

## **Annotated Reference List- Primary Research Methods**

### **Questionnaire**

The first primary research method I conducted was a questionnaire which was first conducted as a pilot study sent out to four people to ensure the clarity and coherence of my questions, and was then distributed online through social media platforms including Snapchat and Facebook, generating a total of 201 responses. The purpose of this questionnaire was to gather insights into the beliefs and attitudes of the meso sphere on the feminist movement, in order to understand whether feminism still remains to be a heavily contested ideology due to fabricated mythologies disseminated within micro, meso and macro spheres. The questionnaire results elucidated a predominantly democratic and collective view regarding the enduring dissent towards feminism and highlighted the need for an accurate rebranding of the feminist image, which I was able to use throughout the critical discourse of my PIP to demonstrate the importance of challenging social constructs and feminist stereotypes. The data from my questionnaire was of extreme help in substantiating secondary research and other primary methodologies, particularly concerning the stigma around the feminist movement, contributing to the reliability of conceptual claims made in this PIP. Despite this, there are a number of limitations that must be acknowledged when assessing the data and validity of this research method. As the questionnaire was limited to my micro and meso spheres, results are not reflective of the wider public's values and views, hence data is limited. A significant gender bias was also present, as 83.1% of respondents were female, therefore skewing data to a primarily female-oriented perspective. While careful action was taken to ensure clear questions, if miscommunication did occur and readers could not entirely understand the question, this could reduce the validity of data gained. Furthermore, participants of my questionnaire were presumably not well informed on the topic of feminism and its deeper context, hence some answers could have been based off of surface level judgements. This limited understanding could further reduce the validity of opinions and both the qualitative and quantitative data collected. Nevertheless, this primary research method was extensively beneficial for investigating the micro and meso Australian perspectives on feminist mythology and its widening dissent, allowing further discourse on the transformative change required for gender equality to transpire.

### **Interviews**

Three interviews were conducted with Valerie Bryson, feminist theorist, Susan Faludi, feminist author, and executive director of the Victorian Women's Trust, Mary Crooks. These interviews were completed in order to gain academic perspectives on the fabricated representations of feminists within society, and possible continuities and changes of disseminated feminist mythology in the future. This methodology was highly useful in emphasising how feminist mythology is a widely dispersed in the mainstream public sphere, hence resulting in opposition to the movement as

demonstrated throughout my PIP. These interviews were highly beneficial in providing further understanding from authoritative figures, aiding the critical discernment of secondary research. However, the limitations of this research method must be considered when analysing the data collected. Firstly, the interview was achieved through email correspondence, therefore information was limited as data could not have been gathered from non-verbal cues and answers could not be further elaborated on. Additionally, gender and personal biases were present, as the interviewees were female and experts in the fields of feminism, thus affecting their judgement and the validity of the data. The answers they provided were also told on their micro world personal perspectives, hence their answers do not account for the wider macro world's values and perspectives. Despite this, these interviews were highly beneficial as they enhanced the academic credibility of this investigation, and supported secondary research and other primary research methods that lacked a more authoritative opinion.

### **Qualitative Visual Content Analysis**

My qualitative visual content analysis of a comic image Twitter post was undertaken to investigate how a graphic depiction of feminists may further threaten the feminist image through its continuity of negative portrayal by constructing unfavourable public discourse on feminism. My content analysis revealed the media's negative depictions of feminists and how these representations provoke further dissent towards the feminist ideology through the exposure to negative stereotypes that align with dissenting micro world understandings of feminists. The image illustrates two feminists; the first one being the conventional feminist appearing as friendly, clean, feminine and optimistic, and the second feminist, who feeds into the stereotypical 'feminazi' as the stereotypical portrayals of being manly, unhygienic, unappealing and touch. This use of stereotyping generates negative imagery of feminists, potentially influencing public discourse within micro, meso and macro spheres through insulting and undermining the legitimacy of the feminist movement. Nevertheless, there are limitations that thereby reduce the validity of my content analysis. Foremost, this primary research method contains a bias as the material was specifically selected to support my hypothesis. The content analysis is also based upon my own personal interpretation, so it is possible that the data gathered was skewed which further limits the validity and reliability of the data. The visual content analysis, whilst providing important information on how negative depictions of feminists influence public discourse, is limited by its nature as it does not reveal the reasons behind its portrayals, which limits its usefulness somewhat. In this sense it is reductive, and limits a comprehensive understanding of this complex issue. Although, this methodology provided valuable insights into feminist mythology disseminated across media within the public sphere. This visual content analysis was also able to be correlated with my other primary methods and secondary research, therefore being highly useful for this PIP.

### **Quantitative Content Analysis**

Additionally, a quantitative content analysis was undertaken on the analytics of a YouTube video published by 7NEWS Australia in order to investigate the dissent projected towards feminists. The video depicts thousands of women marching in the March4Justice protest and empowering not only themselves, but each other. However, the public backlash asserted onto feminists in response to the march is evident through its sexist, patronising and false comments. The nature of these comments emphasises the inevitable opposition from individuals of society, highlighting that their dissent towards empowered women striving for change derives from a place of misogynistic beliefs and values that have been shaped by feminist mythology disseminated to their spheres. This methodology was highly beneficial to the discourse of this PIP as it stimulated a deeper understanding on society's inevitable opposition to the feminist movement. However, in order to question the true validity of this data, the limitations that occurred whilst undertaking this research methodology must be assessed. Due to the one-sided, micro scale of this primary research methodology, my content analysis could have been influenced by subjective interpretations, thus it may not be reflective of the true state of the video. Furthermore, the coding of this video contains a bias, as the material was specifically chosen to correlate and further support chapter four and the overarching hypothesis. Additionally, it was limited in its effectiveness as it did not codify for highly detailed information and data was not robust enough to explain the complexity of feminist backlash. Nonetheless, this methodology still verified as being useful as it revealed the societal opposition to feminism in forms of misogyny, further supporting other secondary research and the hypothesis of this PIP.