

## A Systematic Literature Review of Gender and Politics: Stereotypes of Gender in Political Zone on Social Media

Al Fauzi Rahmat<sup>1</sup>, Galih Bagas Soesilo<sup>2</sup>, Andy Arya Maulana Wijaya<sup>3</sup>,  
Nareewan Klinrat<sup>4</sup>

<sup>1</sup>Universitas Muhammadiyah Yogyakarta, Indonesia

<sup>2</sup>Universitas Muhammadiyah Purworejo, Indonesia

<sup>3</sup>Universitas Muhammadiyah Buton, Indonesia

<sup>4</sup>Maejo University, Thailand

Correspondence: <sup>1</sup>fauzirahmata@gmail.com

<sup>2</sup>galihbagas@umpwr.ac.id

<sup>3</sup>bulawambona.87@gmail.com

<sup>4</sup>nareewan@mju.ac.th

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### Abstract

*Gender issues frequently arise in political debates, and they are accompanied by negative stereotypes on social media that political opponents echo. This issue draws attention among scholars to examine of gender and political issues in social media, but we have not found any across research that can map gender and political issues in social media with the output of patterns and themes.. Therefore, this article seeks to identify trends of gender issues and politics on social media and alludes to the various stereotypes. To initiate the findings and discussion, a qualitative literature review study was used, in which data were obtained from the Academic Scopus Database involved analysis of 89 articles, which data source from 2012 to 2021 in the social science discipline. Data were managed by the NVivo 12 Plus and VOSViewer as a data analysis tool – with some of the main menus used in the NVivo 12 plus (themes classification; project maps; and group classification), other side used VOSViewer (density and overlay visualization). Our findings highlight various emerging themes proportion regarding gender issues and politics on social media. These topics have tended to increase in the current decade; newest research trends have led to studies on gender and sexuality, female leaders, anti-immigration, voice, and young women, as well as LGBT, which politics intersect—followed by some issues such as black women, Muslim women, and also white women that get involved in political debates. There are three striking main propositions: social media, politics, and gender. However, many politicians and social media users bring up the gender stereotype. In short, this research can contribute to enriching the treasures of gender issues and politics on social media.*

**Keywords:** Gender, Politics, Social media, Stereotype, Literature review

## **INTRODUCTION**

Gender and politics have placed their position on the broader field of research, plus various research procedures; therefore, the backing of the literature obtained is also very varied. The significance of the literature review on gender and politics in recent years has overlapped with media studies. Like gender studies and politics intersect with political communication and gender styles on blogging sites (Åström & Karlsson, 2016). In addition, the essence of gender and political studies is also found in Twitter social media, such as a study of the positive and negative effects of Twitter social media on politics. (Demirhan & Çakir-Demirhan, 2015).

Furthermore, a study of political ethics by Twitter and Facebook social media users (Mellon & Prosser, 2017), and a study of discourse on gender political issues in the Youtube comments column (Day, 2018), as well as a demographic study of the use of hashtags related to gender and political discourse on Instagram (Caldeira, De Ridder, & Van Bauwel, 2020). So that gender and political studies, both through websites, especially studies through social networks in the context of political campaigns, have increased for several decades (Gilmore, 2012). Thus, the spectrum of gender and political studies has resulted in much engagement between politics and civil society in social media (Darshan & Suresh, 2019).

As many scholars admit, they have produced studies of engagement in political content, both status updates, and comments on social media related to gender issues (Bode, 2017). As a result, many tweets have emerged uploaded by parties relating to gender issues (Fernández-Rovira & Villegas-Simón, 2019), and many have resulted in the computation of discussion texts on political and gender discourse on social media (L. Hu & Kearney, 2021). Thus, some of the findings above become the basis for the analysis in placing this research.

Studies on gender and politics in social media have been found with various disciplines, focuses and approaches, as well as procedures that have been carried out. Apart from the collection of relevant literature on gender and politics on social media and the various research findings, surprisingly there has been no systematization of knowledge about gender and politics on social media. Thus, there is still an empty gap and there is no research that tends to be placed to examine each study, both systematically reviewing literature content. Thus, the originality of this article as the main point that aims to fill in the gaps from

the previous study which outlined the categorization of the line of focus, scope, and approach using a systematic literature review.

Specifically, for the scientific discipline we take is social science, considering that this discipline has the majority of studies compared to others. Based on the Academic Scopus Database portal, in social science studies, 57.4% of gender and political studies on social media have been found. This means, half the percentage is held by social science disciplines. However, we offers a proportion of gender and politics on social media through a social science perspective.

This research adopted a qualitative research method with a literature review approach to elaborate the finding and discussion. A qualitative literature review aims to discover the meaning of previous research by looking at how it was defined. Several meanings and ideas have not been conclusively combined into one satisfactory definition (Aspers & Corte, 2019). It is in line with the statement of Pedersen et al. that qualitative literature review attempts to identify several conceptual frameworks that contain critical reflections on impact assessment from previous studies, which are embodied as crucial concepts for future research (Pedersen, Grønvald, & Hvidtfeldt, 2020). Thus, qualitative research with a literature review approach helps identify research gaps and explore the purpose of their research. In summary, this review is constructive for future studies, for relevant topics, as it summarizes the main streams of publications in the field.

