

1. Género, feminismos e estudos sobre as mulheres

OC - (22787) - PUTTING THE 'INSTA' BACK ON INSTAGRAM? EXPLORING THE USES OF EPHEMERAL STORIES FOR EVERYDAY FEMINIST PRACTICES

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Social media platforms are an integral part of contemporary experiences of everyday feminisms (Pruchniewska, 2019). Feminist action takes place not only within large movements and mobilisations, but also in quotidian settings and in platforms such as Instagram Stories, which are often associated with personal, entertainment, or aesthetic practices.

Introduced in 2016, Instagram Stories enable the sharing of multi-modal content that disappears after 24 hours. Despite Stories' wide adoption, its political potential is still under studied (see: Jaramillo-Dent et al, 2021; Cassidy et al., 2019). As different platforms and cultures of use can shape modes of political expression (Keller, 2019), we seek to explore how the ephemeral nature of Stories can facilitate emerging feminist practices, adopted not only by activists or feminist organisations but also by "ordinary" people. This paper draws on 20 semi-structured interviews with feminist content-creators. Interviewees were purposefully selected following an exploratory study on feminisms on Portuguese Instagram (manuscript under revision), seeking to encompass diverse creators and discourses. Interviews were complemented by scroll-back techniques (Robards & Lincoln, 2017), inviting interviewees to access their Stories Archive to facilitate discussion. Interviews were thematically analysed using MaxQDA.

The interviews highlight how Stories can emerge as small acts of political engagement (Picone et al., 2019), being adopted as one more tool for feminist communication, complementing (and at times replacing) other formats both on Instagram and in other media environments. The ease of sharing Stories is often framed as facilitating more immediate sharing. However, this does not efface completely the sense of responsibility felt by many participants when sharing political content. This paper thus explores the tensions contained within the use of Stories, reflecting on the push and pull between the political need for visibility and the desire to deflect unwanted attention due to the backlash that often accompanies online feminisms (Banet-Weiser, 2018).

Palavras-chave : Instagram Stories, everyday feminisms, ephemeral media, interviews