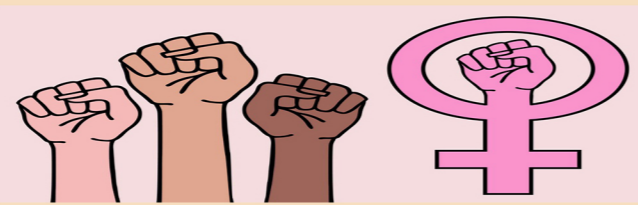


Korea cyberfeminism & its influence to women's right

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Background



- 1970s, **Minjung Feminism** era, feminist fought in a organized way in demand of fair treatment in workplace and policies : eg forced pregnant retirement ¹
- Visible improvement in women's right, however South Korea is still the least gender equal country among OECD countries. (Ranked **102 out of 156**)²
 - High sex crime rate, Low ratio of women management role etc
- 2015 marked the era of "**Feminism reboot**" with the hashtag movement #iamafeminist on twitter with over **30-thousand** tweets³
- **Twitter, Megalia and Womad** are the major platforms in feminism reboot era
- Recent controversy : **Gender war**, rise of anti-feminism, hate speech between misogyny & feminist, feminism as a **taboo**



So does cyberfeminism helps improve women's right??

Online & offline activities

- Provide platforms to discuss and provide support on gender related issue, share their concerns as feminists with very low barriers anonymously
 - * Also encourage participation to their online social circle

-EG : **Escape the closet movement** : Women reject to conform to the Korean beauty standard. Anyone could participate by posting themselves faced or cutting their hair short in anyform → **Low participation barrier**



- Large user range, high speed of sharing, easily draw public attention with **personal testimonies without media framing**.⁴
 - * Able to transform into **offline activities** with wide participation, urge government for serious investigation and policy change



-EG : **#metoo movement** : women talk about experience as sex crime victims online, gathered protest with **20000 participants**⁵

- 30 men committed sex crime had to step down from their roles

- Use of **# Hashtag** : categorise posts → connecting posts on the same topic

- **Trending # hashtag** : the most tweeted hashtag in a time frame → Being shown on the mainpage to users from same region



- Brought personal issues and experience to a public stage directly, being publicized easily and further gain public attention and support

Conclusion

Cyberfeminism has gained its rise and support through the use of online medium and and has successfully gained public attention to women rights related issues such as sexual harrasment and misogyny.

BUT at the same time also drive negative public opinion, gender war/ hatred and have limited scope of discussion

Done on a open platform with large range of users with different goals, lack united & clear demand or organized activities to strike for women right

Unable to make clear conclusion, further investigation in the future is needed

Trolling & Mirroring



What is Trolling and Mirroring??

- Activities on feminist platforms of mirroring the women hate activities on misogyny communities such as "**Ilbe**" : to **fight back** and irritate men, also build sense of **community** among feminists. ⁶

- **Ilbe** : **Misogyny community** formed under the **threat** of losing social privilege, breadwinner role, care provided by women which their father once enjoyed⁷

- **Mirroring** : When feminists are called impolitely as **kimchinyeo** (Kimchi Women) on internet by misogyny, they use a stronger word: **ssipchinam** (fxxking kimchi man) to fight back⁷

- **Trolling** : Making fun of men, eg : jokes on men's sex organs



- **Negative influence** :



Spread hatred and creating a **vicious cycle** between mysogyny and misandry's argument further **worsen public impression**, especially male's impression towards feminist, which create difficulties in further striving for women's right.

- **Positive influence** :

Problematize Misogyny and put such hating activities or associating crimes to the public sight

← **Misogyny use to be air-like** : imperceptible as a social problem, seen as jokes⁷

✓ **Escalate into gender war**, gain public attention

Limitation



- **Domination of radical feminists** : support **Escape-closet**, **desexualization** ; excluding male, trans-gender, refugees, foreigners⁸

- **Community managers crowding out feminists** that do not agree to radical feminism. **Crowding out feminists** who are "**Not feminist enough**", or who do not antipate in the **Escape-closet** movment ⁸

- **Downvote button on Womad**, downvoated posts being moved to "**Under Mapo Bridge**" (well-known suicide spot) board → **invisible** to users⁵



- **Exclusion of transwomen and men** in the discussion. Lack broad and diverse discussion on gender issues, effect in enhancing women right is in doubt.

- **Despite years of online feminist activities** : still **limited gains** for women in socioeconomic sphere." (Han and Chun, 246)⁹

*Still one of the most gender unequal developed countires

- **Movie Kim Ji Young, born 1982 controversy** : Men gave 2.98 and women gave 9.45 out of 10 in average

- **Urge to improve women's right is not agreed by male**, limited public support especially from men ¹⁰

@kazu**** : A movie that shows what influences a Bipolar Disorder and Persecutory Delusion patient could bring to a family. (2022.02.15 12:46)

One of the hate comments on Naver movie site

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