

# Gendered Incivility and Local Politics: How Gender Impacts Uncivil Engagement with Current and Former Mayors on Twitter



## Research Question:

'Is there a difference in the amount and severity of incivility on social media towards female elected officials in Canada in comparison to men in the same position?'



## Thesis:

There is a significant difference in the amount of incivility directed at elected officials based on Gender: we predict that the female officials included in our research analysis will be subject to noticeably higher rates of incivility and gendered incivility.



## Methodology:

Examination of tweets made on Twitter (X) directed at eight current and former mayors in Ontario.

## Findings:

Bonnie Crombie: 34% of total uncivil engagement classified as gendered incivility.

Patrick Brown: 0% of total uncivil engagement classified as gendered incivility.

Jan Liggett: 17% of total uncivil engagement classified as gendered incivility.

Mat Siscoe: 0% of total uncivil engagement classified as gendered incivility.

Olivia Chow: 0% of total uncivil engagement classified as gendered incivility.

John Tory: 25% of total uncivil engagement classified as gendered incivility.

Andrea Horwath: 12.5% of total uncivil engagement classified as gendered incivility.

Fred Eisenberger: 0% of total uncivil engagement classified as gendered incivility.

## Conclusions:

**General Conclusion:** Evidence of difference in regard to both amount of overall incivility and gendered incivility when tweets directed at elected officials at the mayoral level are compared (in our sample)

Other factors and explanations for potential contradictions

- Time in office (Chow and Tory, Horwath and Eisenberger)
- Geography (size of city, rural vs. urban, etc.)
- Party and political affiliations of Officials (Horwath: NDP affiliation mentioned in several uncivil tweets)
- Role that unbecoming behavior plays in influencing amount of incivility (Chow and Tory)

## Notes: