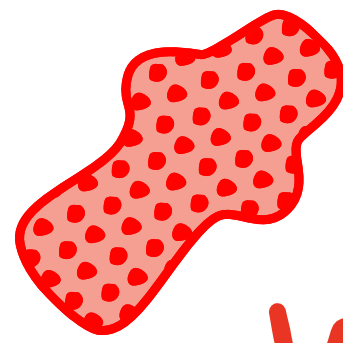


# MENSTRUAL STIGMA





We are:

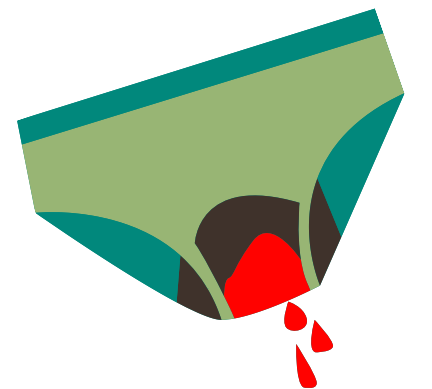
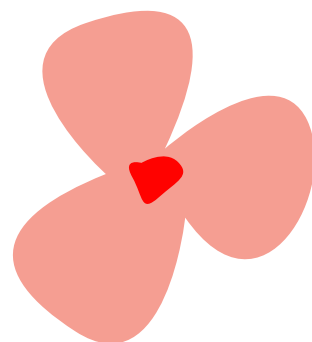
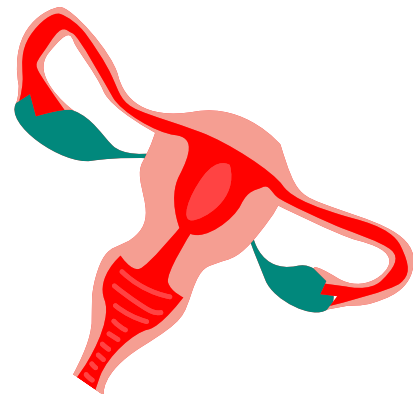
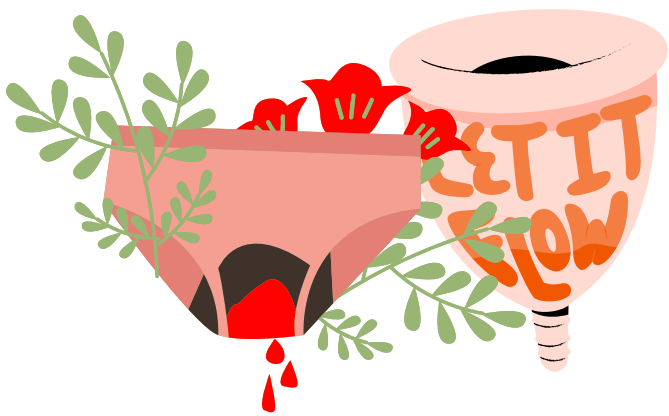
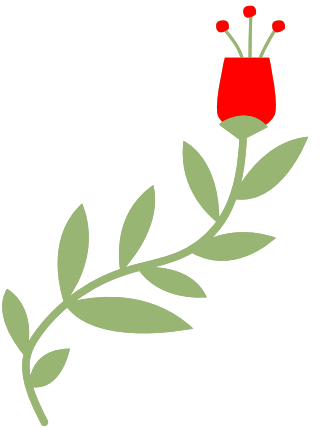
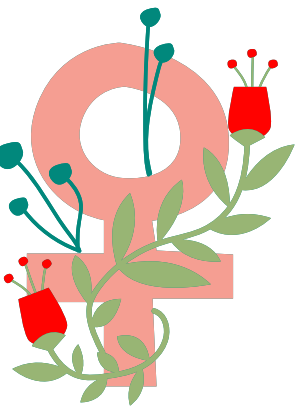
Ofelia Dournel

Marie Boncan

Gu Ying

Du Yujin

Elaheh Mahmoudi



What is the difference in content in  
Western and Eastern countries in  
terms of menstruation stigma on  
Twitter and Weibo in 2021?