This research selected the data source from the Academic Scopus Database. This database is the main source for analysis issues of gender and politics on social media, in particular, the main search terms comprise of Title-Abstract-Keyword are about (gender and politics and “social media”), publication stage is “final”, data source period among 2012 to 2021, the document type is “article”, subject area is “social sciences”, keyword are “gender”, politics”, and “social media”, language is “English”, and source type is “journal”. In brief, 89 articles were founded to analyze the data due to utilizing multiple (at least two) tools for sources of evidence, that is, to seek research material. In order to best find and discuss, we use two tools from the NVivo 12 plus application and VOSViewer.

NVivo, for literature review, is used to present the development of the study through a complex coding process from multiple data sources to nodes and child nodes (Dalkin, Forster, Hodgson, Lhussier, & Carr, 2021). In addition, the researcher also records each

explicit finding to help the process of finding generation. Organizing data, NVivo 12 plus, it is possible to record every important concept and idea contained in work and quotes that may be important to include in the discussion (Robertson, 2008). Further, for the findings, we do it with automatic coding by creating categories and subcategories for all the information obtained. We start by using automatic coding, then create nodes as nodes. Nodes are a critical function for grouping material contained in one place to identify patterns and ideas that arise. Nodes are usually created as themes, as in the Project described here. Then we display it through several menus, such as the Hierarchy Chart to see the density of nodes, Project Maps to see the connectivity between nodes and child nodes, and Word Frequencies to see the density of each issue. Thus, the above findings produce a structured record of findings and provide new knowledge treasures for researchers.

On the other hand, we used the VOSViewer as a second tool: VOSviewer to create maps based on network data and visualize and explore these maps. VOSviewer can be used to build a network of scientific publications, keywords, or terms (Van Eck & Waltman, 2019). Through VOSViewer, we use the Density Visualization network to see themes with different densities, and also, Overlay Visualization shows the trend of the study from year to year. We started by including 89 articles found from the Academic Scopus Database to VOSViewer tools. Therefore, this study selected essential keywords, which were then selected based on the degree of relationship between them. Thus, this tool is handy to see the density and trend. To carry out further research to examine the latest themes or issues or vacancies from previous research.

## **DISCUSSION**

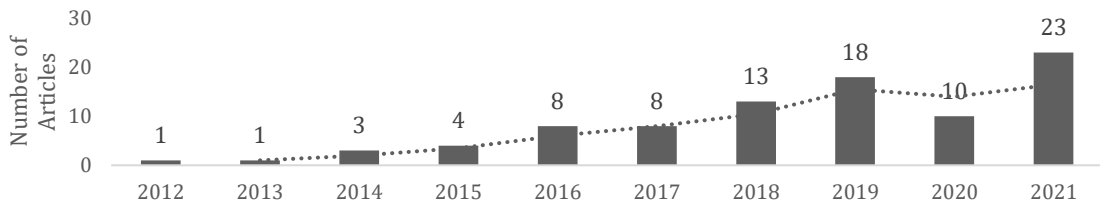
This section begins by presenting eleven subsections to emphasize these findings. Where, the publications are identified using biometrics from the Academic Scopus Database, including total annual articles, documents by author, publisher, and articles per area. Second, the density of the selected keywords is retrieved, and the subsequent overlay analysis is checked using VOSViewer analysis.

In addition, we also use NVivo 12 plus to check the pattern and theme of all published articles and the network between nodes and child nodes of each section. Finally,

we thoroughly reviewed all publications related to gender and politics on social media to determine their focus and methodology.

**Yearly Publication**

Figure 1. Number of publications per year (2012–2021)

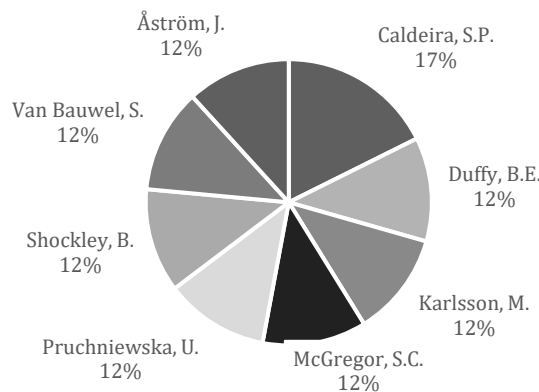


Source: Academic Scopus Database. Authors’ elaboration, 2022.

In recent years, by annual articles publication, there has been an increase in articles for gender issues in politics on social media. Meanwhile, there is a rather striking decline in 2020; however, the following year, there was a twofold increase from the previous years. During a decade, the high for total article were founded in 2021 with 23 articles, next in 2019 about 18 articles, for 2018 and 2020, both of them have 13 and 10 articles. Furthermore, to address the high author impact by their article publication has been mentioned below.

