

How Do Social Media Discourses Shape Gendered Stereotypes of Women in Entrepreneurship?

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Purpose of the Study

To discover what are the dominant social media discourses around women in entrepreneurship and how do the linguistic choices of female entrepreneurs reinforce or dismantle existing gendered stereotypes?

Background/Theoretical Framing

The 5M Framework is a theoretical framing for this project. It encompasses the necessary dimensions needed for growth among women entrepreneurs. It builds of the traditional growth framework (Money, Marketing, Management) to include Motherhood and Macro/Meso Environment.

Methodology

For this study, I am using a content analysis method to analyze social media representations of female entrepreneurship, specifically on Instagram.

PRELIMINARY FINDINGS

Dominant Social Media Discourses Around Women in Entrepreneurship

- Symbolic motherhood
- How to operate in a business setting
- Storytelling related to bringing “new life” into business

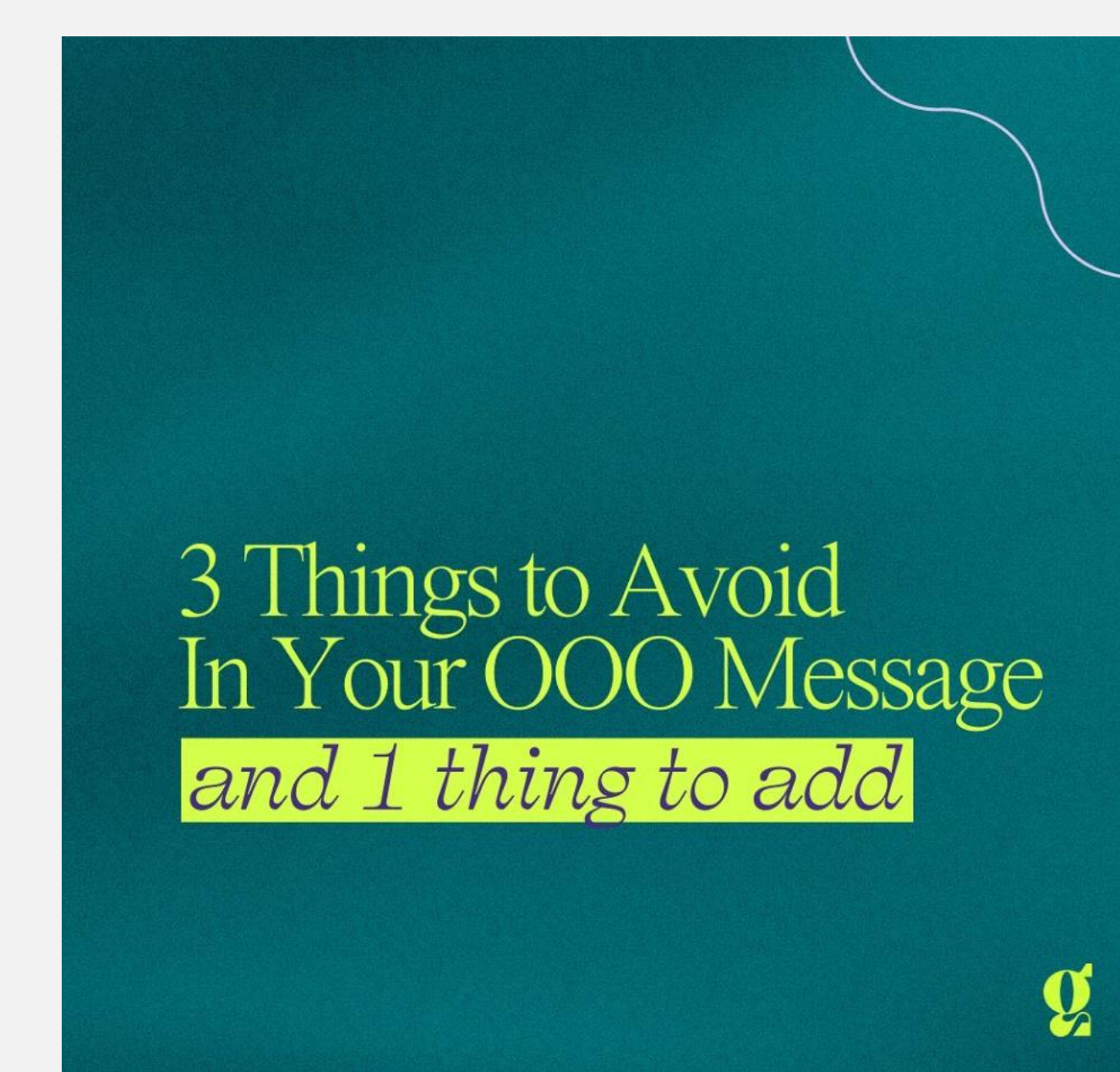
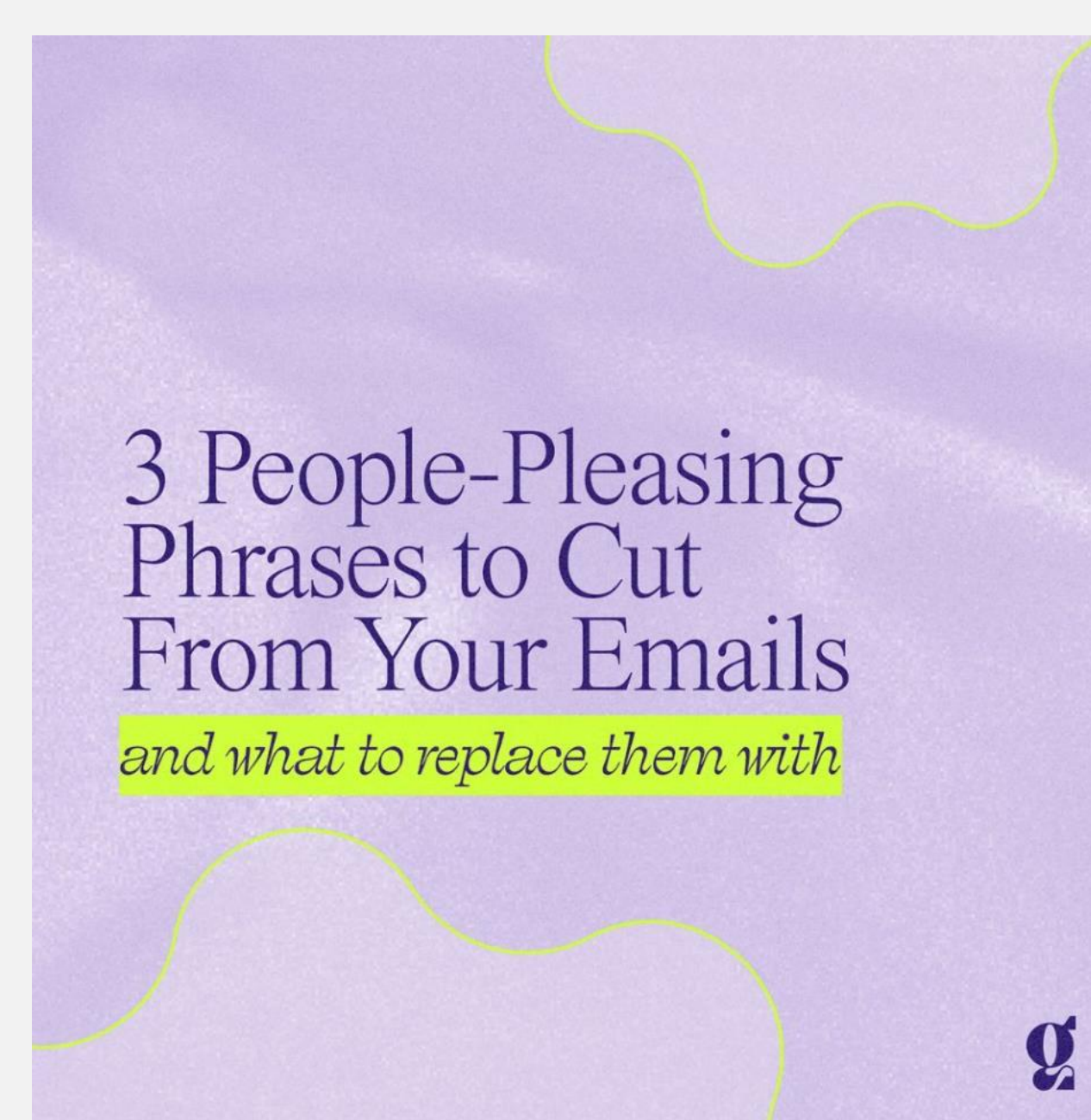


- Women Supporting Women



Role in Gendered Stereotypes

- Inadvertent Reinforcing: Recommendations and requirements to upend 'feminine traits' in order to fit in but resulting in affirming existing gendered norms



- Redefining: Challenging discourse that you need to be less of a woman to succeed

