



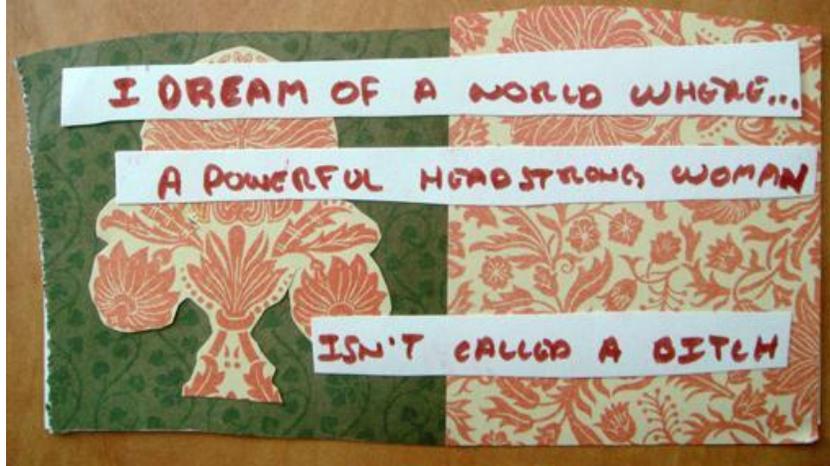
## *Exploring the Canadian Feminist Blogosphere*

Simon Fraser University Self-Directed Study in Psychology

In Collaboration with Simon Fraser Public Interest Group and WAM! Vancouver

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## The Project

This is a *Simon Fraser Public Interest Research Group (SFPIRG) Action Research Project (ARX)*. *SFPIRG* is a part of the *PIRG* group, established in the 1970s across North American universities to serve as a mediator between students and local public interest research groups in order to make social change (*PIRG*). Their mission is: “to work towards a just, sustainable and meaningful world” (*SFPIRG*, 2012).

A local community feminist group, *WAM! (Women, Action & the Media!) Vancouver* initiated this project. Founded in 2011, *WAM! Vancouver* “is the first Canadian chapter of *WAM!...WAM!* works to connect and support media makers, activists, academics and funders working to advance women's media participation, ownership and representation” (*WAM! Vancouver*). The members “of *WAM!* believe that a strong Canadian feminist blogosphere is vital to the contemporary feminist community” (*SFPIRG*, p. 1).

The intention of this project is to answer the following question: “What is the current landscape of the Canadian feminist blogosphere?” (*SFPIRG*, 2011, p. 1). The details in this report focus on the landscape (number of blogs, authorship, readership, topics etc.) and the social implications of the Canadian feminist blogosphere. The results are intended to “inform future work by *WAM!*, including content at [their] next annual *WAM!* conference - i.e. the creation of relevant workshops that provide tips for bloggers, [and] a panel about the Canadian feminist blogosphere, etc.” (*SFPIRG*, 2011).

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## **Abstract**

The following *Action Research Exchange* project was conducted using qualitative research methods. Feminist group *WAM! Vancouver* requested this study in order to “examine the important aspects of online feminist conversations and ascertain tips and tools for feminists interested in blogging about Canadian issues” (SFPIRG, p.1). Therefore, the focus of this research was to find general information about the landscape (number of blogs, authorship, readership, topics, etc.), descriptions of blogs, and discuss observations in relation to the social implications of the Canadian feminist blogosphere. This information was used in order to produce a catalogue of blogs, which can be used as a resource for Canadian feminist bloggers and those interested in reading blogs concerning women’s issues. While locating Canadian feminist blogs, it was apparent that some blogs discussed issues of interest to feminists, such as sexism, gender equality, and politics concerning women; however, they neglected to claim the feminist title. Controversy over the term feminism was considered in explaining this finding. The findings may also be extended to address blogs covering inequality of other social groups.

## Exploring the Canadian Feminist Blogosphere

### Internet and the Canadian Blogosphere

Internet use in the twenty-first century is rising exponentially. Indeed, from December 2010 to 2011 Internet usage raised from approximately 108 million to 347 million users in North America. About seventy-nine percent of the North American population, and 33% of the world population uses the Internet (Miniwatts Marketing Group, 2012). Internet use ranges from browsing government, organizational, personal interest and social media websites to selling, trading and buying products, online banking, emailing, reading, researching and dating, and enjoying entertainment. Recently, interest in reading blogs (personal websites) and blogging (the act of writing posts on blogs), engaging in micro-blogging (such as using *Twitter* and *Tumblr*), and using other social networking mediums (such as *Facebook*) has been on the rise among mainstream media outlets, youth, and academic researchers (Boyd, 2006). Indeed, *Pingdom* (2011), a web-tech Internet organization, reveals that in 2010 there was 152 million blogs tracked on the internet, 25 billion tweets on *Twitter*, and 600 million people on *Facebook*. The current number of all blogs in the Canadian blogosphere (total community of blogs) is unknown.

Any person with minimal computer skills can create a Web log (blog) with easy to use blog platform sites (i.e. *Blogger*, *LiveJournal*, *Vox*, *TypePad*, *WordPress*, or *Tumblr*). Structurally, “a blog is a website format containing periodic time-stamped posts on a common Web page” (Tobias, 2005, para. 5). Web log entries are generally frequent, short, posted in order of most recent to last entry, may contain links, citations, and videos, and usually allow for comments by blog readers (Tobias, 2005). People can subscribe to a blog’s RSS news feeds; “a computer document format that enables updates to Web sites to be easily distributed” via. Email (Merriam-Webster). This means that theoretically when a blogger updates their Web log, it

potentially allows information to be posted and spread simultaneously to hundreds, thousands, or even millions of people (depending on a blog's readership-number of people reading/following the blog or news feed). Broad blog categories range from art, entertainment, environment, health, humour, news, personal, politics, popular culture, religion, sports, travel, and much more. Blogs create a virtual place for people to share and express their personal viewpoints, thoughts, values, desires, and discontents.

### **Democracy and the Blogosphere**

Some people state that with the centralization of information on the Internet, and moreover, the personalization of personal websites, it allows for a democratic society to take shape (Martin, 2010; Peterson, 2004). Brown (2010) points out that for the past two centuries citizens have learned about their society and politics through mass media outlets. Traditionally, this has included news broadcasting of print, television, and radio; today, the World Wide Web, including blogs, is a major source of news media and political debate (Peterson, 2004). Citizens can discuss political issues from the comfort of their home and potentially reach thousands of people. However, Darin Barney (2005) states that the Internet has not increased democracy in Canada, because the interests of private businesses are still shaping the Internet to suit their needs; therefore, the democratic potential has not yet been reached (as cited in Brown, 2010). Barney is referring to corporate news blogs, however, there are also many personal blogs that are used for public political debate.

### **Feminism, Politics, and the Blogosphere**

*WAM! Vancouver* proclaims, "citizen journalism is a major part of the broader feminist discourse" (SFPIRG, 2011). In contemporary Western culture, feminist zines (short, self-published booklets) historically have been popular for overcoming the suppression of women's writing and the "silencing of feminist voices" in mainstream media (Thompson, 2006, p. 15).

Many modern day feminists use web logs to participate in expression, activism, and political engagement (Tobias, 2005). Because most blogs are personalized and non-censored, they provide a space for marginalized groups to voice their experiences and perspectives. Therefore, the feminist blogosphere may be an important political tool because it provides another outlet for voices of resistance that are typically silenced by the mainstream media.

Peterson (2004) argues that the most prominent feature of blogs is “their radical spirit” (para. 6). Today blogs are a platform for feminists to harvest their radical and political spirit. Indeed, Courtney Martin (2010), a young and upcoming writer/feminist/speaker and past blogger for *Feministing* (the most read American Feminist blog) draws our attention to the change in activist organizing over the past few decades. She states that her “feminist mom” says: “protest march”, whereas she proclaims: “online organizing”. Moreover, she claims that *Feministing* has had political impact. For instance, they have managed to have products pulled off the shelves at Walmart stores. Furthermore, they had a misogynistic school administrator fired for sending hate mail to *Feministing.com* (Martin, 2010).

A Canadian example of political activism arising from online social media organizing and the blogosphere is the *SlutWalk Toronto* event. In May 2011, thousands of people congregated to walk against slut-shaming (the notion of women feeling shame for being sexual), victim-blaming (the notion of victims being responsible for abuse), and violence against women (SlutWalk Toronto). Heather Jarvis, SlutWalk founder, and other organizers, created a website, blog, and a *Facebook* page in order to raise awareness, recruit people, and create a space for people to share stories about slut-shaming, victim-blaming, and violence against women (SlutWalk Toronto). This was in response to an inappropriate remark made by a Toronto police officer: “women should avoid dressing like sluts in order not to be victimized” (SlutWalk Toronto). Although there is much controversy over the choice of the term “slut” for this

movement (whether or not it is a term that should be “reclaimed”), and if the message really got across to the public due to the misrepresentation of the majority of protestors by mainstream media (WAM! Vancouver, 2012), a positive result of this consciousness-raising event was that it was re-created in other parts of the world. Another promising outcome from these protests is, that April 3 is now officially “International Day Against Victim-Blaming” (Jarvis, 2012).

As previously indicated, the amount of Canadian blogs is unknown, as is the number of Canadian feminist blogs. The following research is an attempt to find, describe, and analyze the landscape of Canadian blogs that address feminist issues and discuss social implications that arise. The findings of the landscape will be used to create a *2012 Catalogue of Canadian Blogs of Feminist Interest*.

### ***Research Method and Findings***

**Blog selection.** This study describes the landscape of 108 Canadian blogs of feminist interest. In collaboration with *WAM! Vancouver*, the Canadian blogs in this report and the *2012 Catalogue of Canadian Blogs of Feminist Interest* (see pg. 64-186) compiled by have been defined as: blogs written by women, on topics that include sexism and gender equality, and/or political issues concerning women.

