PRophet

Modern Women

Analyzing how the Tradwife and the 4B-Movement are discussed online.

March 2025



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 marginalized genders) in the USA, we decided to analyze 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 decentering of men via four key aspects: no marriage, no dating, no sex and no childbirth

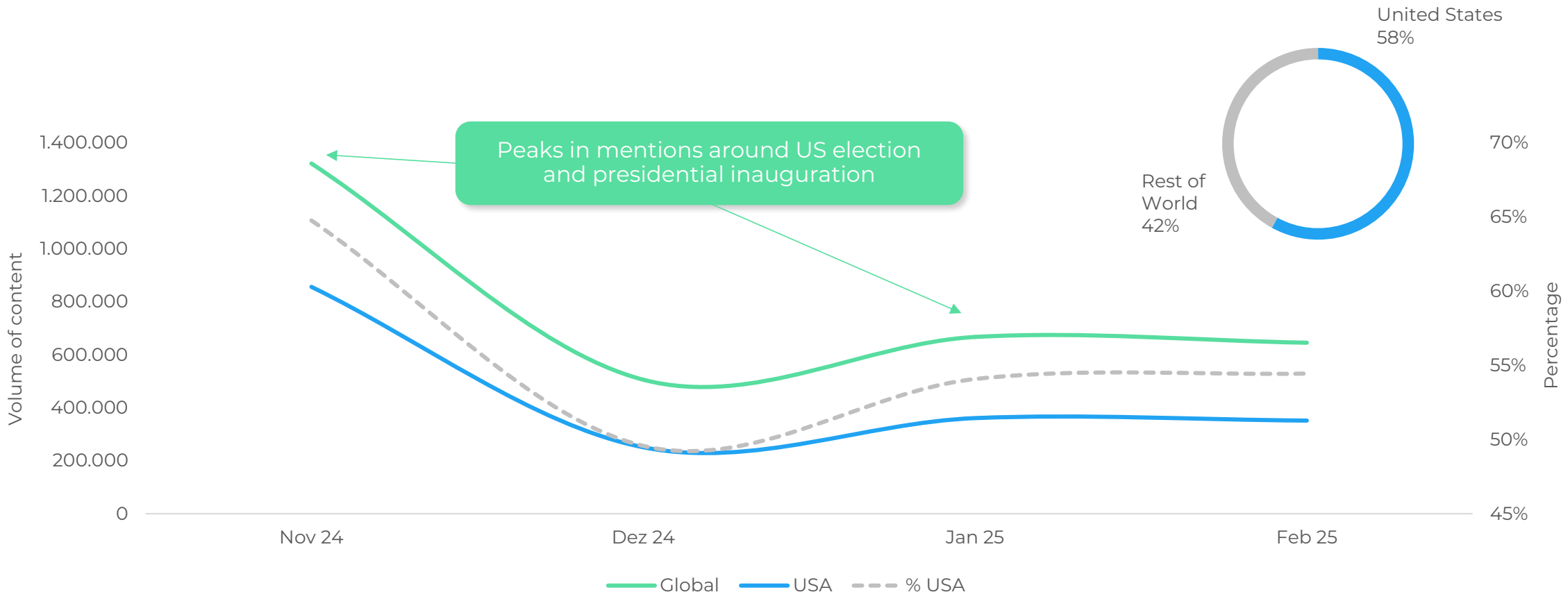
Scope:

- **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

- **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 monetize 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 were 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 it**. 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**.
- 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."

