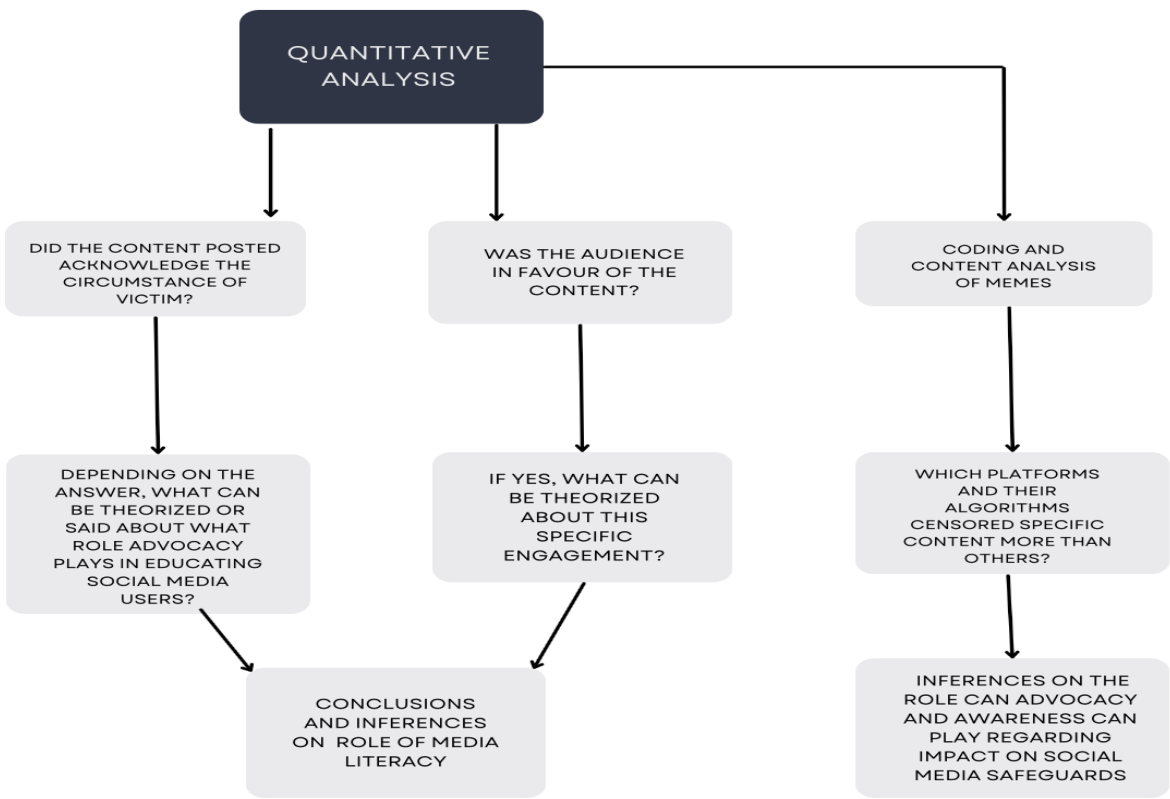


PRESENTER:
Brenna Parker

BACKGROUND: This study examines how online communicative platforms re-victimize women in the form of memes. With memes becoming a growing mode of communication, this research offers insight into the potential harm and function that they can impose upon marginalized groups.

METHODS

- 1. Utilization of a quantitative analysis to categorize and code memes based on content.
- 2. Further analysis of memes through examination of audience reception and if stories of victims were acknowledged to give a sense of levels of media literacy.