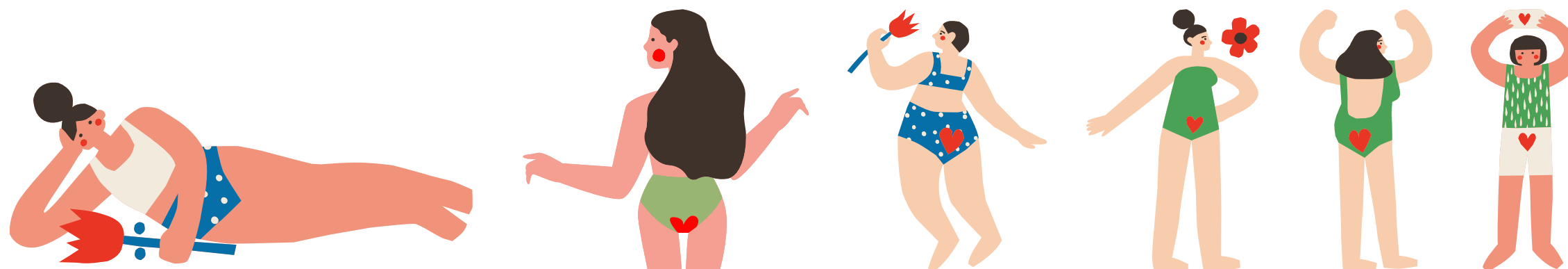
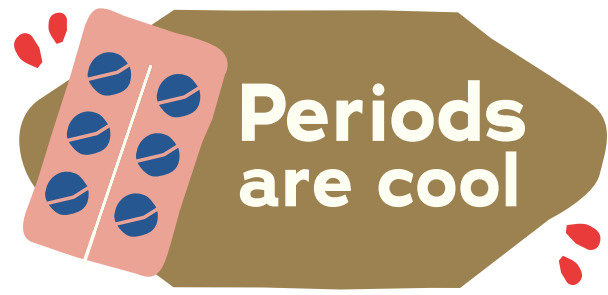


# objective

To discover the differences in content with how menstruation is stigmatized in Western and Eastern countries

# Steps of research

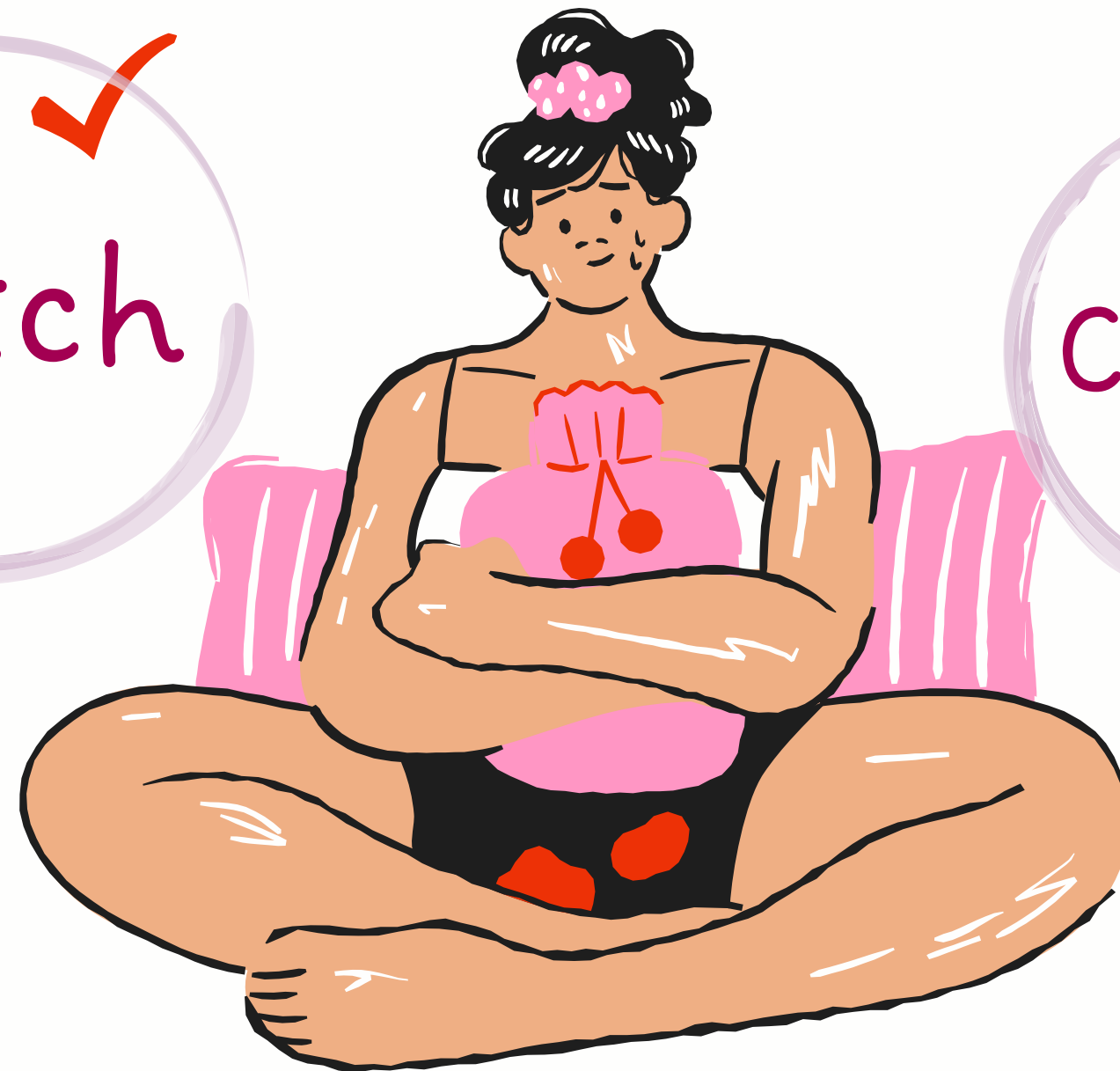
1. Identify the list of keywords related to menstruation and stigma in specific countries
2. Analyze menstrual stigma-related keywords found on Twitter and Weibo
3. Discover through network analysis, how keywords relate to menstrual stigma



