

WHAT HAPPENED AFTER #STANDWITHWENDY? THE IMPACT OF SOCIAL
MEDIA CAMPAIGNS ON GENDERED FRAMING IN COVERAGE OF WOMEN
CANDIDATES

Stephanie Ebbs

Professor Laura Johnston, Project Supervisor

ABSTRACT

Social media is a fact of life in the modern media sphere and its impact on traditional journalism should be better understood. This project examined that relationship through the lens of gender, specifically the impact of social media as a variable on gendered framing. By comparing coverage of two women candidates for governor, the researcher was able to determine one potential consequence of notable social media activity around one of those candidates. While many side effects of online activity are difficult to objectively measure, in this case the social activity around one campaign cemented a narrative of the candidate that resulted in a higher rate of gendered framing in newspaper articles.