



March 2025

Modern Women



An analysis of how two very different women's movements are discussed online.

Disclaimer: this analysis reports on publicly shared online conversations that reflect the opinions of those individuals and do not represent the organisation(s) producing or sharing the report.

Introduction & Scope

According to the World Economic Forum's [Global Gender Gap Report 2024](#), gender parity will not be attained for well over a century, suggesting that [International Women's Day](#) is as relevant and necessary as ever. To mark this annual event, and in the context of the continued erosion of the rights of women (and other marginalised genders) in the USA, we decided to analyse digital content mentioning two woman-led movements driving debate among American social media users. We aimed to better understand the ways in which the movements are discussed, and by whom.

In this study, we analyse digital conversation about:

-  The “tradwife” movement, which promotes a return to “traditional” American gender roles, with women staying at home
-  The “4B” movement; originating in South Korea, this feminist movement promotes the decentring of men via four key aspects: no marriage, no dating, no sex and no childbirth

Scope

- [Data basis](#): publicly available posts on social media and in news about women's rights, tradwives and the 4B movement
- [Study period](#): January – February 2025 (with trend data going back to November 2024)
- [Geographical scope](#): USA
- [Search methodology](#): Boolean searches based on relevant keywords in English-language only
- [Key Topics](#): Tradwives, the 4B movement
- [Subtopics](#): Women's rights, Women's health (including reproductive health and abortion), Women's equality, and Women's education.

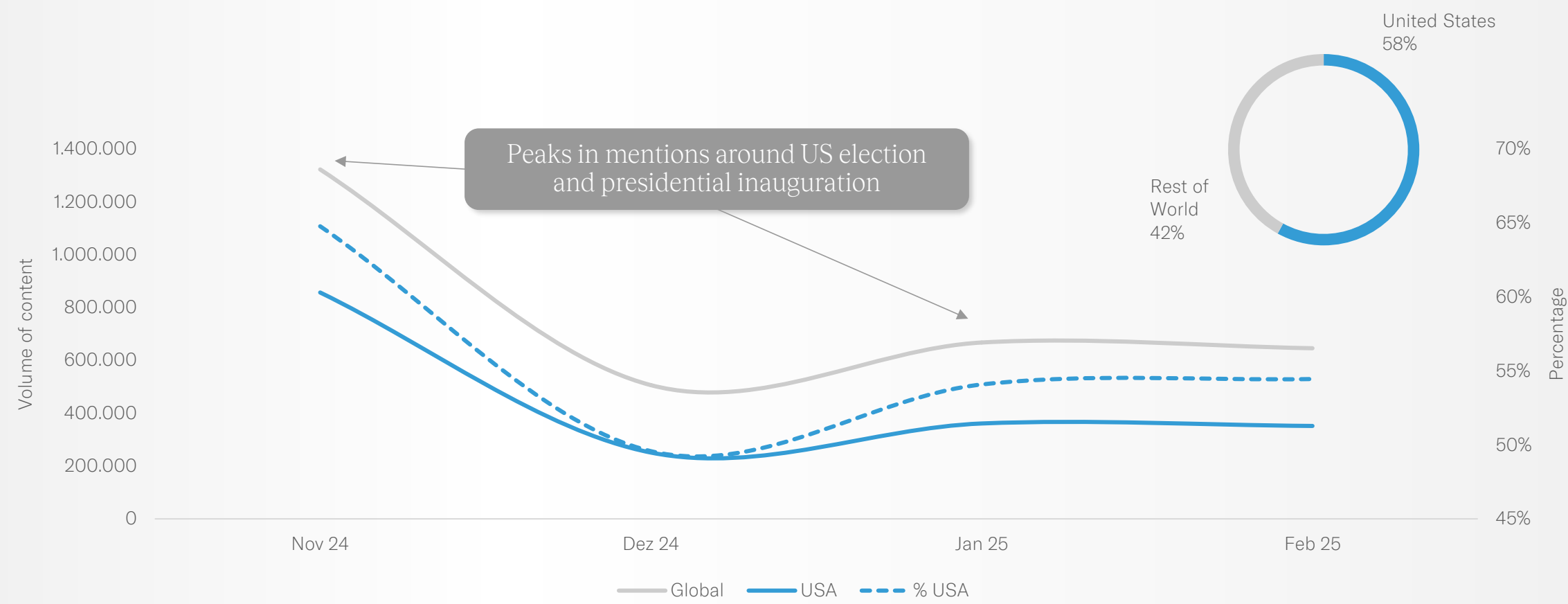
Key Takeaways (1/2)