**Documents by Author**

Figure 2. Publication by Authors



Source: Academic Scopus Database. Authors’ elaboration, 2022.

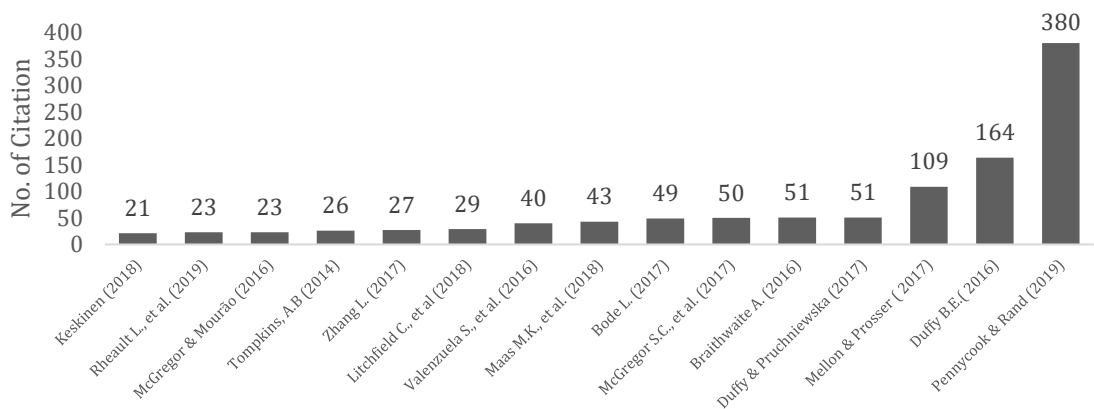
Noted: considering the journals that published at least two articles

Several writers with at least two articles have been included, of which many articles on gender and political studies on social media have been produced by several scholars, such as Sofia P. Caldeira, which has three documents (Caldeira et al., 2020; Caldeira, Van Bauwel,

& Ridder, 2021). On the other hand, seven authors have approximately two articles published in Academic Scopus Database, such as Brooke Erin Duffy (Duffy, 2016; Duffy & Pruchniewska, 2017). Moreover, Martin Karlsson (Åström & Karlsson, 2016; Karlsson & Åström, 2018). Furthermore, Shannon C. McGregor (McGregor, Lawrence, & Cardona, 2017; McGregor & Mourão, 2016). Other articles, Urszula Pruchniewska (Duffy & Pruchniewska, 2017; Pruchniewska, 2019). Another author are Bethany Shockley (Shockley, 2016; Shockley, Lari, El-Maghraby, & Al-Ansari, 2020) and Sofie Van Bauwel (Caldeira et al., 2020, 2021), as well as, Åström, Joachim (Åström & Karlsson, 2016; Karlsson & Åström, 2018).

### ***Citation per Document***

Figure 3. Capturing Citation by Authors Document



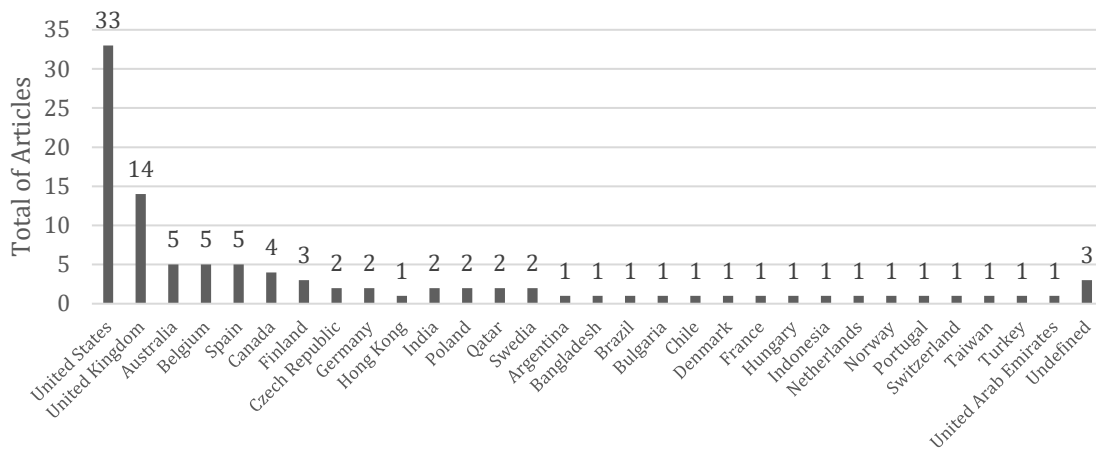
Source: Academic Scopus Database.

Note: selected for minimum of 20 citations. Authors' elaboration, 2022.

