

Department of Sociology and Social Anthropology

SPEAKER SERIES

Navigating Tradition in Neoliberal Times: The Strategic Femininity of Red Pill Women

Dr. Pauline Hoebanx
Saint Mary's University

The manosphere, a network of predominantly male online communities, is known for its antifeminist and misogynistic ideologies, often advocating traditional gender hierarchies and opposing feminist movements. While most of these spaces are male-dominated, there are also communities of women who support and participate in the promotion of these ideas. This talk examines one such community: the Red Pill Women subreddit. Through an analysis of participant discussions, the study explores the motivations driving women to adopt and adapt these traditionally patriarchal views, revealing how they negotiate their identities and agency within this unique ideological framework. Understanding the appeal of these communities offers critical insights into the intersections of gender, power, and identity in contemporary digital culture.

Friday, February 14th, 2025
2:30 p.m. in McCain, #1116
All Welcome!