Gender and Media in the Modern Campaign Age

Kelly Dittmar, Ph.D.
Rutgers University
December 4, 2015
“Look at that face! Would anyone vote for that? Can you imagine that, the face of our next president?!”
“Look at that face! Would anyone vote for that? Can you imagine that, the face of our next president?!”
“Look at that face! Would anyone vote for that? Can you imagine that, the face of our next president?!”
CNN’s Michael Smerconish Complains Carly Fiorina Didn’t Smile Enough in GOP Debate

By Curtis Houck | September 17, 2015 | 1:28 AM EDT

Jean Rambeau @JeanRambeau · Nov 21
In all seriousness tho, Carly Fiorina’s face is terrifying. #DavidIckeWasRight

9:54 PM - 21 Nov 2015 · Details

Bailey Nicklas @nicklasgonewild · Nov 12
Carly Fiorina’s face looks like a dying raccoon @cameronroseman

poppa molly @coochiecowgirl · Nov 12
Carly Fiorina looks like a cat that has its face pulled back lmao

beryl mills @berylmills455 · Nov 12
@DavidCornDC Carly Fiorina should be banned from showing her face ever again

View conversation
Look at that face! Would anyone vote for that? Can you imagine that, the face of our next president?!
LOOK AT THIS FACE

Faces
CARLY for America

583,672
Mary Katharine Ham @mkhammer · Nov 20
Come at me, bro. Comeback complete, you whiny trolls.

Donald J. Trump @realDonaldTrump
@mkhammer, a Fox contributor, isn’t smart enough to know what is going on at the border. @TheJuanWilliams made the point far better!

Meghan McCain @MeghanMcCain · Nov 20
@mkhammer I got your back. Also, I think we should create some kind of club for those of us who have been trolled by Trump, I’ll bring beer

Mary Katharine Ham @mkhammer · Nov 20
@MeghanMcCain In! cc: @megynkelly @CarlyFiorina

Carly Fiorina @CarlyFiorina · Nov 20
@mkhammer @MeghanMcCain
@megynkelly Strong, conservative women don't need an excuse to drink beer. In.
@KatiePavlich @Dloesch
DEFINING MEDIA?

WHAT COUNTS?

- Cable/partisan media
- Editorial media
- New/social media
Megyn Kelly @megynkelly · Aug 6
@brthume: @realDonaldTrump did fine #GOPDebate

Kelly Dittmar @kdittmar · Aug 6
@megynkelly Except that time he told you/us to just deal with sexism. #mansplaining

M. Jacobs @WaywardsoulMatt · Aug 6
@kdittmar @megynkelly never once said that. Stick to making samiches, you are better @ that than listening to men talking ;)

11:41 PM - 6 Aug 2015 · Details
DEFINING BIAS?

HOW IS IT MEASURED?

WHAT COUNTS?

DOES IT LOOK THE SAME WHEN TARGETING MEN VS. WOMEN CANDIDATES?
SOLUTIONS

CONFRONT BIAS
SOLUTIONS

CONFRONT BIAS

“I’m not shouting. It’s just when women talk, some people think we’re shouting.”
Hillary Clinton
Democratic National Committee
Women’s Leadership Forum
October 23, 2015

“I am tired of the stranglehold that women have had on the job of presidential spouse.”
President Bill Clinton
Des Moines, IA
October 24, 2015
SOLUTIONS

MORE WOMEN IN MEDIA?
SOLUTIONS

EDUCATE MEDIA AND ELEVATE THE DIALOGUE

WWW.PRESIDENTIALGENDERWATCH.ORG
EDUCATE MEDIA AND ELEVATE THE DIALOGUE

SOLUTIONS

Soledad O'Brien
@soledadobrien

WTF: "She was, in short, a man among boys. And that’s why the debate was so important to Clinton". *SIGH*

Dana Milbank @Milbank
Hillary Clinton, a man among boys. wapo.st/1VRKpfW

RETWEETS 191  LIKES 197

12:01 AM - 14 Oct 2015

Denver, CO
Embracing Gender: It’s Debatable

Posted on October 16, 2015 by Kelly Dittmar

After Tuesday night’s debate, Washington Post reporter Dana Milbank posted a glowing review of Hillary Clinton’s performance with the headline “Hillary Clinton towers over her debate rivals.” But, when he tweeted out his piece, Milbank drew from a single line where he called Clinton “a man among boys.” The backlash was swift in the twitterverse, with peers like Soledad O’Brien tweeting to her 409,000 followers: "Soledad O’Brien @soledadobrien · Oct 17

THIS:

@kdittmar

Kelly Dittmar

Soledad O’Brien @soledadobrien...so I wrote about it for msmagazine. msmagazine.com/blog/2015/10/1...
twitter.com/soledadobrien/..."