As a mentioned above, there are prominent to be highlighted that high impact document citation by other scholars. Overall, the research by Pennycook & Rand (2019) is the most high citation about 380 articles citation after their published. Other scholars is that second high impact by citation was founded by Duffy (2016), and 109 citation by document from Mellon & Prosser (2017). In brief, many scholars were got citation minimum of 20 citations.

**Distributing Document by Country or Territory**

Figure 4. Identification the Country or Territory from Total of Articles



Source: Academic Scopus Database. Own elaboration, 2022.

In short, the spread of studies on gender and political issues on social media has spread to several countries or territories. Overall, there are countries highlighted in the study, such as the United States with 33 documents, followed by the United Kingdom with 14 articles. These two countries were followed by five publications by authors located in Australia, Belgium, and Spain. Besides, other articles for country analysis with two documents have been six countries, such as the Czech Republic, Germany, India, Poland, Qatar, and Sweden. Moreover, other articles have one for document mentioned by country or territory. However, for a total of 30 countries or territories, this is not surprising, as the United States was the first country to conduct with issues in gender and politics on social science.

Table 1 shows the number of publications per journal publisher, considering the journal publisher published at least two articles. Most articles were published in the Information Communication and Society (23.52%), followed by Social Media and Society (17.64%).

**Publication Coverage**

Table 1. Total Articles per Journal Publisher

Publishers	No. of Articles	Percentage
Information Communication and Society	8	23.52%
Social Media and Society	6	17.64%
Feminist Media Studies	4	11.76%

Gender Place and Culture	3	8.82%
Women Studies International Forum	3	8.82%
International Journal of Cultural Studies	2	5.88%
Journal of Language Aggression and Conflict	2	5.88%
New Media and Society	2	5.88%
Online Information Review	2	5.88%
Research and Politics	2	5.88%

Source: Academic Scopus Database.

Noted: at least two articles selected. Own elaboration, 2022.

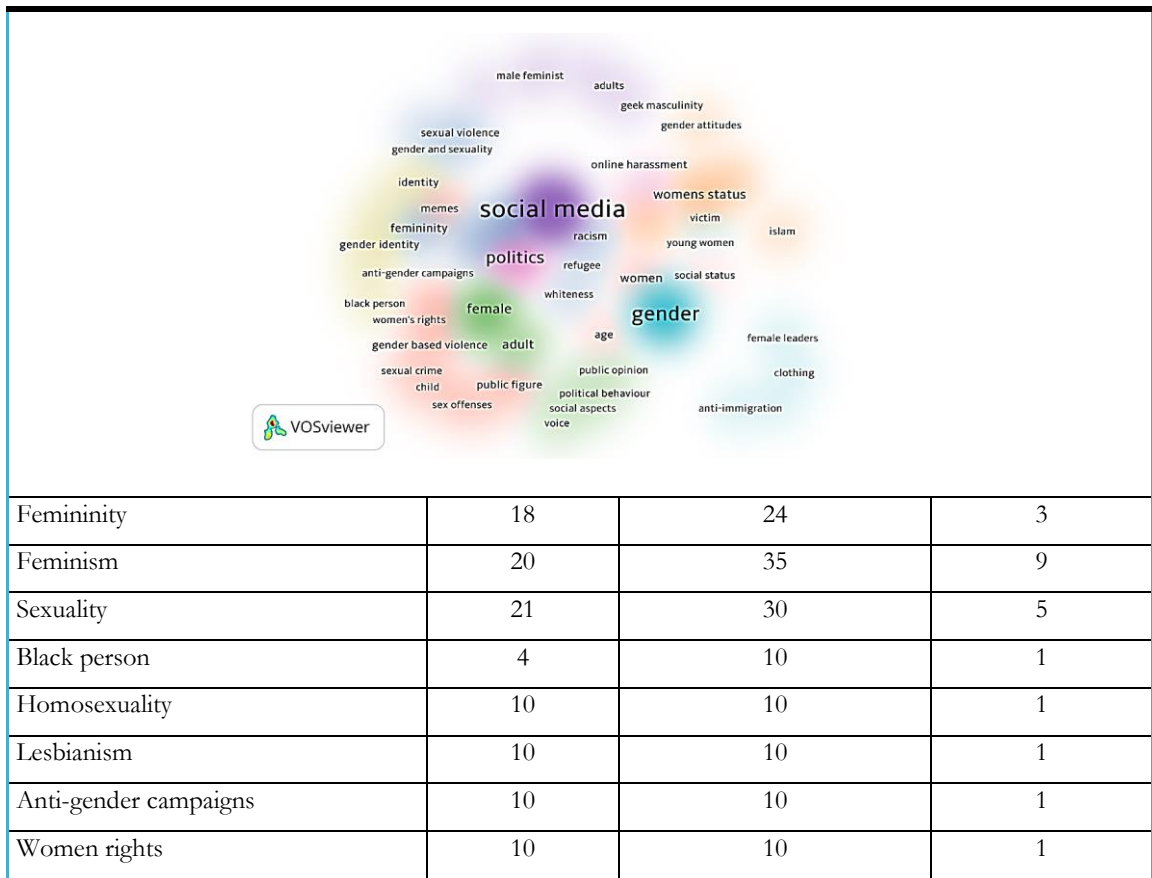
Furthermore, the treasury of stereotypes in gender issues and politics on social media can be founded from the dissemination of density (table 2). Overall, there are striking points to highlight between gender and politics on social media, all of which have been reviewed and constructed by previous scholars. Embedded studies that are raised on gender issues in politics.