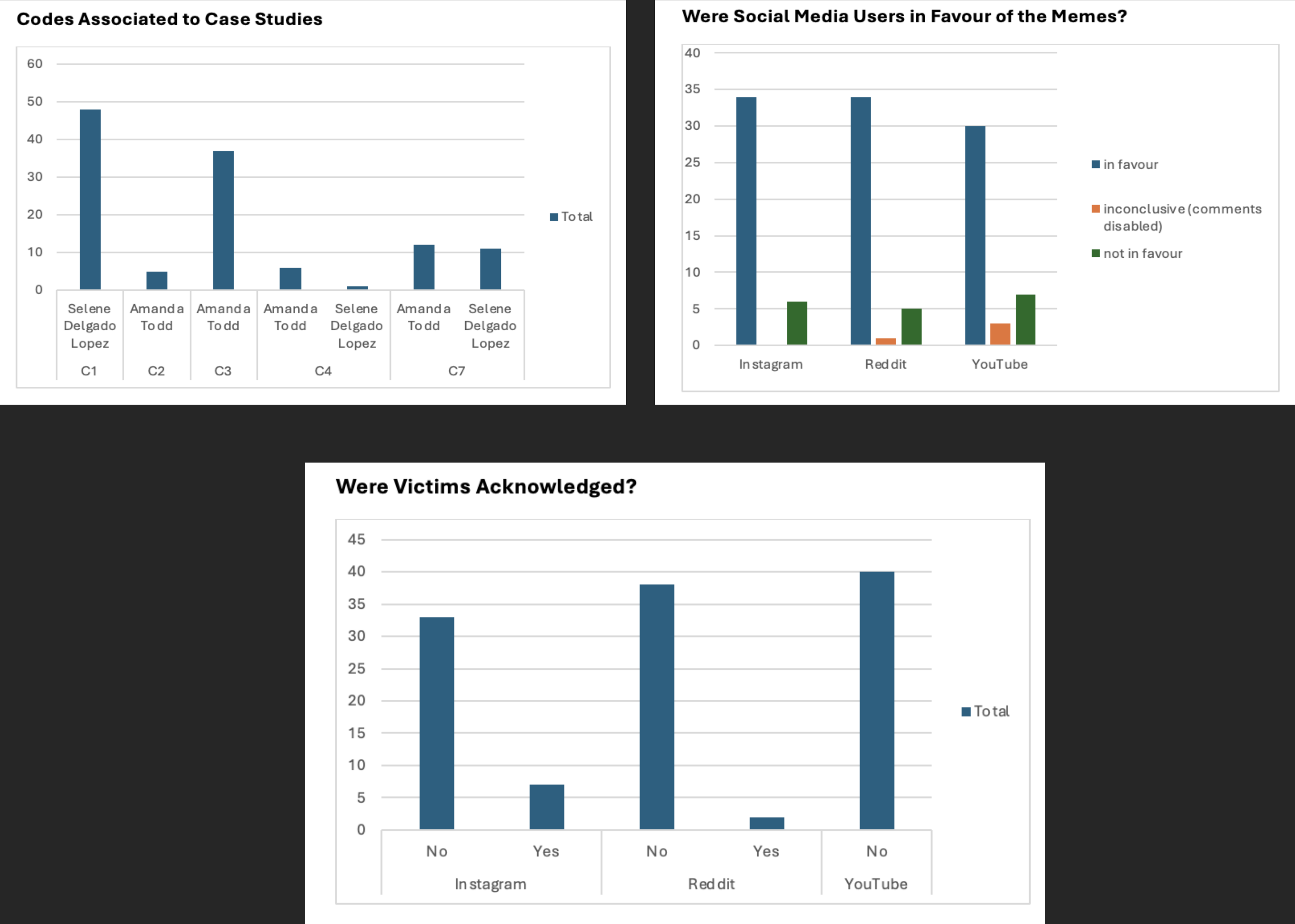
RESULTS

Count of Social Media Platform	Code Type					Grand Total
Social Media Platform	C1	C2	C3	C4	C7	
Instagram	45.00%	2.50	25.00	7.50	20.00	100.00%
		%	%	%	%	
YouTube	35.00%	7.50	30.00	5.00	22.50	100.00%
		%	%	%	%	
Reddit	40.00%	2.50	37.50	5.00	15.00	100.00%
		%	%	%	%	
Grand Total	40.00%	4.17	30.83	5.83	19.17	100.00%

DISCUSSION

- Misogyny has been normalized to the point where these memes are dismissed and ignored.
- Dominant narratives seem to shape the way the media prioritizes who receives more protection and who does not.

A majority of memes re-victimizing women have been celebrated by audiences and enabled by social media platforms.



Codes

- C1 – Creating fear.
- C2 – Victim Blaming.
- C3 – Suicide/Self Harm.
- C4 – Sexual Content.
- C7 – Humour.
- C5 and C6 were not found in any of the content.

Case Studies

Amanda Todd:

- From Coquitlam, BC, Canada.
- Victim of bullying, blackmail, and extortion.
- Had memes made at her expense after tragically taking her own life.

Selene Delgado Lopez:

- From Alvaro Obregon, Mexico City, Mexico.
- Reported as missing on a TV segment in the 2000’s and has never been found.
- Received little to no media attention but became the subject of memes years later.

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