Nerd/Geek Masculinity: Technocracy, Rationality, and Gender in Nerd Culture's Countermasculine Hegemony

Date
2015-08-06

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Abstract
Nerd and geek culture have become subjects of increasing public concern in recent years, with growing visibility and power for technical professions and increasing relevance of video games, science fiction, and fantasy in popular culture. As a subculture, nerd/geek culture tends to be described in terms of the experiences of men and boys who are unpopular because of their niche interests or lack of social skills. This dissertation proposes the concept of nerd/geek masculinity to understand discourses of hegemonic masculinity in nerd/geek culture. Examining three case studies, the novel Ender's Game by Orson Scott Card, the neoreactionary political ideology, and the #GamerGate controversy, the dissertation suggests that nerd/geek masculinity responds to a perceived emasculation of men who identify as nerds or geeks by constructing the interests, skills, and behaviors of nerd/geek culture as inherently male traits. In this way, nerd/geek masculinity turns the very traits nerds and geeks are often mocked for into evidence of manhood – as the cost of excluding women and queer people from nerd and geek culture.

URI
http://hdl.handle.net/1969.1/155516

Subject
masculinity
nerds and geeks

Collections
Electronic Theses, Dissertations, and Records of Study (2002– )

Citation
Hegemonic Masculinity. Masculinities in South Africa: Culture, Power, and Gender Politics. Robert Morrell to promote gender equity through a focus on men and hegemony has been a recent, popular discursive backlash. In this, Jacob Zuma and Julius Malema, presidents of the. ically on hegemonic masculinity and was consolidated in the period thereafter by Con-. nell's visits to South Africa. In two edited volumes (Morrell 1998, 2001), the concept is. “Masculinity and femininity, from a cultural point of view and not from a gender point of view, give an indication of the direction of motivation. Whether this is goal oriented (=masculine) or whether this is process oriented (=feminine)”. If you do a search on the Internet for “what is masculinity and femininity” there are of course thousands of results. However, most of these results consider the gender association that is so often made when you talk about this cultural dimension. This Masculinity and Femininity dimension of culture is often considered as the Marketing dimension. Many of the commercials we see are either very (over the top) Feminine or very (over the top) Masculine. Below is an example In gender studies, hegemonic masculinity is part of R. W. Connell's gender order theory, which recognizes multiple masculinities that vary across time, culture and the individual. Hegemonic masculinity is defined as a practice that legitimizes powerful men's dominant position in society and justifies the subordination of the common male population and women, and other marginalized ways of being a man. Conceptually, hegemonic masculinity proposes to explain how and why men maintain dominant social