

**[insert
period joke
here]**

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with a big thanks to:
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Researching Menstruation

across languages, platforms and cultures online

A taboo

A pathological issue

A hygiene problem

Aim:

To reveal the extent to which these constructed discourses are replicated and/or challenged

- Wikipedia
- Twitter
- Health forums
- Urban Dictionary
- Google

"Menstruation"

On Wikipedia and Urban Dictionary



Wikipedia



Urban Dictionary

on Wikipedia and Urban Dictionary



Twitter:
"Menstruation" OR "menstrual"



Discourse Analysis: Twitter

- Twitter text analysis also included advertiser mentions such as Huffington Post (97 mentions) and Gariner Fructis (13 mentions).
- "Walt" (317 mentions) and "Disney" (1506 mentions) led us to discover a banned Disney short film from 1946, "The Story of Menstruation."
- "Menophobia" - a fear of menstruation is mentioned 206 times in the corpus of tweets.



Urban Dictionary Tag Clouds



On the Rag



Aunt Flo



Period

I'm having my period...

...and i need google advice

GOOGLE SUGGESTIONS
/ PER CATEGORY

Activities

"I'm having
my period
on vacation"

U.K.

"im having my
period but i'm
going to the
seaside"

ITALY

"I'm having my
period but i
want to go
swimming"

NETHERLANDS

Blood clots

"Mentrual
blood
clothes"

HONG KONG

Color

"I'm having my
period but it's
brown"

NETHERLANDS

"im having my
period and it's
brown"

RUSSIA

"i'm menstruat-
ing coffee
(coffecolored?)"