### ***Density Visualization Analysis***

Table 2. Dissemination of Density for Gender Issues and Politics from 89 Articles Keywords

<b>Issues</b>	<b>Links</b>	<b>Total Link Strength</b>	<b>Occurrences</b>
Masculinity	18	23	3
Rape	11	11	1
Sex offenses	11	11	1
Sexual assault	11	11	1
Sexual crime	11	11	1
Adult	19	35	5
Female	34	65	8
Male	34	65	8





Source: Density Visualization, VOSViewer, 2022.

Noted: selected keywords and minimum 10 for total link strength.

A keyword frequency query (table 2) was used to determine the most prevalent study subjects in the field. First, we ran a keyword search in VOSViewer, emphasizing the most frequently cited terms in the sample, and then assembled the words into an overlay visualization based on their frequency. As indicated in Table 2 shows the concentration by all articles keywords. Overall, the most prominent point to be highlighted for specific issues on gender and politics studies is that Female and Male, besides, Feminism and Sexuality, as well as Femininity and Masculinity. To sum up, these frequencies by total link strength.

### ***Overlay Network Visualization***

Furthermore, overlay network visualization was performed using VOSViewer again, the research trend was added (figure 5). We overtook the visualization by articles content, looking for that, some keywords emerged for new research trends lately among 2012 to 2021 such as gender and sexuality, female leaders, anti-immigration, voice, and young women, as well as LGBT.



		Pizarro-Sirera (2020); Hu, et al ( 2020); Galpin, et al (2019); Warren, (2019); Pompl, et al (2019); Rahbari, et al (2019); Pitcher & Sanches, (2019); O’Byrne & Hale, (2018); Keskinen (2018); Maclean, (2018); Ringrose, et al (2018); Michael, (2019); Kassa, et al (2019); Kumar, et al (2018); Maas, et al (2018); Sinha (2018); Litchfield, et al (2018); Norocel, (2018); Day, (2018); Nelson, (2017); Cohler, (2017); Braithwaite, (2016); Dhrodia, (2018); Kirsten Zeiter, et al (2019); Munt, (2017); Grove, (2015); Demirhan, et al (2015); Karatzogianni, (2015); Barness, (2015); Johnson, (2014); Haghghat, (2014); Tompkins (2014);
	Interviews	Rodriguez, C. et al. (2021); Caldeira et al. (2021); Caldeira, (2021); Almenara-Niebla et al (2020); Pruchniewska, (2019); Duffy et al (2017); Zhang, (2017); Duffy, (2016);
	Survey	Sullivan, (2021); Molnár et al.(2020); Sylvia, (2021); Shockley et al. (2020); Bonart, et al (2020); Lilleker, et al (2021); Hruska, et al (2020); Akter, et al (2019); Pennycook, et al (2019); Rheault, et al (2019); Garrett, (2019); Mellon, et al (2017); McGregor et al., (2017); Åström , et al (2016); Bode, (2017); Vochocová, et al (2016); Kirsten Zeiter, et al (2019); Karlsson, et al (2018); McGregor, et al. (2016); Cook, (2016); Shockley, (2016); Arriagada, et al (2016); Gilmore, (2012);
Theoretical studies	Literature review	Darshan, et al (2019);
	Conceptual model/ framework	Hu, et al. (2021); Beltran, et al. (2021); Fangen, et al. (2021); Theocharis, et al (2020); Bonart, et al (2020); Hynnä, et al (2019); Romeiro, et al (2018); Lee, (2013);

Source: Authors Analysis, 2022.

