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#YesAllWomern/ #NotAllMen

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CANDIDATE 7: #YesAllWomen / #NotAllMen: Related #bringbackourgirls, street harassment videos, #aminext, #whyistayed, victimization

#YesAllWomen first appeared on Twitter on May 24, 2014. Within four days the hashtag was used more than 1.5 million times. Initially, it was created in response to the shootings in Isla Vista, California, and served as a rebuttal to #NotAllMen (a hashtag primarily used to bring attention to the fact that not all men are sexist). The central goal of #YesAllWomen is to create awareness in respect to gendered violence and harassment. It provides a space for women to speak about their personal experiences with misogyny and sexual violence. Most notably, it sparked a conversation about gender issues that persists in a variety of hashtags, such as: #YesAllDaughters, #WhyIStayed, #EverydaySexism, #SurvivorPrivilege, #YouOKSis, #NotJustHello, #AmINext, #AskHerMore, as well as counter-issue hashtags such as #WomenAgainstFeminism. Use of the hashtag has been covered by a wide variety of news and online media and has received celebrity attention. The hashtag has sparked parody tags (most notably #YesAllCats) and its own response tags (#AllMenCan).

1. **Dynamic variation**. Variation persists in the personal experiences and stories shared by users. The hashtag has also sparked parody tags (most notably #YesAllCats) and its own response tags (#AllMenCan).
2. **Folkloric.** The folkloric forms include hashtags, memes, and videos.
3. **Grassroots.** This started as a grassroots campaign to bring awareness to gender-based issues.
4. **Persistent over time**. Hashtag use was prominent May-July 2014, and it still remains in use.
5. **Culturally significant.** These hashtags have been part of the significant movement in 2014 about social injustice issues.

CANDIDATE 7: #YesAllWomen

	Poor Example	Below Average Example	Average Example	Above Average Example	Excellent Example
Dynamic variation	○	○	○	○	○
Folkloric	○	○	○	○	○
Grassroots, "bottom-up" cultural commentary	○	○	○	○	○
Persistent over time	○	○	○	○	○
Culturally significant	○	○	○	○	○

Is there anything else you would like to say about CANDIDATE 7?