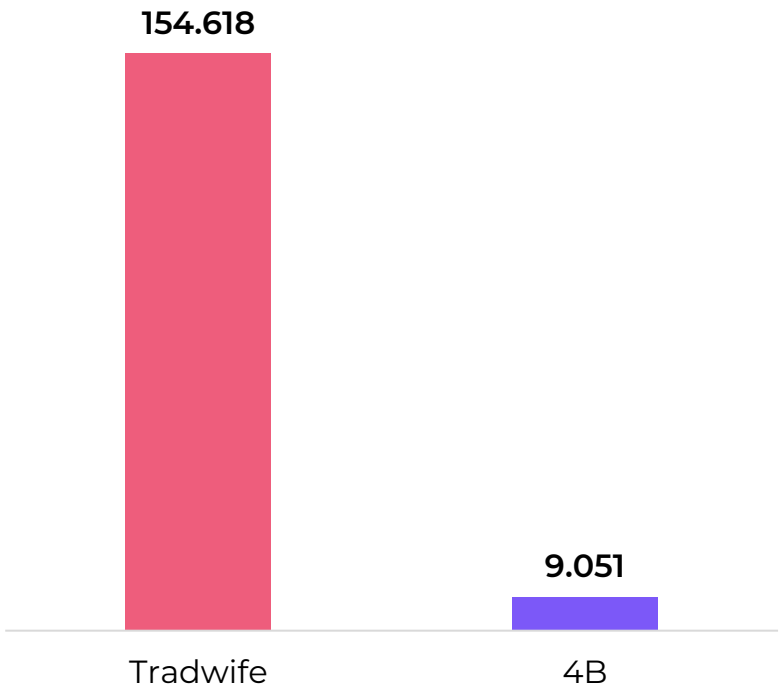
"Boycotting men, the 4B movement, this is us dumping our abuser. This is the Big Breakup. We have our own jobs, our own homes, our own education, our own support systems. We don't need to rely on the old world for anything anymore. We've gotten in touch with other women like us and banded together, informing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

"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.."

"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



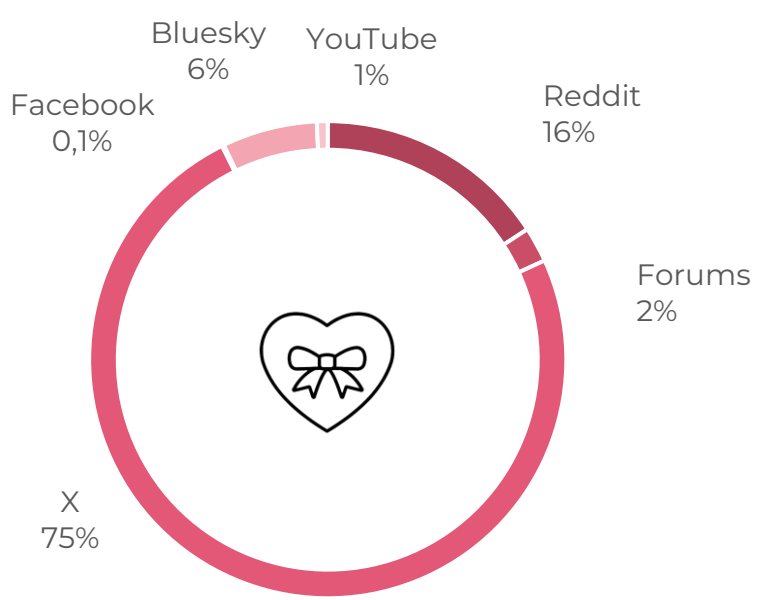
Key Events

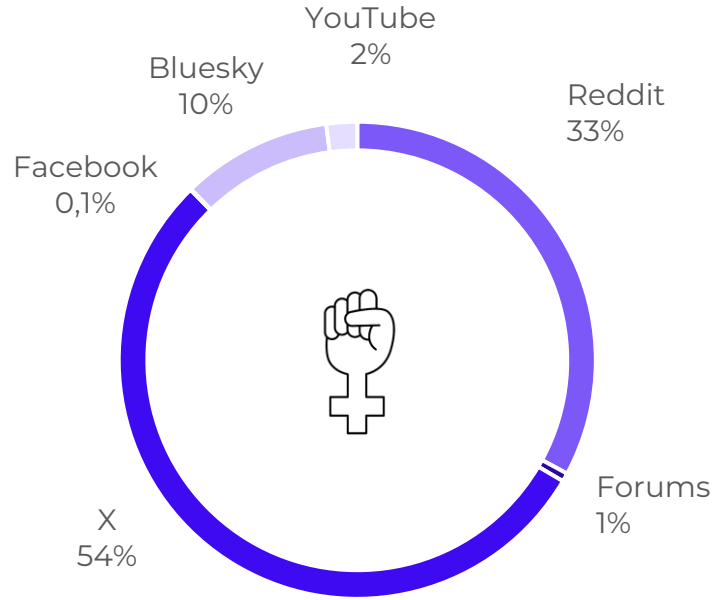
- Tradwife discussion peaked on 11 January when “Patriarchy Hannah”, a (now deleted) X user, shared a number of posts which drove debate around traditional family values, such as the view that parents should stay together for the sake of their children.
- The same user also drove peaks in February, when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