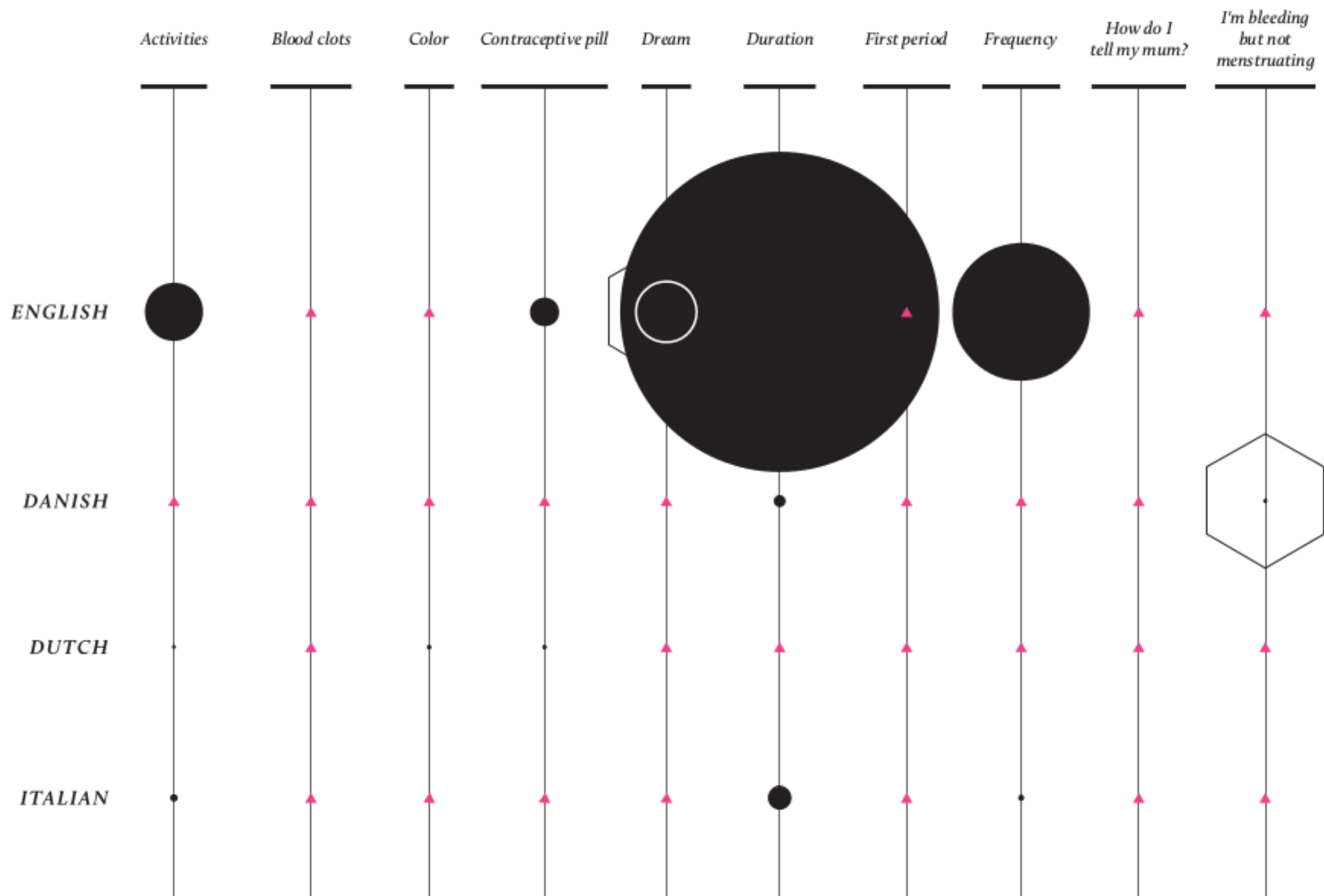
SPAIN

"I'm menstruat-
ing the color
chestnut"

SPAIN

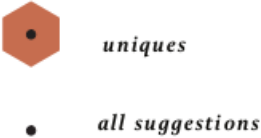
Categories and countries / MOST QUERIED WORD COMBINATIONS WITH "I'M HAVING MY PERIOD"

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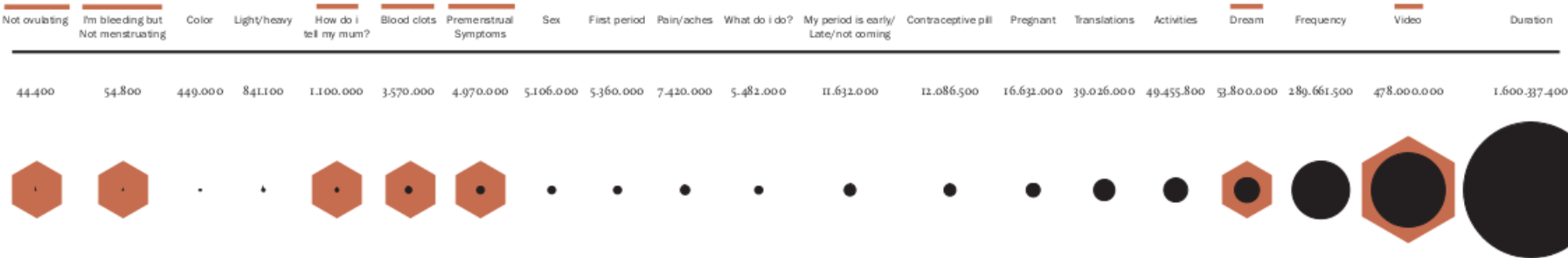


Google Autocomplete across languages

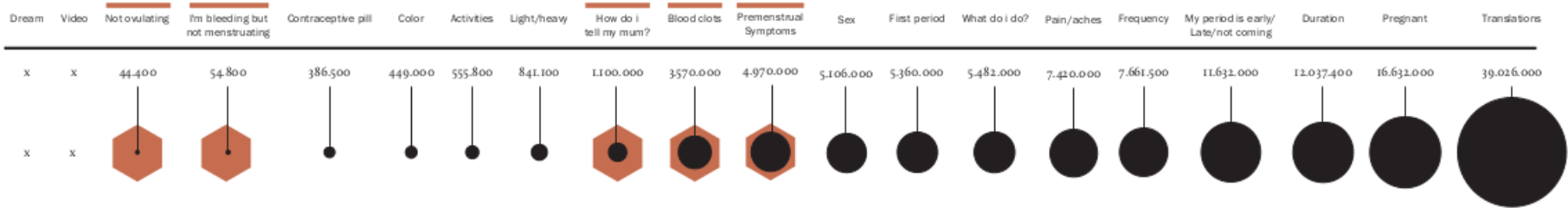
MOST QUERIED WORD COMBINATIONS WITH "I'M HAVING MY PERIOD"