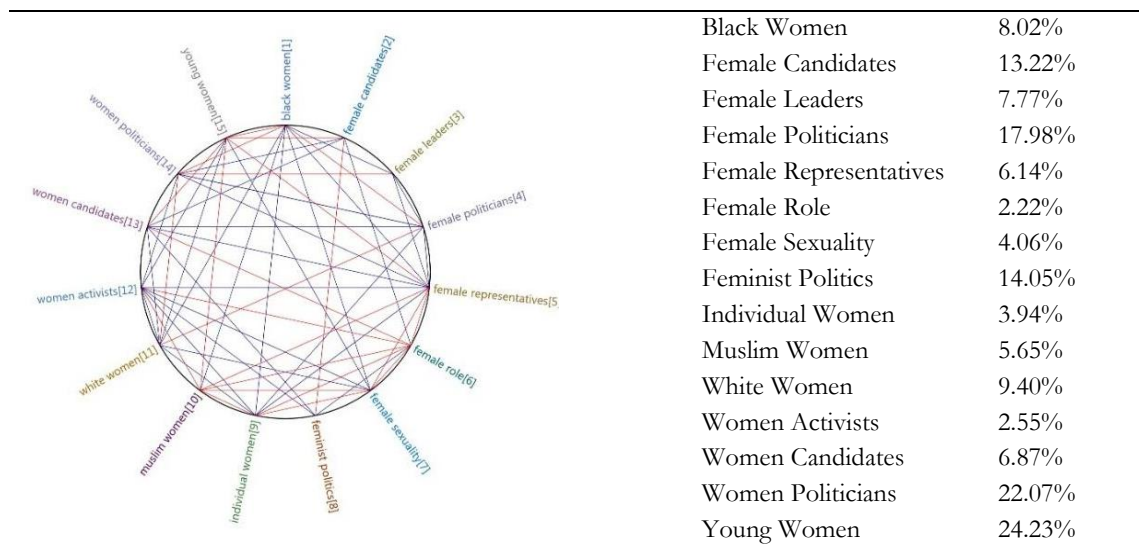
The design findings of 89 papers were reported in the research. It began with an empirical investigation, which yielded 53 articles for case studies, eight articles for interview

techniques, and 23 articles for a survey approach. Apart from that, gender and political studies appear in the theoretical research portion, with an 8-article conceptual model/framework; on the other hand, for literature review just one article were used. Regarding gender and political studies, articles that use empirical study methodologies and case study procedures are the high proportion. In contrast, a few articles adopt a theoretical approach, in which there is one article for past studies conducting literature review from all scholars, but it only used the narrative method for political communication in India and his study does not explore a procedural approaches with a systematic literature review to look for patterns and themes about gender issues in the political zone on social media.

**Content Issues in Gender and Politics on Social Media**

Additionally, from the NVIVO data analysis tool, we reviewed the content section of all articles; we got at least 15 main content discussed in each article related to gender and politics on social media, which was selected during the data process analysis. Figure 6 shows that Young Women became the featured content, followed by Women Politicians and Female Politicians.

Figure 6. Emerging Issues for Gender and Politics - From 38 Documents



Source: NVivo 12 plus, Authors.

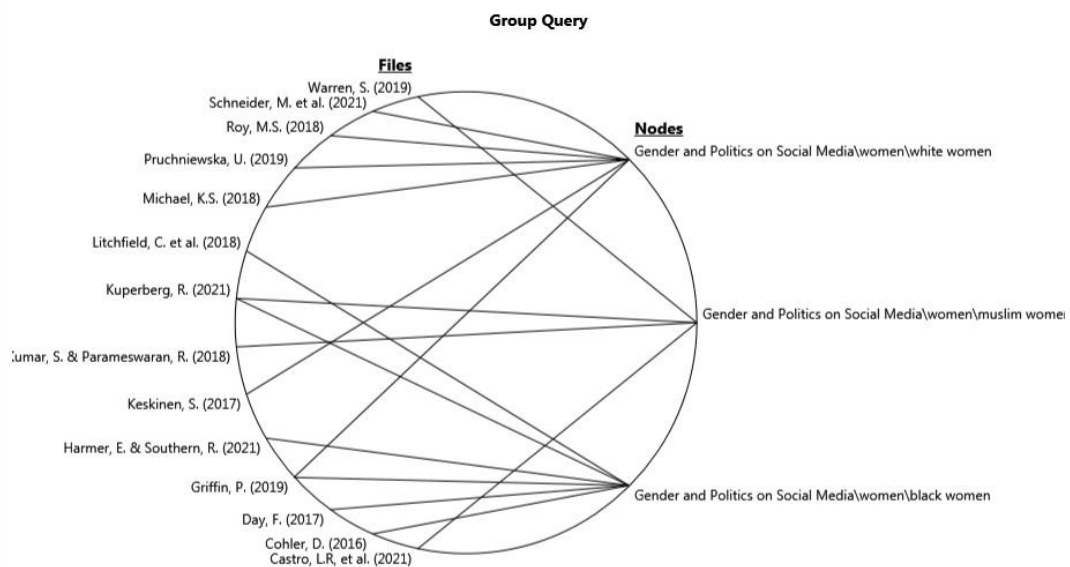
Figure 6 reflects salient points for some issues related to gender and politics on social media, with young women receiving the highest score (12 articles) and female politicians receiving the second-highest score (11 articles). It shows that gender and political studies on social media are associated with young women's involvement in discussions of gender and politics on social media, with some research on young women's daily experiences on social media colliding with more significant cultural and political issues around gender representation (Caldeira, 2021). Therefore, many young women have a strong understanding of gender-based violence, such as the anti-gender movement (Darakchi, 2019).