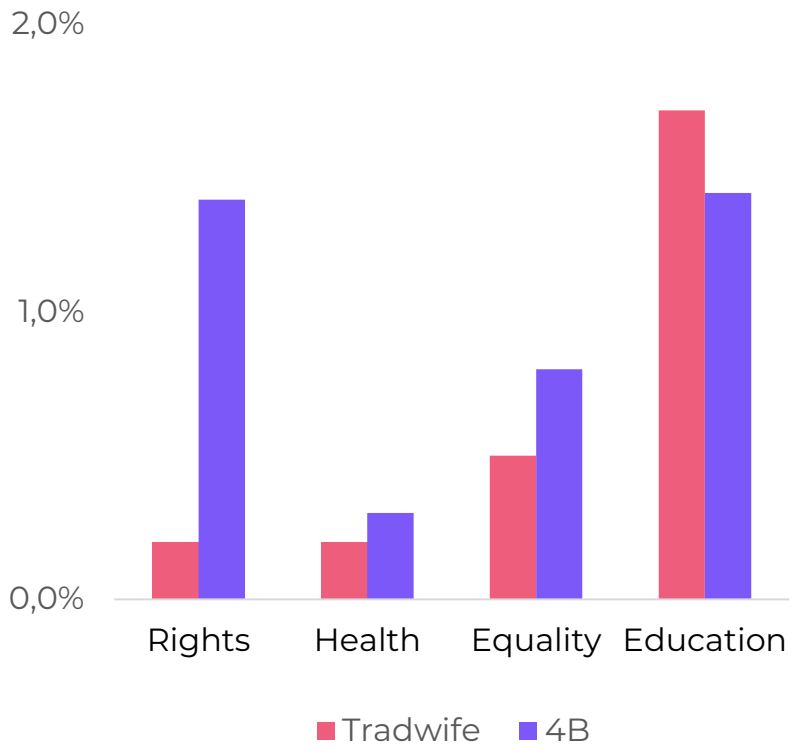
Tradwife Conversation is More Prominent on X, while 4B is More Prevalent on Reddit

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



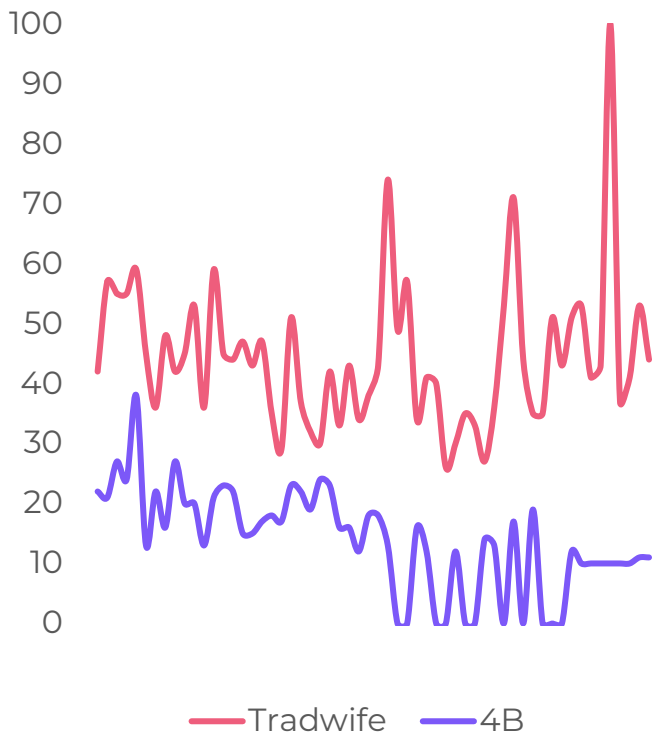


Issues Impacting Women Penetrate Only a Small Proportion of Content Mentioning Each Movement



