

# 'DOING GENDER' ACROSS MOBILE APPS

18 OCTOBER 2022 // ONLINE

mygender ecrea RETHINK  
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## Pre Conference 'Doing gender' across mobile apps

Organisation: University of Coimbra/MyGender project (PTDC/COM-CSS/5947/2020)

Related Section: Gender, Sexuality and Communication

**18 October, Tuesday**

10h30 - 12h (CEST)

14h -16h (CEST)

Registration: [https://bit.ly/ECREA22\\_DoingGender](https://bit.ly/ECREA22_DoingGender)

Contact: [mygender@fl.uc.pt](mailto:mygender@fl.uc.pt)

More information: [www.mygender.uc.pt](http://www.mygender.uc.pt)

Online discourses and practices on gender tend to reflect dominant ideas from societies, just as symbolic materials are outcomes of social arrangements that legitimate and strengthen an essential division of society. Online and digital spaces are not only technological arenas, as they reinforce power relations, perpetuating hegemonic masculinities and femininities anchored in heteronormativity.

Taking an interest in the nuances of the dynamics between technology and gender, this ECREA 2022 pre-conference focuses in particular on the field of mobile applications (m-apps). Through a call for papers, the *'Doing gender' across mobile apps* pre-conference invited abstracts on studies and analyses of the gendered possibilities of mobile applications, grammars, platform politics and content, as well as their uses, appropriations and embodiments, in order to make sense of how they are shaping hegemonic normativity and changing gender roles.

The organisation of this ECREA 2022 pre-conference is looking forward to October 18, 2022, to create a space for knowledge sharing between topics such as gender, sexuality and app studies.

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## Programme

**18 October, Tuesday**

**10h30 - 12h (CEST)**

### **PRESENTATIONS AND DEBATE**

**Digital Gender Contestations Social Media and Democracy in a Cross-Stance, Cross-Culture and Cross-Platform Perspective**

Lukasz Szulc

**Apps, couples and gender. A critical analysis of digital stores offer.**

Rita Sepúlveda

**Systems of Attraction – Dating app experiences of trans and gender non-conforming young adults**

Yvonne Prinzellner

Ali Simon

**Social media selves – rethinking the Proteus effect**

Gabriela Poleac

**Debate and questions of the audience and participants**

**18 October, Tuesday**

**14h - 16h (CEST)**

### **PRESENTATIONS AND DEBATE**

**Fight Against stigma: How Female's We Media Reshape Social Issues about HPV?**

Xinying Tan

Jiangcheng Wang

**Sexual digital cultures: scientific production and lines of research on dating apps and gender**

Natalia Reis Gomes

**Performing femininity in the gig economy. A comparative case study between domestic and sex work**

Margherita Di Cicco

Elief Vandevenne

**Embodying and transgressing gender norms: the uses of smartphones by Saudi women in Riyadh**

Helene Bourdeloïe

**Fatherhood Representations on YouTube**

Çağla Çavuşoğlu

**Debate and questions of the audience and participants**