

CFP - Pre Conference 'Doing gender' across mobile apps

Interested in questioning how gender and sexuality are constructed in media production and consumption, feminist scholarship has been highlighting the importance of identifying dominant ideas and discourses and how symbolic materials are outcomes of social arrangements that legitimate an essential division of society. As digitisation has taken place, concerns have also been directed to the gendered dimension of human embodiment and humans' relational practices with technology. Research shows that collective narrative processes on mobile app-based platforms enhance power relations by perpetuating hegemonic masculinities and femininities anchored upon heteronormativity. Masculinities and femininities represent a culturally imagined, as well as discursively and semiotically conveyed, ideal of what it means to be and behave like a man and a woman.

Understanding technology as producing meaning, subjectivity, and agency shaped by power relations and adopting a critical perspective of contemporary digital media, this pre-conference invites scholars to analyse mobile apps affordances, grammars, platform politics and content, as well as their uses, appropriations and embodiment, in order to make sense on how they are shaping hegemonic normativity and changing gender roles.

This pre-conference welcomes theoretical and empirical abstracts that use qualitative, quantitative or mixed methodologies and focus on these topics:

- How do the uses of m-apps dialogue with social and political contexts?
- How does gender identity performances vary across different m-apps?;
- To what extent do uses intertwine with the affordances of these apps?;
- How do gender identities are negotiated and imagined in user experiences of mobile apps?;
- To what extent mediated interfaces reproduce or challenge normative imaginaries of gender?

Abstracts focusing on other topics within gender, sexuality and app studies are also welcome.

The organisation of the pre-conference will publish a book with the articles that may be submitted.

Abstracts (300 max.) should be send to mygender@fl.uc.pt until 1st of July 2022. Notice of acceptance will be given by the 15th of July.

Date: 18 October 2022 – Full day

Location: online

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