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



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 analyzed data relating to demographics, interests, online behavior 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

More likely to be female (48%) than 4B audience (45%)

#2

More likely to live in Chicago or New York City than 4B audience



#3

Most likely to be aged 25-34 (50%)

#4

More likely to follow Barack Obama (20%) and AOC (18%) than 4B audience

#1

More likely to be male (55%) than tradwife audience (52%)

#2

More likely to live in Atlanta or Houston than tradwife audience



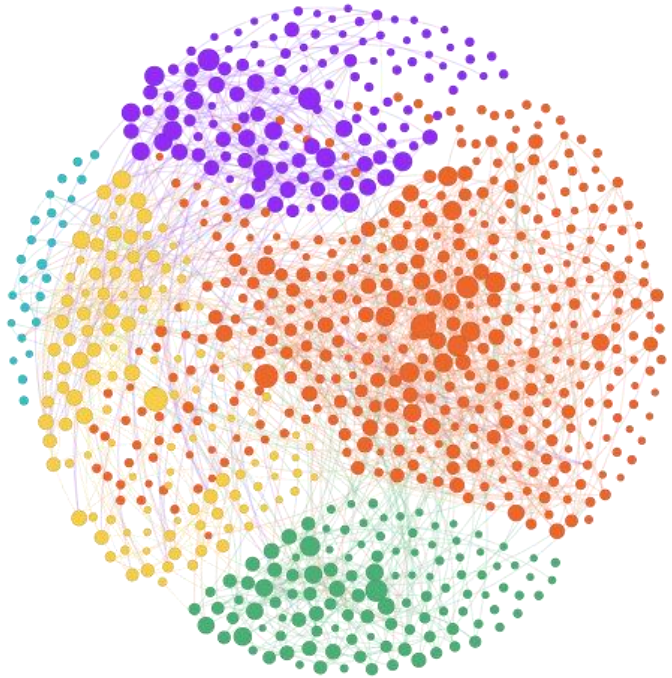
#3

Most likely to be aged 25-34 (46%)

#4

More likely to follow Elon Musk (50%) and Donald Trump (49%) than tradwife audience

Audience Analysis: X Users Discussing Tradwife Content

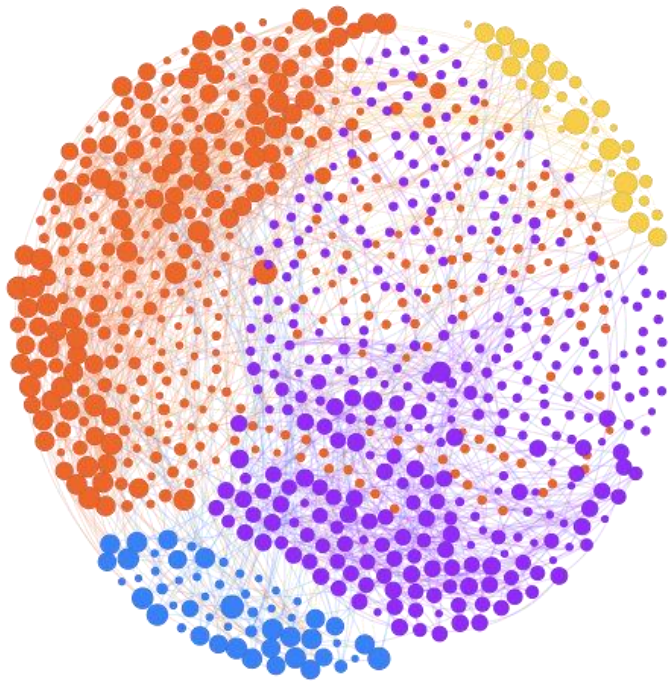


Media & Entertainment Enthusiasts
Political Conservatives
Religious Conservatives
Political Liberals
Young Content Creators

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 conversative 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 emphasize 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, criticized tradwife influencers for promoting aristocratic ideals and emphasized 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