- The tradwife movement has consistently generated significantly more interest than the 4B movement, with much of it focused on personalities within the movement, rather than the movement itself. Where conversation does focus on the movement, it seems to be driven by people critical of it, with claims that content amounts to little more than conservative propaganda, or that the tradwife lifestyle is unrealistic for those who are not independently wealthy or able to monetise their content.
- The online conversation about the 4B movement tended to focus on the movement as a response to the perceived erosion of women's rights following the re-election of Donald Trump. However, conversation about the goals of the movement was perhaps diluted by users claiming that they were joining the movement because they were fed up with dating, and by others who claimed that the movement is simply a “sex strike”.
- For both movements, conversation has been driven by people who disagree with the movement and in reaction against them. This content has gained more visibility and traction than posts which appear to genuinely promote the values of the movement, suggesting that conversation is political in nature, with opposing sides creating a “bogeyman” to combat opposition.

Key Takeaways (2/2)

- Perhaps surprisingly, the audience discussing the 4B movement on X contained more right-wing users than the audience discussing tradwives. This dynamic was driven by the largest segment in the tradwife audience being identified as Media & Entertainment Enthusiasts, with these users likely to be interested in pop culture more generally and to be keen to keep up with emerging and popular trends. They are therefore likely to be more interested in drama generated by individuals within the tradwife community, rather than by ideals and values.
- Because of restricted access to data and content, this analysis does not include content from Instagram or TikTok, which are key platforms for tradwife influencers. Therefore, it must be noted that this report is limited to analysis of content talking about tradwives, rather than reviewing the content that they have posted themselves, and responses to that content. Nonetheless, within the context of this analysis, Reddit and X are platforms where significant levels of conversation about both movements can be found.

58% of Global Content about Women's Rights Came From Users Based in the USA



Say What?



“I think a huge part of the draw of tradwife content is that it markets the idea that we actually don't need social services, schools, or a government because everyone has an endless possibility of bootstrapping inside them.”

“I'm a little nervous since conservatism is on the rise, “trad wife” culture or whatever, trump is president, project 2025, and what could possibly happen.”

“The whole "tradwife" aesthetic doesn't seem to be about tradition at all; it's a rebranded aristocratic fantasy, where they imagine themselves swanning around in linen dresses on sunlit estates.”

“I don't know who needs to hear this, but your favourite tradwife, stay at home influencer is a working mother. Selling you the dream of frolicking around in a prairie dress while her perfectly behaved cherub babies smile all day is nothing more than a carefully curated paid performance. Running her Instagram account is her job.”

“I have a feeling women are about to play a critical role in this season of America. Hence why folks were trying to brainwash folks with the tradwife nonsense. A woman with agency can take on ANY fragile men.”

Say What?



“those calling the 4B movement a ‘sex strike’ are denigrating everything we stand for, and I dismiss them as unthinking, unserious creatures.”