Between January and February 2012, I searched for as many blogs I could find on the World Wide Web that met the aforementioned criteria. The majority of the blogs were found using *Google* and *Yahoo* search engines. On both search engines, I looked up to page twelve, with various combinations of words in the “search” bar (see Appendix A; Table A1). I found that after page nine the results became less relevant (articles about Canadian feminist blogging rather than actual blogs and personal pages with few or no followers); thus, I felt this was a good place to stop searching considering the scope and time restraints of this project. In addition to finding

blogs on the search engines, I found Web logs on blogrolls (a list of recommended blogs that appears on blog pages), award sites such as *Canadian Blog Awards* and *Ninjamatics*, and by speaking to people and asking the women on the *WAM! Vancouver* listserv (electronic mailing list) for the Canadian feminist blogs that they know.

**Design and Results.** Between February and April 2012, I recorded and coded for the following data found on each Canadian blog of feminist interest: blog name, Web address, location, blog category, overall theme(s), authorship, author identification, post interaction with blog author(s) and blog followers on the first page, number of comments on posts on the first page, number of pages of posts, number of posts, date of last post, date of first post, blog activity, number of hits, number of *Tweets*, *Tweet* “following/followers”, number of *Facebook* “like”, number of *Google* “members”. I also looked at the first page of posts to determine whether or not the author(s) provided support for their arguments (i.e. citations, images, links, and videos). Moreover, information for a brief description and additional information about the blog or author(s) was collected. A heuristic that I used for information-gathering was, if the data was easily accessible within 20-25 minutes (the average time that I spent on each blog) I collected it. Thus, if a category indicates “unknown”, it means that the information was not found; however, with further research the data could possibly be located.

**Location.** Some blog authors noted the city, province, or nation that they were writing from, and others wrote nothing. However, some locations could be inferred from the Web log posts. The results include (from highest to lowest): 43 in Canada (city unknown = 40%), 34 in Ontario (17 Toronto: 7 unknown: 5 Ottawa: 2 Hamilton: 2 Niagara Falls: 1 Windsor = 31%), 15 in British Columbia (14 Vancouver: 1 unknown = 14%), six in Quebec (3 Montreal: 1 Bristol, 1 Morinville: 1 unknown = 5%), five in Alberta (3 Calgary: 2 Edmonton = 4%), two

Canada/International (1.8%), two in Manitoba (1 Winnipeg: 1 unknown = 1.8%), and one in the Yukon (Whitehorse).

**Blog category.** To categorize the blogs, I looked for whether or not the author(s) claimed the “feminist” label, as well as the topics that the author(s) discussed. This information was found by searching the “profile”, “about me/us”, and “about this blog” tabs/pages, as well as scanning the first page of posts on the “homepage” and “tags” (the category label that blog authors ascribe to their posts). Each blog was placed into one of three categories (A, B, or C): *Category A*: Author(s) identifies as a feminist and mostly blogs about feminist issues (gender equality and sexism); *Category B*: Author(s) identifies as a feminist, although a lot of the posts are not focused on feminist issues (gender equality and sexism); *Category C*: Author(s) does not identify as a feminist, although, blogs about feminist issues (gender equality and sexism), and/or political issues concerning women. Sixty blogs were found in *Category A* (55%), seven in *Category B* (6%), and 41 in *Category C* (38%).

**Blog theme(s).** A subjective evaluation of the overall blog theme(s) was documented. To evaluate the blog, I looked at the blog author’s “profile”, “about me/us”, “about this blog” tabs/pages, “tags”, as well as their “tag line” (a line or phrase that appeared under the blog name). In some cases I scanned the first page of posts and headings of the blogs. Each blog varied from having one to five different themes. Themes occurring (from highest to lowest frequency) are: feminism (52), politics (19), women’s issues/health (14), reproductive rights (10), gender issues/inequality/equality (8), social issues/justice/policies (8), media/representations of women in the media (7), law/legal studies (6), personal (6), Canadian politics (5), abuse/sexual assault/rape (4), popular culture (4), women’s issues (5), academia (3), LGBTQ issues (3), parenting (3), anti-oppression/oppression (2), art (2), culture (2), history (2), immigration (2), international girls issues/politics (2), poetry (2), SlutWalk (2); other themes (23)

were only used once (see Blog Directory). Note that many (but not all) of the blogs that were labeled “feminism” addressed a variety of social issues (such as classism, heterosexism, racism, ableism, sexism, and more).

**Authorship.** The number of author’s that wrote posts on the blog determined the authorship categories assigned: an *individual* (single) author, *many* (more than one) authors, or a *group* (organization). This information was found by, looking at the “about me/us” tabs, as well as scanning the first page of posts (if necessary). The authorship ratios are as follows: *individual* (55), *many* (42), *many* and *group* (8), and *group* only (3) (55 *individual*: 53 *many/group*). Various types of blogs were found, personal, organizational, and collective groups; however, they were not coded for, only the author type was (individual, many, group), which indicates at some level the type of blog it is (see Blog Catalogue for more details).

**Author identification.** If the author’s social category identification was explicit on the “homepage” and the “about me/us” tabs, it was included in the brief description or additional information sections of the blog catalogue (unless the blog had several authors) (see Blog Catalogue).

**Post interaction.** To determine the interaction between the blog writers and blog followers, I scanned the first page of posts on the blog. Post interaction is defined as, the amount of comments made by blog followers based on the first page of the blog. The following categories were used to assess the amount of interaction per post/per page: *frequent* (about >5 comments), *moderate* (about 3>5 comments), *little* (about <3 comments), and *none* (0). Note the use of the term “about”. This means that the average was not calculated; rather, judgment was made based on the overall number of comments per post/per page. The amount of interaction between blog followers and writers varied (49 *little*: 22 *moderate*: 21 *frequent*: 16 *none*). The authorship and blog category ratios relative to post interactions are highlighted in Table 1 below

(see Appendix B for blogs categorized by post interaction/blog category/authorship/blog name/theme(s)/location).

Table 1

*Authorship and Blog Category Numbers and Percentages by Post Interaction Type*

Post Interaction	Authorship		Blog Category		
	Individual	Many/Group	A	B	C
Frequent	14	7	11	2	8
Moderate	13	9	12	0	10
Little	21	28	28	4	17
None	7	9	9	1	6
Total (N)	55 (51%)	53 (49%)	60 (56%)	7 (1%)	41 (43%)

*Note.* Post interaction was determined by the first page of posts, when I visited the site.

**Comments on posts.** The posts on the first page of the blog were looked at determine if blog followers could make comments. All but one blog (*Blogging for Equality*) allowed comments on the posts. However, the comments option was turned “off” (not allowing blog followers to make comments) on some blog posts. Also, some authors screened comments before they were posted on their blog (this data was not collected).

**Number of pages of posts.** In order to record the number of pages of posts, I looked at the bottom of the homepage for page number browsers (if applicable). Moreover, some blogs were small enough that I could browse all of the pages and tally the total. I was able to record the number of pages of blog posts for 27 blogs ( $M = 35$ , Median = 2, Mode = 1).

**Number of posts.** If the number of posts per month or year were provided in the post archive list then I calculated their totals. Fifty blogs provided access to the total number of posts ( $M = 417$ , Median = 46, Mode = 10). The highest number of posts was 5,718 (*We Move to Canada*) and the lowest was one (see Blog Catalogue for details).

**Post dates and blog activity.** The start date (if accessible) and date of the last post was collected from each blog. The activity of the blog was then determined by the last time the author(s) created/wrote a post. For instance, *active* blogs are defined as blogs in which author(s) have created a post in 2012 and *non-active* blogs are those in which author(s) have not created a post since the beginning of 2012. Sixty-three out of 108 blogs (58%) are active (45 non-active). Twenty-seven (44%) blogs that are in *Category A* are active (33 non-active); five (71%) blogs in *Category B* are active (2 non-active); 30 (73%) blogs in *Category C* are active (11 non-active) (see Appendix C).

From the Table 2 below, it is evident that *Category C* blogs (non-feminist identified) have a higher average of blogs that are still active ( $M = 37\%$ ) compared to *Category A* (feminist identified) ( $M = 23\%$ ). Moreover, both blog categories show a significantly higher active rate ( $M = 42\%$ ) if *many* authors (more than two), or a *group* (organizational and/or community) write the blogs, compared to blogs written by an *individual* author ( $M = 18\%$ ). Furthermore, in Table 3 (below), it is clear that there are more *non-active* blogs written by *individual* authors ( $M = 28\%$ ) compared to blogs written by *many* authors or *groups* ( $M = 14\%$ ). It is also apparent that there are significantly more (143%) *individual* authors that have not written on their blogs since 2012 in *Category A* compared to *Category C* (see Appendix D; Figure D1).

Table 2

*Comparison of the Percentage M's of Active Blogs between Blog and Authorship Type*

	Individual	Many/Group	<i>M</i>
Category A	18%	27%	23%
Category C	17%	56%	37%
<i>M</i>	18%	42%	

*Note.* Blogs in *Category A* are feminist identified authors and *Category C* blog authors are not identified as feminists. The numbers presented are the percentage of blogs that are active in each category (A & C) dependant on the authorship (whether or not blogs are written by an *individual* or *many/group* authors).

