



RESEARCH PAPER

Role of Tweets of Female Politician in Spreading Feminism: A
Case Study of Jacinda Ardern (26 Oct 2020 to 30 May 2021)

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ABSTRACT

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The objective of the study is to analyze the link between the use of social media and feminist positivism. In this context, the conversations of Jacinda Ardern on Twitter were fueled by an empathic structure that was supported up by secondary structure of the occupied regional parliamentarian and the interpersonal politician. These qualities were emphasized by the use of coercive and interpersonal situations. Several women leaders, including Jacinda Ardern, used Twitter to emphasize their major positive feminism, both during and prior to the epidemic. Through internet media, it demonstrates the active role of women in politics. This study is about promotion of positive feminism by female politicians, in particular Jacinda Ardern on Twitter during the period 26 October 2020 to 30 May 2021. The characteristics extracted from the tweets via inductive analysis were "congratulatory remarks", "democracy" and "rights of the people". It was observed that a positive feminism was a major trend in her tweets.

Introduction

'The beauty Discrimination against women has long been a feature of most culture and social structures. Historically, Women rights, empowerment and their position and role in the society have struggled to achieve its due identity and recognition in societal structures. Females have made great strides in many nations in terms of autonomy, yet many still fight to reach equality. Such daily problems that women encounter are not restricted to a specific geographic location but are global challenges that affect women all over the world. Women aren't restricted to identifying just by one's gender. Women face persecution on a variety of fronts, spanning ethnicity, sexuality, and physical abilities, amongst others. Feminist

activists on Twitter are harshly criticizing this type of involvement, which is technically known as "intersectional feminism". States possess gender, as Tickner put it in 1997 (Singh, 2020). Gender impacts all agencies as well as the behavior of actors, affecting all elements of decision-making in and around political institutions, as well as our cultures, communities, and diplomacy. As a result, even during an international health epidemic, gender may impact a political choice about whether, why, as well as how to intervene. Feminists have emphasized the need of considering gender while studying state behavior as well as global phenomena during the last few decades. This demand for methodological awareness began with a study of men's responsibilities in political leadership & their worldwide ramifications. Nonetheless, from 1995, new analytical frameworks have formed, while emerging female leaders have begun to evolve in numerous democratic nations, owing to the "Beijing guidelines" & conditions to enhance women's representation in government, as well as to encourage women's involvement in judgment processes, develop institutional arrangements for women, as well as support their development within political leadership. Now is the time to consider the ramifications of having such women in leadership positions on either side of the gender divide.

On 19th of March, 2020, New Zealand's head of state chose to move quickly as well as, with the support of the Cabinet, issued a "Level 4 Alert" throughout the nation, culminating in the implementation of obstructing regulations in the initial stages of the pandemic. With 102 verified infections of COVID-19, Ardern determined it was important to intervene to save people, control the virus's transmission, & protect the country's healthcare system. The prime minister accepted responsibility for the pandemic's result and confronted the task of limiting a health disaster by exhibiting effective leadership (Lopes Campos, 2021). Ardern reassured the public that critical services will be available because while the population was isolated, rigorous case tracking using efficient testing would monitor any possible easing of these restrictions. New Zealand proclaimed the country clear of the virus & dropped many limitations on COVID-19, with the exception of reopening the border to foreign passengers, following three months of tremendous dedication and continuing work. Twitter provides a venue for female politicians to conduct political public affairs while also allowing them to sidestep traditional limitations to their exposure. Some research did a content analysis of tweets posted by Jacinda Ardern as well as Nikki Kaye during the "2014 New Zealand electoral campaign" to see how young women utilize Twitter to fit in there during electoral campaigns. Their communications were driven by an empathetic structure, which was backed up by secondary structures of the occupied regional parliamentarian as well as the interpersonal politician. These characteristics were accentuated through the use of coercive & interpersonal circumstances (Fountaine, 2017). The tweets by several female politicians including Jacinda Ardern highlighted their significant positive feminism by using Twitter, both during the pandemic as well as before that. It shows the active role of women in politics through online media. Several women leaders, including Jacinda Ardern, used Twitter to emphasize their major positive feminism, both during and prior to the epidemic. Through internet media, it demonstrates the

active role of women in politics. This study is about promotion of positive feminism by female politicians, in particular Jacinda Ardern on Twitter during the period 26 October 2020 to 30 May 2021.

Literature Review

According to a study by Fernández-Rovira, & Villegas-Simón, (2019), Twitter's attitude on feminist concerns may not fluctuate more by gender like it does by political affiliation. As a result, the way members from every political party address feminist concerns mostly on the internet is determined by ideology. This is evidenced in the sense that mainstream parties use notions connected to feminist movements that have developed or had a significant influence on social media. A content analysis of tweets through the leadership of the four political groups with the most membership in the Spanish parliament was conducted. Content analysis is by far the most appropriate quantitative methodology for measuring & categorizing the number of tweets posted by select politicians, as prior studies on Twitter & political discourse have revealed. The article's strongest claim is that leaders utilize it to deliver information and convey their political viewpoints on specific problems, rather than to spark debate. Both points cast doubt on Twitter's ability to stimulate discussion & establish a distinct media agenda. The study's flaw is that it is short, but it demonstrates that some heteropatriarchal positions are repeated on Twitter, given that political parties are still dominated by males.

