

1:00-1:30

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CURATING WORK FROM HOME PIN
BOARDS: WOMEN'S PINTEREST
BEHAVIORS AND UPWARD SOCIAL
COMPARISOSN WHEN WORKING FROM
HOME



ORGANIZATION FOR WOMEN'S
LEADERSHIP & EQUITY



Pinterest Functionality

- ▶ Writer, Alexis Madrigal for *The Atlantic*, describes Pinterest as a database of intentions.
- ▶ Pinterest is a social media platform that functions like an electronic "idea" or "project" board, where pinners can follow one another and boards to generate ideas for their own boards.

Women's Pinterest Use

- ▶ More than 60% of Pinterest's global audience identify as women (Pinterest, 2023)
- ▶ Women are more than twice as likely as men to be Pinterest users (Pew Research, 2021).
 - ▶ 46% of US women use Pinterest.
 - ▶ 16% of US men use Pinterest.





Working from Home (WFH)

- ▶ Named *Time's* trend of the year in Dec. of 2022, Work from Home (WFH) or remote work has long been championed as an ideal WorkLife management approach; yet, it has been underutilized and cast as the "alternative" work arrangement until the COVID-19 pandemic demonstrated its vitality.





Driving Question

How are Work From Home, specifically home office, pinning behaviors constructing expectations for women?



Project WFH Woman

- ▶ Assumption 1: technologically savvy
- ▶ Assumption 2: residence equipped with separate space for home office
- ▶ Assumption 3: consumer-oriented
- ▶ Assumptions 1-3 demonstrated another underlying assumption that either the WFH woman was financially able to accomplish 1-3 or, at least, was given a stipend and/or equipment by the employer

Project WFH Woman

- ▶ Concern 1: upward social comparisons
- ▶ Concern 2: maternal representations
- ▶ Concern 3: consumerism
- ▶ Concern 4: overemphasis on office aesthetic





Project WFH Woman

- ▶ Project Under Construction: humor
 - ▶ Maternal humor
 - ▶ Technology humor
 - ▶ Situational humor
- ▶ Project Under Construction: well-intended productivity, scheduling, and technology tips