Table 3

*Comparison of the Percentage M's of Non-Active Blogs between Blog and Authorship Type*

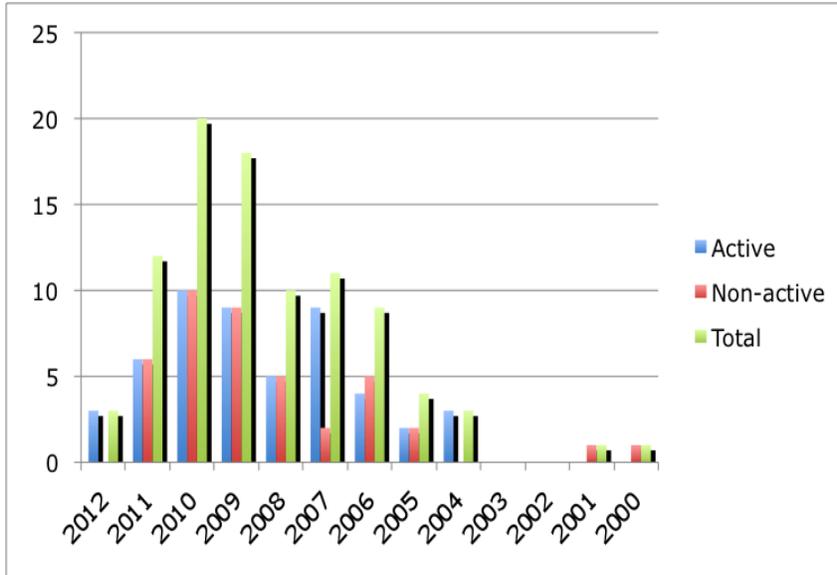
	Individual	Many/Group	<i>M</i>
Category A	39%	17%	28%
Category C	17%	10%	14%
<i>M</i>	28%	14%	

*Note.* Blogs in *Category A* are feminist identified authors and *Category C* blog authors are not identified as feminist(s). The numbers presented are the percentage of blogs that are active in each category (A & C) dependant on the authorship (whether or not blogs are written by an individual or many/group authors).

The number of Web logs created per year (in descending chronological order), the number active and non-active blogs, and the number per blog category are as follows: three in 2012 (active; 2 A: 1 C), 12 in 2011 (6 active: 6 non-active; 7 C: 5 A), 20 in 2010 (10 active: 10 non-active; 12 A: 1 B: 6 C), 18 in 2009 (9 active: 9 non-active; 17 A: 1 B), 10 in 2008 (5 active: 5 non-active; 10 C), 11 in 2007 (9 active: 2 non-active; 7 A: 5 C), nine in 2006 (4 active: 5 non-active; 6 A: 1 B: 2 C), four in 2005 (2 active: 2 non-active; 3 A: 1 C), three in 2004 (active; 1 A: 1 B: 1 C), one in 2001 (non-active; 1 C), one in 2000 (non-active; 1 A), and 16 were unknown (12 active: 4 non-active) (see Figure 1 & 2 on p. 14).

Figure 1

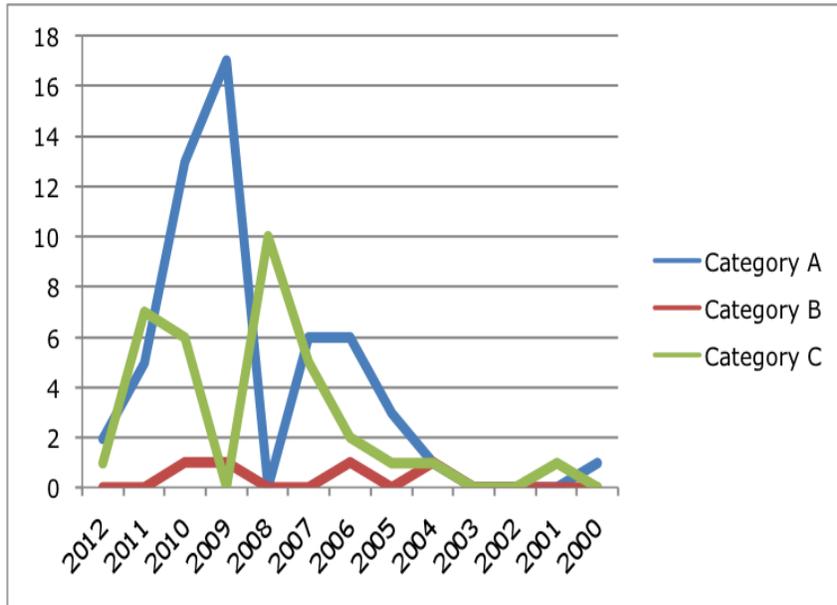
*Total Blogs Created by Year and the Number that are Currently Active or Non-Active*



*Note.* Only 92 blogs are graphed because 16 blog's start dates are unknown.

Figure 2

*Blogs Created Per Year by Blog Category*



*Note.* Only 92 blogs are graphed because 16 blog's start dates are unknown. Categories: A & B are feminist identified, C not feminist identified.

Out of the 45 non-active blogs, 29 of the bloggers' last posts were written in 2011, 8 in 2010, 4 in 2009, and 4 in 2008, and 1 in 2007. For *active* blogs that the start date is known for (50 out of 62), the length of time that they have been active for ranges from one month to 8 years ( $M_{\text{active}} = 3$  years and 5 months;  $Mode_{\text{active}} = 5$  years and 1 month). The length of time current non-active blogs have been active for ranges from one month to 11 years and 4 months ( $M_{\text{non-active}} = 2$  years and 5 months;  $Mode_{\text{non-active}} = 1$  year and 6 months) (see Appendix E for blogs organized according to duration).

**Number of hits.** Some blogs tracked the number of people who had visited their blog (number of hits) and was recorded. Fifteen blogs had trackers that recorded the number of hits (visits to the blog);  $M_{\text{hits}} = 553,316$ ;  $M_{\text{hits}} = 96,466$ , not including the highest number of hits (5,989,287) and the lowest number (1,132).

**Twitter.** Some of the bloggers also had micro-blog accounts such as *Twitter*, advertised on their blogs. Therefore, if their *Twitter* news feed or a link to their *Twitter* account was on the homepage of their blog, I documented the following information: number of *Tweets* (posts) on their account, the number of people/*Twitter* accounts that the author was "following", and the number of "followers" (people following their account). Some *Twitter* accounts only belonged to one of the blog authors' (not the entire team) these nuances were not recorded. Sometimes I could not access the information because their *Twitter* account was only accessible by registered followers. Forty-nine blogs (45%) showed evidence of linking their *Twitter* accounts to their blog (see Blog Catalogue for details). I was able to access the number of *Tweets* for 47 blogs ( $M_{\text{tweets}} = 6,119$ ;  $Median = 1000$ ;  $16,960 SD$ ). Some blog author(s) were no longer actively creating posts, but were *tweeting* on their *Twitter* account.

**Facebook "likes".** The number of people that "like" the blog (or the organization/group) on *Facebook* was recorded if the information was advertised on their Web log homepage or if a

link was provided to their *Facebook* page. Twenty-six blogs provided information or links to their *Facebook* pages ( $M_{\text{like}} = 3,428$ ;  $Median = 440$ ;  $SD = 11,518$ ).

**Google “members”.** The number *Google* “members” that were following the blog was recorded, if provided. Nine blogs had *Google* “members” ( $M = 97$ ; 94 highest: 3 lowest).

**Support for arguments.** I scanned the first page of blog posts to see if citations, images, links, and videos were used to support the author’s arguments. According to the first page of posts when I viewed the blogs, ninety-seven provided support for their arguments/posts and 11 did not.

**Brief description.** To find information for a brief description of each blog I searched the “profile”, “about me/us”, and “about this blog” tabs/pages, as well as scanned the first page of posts on the “homepage” and “tags”. Also, sometimes information was collected from the author’s description on their *Twitter* account. For some blogs it was easy to find the information about the purpose of the blog and a description of the writers; although many blogs did not have these features, thus it was more difficult to find such information. In these instances, I scanned the posts, and looked at the “tags” to extrapolate the information I was looking for.

**Additional information.** Additional information, such as how the blog contributes to the feminist community, what some of the unique features of the blog are, and additional information about the blog author(s), organization, programs, affiliated organizations, and awards received was often recorded if noted on the blog. Data collection strategies were the same as aforementioned in the “brief description” section.

**Content observations.** Some reoccurring themes emerged when looking for the information to write the descriptions and provide additional information on the blogs (exact numbers not collected). One theme is, that many blogs allow advertisements on their blogs. Also, a lot of blog author’s have a disclaimer, comments policy, or code of conduct for blog followers

to follow. Moreover, there seems to be a lot of effort exerted by some blog authors to manage comments on posts by confronting trolling (someone who posts disruptive or offensive comments), and derailing (someone who posts comments which are not related to the original argument) on their blogs. Another theme is, that many authors go by an alias name or do not provide a name. Furthermore, there seems to be some controversy over the term/label feminism/feminist. Finally, some blogs do not allow men to participate, either by writing for the blog or making comments.

### ***Discussion***

One hundred and eight various types of Canadian blogs of feminist interest were found in this research (personal, organizational, and groups). All blogs in this report covered issues regarding sexism, gender inequality, and/or politics concerning women, but only sixty-seven explicitly identified as feminist.

### **Finding Feminist Blogs and the Controversy of the Term Feminist**

Finding Canadian feminist blogs is challenging. The first task is to define a “feminist” blog. In collaboration with WAM! Vancouver and for the purposes of this project, this was defined as blogs written by women, on topics that include sexism and gender equality, and/or political issues concerning women. Sometimes this information is difficult to find on the blogs. This is because each blog is uniquely designed and labeled, which makes it challenging for the blog follower/researcher to find the blog and the pertinent information about the blog’s purpose. I could have only included blogs that allowed me to find this information easily, or that were explicit about their feminist identity in the “about me/us sections”; however, that likely would have yielded less than 50 blogs for the catalogue.

My reason for including blogs with authors that did not explicitly identify as feminists, however, blogged about feminist issues, was to compare the various categories but most of all so

that if Canadian feminists (or women in general) are looking for news or topics concerning women's issues, they will have a diverse variety of blogs with a spectrum of views to choose from.

Because blogs are mostly personal websites, there is no a uniform way of categorizing them, which can make looking for specific blog categories difficult to find on the World Wide Web. For instance, I was looking for Canadian feminist blogs and could not locate all of the blogs in one place. Even after spending many hours looking for blogs that fit the criteria using *Google* and *Yahoo* search engines, throughout the project I would still find new blogs by others' blogroll lists, or by talking to people about the project and having them tell me which blogs they have created or followed. This happened right up to the last day I collected data. Thus, I am confident that the blogs in this research and in the following catalogue are not a conclusive list of all of the Canadian blogs of feminist interest. This is one of the limitations of this study, due to time restraints of the project and the difficulty of accessing blogs of interest.