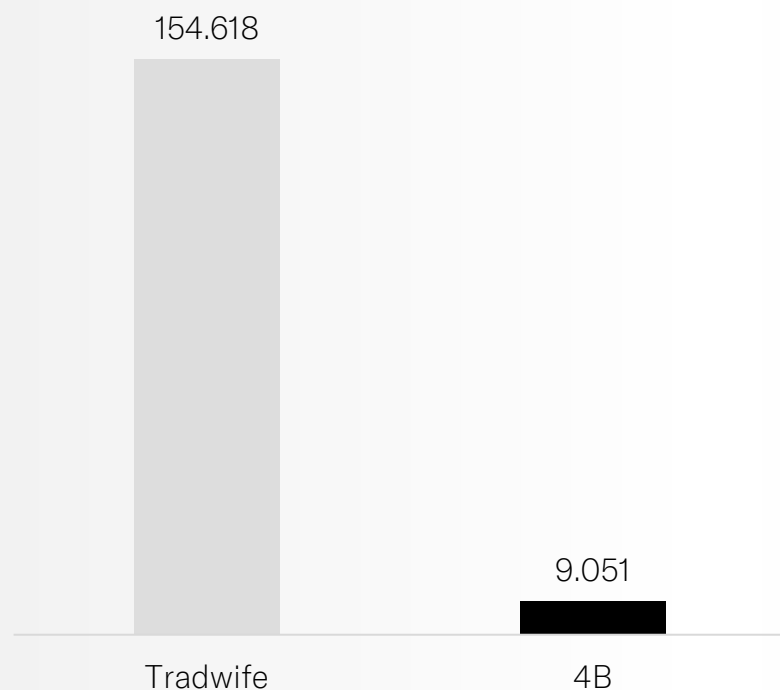
“The philosophy of 4B is that because men have infringed on women’s rights (the recent abortion bans, for example), they must suffer consequences and then maybe they’d reconsider their actions.

However, I would argue there’s a second component to 4B in which women, who have historically been conditioned to value men’s approval over their own well being and interests, are learning that they have the option to cut worrying about men out of their lives completely..”

“Boycotting men, the 4B movement, this is us dumping our abuser. This is the Big Breakup. We have our own jobs, our own homes, our own education, our own support systems. We don’t need to rely on the old world for anything anymore. We’ve gotten in touch with other women like us and banded together, informing and empowering each other..”

“Any women participating in the 4B movement are essentially removing themselves from the gene pool. Men will just find sane and rational women who actually want to have kids. Natural selection at its finest..”

The US Conversation about Tradwives is x17 Larger Than the Conversation About the 4B Movement



Key Events



- Tradwife discussion peaked on 11 January when “Patriarchy Hannah”, a (now deleted) X user, shared a number of posts which drove debate around traditional family values, such as the view that parents should stay together for the sake of their children.



- The same user also drove peaks in February, when it was uncovered that her account was a fraud and that she was not in fact a tradwife with 14 children as she had claimed. This fed into a conversation around tradwife influencers promoting unattainable lifestyles centred around self-reliance and the possibility of “bootstrapping” to a better life without needing the support of social services. Many of the influencers were said to be independently wealthy, or be monetising their content to fund their lifestyle.



- A small peak in discussion about 4B was seen on 20 January, driven by a thread on Reddit titled “Are you participating in the 4B movement?” in which many users claimed that they align with the movement simply because they have given up on men.



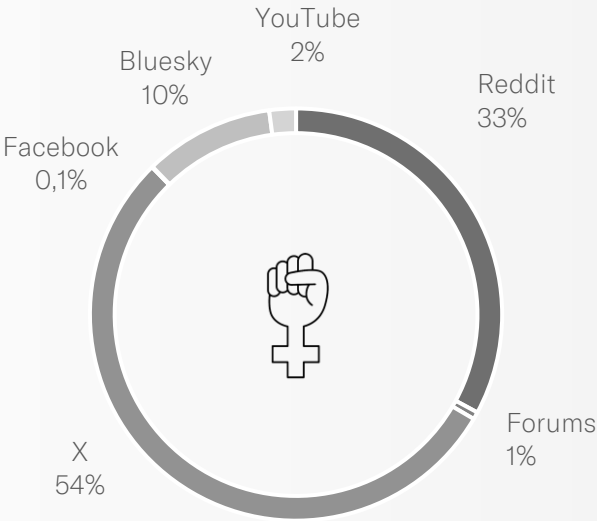
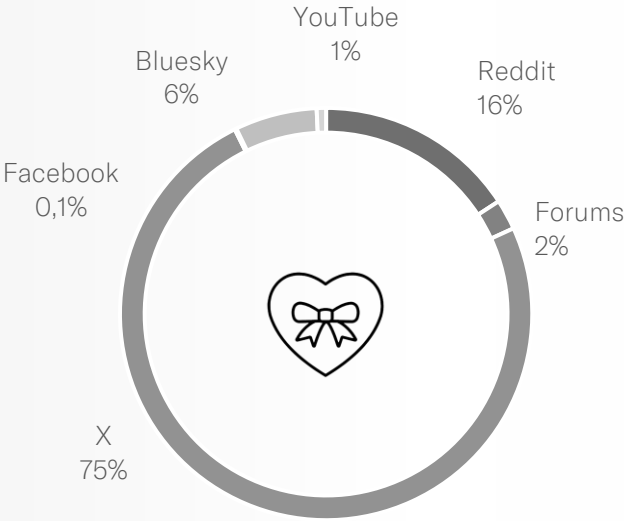
- The volume of content about the 4B movement peaked on 06 February, driven by a post on X headlined “It’s this or 4B” which shared a video highlighting various aspects of the erosion of women’s rights in the US. The post was viewed 103K times, with commenters broadly agreeing with the points made in the video, but often highlighting that conservative women and/or white women had created this situation by voting for Trump.



