Alice Fox

#SendNudes: The Rise of E-Girls

Within 2019, Electronic Girls (E-Girls) have moved from various nooks and crannies within gaming culture to center stage on TikTok & Twitch, troubling the waters for Instagram baddies. This paper will seek to identify and capture E-Girl culture online. Using this information, an analysis can begin on the various techniques for analyzing how E-Girl influencers regain agency online through exaggerated performances of toxic gender stereotypes and resisting sexism by playing into it— all while commodifying misconceptions of femininity. As such, this paper will also explore the a dominant counternarrative on the rise alongside E-Girl popularity: paying E-Girls through Twitch, Patreon, or OnlyFans with the hopes to curry favor or affection— a behavior commonly called 'simping'. More generally, however, this paper will examine the promises and perils of conducting ethical, social media, and discourse analyses to examine how E-Girl influencers turn profit through parodies or embodiments of gender stereotypes, akin to other performance arts like burlesque or drag. Furthermore, this paper will seek to expand upon existing research methodology paradigms within STS by combining lesser-relied upon areas of qualitative research to provide novel insights into E-Girl resistance and stereotype profiteering.