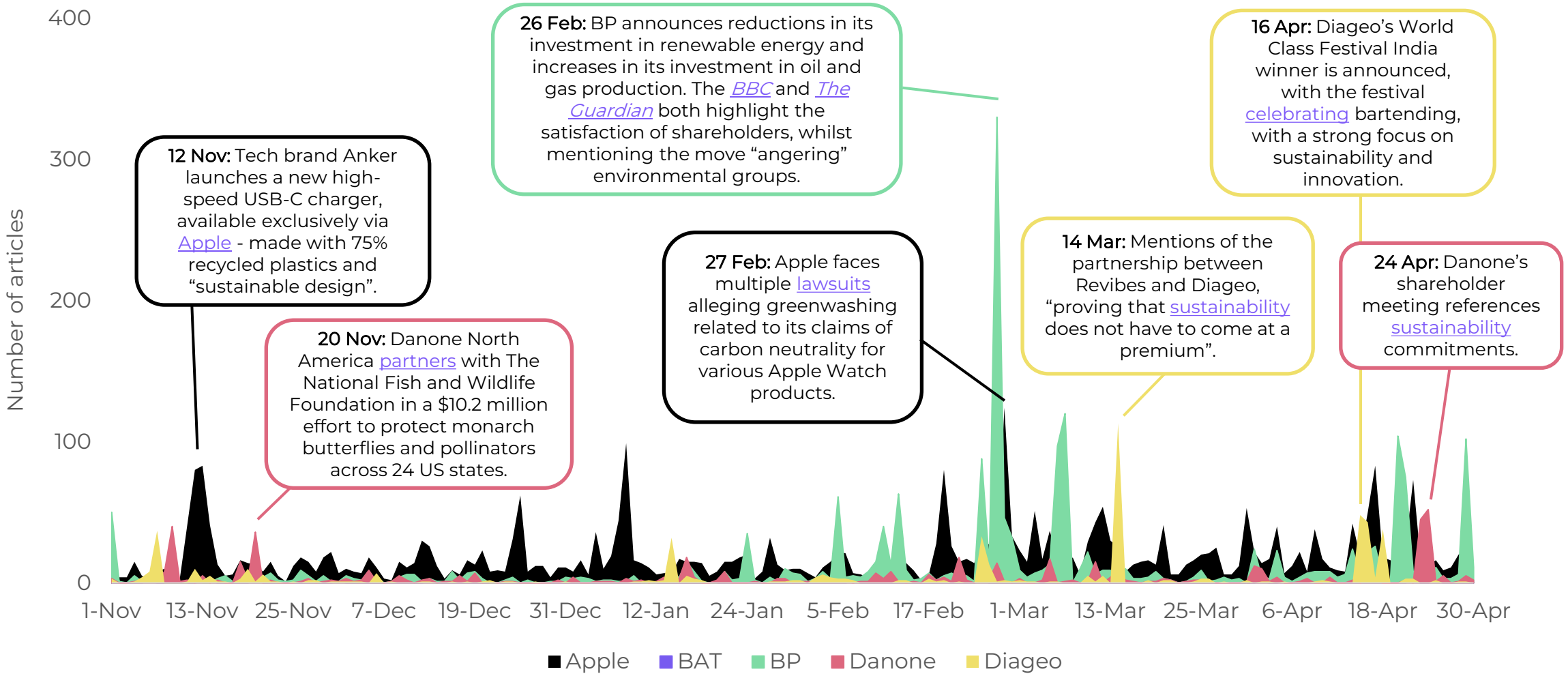


Politically Engaged Conservatives
Society-focused Liberals
Conservative Christians
Values-focused Conservative Activists

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 utilized "#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.

