Coding Key

Identity, the internet and feminism						Politcal and Social Context			Backlash	
Neoliberal	**Second Wave**	**Popular Fem/ Bad Feminism**	**Heternormative Fem.**	**Betches Politics**	**generally relatable content**	**Something New**	**Intersectional**	**common pandemic experience**	**Popular Misogyny**	**Negative Response**
wages/labour	reproductive rights	empowerment	heterosexual	Non-Trump Support	relief from work	anti-trump	Gender and race relations	complaining about work	backlash to a women's success	popular misogyny
women in the workforce	reproductive labour	women standing up for themselves	women represented are thin, white, cis	Anxious about results	instagram literacy	experiences of late-stage capitalism	social justice	disbelief in continued inconvenience	injury to men	anti-feminism
"diversity"	personal is political	Ads	women as quiet and polite	"womens" issues	tagging friends	standing up against Trump supporters	power relations	yearning	keeping women "in their place"	supporting the opposite candidate than the one posted
work/life balance	care work	celebrity feminism	diet culture	superficial reaction to political event	yearning	critiquing the candidate	issue affecting gender/class/race	dead inside	Trump Support	morality question
individualization	second shift	hashtag activism	focus on women's apperance rather than substance	democratic	being american	anti-work/life balance	Perpective of POC, WOC or Indigenous person	"what are we doing?"	Kamala is a Liar	critiqued for being political
MLM		online movements		excited about results	growing up with social media	strike work	reframing history	work from home/zoom meetings		intelligence called into question
		sex-positive		Betches politics critiqued	fake it till you make it		culture not a costume			misogyny
		body-positive			age related content		Person represented NOT WHITE			general critique of the site
		celebrating success of other women								Trump Support
		"I don't need a man"								
		celebrity icons								
		"feminism" as an asthetic								
		Self Depricating								