At the *2012 WAM! Vancouver Uprising Conference*, Tami Starlight (WAM! core organizer) stated that one of the problems with feminist blogs is that they are difficult to find and navigate. This is an issue indeed, because if women want their voices to be heard, others need to be able to find them. Moreover, because there are so many blogs, written by some amazing people it is hard to keep up with their latest posts. One website, *Bloglovin'*, attempts to provide a solution to this problem by allowing a user to submit the Web addresses of their favourite blogs and then *Bloglovin'* personalizes a news feed with all of the post updates in one spot (Slansai, 2009).

Another reason why it may have been difficult to discern feminist blogs from non-feminist blogs is because of the stigmatization of the term feminism. Stigma around feminism arises from stereotypes, "a generalization about a group of people in which identical

characteristics are assigned to virtually all members of the group, regardless of actual variation among the members” (Aronson et al, 2004, p. 597). The commonly held stereotypes of feminists are that they are hairy-legged, Birkenstock wearing, man-hating lesbians, which is obviously not accurate (Martin, 2010; see also Watkins et al., 1992), and I am sure that there are other stereotypes and debates over the various types of feminism within the feminist community of which I am unaware of. Furthermore, media literacy activist Jennifer Pozner proclaims, that the issue with feminism in public media spheres is “like most social movements, poses a real potential threat to dominant power structures, whether it is legal, governmental or the media. These institutions are very set in their ways, and there has always been a backlash against the potential feminism holds to change the way the system works” (as cited in Chiu, 2012a). While exploring the blogosphere I found that some authors proudly indicated that they were feminists, others wrote about feminist issues although did not claim the title, some were adamant about not being called feminists, and others used alias names.

For the blog authors’ that did not claim the feminist label, yet blogged about issues concerning feminists, it could be for a number of reasons. First of all, due to time restrictions and human error, I may not have found the declaration unless it was overtly apparent. Moreover, perhaps some women hold feminist ideals and are not aware of them or do not fully understand the ideologies of feminism. Furthermore, maybe some authors may not feel it is important to claim the title in order to build connections or create social change for women. The choice not to claim the feminist label may be a deliberate strategy in order to attract a large audience, because of the negative connotations associated with the term. Or it could be a strategy to avoid personal conflict in their public spheres, such as work or organizations with clashing ideologies. Some bloggers may have issues from negative personal experiences with the term or they do not agree with the ideologies. Finally, the author may simply not identify as a feminist.

Renee Martin (2010), the creator of the popular Canadian blog *Womanist Musing*, is adamant about being called a “womanist” rather than a feminist. Indeed, in a *guardian.co.uk* article, she proclaims:

Feminism is the form of women's organization that is prioritized both in the media and academia, but many black women have turned to womanism in an attempt to counter the ways in which the combined oppressions of race and gender affect our lives. Womanism is not just feminism for women from minorities; it is based in our spirituality, honouring our foremothers and a desire to support both men and women. While womanism at its heart is pro-woman, it is also about understanding the communal value of all people of colour. I'm not a feminist (and there is no but), because my life experiences lead me to believe that feminism was not created for women like me. The name of the first feminist hero mentioned by my professor in my first women's study lecture was Simone de Beauvoir, and the trend of focusing on white women would continue throughout my education. (para. 2-3)

Moreover, *Womanist Musing's* guest blogger, Monica from *TransGriot*, expresses similar reasons for not claiming the feminist label in a post titled “Disrespect of black womanhood is why I'm not a feminist” (*Womanist Musings*, 2012). In this post she discusses how the focus of feminists' work has been on White, middle class women. Indeed, in the latter twentieth century, Black women pointed out how in previous years feminist issues had been predominantly focused on White, heterosexual, middle class women (Carastathis, 2008a). Furthermore, in the 1990s Kimberle Crenshaw developed the concept of “intersectionality” when she was studying law and saw how being of Black racial decent, as well as a female oppressed women on “multiple” axes (Carastathis, 2008b, p. 2). Today this issue obviously still prevails.

In this research I came across some feminists that used alias names in an effort to conceal their identities. Indeed, the author on *Maggie Gordon's Blog* states:

I blog under an alias [name] because as a young professional who needs to work in order to pay for school, food, rent and other helpful things, I have to be careful about what is connected to my real name. That being said, if you happen to be a person who does know me in real life, please avoid using my real name or any other identifying features in the comments and such. I am not that hidden online, but I'd like to give myself some protection. (para. 3)

Perhaps bloggers that use alias names (such as *Maggie Gordon's Blog* and *Written on the Body*) do so because the author's social and political ideologies conflict with the organizations they are affiliated with. Or, moreover, the author's are weary of having the term feminist associate with their real names because of the stigma associated with it. The question begets, have we reached a democratic society when one is concerned about public holding views contrary to "the status quo"? Because the social back-lash associated with identity politics such as feminism that can affect one's power and privilege in a society and it very real (Johnson, 2006).

Some bloggers may not understand feminist ideology, and therefore do not identify as feminists for that very reason. Part of this problem, I think, is that feminism is not emphasized enough in public secondary education (at least not where and when I attended high school). Thus, the general public has to find out about feminist theories by personal research and is oblivious to the core tenets and philosophies of feminism (e.g. equality for all). From experience, an issue when attempting this is, the vast array of various feminist ideologies and discourses, which can sometimes conflict with each other and can be confusing (i.e. first wave, second wave, third wave, no-wave feminism). One way to address this issue, on the feminist blogosphere, could be to make the feminist ideologies very clear, visual, and apparant. Perhaps a good space for this is the blog "tag line" on the "homepage". Some bloggers do this, or write in more detail on their "about me/us", "profile" pages. For instance, Canadian *Morning Quickie* bloggers wrote, "On being feminist":

We believe that feminism is the radical notion that women are people too. Or, as the dictionary says, the doctrine that women should have the same economic, social, and political rights as men. What that means is open to interpretation for each individual. All a feminist needs is common sense and a desire for equality. (para. 6)

This information is helpful for blog readers to understand the views these feminists hold.

However, I only found it by clicking on the "manifesto" tab on their homepage. In other words,

one has to search for the information; whereas, I feel it would be helpful to be more prominent when the blog homepage loads. An infamous quote by bell hooks: “feminism is a movement to end sexism, sexist exploitation, and oppression” is also a good one for explaining the aims of feminism (as cited in Jonathan at Johnson, 2010).

### **Blog Activeness, Category, Authorship, and Growth**

Twenty-six (43%) blogs in *Category A* (feminist-identified) are active, five (71%) blogs in *Category B* (feminist-identified) are active and thirty (73%) blogs in *Category C* (not feminist-identified) are active. The significant difference between the activeness of feminist identified blogs and non-feminist identified blogs could have something to do with the energy that it takes to manage trolling and derailing on feminist blogs. Some bloggers complained about trolling and derailing in their posts (most notably the *Official Shrub.com Blog*). Moreover, a lot of blogs had very clear guidelines for how to and not to communicate on their blog. In the *2012 Canadian Blogs of Feminist Interest Blog Catalogue* (see pg. 64-186), it was noted in the description of the blog if the authors’ had detailed disclaimers, comments policies, or code of conduct for blog followers to follow, or if they were having issues with trolling or derailing (and the content was evident on their first page of posts).

I get the sense that feminists get tired of running and operating their blog on their own; whether or not it is due to the amount of time taken up on the blog, or the amount of battling/managing of comments that tires them out is unknown. It is possible that psychological and physical demands are higher for managing comments (trolls or derails) on feminist blogs, because of the controversy of feminism, compared to personal (non-feminist identified) blogs or political blogs. The increased management demand could stem from the existing inequalities between women and men, and the resistance to the status quo found in feminist blog writing, which may be viewed as inappropriate by some and could illicit heavy debates. The number of

feminist bloggers that had issues with trolling and derailing was not coded for and more research would be needed before making any conclusions. Regardless of the reason why feminist bloggers may face derailing/trolling issues, the fatigue of standing up against oppression was a reality for many. For instance, feminist writer Elyssa Goodman (2011) wrote a post titled: “Sometimes I’m just not the mood”, referring to discussing feminism. In the post she argues that she would like to be considered a person first (before her gender as a woman). As she proclaims:

the feminism battle gets difficult to do all the time. It uses up a lot of negative energy that I could be using for positive things...For me, the ability to step beyond myself and see the world in neutrality is like a détente [vacation]. I don’t have to fight with anyone to make me or think of me as equal because if I am just a person it means I already am. (para. 9)

Bandura (2010) draws our attention to the increased demands of the Internet in general. Thus, regular bloggers may want to consider self-care and pace themselves to avoid burn out, and more research in this area may be important to consider.

One of the findings of this research is that the percentage of non-feminist identified blogs (Category C) that are still active is higher than the number of feminist-identified blogs (Category A) (37% compared to 23%). Moreover, blogs that are still active in 2012 have a difference of one year longer (in counting) of blog life length ( $M_{\text{active}} = 3$  years and 5 months, compared to  $M_{\text{non-active}} = 2$  years and 5 months). Furthermore, in both blog categories (A & C), if *many* authors or *groups* write on the blogs, they are significantly more likely to still be active in 2012, compared to blogs written by *individual* authors only (42% compared to 18%). These results could also be related to the aforementioned proposal that feminist bloggers spend a lot of time defending their views or managing derailing/trolling, which can be draining psychology and emotionally. And moreover, that mutual support either by handling of trolling/derailing comments, or the momentum that being/writing with other like-minded individuals gives one, may be important factors for determining if blogs are still active and the duration of a blog’s life.

There is decline of the number of new blogs from twenty in 2010 to twelve in 2011, and it is too early in the year to determine what the growth will be in 2012. One explanation for this may be the increase in micro blogging (i.e. *Twitter*). I found some blogs that were *non-active* (not writing new posts since 2012) but still wrote on their *Twitter* accounts and had their news feed forwarded to the homepage of their blog (exact number unknown). It is possible with the increased demands of Internet usage for all facets of everyday life that people may start using micro-blogging platform sites to keep on top of the latest hot topics in the blogosphere because they are quick, easy, and straightforward to use. More research to explore this possible shift could be valuable in understanding the potential growth or trends in the Canadian feminist blogosphere.

