

Public Abstract

First Name:Kamila

Middle Name:

Last Name:Jambulatova

Adviser's First Name:Randall

Adviser's Last Name:Smith

Co-Adviser's First Name:

Co-Adviser's Last Name:

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Department:Journalism

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Title:Online Feminist Publications as Social Enterprises: Diversifying Revenue Streams Through Corporate Social Responsibility

This qualitative study examined how feminist online publications can adopt social enterprise business models. The focus group analysis of the audiences of Refinery29, Bustle, HelloGiggles, and Jezebel first explored the audience's outlook on the commodification of feminism. The focus group also considered plausible ways of adopting social enterprise initiatives to diversify revenue streams of these publications, continue promoting gender equality, and to better establish the images of the publications. During four focus groups, twenty total participants shared a variety of feedback, including their opinions on the commodification of the feminist movement and the commodification of editorial content. They talked about how their purchasing decisions are affected by their desire to contribute to the social good. Other themes identified during the study were white feminism, the trivialization of feminist content, and the importance of companies' policies.