication, home, everyday life, media appropriation, gender-based expertise, media representation, counter-movements

Sigrid Kannengießer: Empowerment and Inequality. Discussing the Relation of Media Technology and Gender in Digital Societies (Ermächtigung und Ungleichheit. Zum Verhältnis von Medientechnologie und Geschlecht in digitalen Gesellschaften), pp. 239-254

In the article, the relation of media technologies and gender in digital societies is discussed. Drawing on a literature review in the field of media and communication gender studies, results of two empirical studies are discussed in which initiatives were analysed that critically deal with media technologies in digital societies, namely CryptoParties and Repair Cafés. While at the one hand, the empowering potential of media technologies and the media practices taking place in these event formats are presented, on the other hand, inequalities and traditional gender relations that continue to exist in these events are revealed. Therefore, the results of the studies disclose an ambivalent relation between media technologies and gender in digital societies, yet emphasising notions of empowerment and inequality. It is argued that the specific gender relations identified within these initiatives represent those constructed in digital societies in general.

Key words: media technology, gender, empowerment, inequality, CryptoParties, Repair Cafés

Franziska Martini: Who Is #MeToo? A Network Analysis of (Anti-)feminist Protests on Twitter (Wer ist #MeToo? Eine netzwerkanalytische Untersuchung (anti-)feministischen Protests auf Twitter), pp. 255-272

Feminist activism on digital platforms is accompanied by new opportunities and new risks, ranging from a wide networking potential and organisation of feminist publics to new forms of hatred against activists and exclusion of certain social groups. By means of network and content analyses, this study investigates the German-language based #MeToo protest on Twitter, pursuing the question of which actors were influential, visible and able to use Twitter as a platform for their purposes. My study shows that, apart from private users, particularly traditional mass media outlets played a key role on Twitter. Yet, there is a dense network of antifeminist and racist voices within the #MeToo protest, striving to strategically mobilise for their interests. In conclusion, I am showing that on Twitter too, hierarchical structures and qualitative differences in networking evolve, thus constituting barriers for public articulation of feminist issues.

Key words: digital protest, feminism, social network analysis, connective action, Twitter

Stine Eckert / Jade Metzger-Riftkin: Doxxing, Privacy and Gendered Harassment. The Shock and Normalization of Veillance Cultures, pp. 273-287

We conducted 15 in-depth interviews with women and men in Germany, Switzerland, Finland, Canada, and the United States who were victims of doxxing. The goal was to understand their experiences, their responses, and the consequences they faced. We understand doxxing as a complex, gendered communicative process of harassment. Doxxers use digital media technologies to expose personal information without consent given by those to whom the personal information belongs. We apply a feminist approach to surveillance studies to doxxing, focusing on the constructions of daily, habitual, and ubiquitous assemblages of veillances that disproportionately impact vulnerable individuals. We found that gendered aspects shaped the flow and suspected intent of doxxing and subsequent harassment. Victims experienced uncertainty, loss of control and fear, while law enforcement and social media providers only helped in a few cases to pursue doxxers or remove unwanted personal information. We ultimately extend the definition of doxxing by considering the ubiquitous nature of information shared online in gendered veillance cultures. Our findings lead us to advocate for protecting the contextual integrity of entering personal information into expected, intentional, or desired spaces.

Key words: doxxing or doxing; surveillance capitalism; online harassment, privacy, Internet of Things

Susanne Kinnebrock / Cordula Nitsch: "Quite Exhausted by the Social Media...". A Qualitative Content Analysis of the Media Coverage on Digital Stress and Immanent Gender References („Ganz schön sozial-medial erschöpft…". Eine qualitative Inhaltsanalyse der Berichterstattung über digitalen Stress und immanente Genderbezüge), pp. 288-303

The digital media and digital technologies have led to far-reaching changes within work and private environments. The use of the digital media can cause stress and have negative consequences to the health of its consumers, due to its constant accessibility, the blurring of boundaries between work and private life, or even due to cyberbullying. This article analyses reporting patterns in the media discourse on digital stress, particularly focusing on immanent gender references within the coverage. Drawing on a qualitative content analysis of German print and online articles (n=64), the results of our study show that the media discourse is strongly focused on the smartphone. Moreover, digital stress is discussed in diverse forms and settings (at work and in private life), but it is dominated by only a few gendered narratives.

Key words: digital stress, digital technologies, digital media, gender stereotypes, gendering, psychological stress, qualitative content analysis

Deborah Chambers: Domesticating the "Smarter Than You" Home. Gendered Agency Scripts Embedded in Smart Home Discourses, pp. 304-317

Smart home networked systems promise a mode of comfort, efficiency and convenience that infers the easing of housekeeping chores. They impact on the moral economy of the home in ways we barely understand. Drawing on feminist technology studies and domestication theory, this article investigates how gendered relations are assigned and legitimated in smart home marketing reports and advertisements to enquire whether men and women are invited to participate equally or unequally in smart home technology. This raises questions about how promotional texts might influence and circumscribe domestic adoption. An interpretive content analysis of marketing reports and advertisements explains the pedagogic role of smart scenarios in coaxing and coaching householders to domesticate IoT-operated technology. The concept of "agency script" is employed to explain how smart actions are conveyed and assigned by promotional texts to activate smart home adoption. This enables an enquiry into the values and ideals conveyed in smart home discourses at the commodification stage of domestication and their implications for later stages. We might assume that smart technology democratises the home by fostering gender equality in the organisation of homemaking routines. But a critical study of the narrativization and assignment of smart home agency reveals significant gender disparities.

Key words: smart homes, domestication theory, gender and technology, agency scripts, feminist technology studies, Internet of Things, gender scripts