### **Post Interaction**

In light of the findings on blog activeness and authorship, I was surprised to find that the blogs with *frequent* post interaction (21) were comprised of many *individual* authors (67%), and the majority (62%) of the authors' identified as feminists (*Category A* or *B*). Moreover, blogs with *moderate* post interaction follow a similar trend (59% *individual* authors, 55% feminist identified). These findings are positive; they imply that feminist blogs have interaction with blog followers and that one does not need to be in an organization or group in order to be a successful blogger; although, these results surprise me for a number of reasons. Firstly, I would assume that by simple logic that the more authors that write on a blog, the more followers that there would be. Secondly, I thought that blogs that are not feminist identified would have more interaction with blog followers because they potentially attract a larger audience. On the other hand, feminist identified authors may write about more controversial issues, which could potentially illicit more debate (post interaction). More research into what kind of interactions are taking

place on blogs might be helpful in discerning the different kinds of dialogue that feminist blogging facilitates.

Feminist discourse is usually highly personal. By mere observation of posts when scanning them for landscape type information, I noticed that a lot of blog authors seem to include the personal disclosures of how ones various identities intersects with social justice. Feminist intersectionality ideology opens up the discussion of individual oppression experienced by various identities belonging to socially marginalized groups (WAM! Vancouver). For instance, in a North American context, one might not be able to relate to being a Black or lesbian woman; however, they may have experienced growing up in poverty or being fat (which are all disadvantaged groups; Johnson, 2006). If the individuals connect on one of those two dimensions, than this may facilitate a new connection, and moreover, in the blogosphere context, it may motivate someone to engage more by commenting on posts.

### **Blog Readership**

One limitation to this study is that I could not determine readership (how many people read/follow the blogs) because this information was not publicly listed on most blogs (only a few blogs have hit counters). Although there are tools online to help one find this information, researching the viewership of all the blogs in this report was beyond the scope of this project. Thus, for this study the blog followers/readers were analyzed by the amount of interaction on the first page of blogs, and by collecting information about other social media sites such as *Facebook* and *Twitter*. Due to time restrictions of this project, I only analyzed the first page of posts to determine blog interaction, which may not be an accurate assessment of the overall amount of interaction between blog writers and followers for each Web log. Moreover, some of the first pages of blogs included many posts, whereas others had much less; therefore, the assessment of each blog's posts was not equal. Also, blog posts can be frequent in succession at

times, thus regular readers may not have had a chance to read the posts before I visited the sites. In sum, analysis of a blog's readership, how to increase numbers and keep blog readers coming back for more may be an area to look further into, as readership of blogs is necessary in reaching/influencing others.

During this research, I noticed that some news-related websites, which allowed citizens to comment, also had options for people to "like" comments and posts. This is a handy tool that gives one a sense of how many people are reading the same news, and moreover, this feature may help shape public opinion. For instance, after reading certain comments and then realizing that many people "like" it, I found myself re-analyzing the content, especially if I did not initially agree with it, to seek to understand the logic of the comment and or why so many people would "like" it. Sometimes this made me angry to see that so many people would "like" certain comments that seemed so narrow minded. Anyways, I believe that the number of "like" could sway others' perspectives, because people are often influenced by others opinions or votes. For instance, a classic social conformity and approval experiment by Solomon Asch (1951, 1956) tells us that even when someone "knows" that they are right about something, if the majority of the group disagrees, than one typically begins to question oneself. In this study, confederates (actors) were staged to pretend to agree on a line measurement guess that was obviously incorrect. The third person, the participant, changed his answer (from the correct one to the incorrect one) after the other two exclaimed they thought it was the obviously incorrect one was correct (as cited in Aronson et al., 2004). To conclude, people's comments and responses to online political discussion may aid in shaping views.

### **Mainstream and Alternative Media Forms for Social Change**

One of the issues that came up at the *WAM! Uprising* conference is the idea of following mainstream media versus alternative media sources, and moreover, as feminist journalists, which

outlets to write for. The concern here is, which voices do we hear and those we not hear in the mainstream versus alternative media spheres. Some people claimed that they only read alternative media sources. Others noted the importance of following mainstream media; as this is after all what the masses are exposed to, thus it has the potential of great social impact (by numbers alone). One person stated that she felt it was important that people with alternative ideas write for mainstream media outlets. I could not agree more with this comment. Although it is good to surround yourself with like-minded people (as found in the feminist blogosphere), I believe it is also important to recognize that in order to make greater social change, the majority of a population needs to be exposed to the message that a group is trying to convey. Indeed, Johnson (2006) argues that in order to make social change, people belonging to privileged social categories need to realize how their power and privilege interacts with less privileged social groups (see also Powell et al., 2005). And finally, if the majority of privileged people are accessing mainstream media then alternative voices of marginalized groups need to be present as well.

### **Closing Remarks**

There are many positive attributes of feminist blogging. For instance, they create the opportunity for one to build their identity and experience positive mentorship. Moreover, the feminist blog community can provide support to women fighting for equality. Blogs can be used as platforms for online organizing and on-the-street activism. Feminist blogging can aid in conscientious rising. Blogs create a platform for feminists to share and express their personal viewpoints, thoughts, values, desires, and discontents. Compared to mainstream media outlets, blogs provide space for one to explore political issues similar, or contrary to their own, by providing the chance to be exposed to a multi-perspective of views. The ability to interact with others on important social issues is important for identity formation and consciousness-raising.

Moreover, these disclosures aid in dialogue and debate, which could potentially shape public opinion as usage increases. In sum, blogs give feminists a space to publicly out call sexism and misogyny, harbouring one of Mannoë's *Seven Highly Effective Habits of Feminists*: "call shit out" (WAM! Vancouver, 2012).

In the feminist blogosphere, the personal becomes political. Feminists write about their discontents and the intersection of the power and disadvantage that they experience because of their personal identities. Linking identity politics to broader feminist ideologies and social categories seems to be key for feminism to influence greater social change. Twenty-five hundred years ago Philosopher Aristotle stated, "that all communication is persuasive communication"; today MacDougall (2005) claims, "all communication is political communication" (p. 575). Indeed, communication between others (virtually or non) informs our essence of being and knowledge about the social world in which we live in (Aronson et al., 2004). To conclude, the blogosphere seems be a good platform for awareness and consciousness-raising of feminist issues.

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**Appendix A**

Table A1

*Searching for Canadian Feminist Blogs on the World Wide Web*

Data Typed in Search Engines	Search Engine Setting(s)	Results (N)
Google		
Canada feminist blog	Blog	2,260,000
Canada feminist blog	Blog/Pages from Canada	3,790
Canada feminist blog	Everything	4,430,000
Canada feminist blogs	Blog	2,310,000
Canada feminist blogs	Blog/Pages from Canada	5,060
Canada feminist blogs	Everything	3,660,000
Canadian feminist blog	Blog	885,000
Canadian feminist blog	Blog/Blog homepages	3,140,000
Canadian feminist blog	Blog/Blog homepages/Pages from Canada	2,470
Canadian feminist blog	Everything	2,590,000
Canadian feminist blogs	Blog	897,000
Canadian feminist blogs	Blog/Blog homepages	2,770,000
Canadian feminist blogs	Blog/Blog homepages/ Pages from Canada	2,440
Canadian feminist blogs	Everything	3,720,000
Feminism blog Canada	Everything	7,220,000
Feminism blogs Canada	Everything	5,460,000
Yahoo		
Canada feminist blog	Unknown	Unknown
Canada feminist blogs	Unknown	Unknown
Canadian feminist blog	Unknown	Unknown
Canadian feminist blogs	Unknown	Unknown
Feminism blog Canada	Unknown	Unknown
Feminism blogs Canada	Unknown	Unknown

*Note.* I looked up to page 12 on both of the search engines for each search criteria listed above. I found that after page 9 the results became less relevant; articles about Canadian feminist blogging rather than actual Canadian blogs of feminist interest, moreover, the personal pages had far less followers. Thus, I felt this was a good place to stop searching considering the scope and restraints of this project.

**Appendix B**

Table B1

*Blogs Organized by Post Interaction/Blog Category/Authorship/Blog Name/Theme(s)/Location*

Post Interaction	Blog Category	Authorship	Blog Name	Theme(s)	Location
Frequent	A	Individual	Brown Paper	Feminism/Immigration	Hamilton, ON
Frequent	A	Individual	Canadian Feminist LGBTQ FTW	Feminism/LGBTQ	Canada
Frequent	A	Individual	Feminism Toronto	Feminism	Toronto, ON
Frequent	A	Individual	Feminist Figure Girl	Academia/Athleticism/ Feminism	Canada
Frequent	A	Individual	Feminist Mom in Montreal	Feminism/Parenting/ Politics	Montreal, QC
Frequent	A	Individual	Sincerely, Natalie Reed	LGBTQ Issues	Vancouver, BC
Frequent	A	Individual	Thinking Girl	Feminism/ Intersectionality/ Patriarchy	Canada
Frequent	A	Individual	What a Feminist Looks Like	Feminism/Oppression/ Reproductive Rights: Prochoice	Ontario
Frequent	A	Many	Je Suis Feministe	Art/Feminism/Society	Quebec
Frequent	A	Many	The F Word	Feminism	Vancouver, BC
Frequent	A	Many	Official Shrub.com Blog	Feminism/Gaming/ Politics/Popular Culture	Canada/ International
Frequent	B	Individual	Feminist Christian Socialist	Christianity/Feminsim	British Columbia
Frequent	B	Individual	Your Dirty Answer	Fashion/Music/Personal/ Politics	Toronto, ON
Frequent	C	Individual	Broadsides	Canadian News/Women's Issues	Canada
Frequent	C	Individual	Canadian Feminist Beaver	Women's Issues	Canada
Frequent	C	Individual	Naked UBC	Activism/Reproductive Rights	Vancouver, BC
Frequent	C	Individual	PhD in Parenting	Parenting	Ottawa, ON