A study by Goehring (2019), states that Hashtags, then, aren't only tools for slacker activists, nor are they replaceable with any kind of information communication. Its distinguishing feature of posting a tweet as part of a wider discourse exemplifies its social character. When used in conjunction with the Twitter platform, wherein users are pushed to develop & maintain connections with other Twitter users across the world, hashtags become powerful tools for educating, criticizing, & expressing solidarity. Muslim women were used to questioning, critique, respond to, & reinforce a variety of identities articulated via a variety of descriptors: Muslim, feminist, femininity, and so forth. A qualitative secondary inquiry was used as the work approach. In terms of technique, the author focused her investigation on four notable hashtags developed by Muslim women in the West, all of which were related to feminism in some manner. Each hashtag was indeed a Twitter trend that sparked debates over a specific expression of mixed Muslim-woman identity, to whom they associated these credentials by agreement & disagreeing. The essay's main conclusion is that, regardless of the tweeter's stance, the hashtags analyzed in this study provide a lot of information on female power dynamics in Western Islam. The flaw is that the conversations sparked by these hashtags do not lead to final conclusions regarding the nature of gender as well as Islam; rather, they serve as platforms for both sides to express themselves & engage in discourse.

As per a study by Ureta, Terradillos, & I Gras, (2021), Internet feminism nowadays lacks the characteristics which have traditionally distinguished it in the

offline world. Feminism mostly on the web has proven to be a trend unaffected by strong leaders or ideological references, as evidenced by the research study. Furthermore, the study's findings cast doubt on Twitter's usefulness as a platform for debate capable of advancing feminism as just a street-level movement, as well as its usefulness as a tool for uniting & encouraging stronger cohesiveness among affiliates & defenders on a global scale. The methodology employed was a blend of quantitative & qualitative approaches. The study focuses on the social blogging network Twitter and was conducted using "the Twitter Capture & Analysis Toolset" created by the "University of Amsterdam's Digital Methods Initiative (DMI-TCAT)". The study's strength is that it contributes to a fresh conceptual approach in which numerous analyses of so-called "feminist hashtivism" dispute the phenomenon's use in uniting a new class of women activists as a first step toward increased mobilization & awareness in the fight for equality on a global scale.

As per the study by Abras, Fava, & Kuwahara, (2021), women-led states had higher universal health insurance & lower emission rates, as well as more nurses & physicians per 1000 population, fewer deaths from inadequate sanitation, & much more women in legislative bodies. Women politicians, according to the literature, tend to reflect people's concerns on Twitter, particularly those who will be most impacted by care work & gain from income support measures. The approach used in this study is quantitative & relies on secondary data. The study's strength is that it uses data on illness & fatality rates in 144 countries, as well as data regarding the current heads of state's gender as well as socioeconomic variables, to analyze the role of women in positions of power in the battle against the epidemic. COVID-19 findings can be connected with this. The study does not appear to have any major flaws.

In addition, Curtin & Greaves, (2020) has explained that Jacinda Ardern challenged many traditional political paradoxes and set new patterns of leadership style and governance. From giving birth to her second child while in office in July 2018 to taking her baby in the UN General Assembly were unprecedented steps. Moreover, her response to Christchurch massacre with empathy, sorrow, kindness and care explicated her population centric leadership style. Therefore, her over all role of leadership was positive as she focused on issue that were linked with the people including climate change, human rights, along with reforms related to economic and social sectors.

Similarly, Craig (2021) describes Jacinda's leadership during the Covid-19 pandemic as a combination of kindness and political control. Her interactive style of communication through regular press conferences, developing national cohesion, use of caring words and active governance has been pivotal in developing a trustworthy relationship between her government and the people. Therefore, her positive leadership has increased her popularity within New Zealand and across the globe.

McGuire et al., (2020) has explained the leadership style of Jacinda from the perspective of crisis communication approach. In this context, the leaders set the direction of overall communication of the state to deal with the issue incorporating all forms of media to directly open a dialogue with the public. In addition, leader plays an active role in managing the decision making process on one hand and consoling the sufferers of the crisis on the other. The writers explained that Jacinda was able to develop a positive relationship between an individual leader and the society. The analysis of the primary data identified three main trends in the communication of Jacinda Ardern with all the governmental departments to deal with the pandemic, i.e., balanced precautionary approach, evidence-based approach' and emphasis on 'go hard and go early' approach. It in turn facilitated the government in communicating the masses that expert opinion and institutionalism is the basis of government's response towards the pandemic.

