



Kristi McDuffie, “Sexy Selfies and Celestial Celebrities: Exploring the Implications of #FeministsAreUgly for Hashtag Feminism”

April 5, 2017

Kristi will present on a recent project investigating the possibilities and limitations of the #FeministsAreUgly trend on Twitter. While #FeministsAreUgly originators aimed to challenge contemporary beauty norms for women, it was largely taken up through selfies and celebrity photos, thereby undermining the idea that looks do not matter in feminism. By performing a qualitative analysis of a sample of 2,000 #FeministsAreUgly tweets, Kristi analyzes how Twitter users have used this hashtag to construct, negotiate, and contest definitions and iterations of feminism. She identifies which rhetorical strategies comprised the movement and how these strategies can be both problematic and productive in furthering feminist goals. Ultimately, she argues that while feminist action in social media continues to be inconsistent and challenging, targeted opportunities exist for fruitful digital writing that furthers feminist goals.