



‘CAME FOR THE BABIES, STAYED FOR THE FEMINISM’

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MUMSNET

'A site for grownups'

'The daddy of all parenting sites' *The Times*

Middle class

Construction of a neoliberal and consumerist motherhood (Gambles 2010; Jensen 2013)

14m unique users each month



OPINIONATED OR AGGRESSIVE?

Celebration of confrontational, opinionated and well-informed debate

Tolerance of aggression and swearing and focus on entertainment rather than support (Pedersen and Smithson, 2013)

Small minority of male users careful in their use of female territory

CAMPAIGNING

Legal aid, rape myths, better miscarriage care, removal of sales representatives from maternity wards, and sexualisation of young girls

‘Let Toys be Toys’ and ‘Let Books be Books’

Bailey review of the commercialization and sexualization of childhood

Tesco and Asda

UNOFFICIAL CAMPAIGNING

Outdoor Advertising Association 2010

'Don't mess with Mumsnet'

2013 Roberts and Longton named as the 7th most powerful women in the UK by BBC Radio 4's *Women's Hour*



POLITICAL INTEREST

2010 General Election 'The Mumsnet Election'

Women are discussing politics online in places that would traditionally be perceived as non-political (Fallon et al 2011)



Did Mumsnet Just Hand Penny Mordaunt Her Arse?

March 14, 2019 / Eleanor Scott



POLITICAL DISCUSSION: TRUMP

A slick and careful operation of crowd-sourcing, checking and counter-checking news sources (Pedersen and Burnett 2017)

Choice of stories to share driven more by criticism of Trump than political affiliation

Collaborated to source, present and curate information from a variety of sources

Subjective: Citizen Curation

“Love this thread - breaking Trump news before Sky/BBC!”

GENDER CRITICAL

Women's rights and feminism discussion boards

Safe space away from Twitter?

Offline action – Man Friday

Maya Forstater

Roberts: “prepared to take any potential advertising hit”



WHY SO SUPPORTIVE?

Popular with Mumsnetters

Attracts new users

July 2018: 12-fold increase in numbers accessing the site directly via Feminist Chat topic

September 2018 'Tell Mumsnet HQ why you use Mumsnet': 574 out of 897 – feminism and women's rights



FOURTH-WAVE FEMINISM?

Social-media enabled feminism

Radical or Liberal?

Habermassian public sphere

Fraser (1990) subaltern counter-public?

- Formation and enactment of an alternative public
- To raise issues excluded from the bourgeois public sphere



THANK YOU

the **daily** mash

Mumsnet admits it is also the Illuminati

2nd May 2019

