

**#ME TOO
MOVEMENT**

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12/5/2019

WHAT IS #MeToo?





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If you've been sexually harassed or assaulted write 'me too' as a reply to this tweet.

Me too.

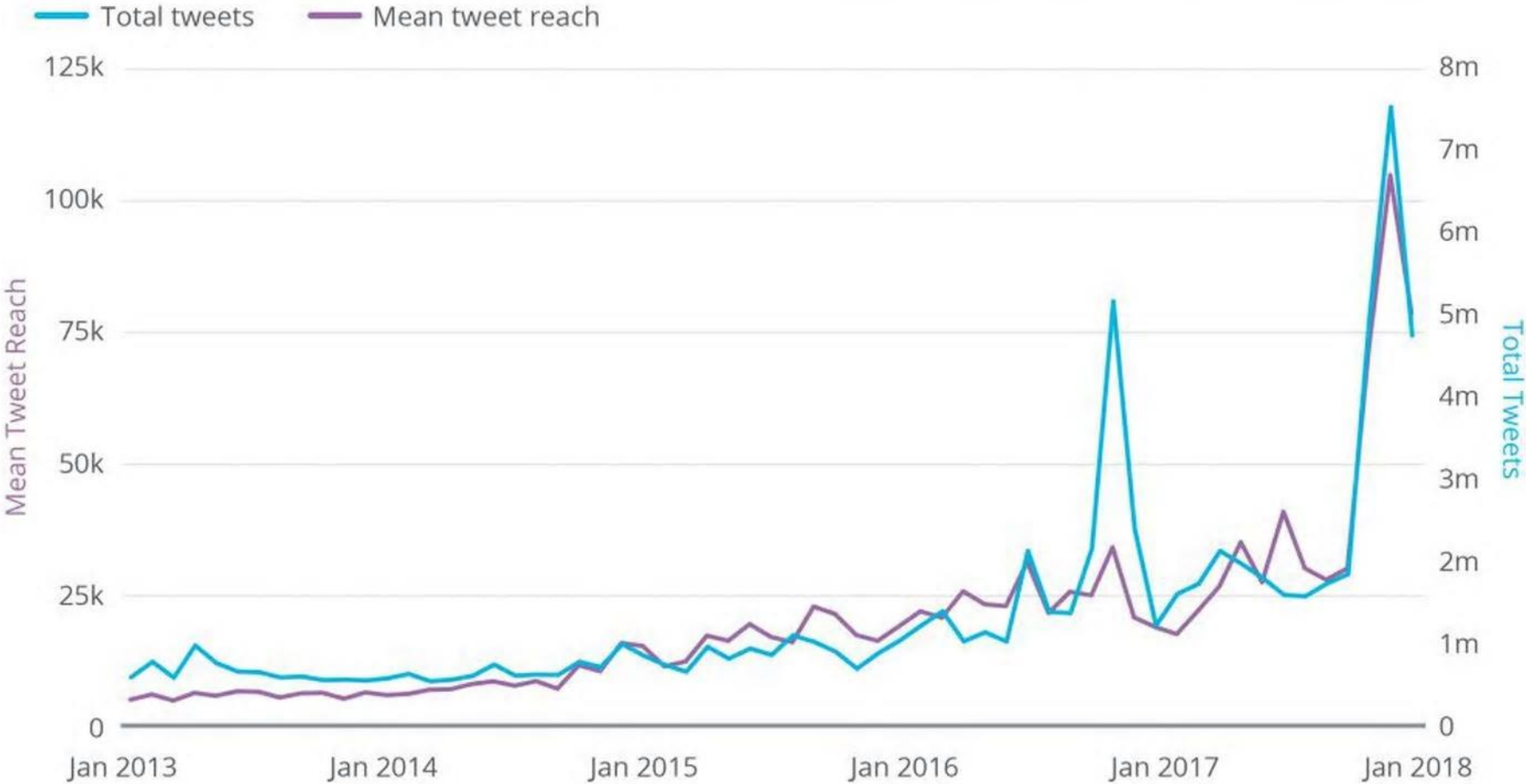
Suggested by a friend: "If all the women who have been sexually harassed or assaulted wrote 'Me too.' as a status, we might give people a sense of the magnitude of the problem."

1:21 PM - 15 Oct 2017

Source: Crimson Hexagon

Mean Tweet Reach vs Total Tweet Volume (Twitter Sexual Harassment Conversation)

POWERED BY  Crimson Hexagon



RESEARCH QUESTION

What was the **political context** and **resource availability** at the time that allowed the **Me Too** movement to **form** and **maintain exposure**?

THESIS

The public's attitudes towards **sexual misconduct** are changing and the **Me Too** movement was able to take advantage of both **political opportunities** and **resources**, that were previously not available, to successfully mobilize **at this time**, and **maintain exposure**. Analyzing these two theories reveals gaps, showing that **updated theories** are needed to explain movements in the **modern era**.

RESOURCES AND RESEARCH METHOD

News

Social Media

Academic Articles

Data

Policy

Sexual Misconduct

Numbers of women
in positions of power

WHO CARES?

QUESTIONS

- I am having trouble with the final sentence of my thesis especially. Do you have any advice?
- From the research I have described, is this a compelling thesis?