Abstract

#Feminism has seen wide spread popularity on social media over the past three years. This research paper aims to analyse the real nature of change that hashtags generate in third wave feminism. With its widespread popularity, use of the hashtag is often accused of creating 'slacktivism' - and having little impact on the causes they were created to promote.
By optimising social media analytics in the form of a case study, this research paper aims to critique the actual forms of change occurring as a result of the use of hashtag feminism.