Now notorious (fake)
tradwife account
“Patriarchy Hannah”
is mentioned in 34%
of all tradwife
content.

Tradwife Conversation is More Prominent on X, while 4B is More Prevalent on Reddit

* Content from Instagram and TikTok is not included in the data set used for this analysis.



Issues Impacting Women Penetrate Only a Small Proportion of Content Mentioning Each Movement



- Keywords relating to women's education featured in 1.7% of tradwife content, amounting to 2.6k mentions in the first two months of this year. Popular content included users positioning the promotion of the tradwife concept as a patriarchal reaction to women outperforming men, including seeing greater levels of educational success.



- Keywords related to women's rights featured in 1.4% of 4B movement content, amounting to 130 mentions in the first two months of the year. A recurring theme in user posts was claims that women are turning to the movement in response to their rights being taken away.

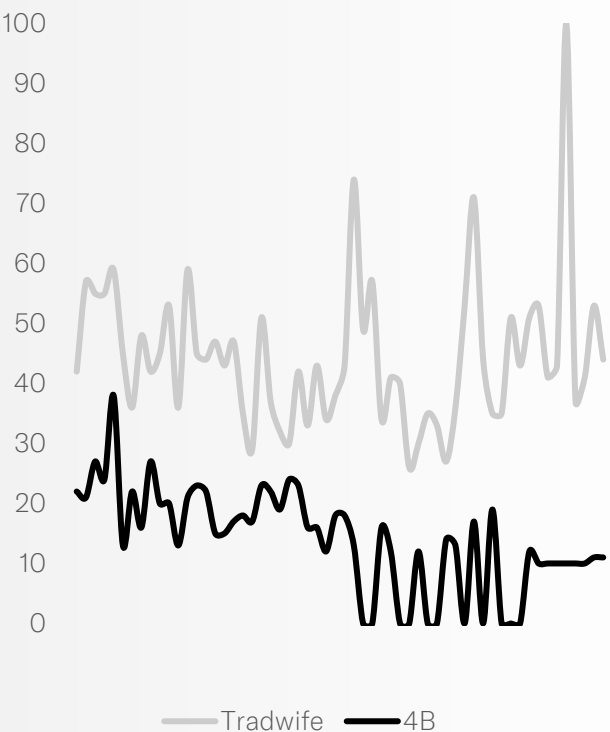




- Education also featured in 1.4% of 4B movement content, with users saying that women now have access to "our own jobs, our own homes, our own education" and no longer need to rely on men. Other content proposed that male allies should participate in educating other men and holding them accountable so that the 4B movement is needed less.



- Equality keywords were found in 0.8% of 4B movement content, with posts typically debating whether the core purpose of the 4B movement is to achieve equality for women, and whether individual women decentring men can achieve this. Others criticised the movement, arguing that the focus on "sex strikes" can "inadvertently reinforce patriarchal views by suggesting women's value is tied solely to their sexual availability, rather than acknowledging broader gender equality issues in society".