which languages do we  
analyse in this research?

English

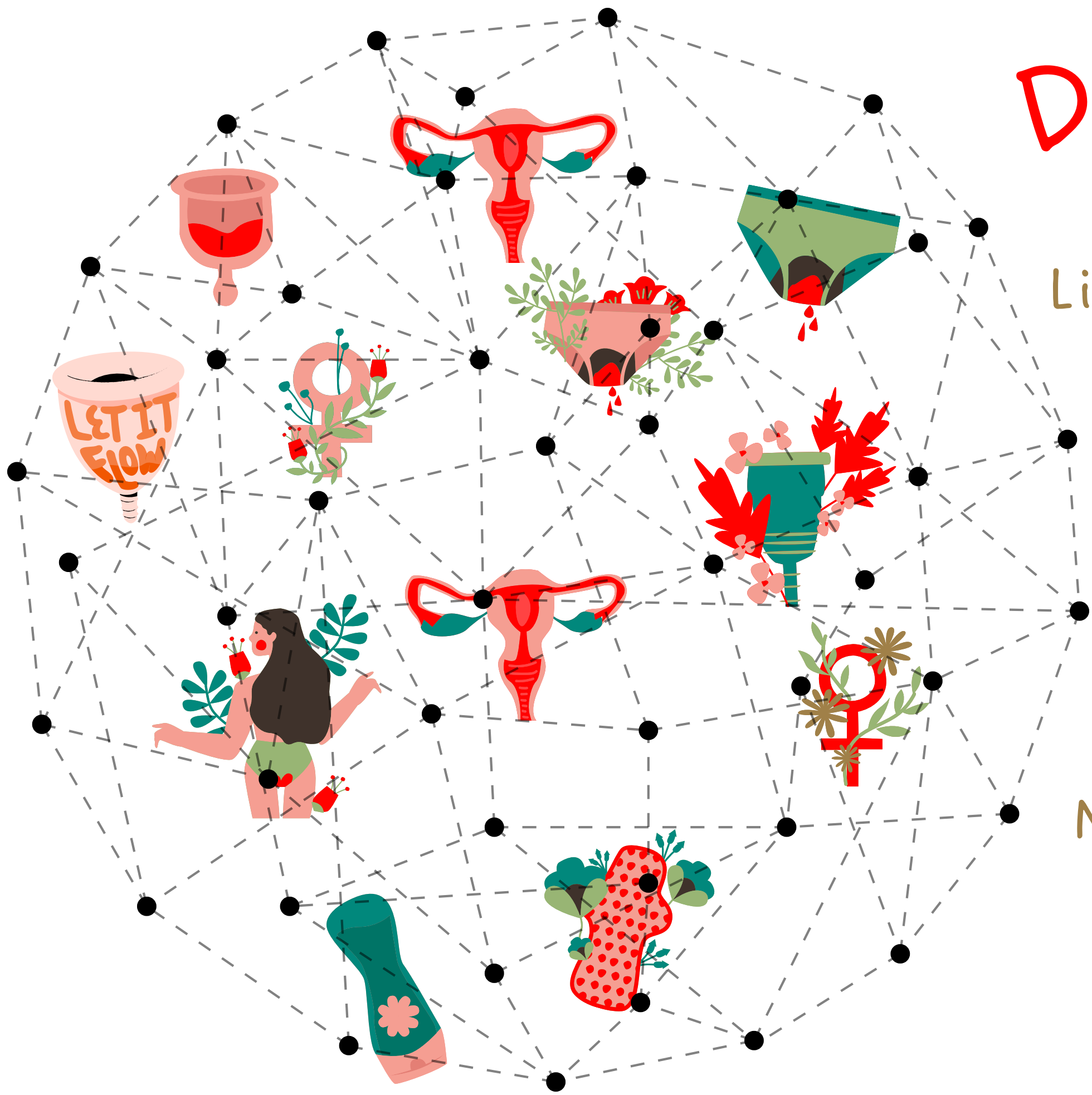
Dutch



Chinese

Filipino

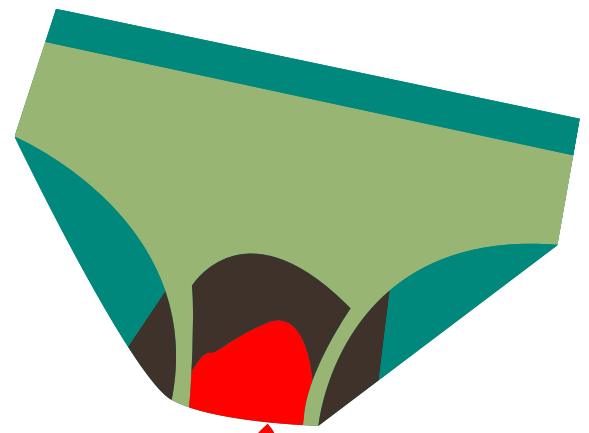
# Defining Network



**Links:** Appearance of keywords on the same content piece & interactions (likes, retweets, comments)

**Nodes:** menstrual stigma keywords

**Network:** keyword networks between Western and Eastern countries



# Theoretical