Frequent	C	Many	Dammit Janet	Canadian Politics	Canada
Frequent	C	Many	Huffpost Women Canada	Women	Canada
Frequent	C	Many	The Africana	Black Women's Issues/Racism	Ontario
Frequent	C	Many	Womanist Musings	Social Issues	Niagara Falls, ON
Moderate	A	Individual	April Reign	Feminism/Politics	Canada
Moderate	A	Individual	Boner Killer	Feminism/Popular Culture	Canada
Moderate	A	Individual	Femilicious	Third Wave Feminism	Windsor, ON
Moderate	A	Individual	Justice is a Woman with a Sword	Feminism/Law	Canada
Moderate	A	Individual	Maggie Gordon's Blog	Social Justice/Women's Issues	Canada
Moderate	A	Individual	Mirabile Dictu	Feminism/Images/Poetry/Politics	Toronto, ON
Moderate	A	Individual	Momforchoice's Blog	Politics/Reproductive Rights: Prochoice	Canada
Moderate	A	Individual	Pamela Cross	Feminism/Law	Ontario
Moderate	A	Individual	This is Hysteria!	Feminism/Politics	Toronto, ON
Moderate	A	Many	Bread and Roses: Rose's Place	Feminism	Canada
Moderate	A	Many	Shameless Magazine	Feminism	Toronto, ON
Moderate	A	Many	Slutwalk Toronto	Rape/Sexual Assault/Slut Walk/Feminism	Toronto, ON
Moderate	C	Individual	Choice Joyce	Reproductive Rights: Prochoice	Vancouver, BC
Moderate	C	Individual	Glockoma	Media/Women's Issues	Canada
Moderate	C	Individual	Judy Rebick: Rabble	Politics	Ontario
Moderate	C	Individual	We Move to Canada	Canadian Politics	Canada
Moderate	C	Many	Hook & Eye	Academia/Gender Inequalities	Canada
Moderate	C	Many	Progressive Bloggers	Canadian Politics	Canada
Moderate	C	Many	ProWomanProLife	Politics/Reproductive Rights: Prolife	Canada
Moderate	C	Many	Sister Sage's Musings	Politics	Montreal,

					QC
Moderate	C	Many	Synergy	Reproductive Rights: Prochoice	Vancouver, BC
Moderate	C	Many	The Boss of You	Women's Independent Business	Vancouver, BC
Little	A	Group	Adamant Eve	Women's Issues	Edmonton, AB
Little	A	Group	Feminist Legal Forum	Feminism/Law	Manitoba
Little	A	Individual	Angry for a Reason	Feminism	Canada
Little	A	Individual	Bread and Roses: Birth Pangs	Reproductive Rights: Prochoice	Canada
Little	A	Individual	Feminism Friday	Culture/Feminism	Canada
Little	A	Individual	Feminist Media History	Feminism/History	Canada
Little	A	Individual	Gentle Angry Blogger: Sparking a Self-Esteem Revolution	Body Image/Feminism/ Self-Esteem	Winnipeg, MB
Little	A	Individual	Joanna Chiu: Freelance Writer and Editor	Feminism	Vancouver, BC
Little	A	Individual	La Feminista-Mafia	Feminism/Media Representations of Women	Canada
Little	A	Individual	Maternal Feminism	Feminism/Parenting	Ontario
Little	A	Individual	News of the Restless	Feminism/Politics	Canada
Little	A	Individual	There's More to this than Waves	Feminism	Canada
Little	A	Individual	Tweeting Feminists	Feminism	Toronto, ON
Little	A	Individual	Written on the Body	Feminism/Literature/ Politics	Calgary, AB
Little	A	Many	Gender Focus	Feminism/Gender Issues	Vancouver, BC
Little	A	Many	Informed Opinions, Reliable Sources	Gender Issues/Media	Canada
Little	A	Many	Morning Quickie	Feminism	Canada/ International
Little	A	Many	Ontario Feminist Blogs	Feminism	Ontario
Little	A	Many	The Feminist Blog Project	Feminism	Toronto, ON
Little	A	Many	Women's Eye on Media	Feminism/Popular Culture Media	Niagara Falls, ON

Little	A	Many	Women's Independence Network	Women's Health	Ottawa, ON
Little	A	Many	Yeah, What She Said!	Feminism/Popular Culture	Calgary, AB
Little	A	Many	Antigone Magazine	Feminism/Media Representations of Women	Vancouver, BC
Little	A	Many	Confabulous	Women's Issues	Toronto, ON
Little	A	Many/Group	Battered Women's Support Services	Abuse/Feminism	Vancouver, BC
Little	A	Many/Group	McClung's Magazine	Feminism	Toronto, ON
Little	A	Many/Group	Toronto Feminists	Feminism	Toronto, ON
Little	A	Many/Group	Because I am a Girl	International Girls Issues	Canada
Little	B	Individual	Fish Tales	Art/Poetry/Politics/Film/Food	Toronto, ON
Little	B	Individual	Inspiration Station	Feminism/Media/Politics	Bristol, QC
Little	B	Individual	Our Reality is Purely Coincidental	Novels	Vancouver, BC
Little	B	Individual	Shut up, Canice	Personal/Social Issues	Toronto, ON
Little	C	Individual	Anti-Choice is Anti-Awesome	Reproductive Rights: Prochoice	Toronto, ON
Little	C	Individual	Caitlin McKinney	Academia/Culture/Queer Studies	Canada
Little	C	Individual	Crystal Fraser's Blog	Personal/Gender Issues	Morinville, AB
Little	C	Individual	F-email Fightback	Canadian Politics/Women's Issues	Canada
Little	C	Individual	Marginal Notes	Personal/Social Issues	Calgary, AB
Little	C	Many	A Creative Revolution	Canadian Politics: "From the left"	Canada
Little	C	Many	Dollmag Archives	Women's Issues	Toronto, ON
Little	C	Many	FEDCAN Blog	Social Issues	Canada
Little	C	Many	Lilith News/Feminist News	Feminism/International Politics/Reproductive Rights/Sex	Canada
Little	C	Many	NEDIC	Eating Disorders/Media Representations of Women	Toronto, ON
Little	C	Many	Of Gods and Monsters	Politics	Ottawa, ON

Little	C	Many	PostBinaryGenderChores	Gender Issues	Ontario
Little	C	Many	Pro Choice Coalition Ottawa	Reproductive Rights: Prochoice	Ottawa, ON
Little	C	Many	Sexual Assault Centre of Edmonton	Sexual Abuse	Edmonton, AB
Little	C	Many	Brilliant Women	Women Immigrants	Canada
Little	C	Many/Group	Kick Action	Media/Women's Issues	Montreal, QC
Little	C	Many/Group	Girls Action Foundation	Women's Issues	Canada
None	A	Individual	A Pretty Feminist	Feminism in 2011	Canada
None	A	Individual	Academic Editing Canada	Cyberpunk/Disability/ Feminism	Hamilton, ON
None	A	Individual	Choose Your Own Adventure	Feminism/Politics/Social Policies	Canada
None	A	Individual	Ironmaven's Blog	DTES/Feminism	Vancouver, BC
None	A	Individual	The Mad Gurl in the Attic	Personal/Social Issues	Canada
None	A	Many	Feminist Truths	Feminism	Canada
None	A	Many	Section 15	Feminism/History/Politics	Canada
None	A	Many	The Institute for Feminist Legal Studies at Osgood	Feminism/Legal Studies	Toronto, ON
None	A	Many/Group	Antigone Connect	Anti-Oppression/Social Networking for Canadian Feminists	Canada
None	B	Individual	Twentysomething feminist	Personal/Social Issues	Canada
None	C	Group	Victoria Faulkner Women's Centre	Events/Shelter/Women's Issues	Whitehorse, YK
None	C	Individual	Critical Media Literacy: Gender Role Stereotypes, Sexual Objectification, and Power in Advertising	Advertising/Sexism	Vancouver, BC
None	C	Many	Blogging for Equality	Equality/Law	Ottawa, ON
None	C	Many	The Women's Court of Canada	Equality/Human Rights/Law	Canada
None	C	Many	Canadian Dimension	Politics: "Left-wing"	Canada
None	C	Many/Group	Slutwalk Vancouver	Rape/Sexual Assault/Slut Walk/Feminism	Vancouver, BC

### Appendix C

Table C1

*Canadian Blogs of Feminist Interest Organized by Category and Activity*

Blog Category	Active/	Blog Name	Start Date	Last Post
Category A	Active	Academic Editing Canada	11-Jul	12-Feb
Category A	Active	Adamant Eve	09-Jul	12-Feb
Category A	Active	Angry for a Reason	06-Jan	12-Feb
Category A	Active	Battered Women's Support Services	08-Jul	12-Feb
Category A	Active	Because I am a Girl	09-Sep	12-Feb
Category A	Active	Boner Killer	07-Dec	12-Mar
Category A	Active	Bread and Roses: Birth Pangs	07-Feb	12-Mar
Category A	Active	Bread and Roses: Rose's Place	06-Apr	12-Mar
Category A	Active	Brown Paper	07-Feb	12-Mar
Category A	Active	Choose Your Own Adventure	10-Apr	12-Mar
Category A	Active	Feminist Figure Girl	10-Aug	12-Mar
Category A	Active	Feminist Legal Forum	10-Jun	12-Mar
Category A	Active	Feminist Truths	07-Feb	12-Feb
Category A	Active	Gender Focus	Unknown	12-Mar
Category A	Active	Gentle Angry Blogger: Sparking a Self-Esteem Revolution	12-Jan	12-Feb
Category A	Active	Informed Opinions, Reliable Sources	10-Aug	12-Mar
Category A	Active	Je Suis Feministe	Unknown	12-Mar
Category A	Active	Joanna Chiu: Freelance Writer and Editor	10-Sep	12-Apr
Category A	Active	McClung's Magazine	08-Jan	12-Mar
Category A	Active	Morning Quickie	09-Aug	12-Mar
Category A	Active	News of the Restless	05-Mar	12-Mar
Category A	Active	Shameless Magazine	04-Jun	12-Mar
Category A	Active	Sincerely, Natalie Reed	12-Jan	12-Mar