Tradwife Consistently Generates Higher Searches than the 4B Movement



Top 5 related searches		
		
1	Doomed to be a tradwife	Is the 4B movement working
2	Patriarchy Hannah	4B Korean movement
3	Patriarchy	4B movement South Korea
4	Millie Bobby Brown tradwife	Reddit 4B movement
5	Jennifer Bays	What's the 4B movement
Top search state	District of Columbia	Hawaii
Top search metro	Topeka (KS)	Lincoln & Hastings-Kearney (NE)

Audience Analysis Introduction & Methodology

This section of the report will provide analysis of who is engaging in conversation about the tradwife and 4B movements, unveiling pertinent information about social media users discussing the topics to better understand their motivations and affiliations.



We configured our social listening tool to capture publicly available posts on X mentioning the tradwife and 4B movements published between November 2024 and February 2025.



Our audience profiling tool analysed data relating to demographics, interests, online behaviour and purchase influences for the identified X profiles.



The audience profiling tool used data from X and IBM Watson to segment the audience and identify characteristics and affinities based on their connections, bios and posts.




The UNICEPTA research team reviewed the data sets to draw insights using a variety of analysis techniques.




The audience
discussing the 4B
movement tended more
towards the political
right than users
discussing tradwives

Comparison Between the Two Tracked Audiences

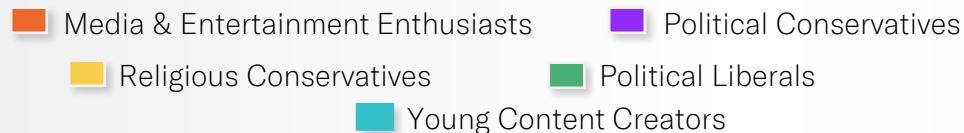
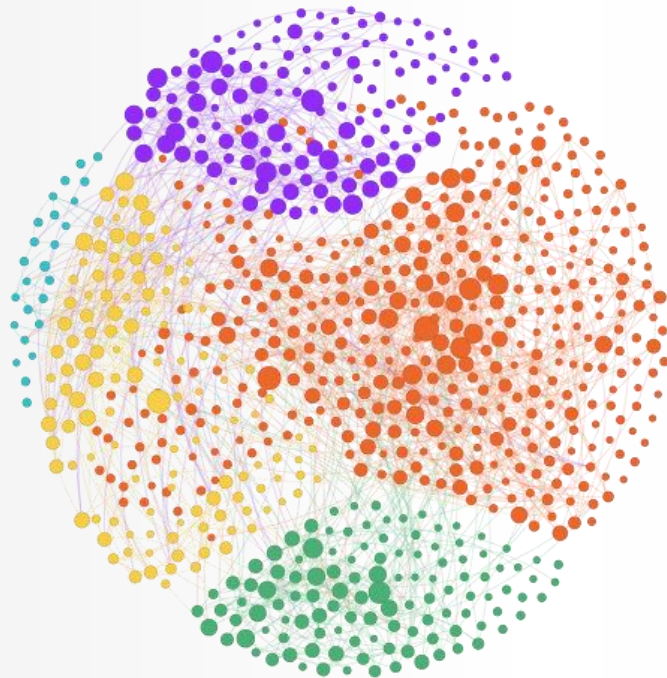
#1	#2
More likely to be female (48%) than 4B audience (45%)	More likely to live in Chicago or New York City than 4B audience
#3	#4
Most likely to be aged 25-34 (50%)	More likely to follow Barack Obama (20%) and AOC (18%) than 4B audience



#1	#2
More likely to be male (55%) than tradwife audience (52%)	More likely to live in Atlanta or Houston than tradwife audience
#3	#4
Most likely to be aged 25-34 (46%)	More likely to follow Elon Musk (50%) and Donald Trump (49%) than tradwife audience



