Exploring the Social Perception of Cyber-Sexual Exploitation: A Reflexive Thematic Analysis of Reactions toward "Amouranth Case" on X

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Poster

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Abstract

Introduction: Sexual exploitation experienced by women in online spaces represents an understudied phenomenon. Women are not only victims of this type of violence but also face judgment regarding the incidents they experience. This study analyses the social perception of cyber-sexual exploitation basis on the 'Amouranth case', a cyber-sexual exploitation incident reported by a popular streamer on social media. Specifically, we aim to gain an in-depth understanding of both positive and negative attitudes toward cyber-sexual exploitation to ultimately isolate the content areas that shape the perception of this phenomenon. To achieve this, and following previous research that has highlighted the relevance of information exchanged on social networks, this study conducts a qualitative analysis of social reactions to reports on X (formerly Twitter).

Method: First, a total of 814 posts were extracted using the rtweet data package implemented in the statistical software R. These posts were then analyzed using the reflexive thematic analysis proposed by Clarke and Braun (2018).

Results: The results of the analysis reveal both positive and negative attitudes toward cyber-sexual exploitation. The positive attitudes can be grouped into the following categories: (1) lack of credibility, (2) trolling, (3) counter-stereotypical victim, (4) victim-blaming, and (5) factors related to the dissemination context. Negative attitudes can be grouped into: (1) paternalistic motivations and (2) feminist motivations.

Conclusion: This study applies reflexive thematic analysis to content extracted from social networks, providing a deeper understanding of the social perception of cyber-sexual exploitation. The implications of these findings are discussed.

Keywords

Thematic analyses; Qualitative data analyses

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