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Disguised Misogyny: A Deep Dive into Gendered Disinformation

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Gendered Disinformation Undermines Democracy.



PRESENTER:
Jennasea Gruszka

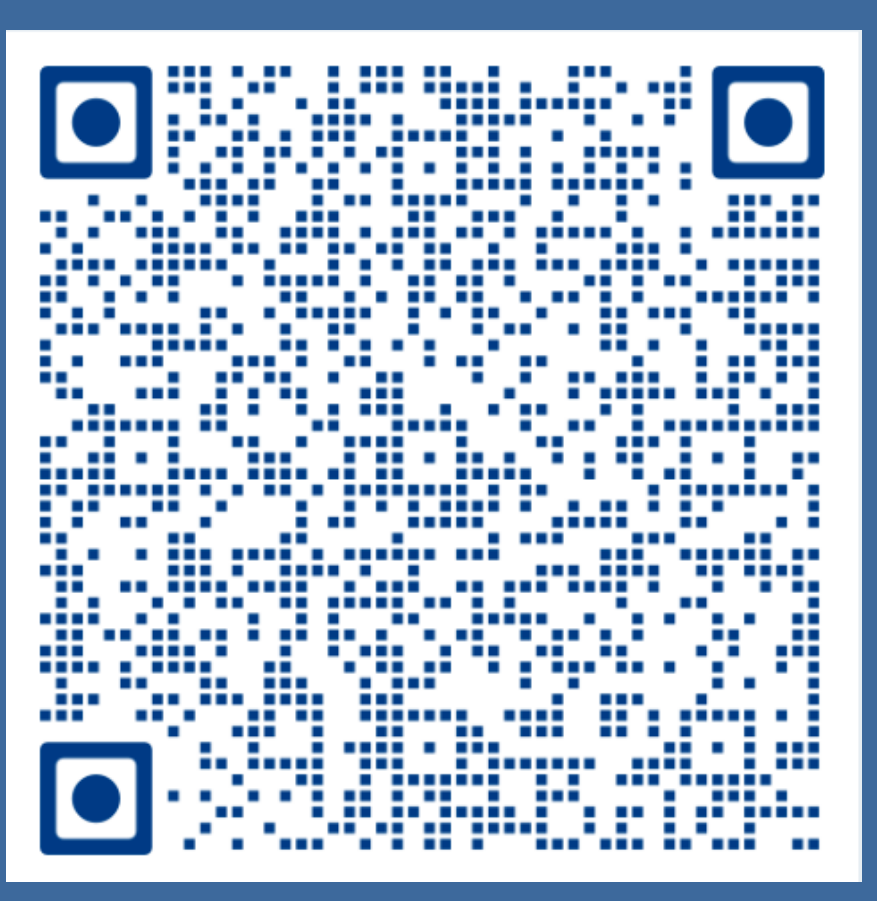
What is Gendered Disinformation?
Gendered Disinformation is a subset of Disinformation which specifically targets women in power. Through characterizing these women as overly emotional, sexual objects, or simply perpetuating misogynistic stereotypes, the attacker seeks to undermine the success, or capability, of their target, while disguising their misogyny as a political critique or opinion.

The Danger:
Those who do not *feel* as though they have bias towards women, may unknowingly share media that contains harmful/gendered content. Gendered Disinformation not only furthers unconscious biases but allows hateful individuals to share extremely harmful narratives without consequence.

Methods and Conclusion:
Through comparing the *content* and *frequency* of negative posts and applying Wardle's, Di Mecco's, and Wilfore's theories of Disinformation, it is clear that women are disproportionately targeted, and that extremely sexist disinformation is employed to hurt their reputations.

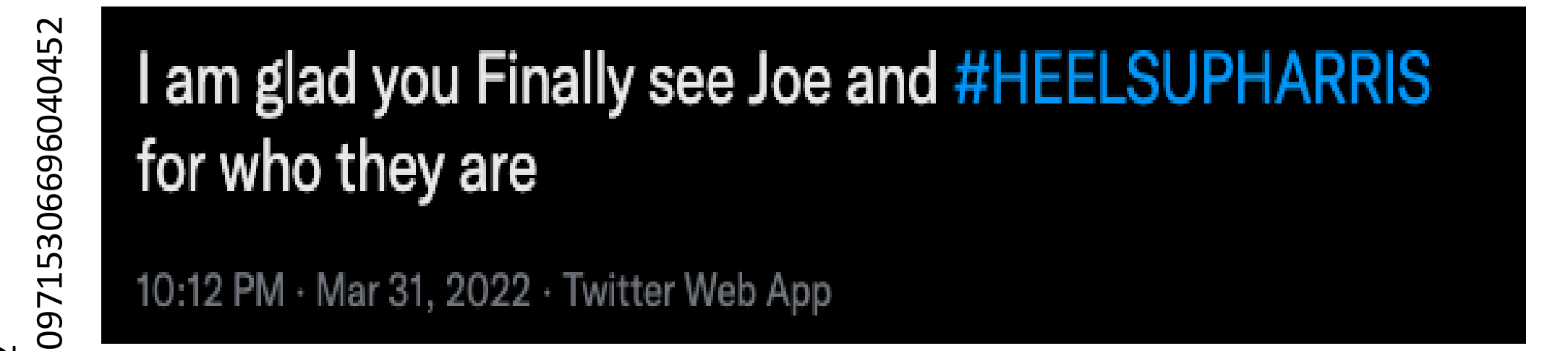


Gendered Disinformation disguises *misogyny* as a political critique or opinion.



Take a picture to see the full list of sources!

#HeelsUpHarris was used **35,479** times in the **week** after being named VP (Di Mecco)



Unknown. SYWIP Biden is criticized for his age, but Harris Is sexualized and degraded. Why aren't men accused of sleeping their way into office?



"Sexual"
"Provocative"
"Cleavage"
"Revealing"



"Confidence"
"Grace"
"Charm"
"Masculine"

Although women are **outnumbered** in politics, they receive a **disproportionate** number of online attacks from accounts determined to be **"bots."** (Di Mecco, Wilfore)