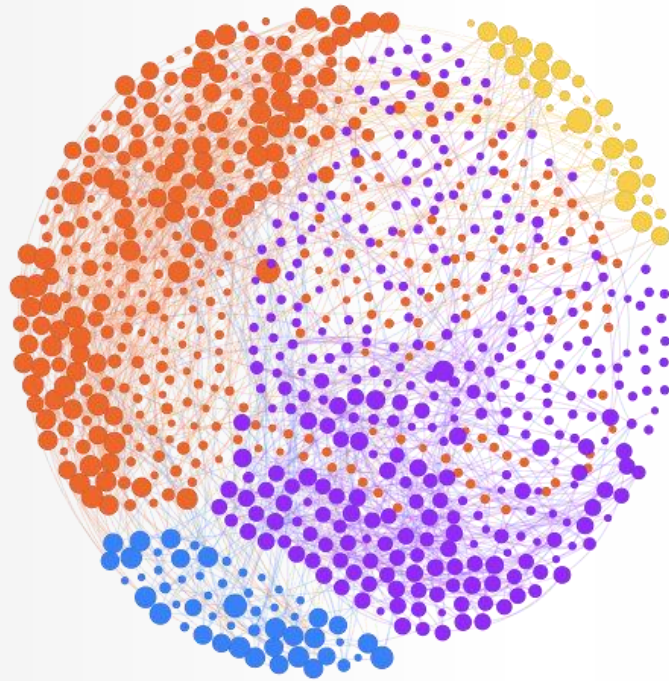
Audience Analysis: X Users Discussing Tradwife Content



Five distinct segments of US users drove Tradwife discussion on X: **Media & Entertainment Enthusiasts** (47%), **Political Conservatives** (15%), **Religious Conservatives** (15%), **Political Liberals** (14%) and **Young Content Creators** (3%).

- The **Media & Entertainment Enthusiasts** segment consisted of more users who were female-identifying and between the ages of 25 and 34 compared to the full audience. This segment followed a variety of accounts, especially actors, musicians and liberal politicians. Users tended to highlight the conservative nature of tradwife content, suggesting that it is right-wing propaganda.
- Users in the **Political Conservatives** segment were more likely to be male-identifying, share a strong affinity for news outlets like *Fox News* and follow Elon Musk and Donald Trump. Users in this segment tended to emphasise the financially privileged position of prominent tradwives, joke about the “Patriarchy Hannah” account being exposed as a catfish, satirically accuse liberals of becoming tradwives and mock Democrat politicians.
- The **Religious Conservatives** segment also included more male-identifying X users than the overall audience and was likely to follow Republican politicians. Moreover, users in this segment were more likely to feature religious terms in their X bios. Conversation often ridiculed the physical appearance of self-identifying tradwives, criticised tradwife influencers for promoting aristocratic ideals and emphasised the participation of women in religion for their own faith rather than to become a tradwife.
- The **Political Liberals** segment consisted of more female-identifying users. The segment tended to follow Democrat and left-leaning media outlets like *MSNBC*. Key themes in conversation included allegations that tradwives are trying to escape adult responsibilities, the view that you have to be rich to be a tradwife and claims that tradwife influencers are changing how young white women participate in politics.

Audience Analysis: X Users Discussing the 4B Movement



X users discussing the 4B movement in the USA formed four distinct segments: **Politically Engaged Conservatives** (44%), **Society-focused Liberals** (39%), **Conservative Christians** (6%) and **Values-focused Conservative Activists** (4%).

- The **Politically Engaged Conservatives** segment consisted of more male-identifying users, who tended to follow Republican politicians and pundits. Users in this segment also shared an affinity for conservative media. Content from this segment primarily labelled the 4B movement a leftist movement in response to Trump's victory and mocked the sexual elements of the 4B movement.
- 57% of users in the **Society-focused Liberals** segment were female-identifying. This segment tended to follow liberal politicians and prominent female musicians and actors. This segment primarily utilised “#4Bmovement” in discussion of the US election results, noting concern about the status of women's rights. Users also argued that the 4B movement aims to support and invest in women.
- The **Conservative Christians** tended to follow conservative politicians, media and commentators. The segment was also more likely to feature religious terms in X bios and follow other accounts with religious terms in bios compared to the full audience. Conversation tended to focus on forming a men's response to the 4B movement and joking about the movement reducing the number of future abortions and liberals.
- The **Values-focused Conservative Activists** segment included more male-identifying users, and the segment had a stronger tendency to follow local and grassroots conservative advocacy accounts than other segments. Key themes in conversation included joking that the 4B movement would enable men to weed out “crazy” women and find suitable partners more easily, and similarly quipping that the 4B movement will reduce the number of abortions.

■ Politically Engaged Conservatives ■ Society-focused Liberals
■ Conservative Christians ■ Values-focused Conservative Activists

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Let's Talk



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