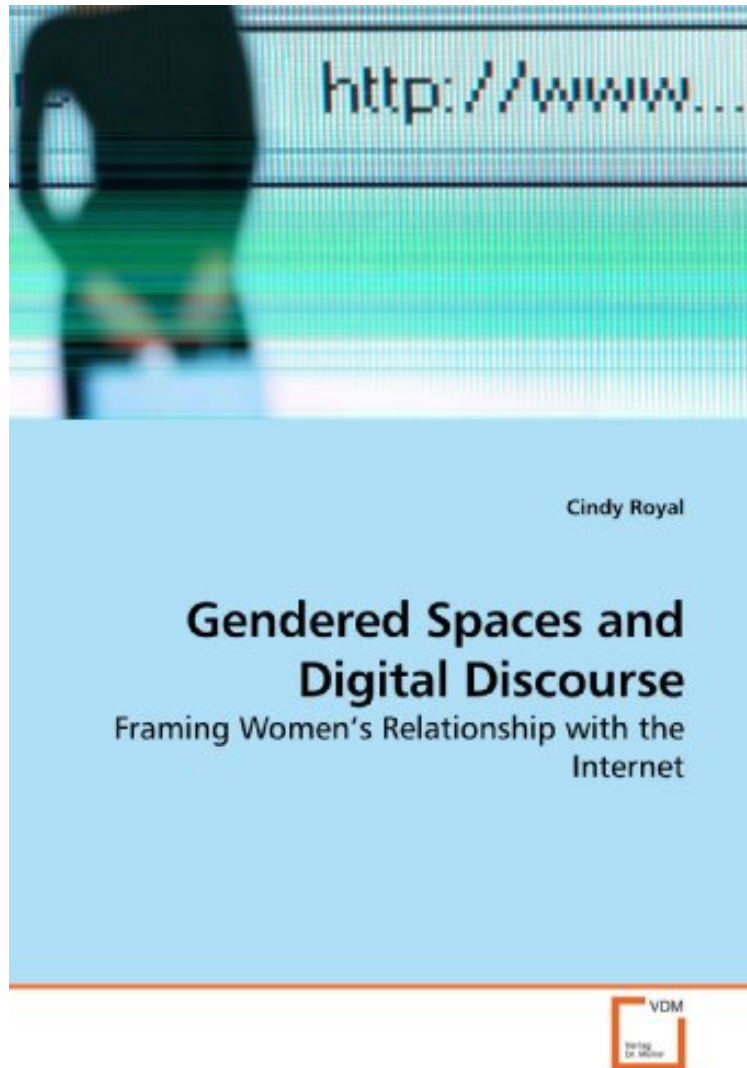


Gendered Spaces and Digital Discourse: Framing Women's Relationship with the Internet

Cindy Royal

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Cindy Royal : Gendered Spaces and Digital Discourse: Framing Women's Relationship with the Internet before purchasing it in order to gauge whether or not it would be worth my time, and all praised Gendered Spaces and Digital Discourse: Framing Women's Relationship with the Internet:

While access to the Internet in the United States has reached parity amongst males and females, over time, gender

differences in terms of usage, agency, and representation with technology are becoming evident. Early thinking about the Internet indicated a more liberating and equalizing effect than previous media, due to its decentralized nature, reduced structural barriers to entry, and potential for diversity of voices. But over time, mainstream sites that have been developed for women are primarily interested in their value as consumers. Many sites have adopted a women's magazine model, using essentially feminine stereotypes to promote and position their content. This includes the ways in which these sites represent the ideas of technology and the Internet. This study maps the history and background of women's Web sites and then identifies the relevant frames that the main players use around the Internet. Identification of sites that offer alternate discourses provides a basis for discussion of spaces of resistance and opportunities for alternate meaning making around women's relationship with Internet technology.

About the Author Cindy Royal is an assistant professor in the School of Journalism and Mass Communication at Texas State University in San Marcos, where she teaches Web and online media courses. She has a Ph.D. from The University of Texas at Austin. An avid music fan, she also writes for Texas Music Magazine. More information can be found at cindyroyal.com.