Category A	Active	Slutwalk Toronto	11-May	12-Mar
Category A	Active	The F Word	Unknown	12-Mar
Category A	Active	The Institute for Feminist Legal Studies at Osgood	10-Jun	12-Mar
Category A	Active	Yeah, What She Said!	08-Oct	12-Mar
Category A	Non-active	A Pretty Feminist	11-Apr	11-Oct
Category A	Non-active	Antigone Connect	May-00	11-Aug
Category A	Non-active	Antigone Magazine	07-Mar	11-Sep
Category A	Non-active	April Reign	06-Sep	11-Oct
Category A	Non-active	Canadian Feminist LGBTQ FTW	Unknown	11-Mar
Category A	Non-active	Confabulous	09-Feb	09-Dec
Category A	Non-active	Femilicious	05-Jun	08-Nov
Category A	Non-active	Feminism Friday	09-May	09-Jul
Category A	Non-active	Feminism Toronto	06-Jan	07-Jun
Category A	Non-active	Feminist Media History	11-Sep	11-Sep
Category A	Non-active	Feminist Mom in Montreal	08-Aug	11-Apr
Category A	Non-active	Ironmaven's Blog	10-Mar	11-Oct
Category A	Non-active	Justice is a Woman with a Sword	07-Feb	08-Nov
Category A	Non-active	La Feminista-Mafia	08-Jul	11-Jan
Category A	Non-active	Maggie Gordon's Blog	09-Sep	11-Aug
Category A	Non-active	Maternal Feminism	10-Mar	11-Mar
Category A	Non-active	Mirabile Dictu	09-Feb	11-Mar
Category A	Non-active	Momforchoice's Blog	10-Mar	11-Nov
Category A	Non-active	Official Shrub.com Blog	Unknown	11-Mar
Category A	Non-active	Ontario Feminist Blogs	06-Dec	11-Jan
Category A	Non-active	Pamela Cross	09-Sep	10-May
Category A	Non-active	Section 15	08-Jan	09-Apr
Category A	Non-active	The Feminist Blog Project	09-Nov	09-Dec
Category A	Non-active	The Mad Gurl in the Attic	08-Oct	10-Mar
Category A	Non-active	There's More to this than Waves	08-Oct	10-Mar
Category A	Non-active	Thinking Girl	05-Jul	08-Mar

Category A	Non-active	This is Hysteria!	10-Jun	11-Oct
Category A	Non-active	Toronto Feminists	Unknown	10-May
Category A	Non-active	Tweeting Feminists	10-Mar	10-Apr
Category A	Non-active	What a Feminist Looks Like	11-Aug	11-Sep
Category A	Non-active	Women's Eye on Media	10-Jun	11-Sep
Category A	Non-active	Women's Independence Network	10-Jun	10-Oct
Category A	Non-active	Written on the Body	06-Nov	10-May
Category B	Active	Feminist Christian Socialist	09-Jan	12-Mar
Category B	Active	Fish Tales	04-Nov	12-Feb
Category B	Active	Inspiration Station	10-Dec	12-Feb
Category B	Active	Our Reality is Purely Coincidental	Unknown	12-Mar
Category B	Active	Shut up, Canice	06-Apr	12-Mar
Category B	Active	Your Dirty Answer	Unknown	12-Mar
Category B	Non-active	Twentysomething Feminist	Unknown	11-Apr
Category C	Active	A Creative Revolution	07-Jun	12-Feb
Category C	Active	Anti-Choice is Anti-Awesome	07-Mar	12-Feb
Category C	Active	Blogging for Equality	11-Sep	12-Mar
Category C	Active	Brilliant Women	11-Apr	12-Mar
Category C	Active	Caitlin McKinney	11-Sep	12-Mar
Category C	Active	Canadian Dimension	07-Mar	12-Feb
Category C	Active	Choice Joyce	06-Apr	12-Jan
Category C	Active	Dammit Janet	07-Mar	12-Mar
Category C	Active	FEDCAN Blog	Unknown	12-Mar
Category C	Active	Girls Action Foundation	Unknown	12-Feb
Category C	Active	Hook & Eye	10-Sep	12-Mar
Category C	Active	Huffpost Women Canada	Unknown	12-Mar
Category C	Active	Judy Rebick: Rabble	09-Aug	12-Mar
Category C	Active	Kick Action	Unknown	12-Mar
Category C	Active	Lilith News/Feminist News	Unknown	12-Jan
Category C	Active	Naked UBC	12-Mar	12-Mar

Category C	Active	NEDIC	11-Nov	12-Mar
Category C	Active	Of Gods and Monsters	09-Nov	12-Mar
Category C	Active	PhD in Parenting	08-May	12-Mar
Category C	Active	Progressive Bloggers	05-Dec	12-Mar
Category C	Active	ProWomanProLife	07-Dec	12-Mar
Category C	Active	Sexual Assault Centre of Edmonton	09-Apr	12-Mar
Category C	Active	Sister Sage's Musings	09-Dec	12-Mar
Category C	Active	Synergy	10-Mar	12-Mar
Category C	Active	The Africana	Unknown	12-Mar
Category C	Active	The Boss of You	09-Mar	12-Mar
Category C	Active	The Women's Court of Canada	10-Apr	12-Mar
Category C	Active	Victoria Faulkner Women's Centre	Unknown	12-Mar
Category C	Active	We Move to Canada	04-Jul	12-Mar
Category C	Active	Womanist Musings	08-Apr	12-Mar
Category C	Non-active	Broadsides	10-Jan	11-Jun
Category C	Non-active	Canadian Feminist Beaver	11-Jul	11-Jul
Category C	Non-active	Critical Media Literacy: Gender Role Stereotypes, Sexual Objectification, and Power in Advertising	11-Dec	11-Dec
Category C	Non-active	Crystal Fraser's Blog	10-Mar	11-Mar
Category C	Non-active	Dollmag Archives	09-Jan	11-Aug
Category C	Non-active	F-email Fightback	06-Jan	08-Apr
Category C	Non-active	Glockoma	09-Apr	11-Jun
Category C	Non-active	Marginal Notes	10-Apr	11-Nov
Category C	Non-active	PostBinaryGenderChores	01-Jun	11-Jun
Category C	Non-active	Pro Choice Coalition Ottawa	09-May	11-May
Category C	Non-active	Slutwalk Vancouver	11-Apr	11-May

*Note.* Blog categories are as follows, “A: Author(s) identifies as a feminist and mostly blogs about feminist issues (gender equality and sexism); B: Author(s) identifies as a feminist, although a lot of the posts are not focused on feminist issues (gender equality and sexism); C: Author(s) does not identify as a feminist, although blogs about feminist issues (gender equality and sexism), and/or political issues concerning women” (non-feminist). “Active” blogs are defined as blogs in which author(s) have posted in 2012 and “Non-active” blogs are those in which author(s) have not posted since the beginning of 2012.

**Appendix D**

Figure D1

*Relationship between the Blog Category (A: feminist identified & C: non-feminist identified), Authorship (individual or many/group), and Non-Active (since 2012) Blog Activity*

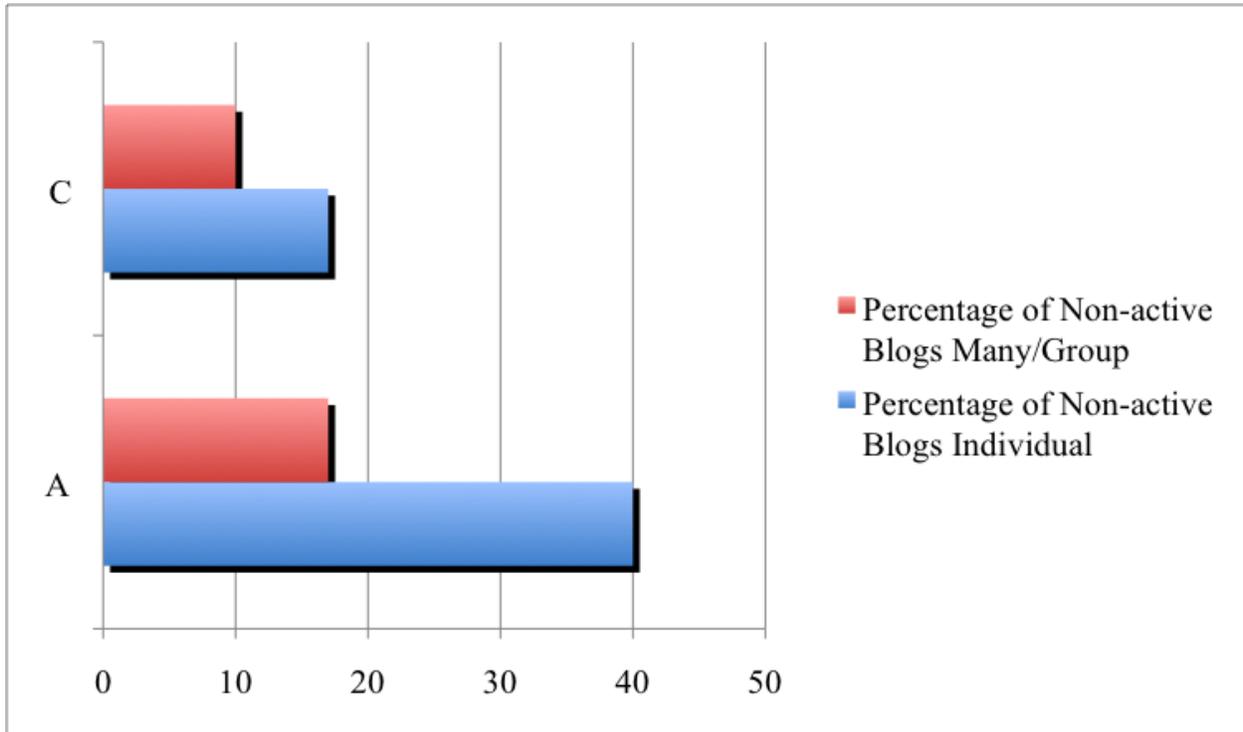


Table D1

*Duration of Blog Writing, Authorship, and Category*

Duration (Year.Month)	Authorship	Start Date	Last Post Date	Blog Name	Blog Category
11.4	Many/Group	May-00	11-Aug	Antigone Connect	Category A
10.1	Many	01-Jun	11-Jun	PostBinaryGenderChores	Category C
8	Individual	11-Jul	12-Feb	Academic Editing Canada	Category A
7.1	Many	04-Jun	12-Mar	Shameless Magazine	Category A
7.9	Individual	04-Jul	12-Mar	We Move to Canada	Category C
7.4	Individual	04-Nov	12-Feb	Fish Tales	Category B
7.1	Individual	05-Mar	12-Mar	News of the Restless	Category A
7	Individual	11-Apr	11-Oct	A Pretty Feminist	Category A
6.4	Many	05-Dec	12-Mar	Progressive Bloggers	Category C

