

WOMEN ON YOUTUBE: REPRESENTATION AND PARTICIPATION THROUGH THE WEB SCRAPING TECHNIQUE

Uxía Regueira, Dr. Almudena Alonso-Ferreiro and Sergio Da-Vila
<https://doi.org/10.3916/C63-2020-03>

INTRODUCTION



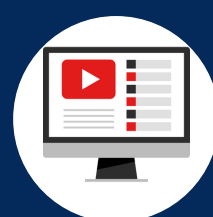
Gender,

it is necessary to critically examine how gender power devices appear and which practices they reproduce on Youtube



Stereotypes,

under-representation of female figures in the public sphere on the network, continuing the trend of what happens in traditional media



Youtuber,

roles that women have on these platforms. The admiration for these profiles increases media consumption

METHODOLOGY AND RESULTS

Yo

Descriptive Method
Social Networks Analytics
A) Users who generate content
B) Audience (gender perspective)

A) Youtube - N= 50 accounts

- 1) Located in Spain
- 2) Official language of the country
- 3) Does not generate children's content
- 4) Shows an Instagram account
- 5) Shared their last video in the last 5 months
- 6) Received their last comment in the last 5 months



4 women
41 men
2 accounts shared by a woman and a man
3 accounts linked to mass-media

B) Instagram - N= 904.939 users

Free Software R
15.0000 users for each profile (men and women)
N= 9.603 users. Confidence level of 95% and an error of 1%



74,1% men
25,9% women

CONCLUSIONS



The devaluation of content linked to the female stereotype. Need for equal access and participation in digital media



Those YouTubers at the core of the media scene, at the top of the ranking, are men who share stereotyped content: gameplay, humour, and football



Media education presents itself as an opportunity to fight against sexist representations. Equal access and participation of women in digital media

Comunicar

www.revistacomunicar.com