Facebook, Female Empowerment and the Outdoors

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Outline

1. A Brief Background of Gender in the Outdoors
2. Research Questions
3. The Group
4. Conclusions
“Girls are taught that being feminine means limiting their strengths, constraining their bodies, and foregoing outdoor, public spaces in favor of private, domestic realms”

-McNeil et al 2012, page 44
“wilderness experiences could offer a space to re-shape discourses to promote a healthier and more equitable concept of femininity and masculinity”
-Grossman-Thompson 2010, pg. 153
Barriers
Little Laramie Hikers

Discussion
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224 members (2)

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12 April at 08:49

Winter Adventure Schedule


TAGS

Research Questions

How do women overcome barriers to outdoor recreation?
Does the Little Laramie Hikers’ group empower women to do so?
In what ways does social media create a space for empowering women involved in outdoor recreation?
Who am I?
“She would not be hiking if it was not for the hiking group.”
“When I met Gertrude, I said to myself ‘I can do this’”
“I do better, they do do better”
“It Gets Me Moving”

Thanks for a fun morning everyone! Go figure that on an urban walk is when we’d see wildlife. This morning we saw a bald eagle and some sort of a furry creature (weasel, river otter, spawn of bigfoot) popping it’s head in and out of the water. In other news...the last day for these awesome giveaways...and kids sleeping bags are on the list!

12 Days of Gear Giveaways Day 12: Go Camping! - Tales of a Mountain Mama

**Check here to keep up with all the giveaways for our 12 Days of Gear Giveaways Event!**

AHH! Can you believe it!??! Day 12. Not going to lie – I’m exhausted and ready for a bit of a break. BUT, I so hope you have loved all of these. I always wish I could...
Analysis

- Safety
- Community
- Mentors
- Parents
- Partners
- Experience
- Attitude
- Subjective Norm
- Gear
- Knowledge
- Skills
- Intention
- Behavior
Conclusions

• Mentorship, community and positive outdoor experiences increase a woman’s comfort in the outdoors
• Social media increases the reach of this influence
• As experience increases, (conscious) barriers decrease
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