ALL COUNTRIES /
TOTAL NUMBER OF QUERIES PER CATEGORIES



WITHOUT U.K. /
TOTAL NUMBER OF QUERIES PER CATEGORIES



Online Health Forums

*Help,
please!
Please!*

*2 month long
period and
heavy.*

*Two thin tubes
called fallopian
tubes connect
the ovaries to
the womb.*

womens-health.com
forum: menstrual cycle

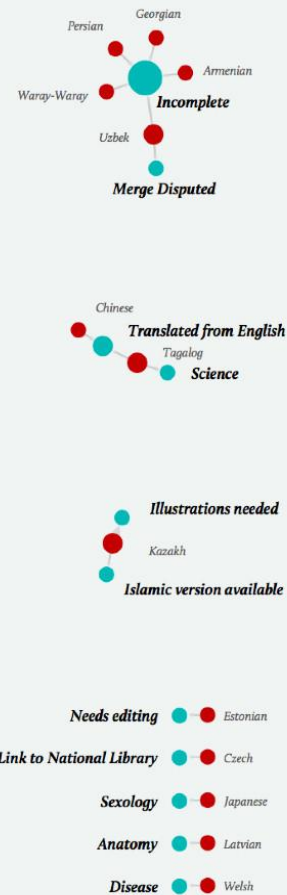
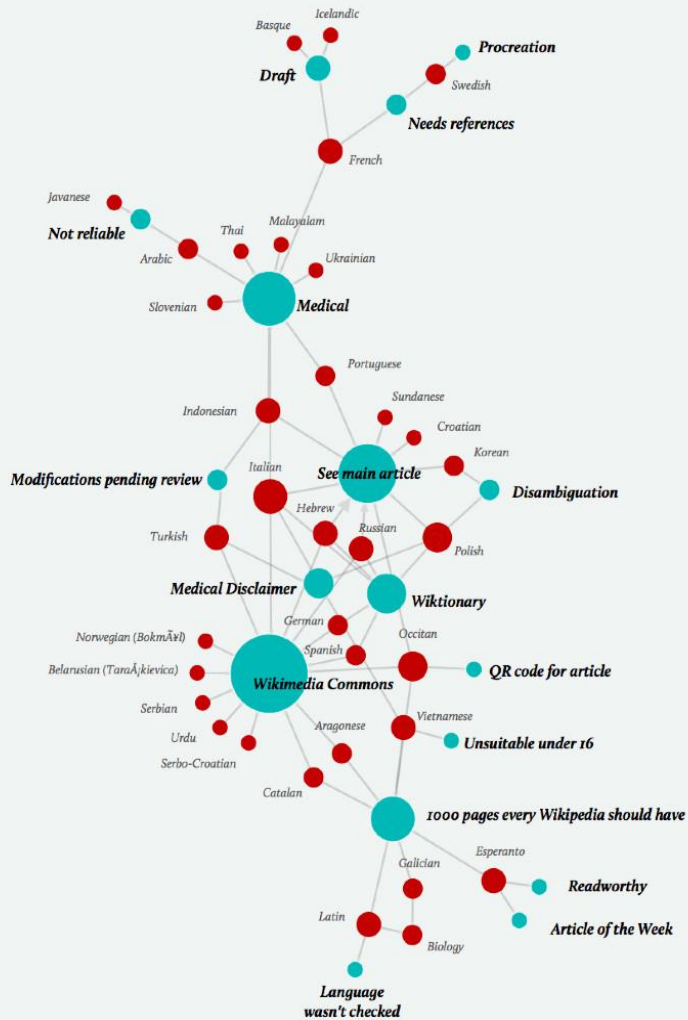
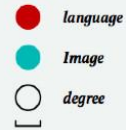


nhs.uk
health a-z: periods



Basque	Menstruazio	2	
Persian	قاعدگی	4	
Finnish	Kuukautiskierto	4	
French	Menstruation	4	
Galician	Menstruación	2	
Hebrew	נדנ	13	
Croatian	Mjesečnica	3	
Armenian	Դաշտախ	2	
Indonesian	Menstruasi	5	
Icelandic	Blæðingar	1	
Italian	Mestruazione	5	
Japanese	月経	2	

Wikipedia specific images



Conclusions

The colloquial as vulgar

In some cases vulgar (Urban Dictionary & Twitter), but also personal, pragmatic and empathic (Google Autocomplete, Women's health).

The private sphere as problem solving

NHS and Women's Health spaces for asking and answering problem-related issues

The public sphere as clinical

A somewhat clinical space on Wikipedia

Culturally specific

Top 10 Google queries seems to indicate it. Even if Wikipedia strives to be neutral and universal, there are differences in image usages across languages.