

## That's What She Pinned: Gender Stereotypes and Pinterest

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Pinterest is a social networking website launched in 2010, which reached 48.7 million users by 2013. Previous studies have found that boards created by users consist of resources for everything from everyday interests to major life events. Considering the majority of Pinterest users are female, it is not surprising that the content or resources collected reflect gender ideals. To assess the specific ways Pinterest users might support or challenge traditional gender roles, this qualitative content analysis analyzes the boards and pins of ten Pinterest users (five women and five men). The boards were coded as typically female oriented, typically male oriented, or gender neutral based on specific pins within the board. The analysis yielded three primary findings. First, the majority of boards pertained to gender-neutral topics. Second, both men and women had boards that were gender specific. Finally, gendered boards tended to support gender role stereotypes.