



Digital Media Team editorial

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To cite this article: Jamie J. Hagen (she/her/hers) & Annick T. R. Wibben (she/her/hers) (2021) Digital Media Team editorial, International Feminist Journal of Politics, 23:5, 674-675, DOI: [10.1080/14616742.2021.1993604](https://doi.org/10.1080/14616742.2021.1993604)

To link to this article: <https://doi.org/10.1080/14616742.2021.1993604>



Published online: 23 Nov 2021.



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During the pandemic, many of our academic engagements have taken place in the digital realm. In the coming months, there will be much reassessment of the role that digital media plays in facilitating these new forms of engagement for those who might not otherwise be able to attend conferences due to travel restrictions, childcare challenges, or various abilities. Even prior to the pandemic, these dimensions of digital media were of utmost importance to us. Recognizing that many members of the journal's community do not know what goes on behind the scenes, as outgoing members of the *IFJP* Digital Media Team, we offer the following reflections.



Great emphasis is placed on digital media as a means of reaching new readers and breaking down barriers to traditional academic publishing. For example, during our time on the *IFJP* editorial team, the blog served primarily as an author blog, featuring posts by those who have published articles in the journal. We viewed it as a place to share the feminist insights from those articles with a wider audience while generating interest in the published pieces via social media. At the same time, we recognize the limits of *IFJP*'s digital media, which mirror those of the print journal. Although the internet has opened up many new avenues for connecting globally, our online content faces the same challenges of access, translation, and authorship as the physical publication. An additional challenge is the way in which digital media can expose authors to potential anti-gender attacks. Given the feminist content of *IFJP*, our authors may be especially vulnerable to this type of attack. How academia protects scholars and responds to this is something that must be taken up seriously by editorial boards.

As we move on from our roles on the Digital Media Team, we emphasize just how important it is to recognize maintaining digital media spaces as central to the work of academic journals. Not only do these spaces provide a way to spread academic knowledge to new audiences, they also become places in which to engage with authors and readers. It is key that editorial boards carefully consider how to shape this engagement. It is valuable to come up with new ideas for connecting digitally, but equally important to consider how these ideas will work in practice – whether this be in terms of the labor to make them a reality (and maintain them over time), their relationship to the core task of publishing academic articles, or the potential

for backlash against authors, editors, or the journal as a whole. As a consequence, integrating the Digital Media Team as part of the core editorial team, we think, is crucial to making the most of today's digital spaces to enhance the reach of our scholarship, as we have done at *IFJP* these past few years.

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