6.2	Individual	06-Jan	12-Feb	Angry for a Reason	Category A
	Many	06-Apr	12-Mar	Bread and Roses: Rose's Place	Category A
6	Individual	06-Apr	12-Mar	Shut up, Canice	Category B
5.2	Individual	07-Feb	12-Mar	Bread and Roses: Birth Pangs	Category A
5.2	Individual	07-Feb	12-Mar	Brown Paper	Category A
5.1	Many	07-Mar	12-Mar	Dammit Janet	Category C
5.1	Many	07-Feb	12-Feb	Feminist Truths	Category A
5.1	Individual	06-Sep	11-Oct	April Reign	Category A
5.1	Individual	06-Apr	12-Jan	Choice Joyce	Category C
5	Many	07-Mar	12-Feb	Canadian Dimension	Category C
5	Individual	07-Mar	12-Feb	Anti-Choice is Anti-Awesome	Category C
4.9	Many	07-Jun	12-Feb	A Creative Revolution	Category C
4.7	Many	07-Mar	11-Sep	Antigone Magazine	Category A
4.7	Individual	06-Nov	10-May	Written on the Body	Category A
4.4	Many	07-Dec	12-Mar	ProWomanProLife	Category C
4.4	Individual	07-Dec	12-Mar	Boner Killer	Category A
4.3	Many/Group	08-Jan	12-Mar	McClung's Magazine	Category A
4.3	Individual	09-Jan	12-Mar	Feminist Christian Socialist	Category B
4.2	Many	06-Dec	11-Jan	Ontario Feminist Blogs	Category A
4	Many	08-Apr	12-Mar	Womanist Musings	Category C
3.11	Individual	08-May	12-Mar	PhD in Parenting	Category C
3.8	Many/Group	08-Jul	12-Feb	Battered Women's Support Services	Category A
3.8	Many	09-Jan	11-Aug	Dollmag Archives	Category C
3.6	Many	08-Oct	12-Mar	Yeah, What She Said!	Category A
3.6	Individual	05-Jun	08-Nov	Femilicious	Category A
3.3	Individual	09-Apr	11-Jun	Glockoma	Category C
3.1	Many	09-Mar	12-Mar	The Boss of You	Category C
3	Many	09-Apr	12-Mar	Sexual Assault Centre of Edmonton	Category C
3	Individual	09-May	09-Jul	Feminism Friday	Category A
2.9	Individual	08-Aug	11-Apr	Feminist Mom in Montreal	Category A

2.9	Individual	05-Jul	08-Mar	Thinking Girl	Category A
2.8	Many/Group	09-Jul	12-Feb	Adamant Eve	Category A
2.8	Many	09-Aug	12-Mar	Morning Quickie	Category A
2.8	Individual	09-Aug	12-Mar	Judy Rebick: Rabble	Category C
2.7	Individual	08-Jul	11-Jan	La Feminista-Mafia	Category A
2.6	Many/Group	09-Sep	12-Feb	Because I am a Girl	Category A
2.5	Many	09-Nov	12-Mar	Of Gods and Monsters	Category C
2.5	Individual	06-Jan	08-Apr	F-email Fightback	Category C
2.4	Many	09-Dec	12-Mar	Sister Sage's Musings	Category C
2.2	Individual	09-Sep	11-Aug	Maggie Gordon's Blog	Category A
2.2	Individual	09-Feb	11-Mar	Mirabile Dictu	Category A
2.1	Many	09-May	11-May	Pro Choice Coalition Ottawa	Category C
2.1	Many	10-Mar	12-Mar	Synergy	Category C
2	Many	09-Nov	09-Dec	The Feminist Blog Project	Category A
2	Many	10-Apr	12-Mar	The Women's Court of Canada	Category C
2	Individual	10-Apr	12-Mar	Choose Your Own Adventure	Category A
2	Individual	10-Mar	10-Apr	Tweeting Feminists	Category A
1.1	Many/Group	10-Jun	12-Mar	Feminist Legal Forum	Category A
1.1	Individual	07-Feb	08-Nov	Justice is a Woman with a Sword	Category A
1.9	Individual	10-Mar	11-Nov	Momforchoice's Blog	Category A
1.8	Many	10-Aug	12-Mar	Informed Opinions, Reliable Sources	Category A
1.8	Individual	10-Aug	12-Mar	Feminist Figure Girl	Category A
1.8	Individual	10-Mar	11-Oct	Ironmaven's Blog	Category A
1.8	Individual	10-Sep	12-Apr	Joanna Chiu: Freelance Writer and Editor	Category A
1.8	Individual	10-Apr	11-Nov	Marginal Notes	Category C
1.7	Many	10-Sep	12-Mar	Hook & Eye	Category C
1.6	Individual	10-Jan	11-Jun	Broadsides	Category C
1.6	Individual	06-Jan	07-Jun	Feminism Toronto	Category A
1.6	Individual	08-Oct	10-Mar	The Mad Gurl in the Attic	Category A
1.6	Individual	08-Oct	10-Mar	There's More to this than Waves	Category A

1.5	Many	10-Jun	10-Oct	Women's Independence Network	Category A
1.5	Individual	10-Jun	11-Oct	This is Hysteria!	Category A
1.4	Many	08-Jan	09-Apr	Section 15	Category A
1.4	Many	10-Jun	11-Sep	Women's Eye on Media	Category A
1.3	Individual	10-Dec	12-Feb	Inspiration Station	Category B
1.1	Many	10-Jun	12-Mar	The Institute for Feminist Legal Studies at Osgood	Category A
1.1	Individual	10-Mar	11-Mar	Crystal Fraser's Blog	Category C
1.1	Individual	10-Mar	11-Mar	Maternal Feminism	Category A
1	Many	11-Apr	12-Mar	Brilliant Women	Category C
0.11	Many	09-Feb	09-Dec	Confabulous	Category A
0.11	Many	11-May	12-Mar	Slutwalk Toronto	Category A
0.9	Individual	09-Sep	10-May	Pamela Cross	Category A
0.7	Many	11-Sep	12-Mar	Blogging for Equality	Category C
0.7	Individual	11-Sep	12-Mar	Caitlin McKinney	Category C
0.5	Many	11-Nov	12-Mar	NEDIC	Category C
0.3	Individual	12-Jan	12-Mar	Sincerely, Natalie Reed	Category A
0.2	Many/Group	11-Apr	11-May	Slutwalk Vancouver	Category C
0.2	Individual	12-Jan	12-Feb	Gentle Angry Blogger: Sparking a Self-Esteem Revolution	Category A
0.2	Individual	11-Aug	11-Sep	What a Feminist Looks Like	Category A
0.1	Individual	11-Jul	11-Jul	Canadian Feminist Beaver	Category C
0.1	Individual	11-Dec	11-Dec	Critical Media Literacy: Gender Role Stereotypes, Sexual Objectification, and Power in Advertising	Category C
0.1	Individual	11-Sep	11-Sep	Feminist Media History	Category A
0.1	Individual	12-Mar	12-Mar	Naked UBC	Category C
Unknown	Many/Group	Unknown	12-Feb	Girls Action Foundation	Category C
Unknown	Many/Group	Unknown	12-Mar	Kick Action	Category C
Unknown	Many/Group	Unknown	10-May	Toronto Feminists	Category A
Unknown	Many/Group	Unknown	12-Mar	Victoria Faulkner Women's Centre	Category C
Unknown	Many	Unknown	11-Mar	Official Shrub.com Blog	Category A

Unknown	Many	Unknown	12-Mar	FEDCAN Blog	Category C
Unknown	Many	Unknown	12-Mar	Gender Focus	Category A
Unknown	Many	Unknown	12-Mar	Huffpost Women Canada	Category C
Unknown	Many	Unknown	12-Mar	Je Suis Feministe	Category A
Unknown	Many	Unknown	12-Jan	Lilith News/Feminist News	Category C
Unknown	Many	Unknown	12-Mar	The Africana	Category C
Unknown	Many	Unknown	12-Mar	The F Word	Category A
Unknown	Individual	Unknown	11-Mar	Canadian Feminist LGBTQ FTW	Category A
Unknown	Individual	Unknown	12-Mar	Our Reality is Purely Coincidental	Category B
Unknown	Individual	Unknown	11-Apr	Twentysomething feminist	Category B
Unknown	Individual	Unknown	12-Mar	Your Dirty Answer	Category B

*Note.* The numbers in the “blog duration” column represent the number of years (indicated before the decimal point) and the number of months (the number after the decimal point ranging from .1 [one month] to .12 [12 months]) The entire month of the first and last post date is counted for (i.e. start date is Jan 2006 and last post is Dec 2007, which means that the blogger wrote for one year). Note that the active blog dates were noted when I visited the blog (between February and April), thus a blog may have posted since February, however, I only noted the date when I collected the data from that blog.