On the other hand, the second issue related to female politicians, the presence of female politicians, in reality, frequently inspires anger on social media, with some claiming that female politicians are incapable, in addition to a plethora of sexist and racist invective (Kuperberg, 2021). Female politicians do not have the same preference as men when communicating with the public on social media; many discriminatory notes are found, so many female politicians use different language treatment and are afraid to communicate anti-stereotypically because it will attract ignorance from users (Beltran et al., 2021). This also related to a study by Saluja & Thilaka (2020) that there are echoes of the public's response on social media to women's leadership in politics which often associates the leadership qualities of women politicians with their gender aspect so that the development of gender identity of women politicians will weaken in terms of communication when faced with stereotypical images posted.

### ***Selection Issues under Nodes and Articles***

Discussed young women already mentioned above, on the other hand, there are other controversial prominent issues in gender and politics on social media, i.e., Black Women, Muslim Women, and White Women. To see which article were mention that issues, as below.

Figure 7. Group Classification under Nodes and Articles – Selected Issues



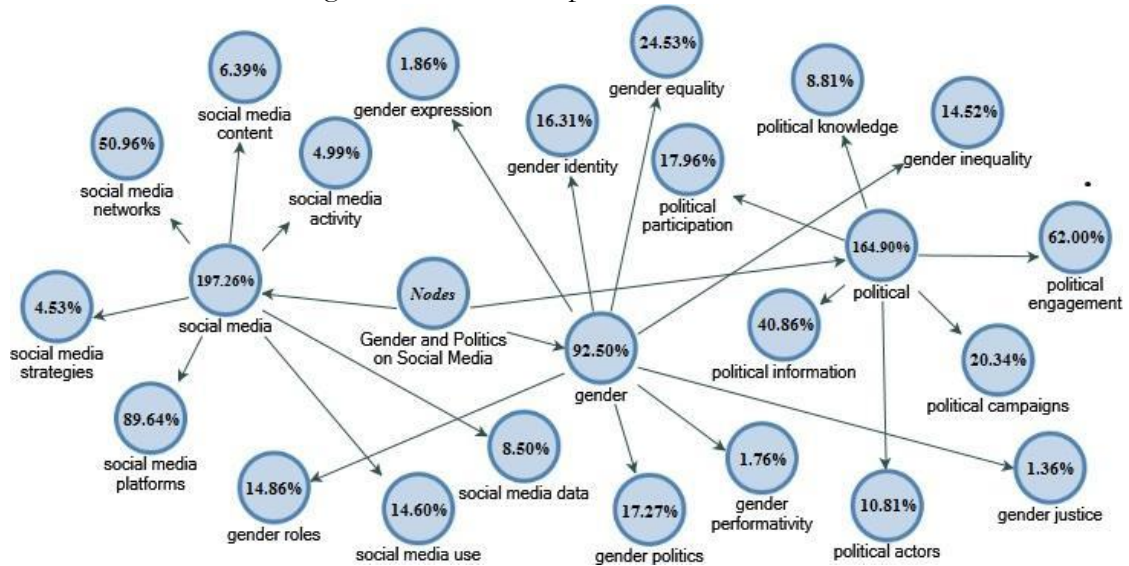
Source: NVivo 12 plus, 2022.

Furthermore, a review of some articles that have been conducted (figure 7) with crucial issues in gender and politics on social media. Overall, several contents of the article discussed related White Women, Muslim Women, and Black Women. First of all, white women have advanced further in the politics of gender nationalism, many of them taking positions in the behavior of the movement. Since one of the appeals of mobilizing white women is to help them avoid (gender) conflict, they are also given the right to address hate and sexual violence issues online, which is quite paradoxical if non-white women experience it (Keskinen, 2018).

However, the white skin color has something unique, and they think it will work (Pruchniewska, 2019). In contrast to discrimination against black women who do not get exclusive rights, the issue of race and gender harms some groups (Kuperberg, 2021). As a result, black women and their relationship with masculinity have been ostracized (Day, 2018). This is also experienced by Muslim women, where Islam phobia is a threat to British Muslim politicians, so that it becomes the target of religious hatred, the issue of Islam phobia, it is possible to provide views to marginalize MPs through the rhetoric of sexism and racism online (Kuperberg, 2021).

*Themes Proportion Classification*

Figure 8. Themes Proportion Classification



Source: NVivo 12 plus, 2022

There are three proportions of topics that explicitly observe studies from several previous studies, including social media, gender, and politics, as shown in the proportion review above (figure 8). Many sub-nodes are drifting among the three nodes.

Some scholars have studied social media platforms that intersect with politics, as Caldeira (2021) notes that the social media platform, Instagram, can capture various political perceptions of young women on gender issues. Cardo (2021) also observes that social media platforms, Twitter and Facebook, have become communication tools about gender conversation during election campaigns (Cardo, 2021), and web-bloggers have become a space of expression for 'pioneer' feminists in the world. Arab and this platform is also a place to learn about gender politics in Muslim countries (Sunday Grove, 2015). Found a video-sharing social media platform, Youtube, in the comments menu, examined as a place for debate on race, gender, and sexuality (Day, 2018). It is then seen that social media platforms are the main prerequisite for the emergence of e-democracy as freedom of expression (Molnár & Urbanovics, 2020).