Grounding

"Feminist theorists of the body have argued that in patriarchal cultures, women's inferiority is defined by what separates them, or makes them different, from men."

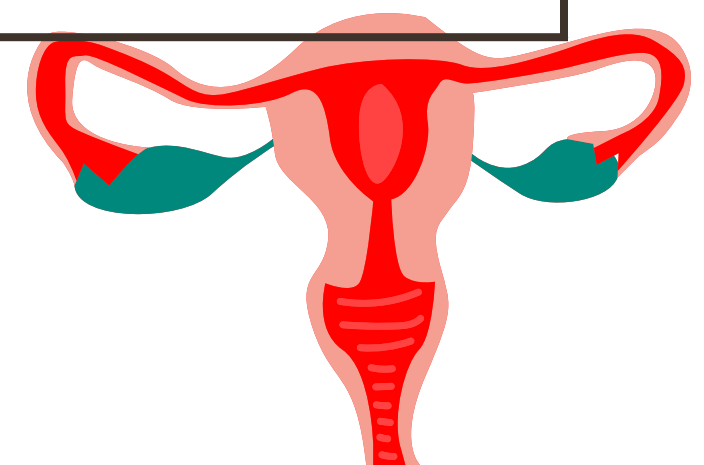
Roberts, T.-A., Goldenberg, J. L., Power, C., & Pyszczynski, T. (2002). "Feminine protection": The effects of menstruation on attitudes towards women. *Psychology of Women Quarterly*, 26(2), 131-139.

