



THE GEIO PROJECT

GEiO is an interdisciplinary team across four countries: Germany, Iceland, Spain and the UK.

Background:

GEiO is a psychosocial project using a multi-method approach to explore **gendered and intersectional power dynamics in online work meetings**. It builds on research showing the negative impact of workplace gender inequities.

Aim:

The project explores **how videoconferencing can support or challenge workplace gender inequity**, aiming to identify practices that improve online collaboration and inform future policy and training.

RESEARCH QUESTIONS

- 1.How is gender performed and accomplished in online meetings on videoconferencing platforms?
- 2.How do the affordances of digital environments mediate the processes of othering in professional contexts?
- 3.How are gendered interactions on videoconferencing platforms understood by those using them?
- 4.How do people enact and resist gendered positionings in online work meetings, in particular those that are experienced as gendered harassment and violence?
- 5.How can technologies be used to support equitable intersectional relationships in an online meeting context?

STUDY 1

Method: Drawing on **Conversation Analysis** and **Discourse Analysis**, reconfigured from an intersectional feminist perspective, we analyzed 14 videoconference meetings across Spain, Iceland, Germany, and the UK, totaling 11 hours 11 minutes and 77 participants.

Findings: Persistent gendered differences in participation were observed, with men being more active than women. While the prevailing style was cooperative, notable variations appeared in submissive and directive behaviors.

STUDY 2

Method: This study used **Q methodology** to explore how people across four countries make sense of online work. 240 diverse participants sorted statements about their experiences, revealing shared patterns.

Findings: Most key themes were common across countries — especially positive attitudes towards videoconferencing, self-perception, and issues like bad connections.

A second order cross country analysis was conducted across the shared understandings which suggested some local cultural differences in prioritisation but overall, the views were widely shared.

STUDY 3

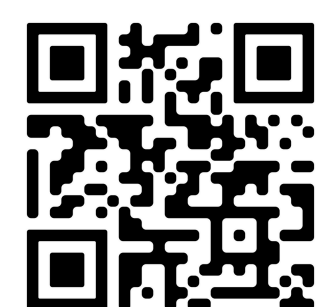
Method: The study used the **story completion method**, where 406 participants from four countries completed an open-ended story prompt online.

Findings: Similar discourses appeared across countries, highlighting the neoliberal female leader as a solitary fighter, tensions with patriarchal norms, a distrust of female leadership, concerns about appearance in online meetings, and stereotypes of women as carers.

LOOK OUT FOR:

Our **accredited training course** on gender equitable interactions online, which is currently being produced and being translated into partner languages.

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