Cardo (2021) conducted a comparative analysis of the election campaigns of Hillary Clinton, Theresa May and Jacinda Adern. Despite the difference in the polity, it was observed that social media was used as an essential tool for political image and campaigning across the three countries. They used both male and women style of communication by taking a position against her opponent along with using a posture of care and compromise. In addition, both hard and soft policy areas were discussed by them. This style depicts that these leaders used Twitter and Facebook for political representation as well as for showing their traditional responsibilities as a woman that in reality associated them with the general masses.

Material and Methods

The methodology used in this paper is the Critical Discourse Analysis (CDA) as it intends to access and explain the language use in discourse in an interpretative manner (Mullet, 2018). Critical discourse analysis is an approach that permits for a thorough examination as to what is intended whenever words are used to explain and predict things. Critical discourse analysis has a plethora of terminology that represent the diverse influences on methodological development. To further understand discourse formation, researchers looked at the language techniques of generalization, comparison, actor description, euphemism, victimization, as well as exaggeration (Van Dijk, 1997).

The study carried out CDA of Tweets by Jacinda Ardern during the aforementioned period (October 26, 2020 to May 30, 2021). The intention is to highlight Ardern's positive feminism is reflected by her tweets. The fundamental goal of the inductive approach is to free research results from the restrictions imposed by organized approaches, allowing them to arise from the frequent, dominating, or important patterns contained in raw data. Because of the assumptions imposed by deductive data analysis techniques including those employed in experimental and hypothesis testing research, main themes are sometimes hidden, rephrased, or rendered invisible.

Results and Discussion

Jacinda Ardern, New Zealand's 39-year-old head of state, is forging her unique path. In a situation where individuals are tempted to fending for oneself, his style of leadership is one of empathy. Her statements are straightforward, constant, yet calming and reassuring in some way. And it's not simply on an emotional level that her method connects with her audience. It's also functioning admirably. Below is a critical discourse analysis of the leader's tweets from October 26, 2020 to May 30, 2021 in an ascending order. It was found that she tweeted very less during that period but nonetheless she has been active on other social media platforms and her voice is one which has a weight. Inductive analysis was performed on her tweets, which were coded and then summarized as below, and later categorized based on a model. In one tweet she congratulated the newly elected President of the United States Joe Biden and the vice president Kamala Harris. She praised Biden's message of unity at a time when the world is facing a lot of issues. Here she probably hinted towards environmental challenges as well as Covid-19, which was tackled very well under the leadership of Ardern herself. She looked forward to working with the new US administration. In another tweet, she advocated for democracy in the tweet in response to the mob attack at US capitol hill. She was of the view that the right for people to exercise votes was necessary and backed the voting majority which decided in favor of Biden. She showed her devastation over the events that unfolded in the mob gathering. In another tweet about the same issue she blatantly said that the mob attack was wrong and that what was happening over in Washington was wrong, and that she shared the sentiments of the people in the US. In the tweets she showed her empathy, political leadership as well as positive feminism.

Thematic Analysis of Tweets

Theme	Sub-themes	Theme Description	f %
Congratulatory message	Joe Biden & Kamala Harris	Two newly elect President & VP of the US.	2000 (100%)
	Leadership	Jacinda Ardern's proactive leadership being praised.	7 (0.35%)
Democracy	Trump	Protest in the US by pro-Trump supporters.	8 (0.61%)
	US	Presidential Election result announced in the US.	24 (1.84%)
Ardern's solidarity with the friends in the US	Ardern	Replies containing praise for Jacinda Ardern.	22 (0.73%)
Latest Tweets related to Covid-19	New Zealand	People praising NZ govt for vaccine programme.	8 (1.58%)

Conclusion

Discrimination against women has long been a part of the social systems of most civilizations. In many countries, women have achieved significant progress in terms of autonomy, yet many still struggle to achieve equality. Women's everyday issues are global difficulties that impact women all over the world, rather than being limited to a single geographic region. Women don't have to identify only by their gender. Women are persecuted for a number of reasons, including race, sexuality, and physical ability. This sort of engagement, which is officially called as "intersectional feminism," is being criticized by feminist activists on Twitter. This study was about promotion of positive feminism by female politicians, in particular Jacinda Ardern on Twitter during the period 26 October 2020 to 30 May 2021. The characteristics extracted from the tweets via inductive analysis were "congratulatory remarks", "democracy" and "rights of the people". Thus the characteristics were found in line with the research topic as positive feminism was indeed portrayed by her tweets. She commended Biden's message of togetherness in the face of the world's many problems. She was most likely referring to environmental issues as well as Covid-19, which was handled admirably under Ardern's leadership. She was excited to collaborate with the incoming US government. In reaction to the mob attack on US Capitol Hill, she campaigned for democracy on another occasion. To come from a small nation country of just a few million people, she is incredibly confident of her views while addressing the socio-political problems faced by the world at large. The study will be helpful for students, researchers and academics in understanding how a feminist leader can shape the world in a positive manner by the use of social media platforms such as Twitter.

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