"Choice homophily refers to ties between similar people resulting primarily from individual choices and psychological preferences, while induced homophily results from the homogeneity of structural opportunities for interaction, as in neighborhoods, schools, work-places, and circles of acquaintance."

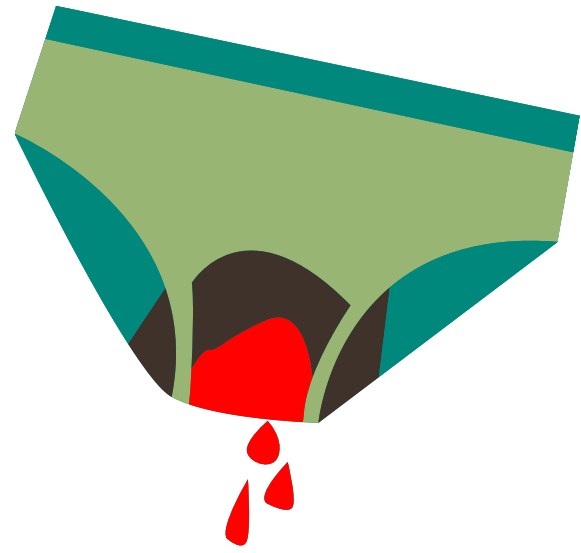
Figeac, J., & Favre, G. (2021). How behavioral homophily on social media influences the perception of tie-strengthening within young adults' personal networks. *New Media & Society*, 146144482110206.

Using Twitter as a platform to change discourse around menstrual health expectations could have profound implications for adolescents, ultimately lessening the burden of stigma and improving management of menstrual disorders, quality of life and academic achievement.

Shelby, H., Davies, M. D., Miriam, D., Langer, M. D., Klein, A., Graciela Gonzalez-Hernandes, M. S. & Nadia Dowshen, M. D. (2021, 13 oktober). <https://www.sciencedirect.com/science/article/abs/pii/S1054139X22002841>. ScienceDirect.







# Theoretical Grounding

"A qualitative close study analyses 2,211 English-language tweets referencing menstruation, explores the character and seeming purposes of the perpetuation of menstrual prohibitions and stereotypes in a global publication medium that allows unregulated self-expression. "

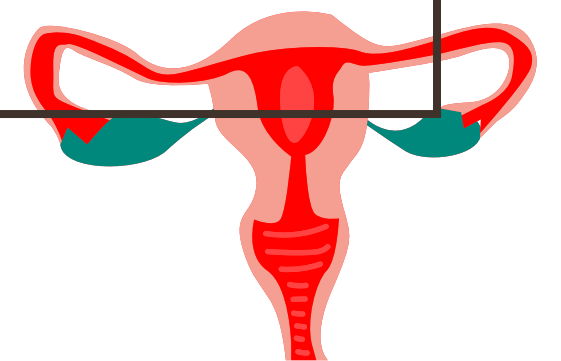
Thornton, LJ. "Time of the Month" on Twitter: Taboo, Stereotype and Bonding in a No-Holds-Barred Public Arena. *Sex Roles* 68, 41-54 (2013).  
<https://doi.org/10.1007/s11199-011-0041-2>

The chapter presents an overview of how menstruation, a normal bodily function, was and is perceived in various ethnic groups and cultures in the world, from ancient mythology, historical, or traditional practices to contemporary belief systems.

Delfin A. Tan, Rohana Haththotuwa, Ian S. Fraser,  
Cultural aspects and mythologies surrounding menstruation and abnormal uterine bleeding, *Best Practice & Research Clinical Obstetrics & Gynaecology*, Volume 40, 2017.  
<https://doi.org/10.1016/j.bpobgyn.2016.09.015>.

In Goffman's theory of social stigma, a stigma is an attribute, behavior, or reputation which is socially discrediting in a particular way: it causes an individual to be mentally classified by others in an undesirable, rejected stereotype rather than in an accepted, normal one.

Goffman, Erving (1963). *Stigma: Notes on the Management of Spoiled Identity*. Prentice Hall. ISBN 978-0-671-62244-2.



If you are interested in our topic,  
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