

2<sup>nd</sup> AHSN WEBINAR 24 January 2022

"Shame and feminist humor in social media: Who's laughing now?"

Prof. Jenny Sundén & Prof. Susanna Paasonen

**SHAME AND FEMINIST HUMOUR IN SOCIAL MEDIA:**  
JENNY SUNDÉN AND SUSANNA PAASONEN

**WHO'S LAUGHING NOW?**

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FEMINIST TACTICS IN SOCIAL MEDIA

**AHSN**

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ONLINE SEXISM, HATE AND HARASSMENT AIM TO SILENCE WOMEN AND OTHERS THROUGH SHAMING AND FEAR. IN THIS SEMINAR, JENNY SUNDÉN AND SUSANNA PAASONEN ARGUE THAT FEMINIST SOCIAL MEDIA TACTICS THAT USE HUMOR, LAUGHTER AND A SENSE OF THE ABSURD TO ANSWER NAME-CALLING, SLUT-SHAMING AND UNSOLICITED DICK PICS CAN REWIRE THE AFFECTIVE CIRCUITS OF SEXUAL SHAME AND ACTS OF SHAMING. THEY INVESTIGATE THE TACTIC OF USING IRONY TO MAKE VISIBLE THE EXCLUSION OF WOMEN FROM THE REALM OF PROFESSIONAL EXPERTISE WITHIN THE "CONGRATS, YOU HAVE AN ALL MALE PANEL!" TUMBLR BLOG, CREATING A FORM OF FEMINIST CRINGE COMEDY FOR THOSE WHO FEEL EMBARRASSED ON BEHALF OF THOSE WHO HAVE NO SENSE OF SHAME. THE CONTAGIOUSNESS OF LAUGHTER DRIVES THE EMERGENCE OF NETWORKED FORMS OF FEMINISM, BRINGING PEOPLE TOGETHER (ALTHOUGH IT MAY ALSO CREATE RIFTS). EXPLORING THE INTERSECTION OF NETWORKED FEMINISM, HUMOR AND SHAME, SUNDÉN AND PAASONEN ARGUE FOR THE POLITICAL NECESSITY OF INAPPROPRIATE LAUGHTER.

[Jenny Sundén](#) is Professor of Gender Studies at Södertörn University, Stockholm, Sweden. She received her Ph.D. 2002 from the Department of Communication Studies, Linköping University. She teaches humanities and cultural studies oriented courses, and in particular those focusing on feminist and queer theory. Her research is situated in the intersection of digital media studies, gender and sexuality studies, feminist and queer theory, affect theory and ethnography. She is the author of [Who's Laughing Now? Feminist Tactics in Social Media](#) (MIT Press, 2020, with Susanna Paasonen), *Gender and Sexuality in Online Game Cultures: Passionate Play* (Routledge, 2012, with Malin Sveningsson) and *Material Virtualities: Approaching Online Textual Embodiment* (Peter Lang, 2003).

[Susanna Paasonen](#) is Professor of Media Studies. After finishing her PhD in Media Studies in Turku in 2002 she acted as lecturer in Media Culture at University of Tampere (2003), as an Academy of Finland postdoctoral researcher at the Centre for Women's Studies in Turku (2004-5), as senior research associate in Digital Culture at University of Jyväskylä (2005-7), as researcher at the Collegium for Advanced Studies at University of Helsinki (2007-10) and as professor of Digital Culture at Jyväskylä (2010-11) before starting in her current post in August 2011. She was the first recipient of the Finnish Academy of Science and Letters' Jutikkala Award in Humanities in 2011 and the Association of Internet Researchers' Nancy Baym Annual Book Award in 2020.

A recording of this event is available [here](#).