



#MeToo: A Case Of #sistabriefen

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Arising out of the #MeToo movement in Sweden, #sistabriefen was created to represent women, non-binaries and trans-persons working within the communications industry. This study analyses the dynamics and identities of the #sistabriefen group members on their private social media platform through 23 interviews, and a qualitative content analysis over the course of five months. This research assesses how members are motivated to participate in the #sistabriefen group, how they identify themselves within the group, and how the nature of the group affects members' involvement. The findings indicated that digital social movements have the potential to promote social change.

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Links

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