On the other hand, Sullivan (2021) has reflected on his findings that several politicians mayors of Canada have become active users of social media (Twitter, Facebook, and Instagram), and his study also shows a tendency for the proportion of active users based



on gender. In addition, Beltran et al (2021) have also studied communication opportunities between politicians (male and female) and citizens and found data bias when they speak. Other studies, such as Mellon & Prosser (2017), have compared the use of social media data in election forecasts. In addition, McGregor et al. (2017) found that not a few politicians who come forward as gubernatorial candidates are less concerned about providing a proportion of their strategic personalization through social media. In comparison, Lilleker et al. (2021) emphasized that social media networks inspire more comprehensive political activity. His research also contains findings that there is no significant gender disparity; women and men express themselves in the same way through online media, perhaps because they have the same proportion of votes in users' eyes (Lilleker et al., 2021). In summary, the importance of using social media as part of online campaigns, such as those used in the political sphere, where the difference between the use of social media and non-social media platforms is seen in the complexity and volume created.

Then, through political campaigns, many female politicians tried to cover male stereotypes with their leadership attributes while enhancing their stereotypes as warm people, which was helped by the advent of social media to accelerate their personalization (McGregor et al., 2017). Norocel (2018) noted that many female politicians use political mounts to negotiate their ideological beliefs about gender and feminism; through social media, the campaign on these issues strengthens their future career interests (Norocel, 2018). Darshan & Suresh (2019) has looked that political parties and political actors in India have turned from mass media to social media for campaigning. Caldeira (2021) also said that Instagram became a forum for channeling political information and getting involved with politics and social affairs through social media. Bode (2017) points out that political involvement in social media is manifested in three main ways: the existence of political interests, differences in politics, and differences in political participation. Thus, Vochocová et al. (2016) found that the arrival of various kinds of social media expands the list of online platforms and multiplies new forms of political engagement networks. Consequently, this led to the discovery of many political advertisements, so Nelson et al. (2021) have explored voter support for regulating political advertising and political information on social media. In short, in the political context, political actors and social media users present gender issues as an essential issue to participate in political debates.



Furthermore, gender has become a significant issue in differences and styles of political discussion in various public spaces. Darakchi (2019) indicate that there is a fear of commenting on social media about gender because the findings say that gender discourse has entered the heteronormative stage, where gender has entered the realm of politics, religion, nationalism, anti-feminism, and LGBTQ equality are identified as threats (Darakchi, 2019). This is related to the emergence of a patriarchal culture is the main obstacle that limits women from taking part, where they are considered weak and do not have the masculine abilities of men (Yuwono, 2018). Especially in the political sphere, gender equality is needed, as Kirsten Zeiter et al. (2019) reported a fundamental challenge for democracy when the number of women participating in political discourse and policymaking is limited (Kirsten Zeiter et al., 2019). In the discussion and policymakers, it is necessary for women's participation and will advance the inclusiveness of the discussion space. Thus, gender equality continues to be echoed, this is not without reason, and the initiators of equality in all lines, including politics, are female figures (Simaibang & Bajari, 2019).

## **CONCLUSION**

In this regard, this study reviewed the relevant gender and politics on social media from 2012 to 2021. Data were divided into two tools to range the information, such as NVivo 12 plus and Vosviewer. However, we collected data sources represented by the social sciences discipline; we selected 89 articles records gathered from Academic Scopus Database.

Scholars have converted gender and politics on social media for a few decades, and this topic arises with many perspectives, scopes, and approaches. We have been records gathered the significant issues and the most frequencies from the past studies and some proportion that scholars debate. This study started that topics of gender issues and politics on social sciences have grown from 2012 to 2021. The most prominent name published in the article journal is Caldera, S.P, but the citation was obtained by Pennycook & Rand (2019) with 380 citations. On the other hand, the most striking country or territory is the United States, with 33 documents and the significant publisher, which realized articles related to gender and politics on social media by Information Communication and Society with 23.52%. All in, the data divided Academic Scopus Database.

Secondly, we analyze some keywords and content from all articles. Overall, the “Female” and “Male” have caught up for high keywords used by past scholars, selected, another side, we also found the newest keywords trend are “gender and sexuality”, “female leaders”, “anti-immigration”, “voice”, and “young women”, as well as “LGBT”. In this regard, the content was divided VOSViewer for the data sources tool. On the other hand, our marked up with NVivo tool analysis, from all article (89 articles), the significant methodology by authors is an empirical investigation with case studies for the technical procedures. Others reflected that the issues content conversation in all articles is the highly significant issues is “young women” with 12 articles that debated. Besides, there are some issues also that controversial analyzed are “Black Women”, “Muslim Women”, and “White Women”. Last but not least, we received several themes proportion classification, such as social media, gender, and political.

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