



Gender Redefined

Cultural insights from
the conversation on
Twitter.



Gender Redefined is a fast-evolving trend on Twitter.

Here's an in-depth look at one of the conversations shaping culture.

How we found this trend

From January 1, 2016 through December 31, 2019, billions of Tweets in the US were analyzed to uncover the most-used hashtags, then mapped to cluster themes of conversation.

Through both human coding and machine learning, commonplace topics like politics and sports were removed, and significant growth areas and contextual shifts in conversation identified.

With the help of cultural insights experts at CrowdDNA, 18 emerging trends were uncovered.

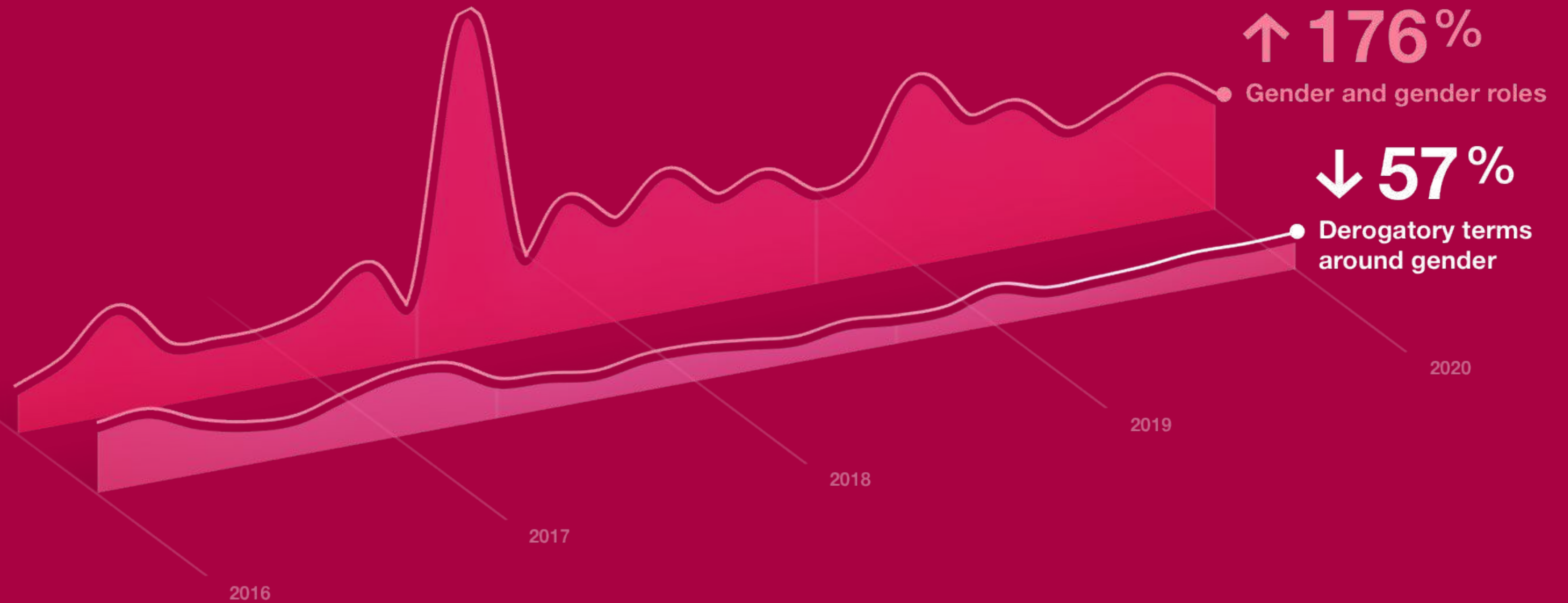
The Gender Evolution

Conversation around gender and gender roles

Conversation is increasing as people explore and expand what it means to be masculine or feminine and challenge traditional gender roles.

Mentions of derogatory terms around gender

Meanwhile, as society becomes more receptive, people are using derogatory terms much less frequently.



 **justmenothere**
@justmesathere



**Back home...just painting my sons
nails pink, like you do**



Trend: Gender Redefined | Key driver

Masculinity

+616%

The subject of masculinity has become more flexible and open. People are discussing it in relation to toxic masculinity, as well as feminism and femininity.



Cisgender

+185%

While this term refers to people who identify as the same gender as they were assigned at birth, discussions of "cisgender" are closely linked to trans identity.



Trend: Gender Redefined | Key driver

Femininity

+96%

The conversation around femininity is defined by empowerment, accompanied by themes of beauty and celebration. It also shows the traditional lines of binary gender being blurred.



Trend: Gender Redefined | Key driver

Gender recognition campaigns

+93%

The key characteristic of this driver is determination. People have a sense of purpose to defend their place on the gender spectrum with hashtags like [#WontBeErased](#), and many are standing in solidarity with hashtags like [#HeForShe](#).



Trend: Gender Redefined | Key driver

Trans and gender fluidity

+24%

As gender becomes more fluid and discussions of trans rights are finally starting to reach the mainstream, identity continues to be a highly individual matter.



Hashtags used in Gender Redefined Tweets

#LGBTQ
#transgender
#LOVELOUD
#LGBT
#Pride
#PrideMonth
#trans
#EqualityAct
#LGBTQIA
#gay
#WontBeErased
#loveislove
#Resist
#MeToo
#queer
#equality
#nonbinary

Stance grounded

Conversation around gender is intrinsically linked to conversation around LGBTQ. The key hashtags here act as an announcement that **#LGBTQIA** identities **#WontBeErased**. Marginalized communities are standing their ground and advocating for both security and visibility.

Celebration

#MetGala, **#LOVELOUD**, **#TransDayOfVisibility**, and **#PrideMonth** are all examples of festivity, art, and a joyful promotion of visibility. The redefinition of gender is not just a political struggle, but also a vibrant celebration of nonbinary identities.

Nuance

From **#queer** to **#LGBTQIA**, renegotiation of gender norms is allowing for more and more subjective identities. Supported by the inclusivity of **#equality** and **#LovesLove**, the movement driving this trend allows for endless nuance.



Jenna Daugherty
@JennuhDordy



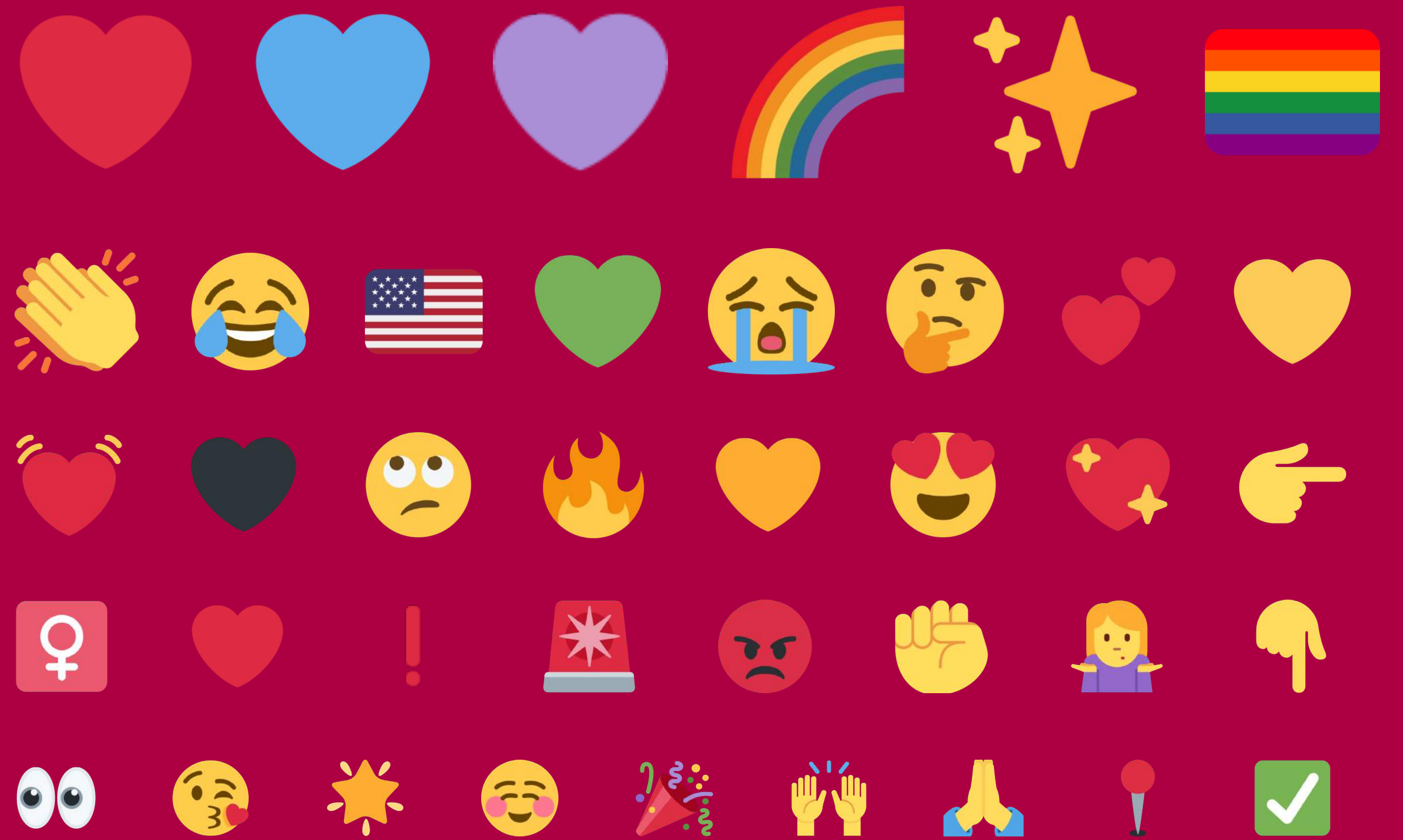
Trans women are women. Trans men are men. Trans rights are human rights [#TransLivesMatter](#)
[#GirlsLikeUs](#) [#WontBeErased](#)



Emoji used in Gender Redefined Tweets

Sentiment & tone

Emoji used in the conversation around Gender Redefined convey symbols of LGBTQ pride with the use of rainbow colors, and a wide range of emotions, including love, frustration, strength, and solidarity.



How to use this trend in your next campaign

Consider your use of pronouns, and take opportunities to challenge gender norms in your creative.