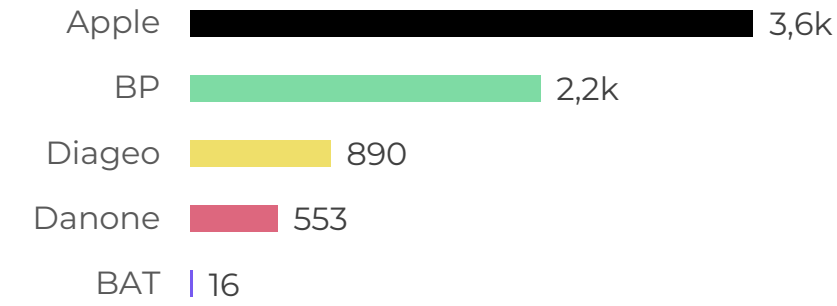
Still Trending or Just Treading Water? The State of Sustainability Coverage



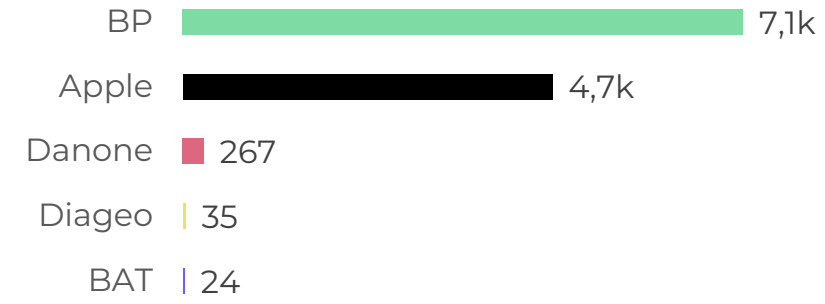
Behind the Sustainability Buzz: Which Company Stands Out?

- **BP** achieved high volume, but not always for the right reasons. **Danone** had strong association in percentage terms, despite its lower overall volumes.
- In percentage terms, **Diageo** and **Danone** showed greatest association with sustainability in online news. **Diageo's** mentions focused on a partnership with Revibes to deliver scalable, cost-effective reusable packaging systems at major Australian events and venues, while **Danone's** coverage was partly driven by syndicated articles about the settlement of its Paris court case with three NGOs. An updated plan was agreed upon, detailing the impacts of plastic use and outlining actions to reduce, reuse, recycle and recover packaging.

Volume of online news coverage that mentions sustainability



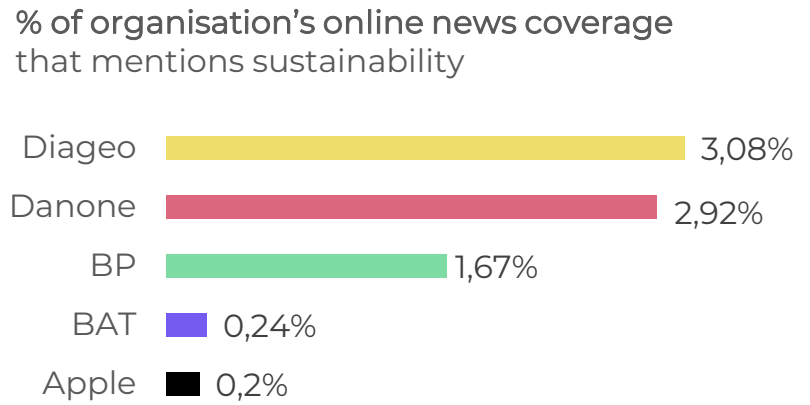
Volume of social media posts mentioning sustainability

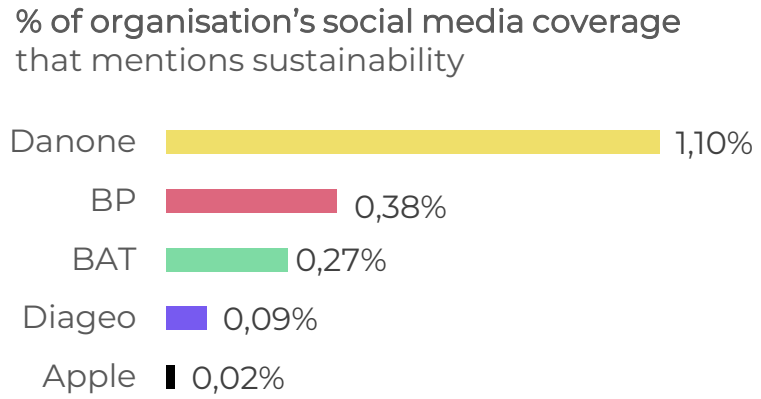


Behind the Sustainability Buzz: Which Company Stands Out?

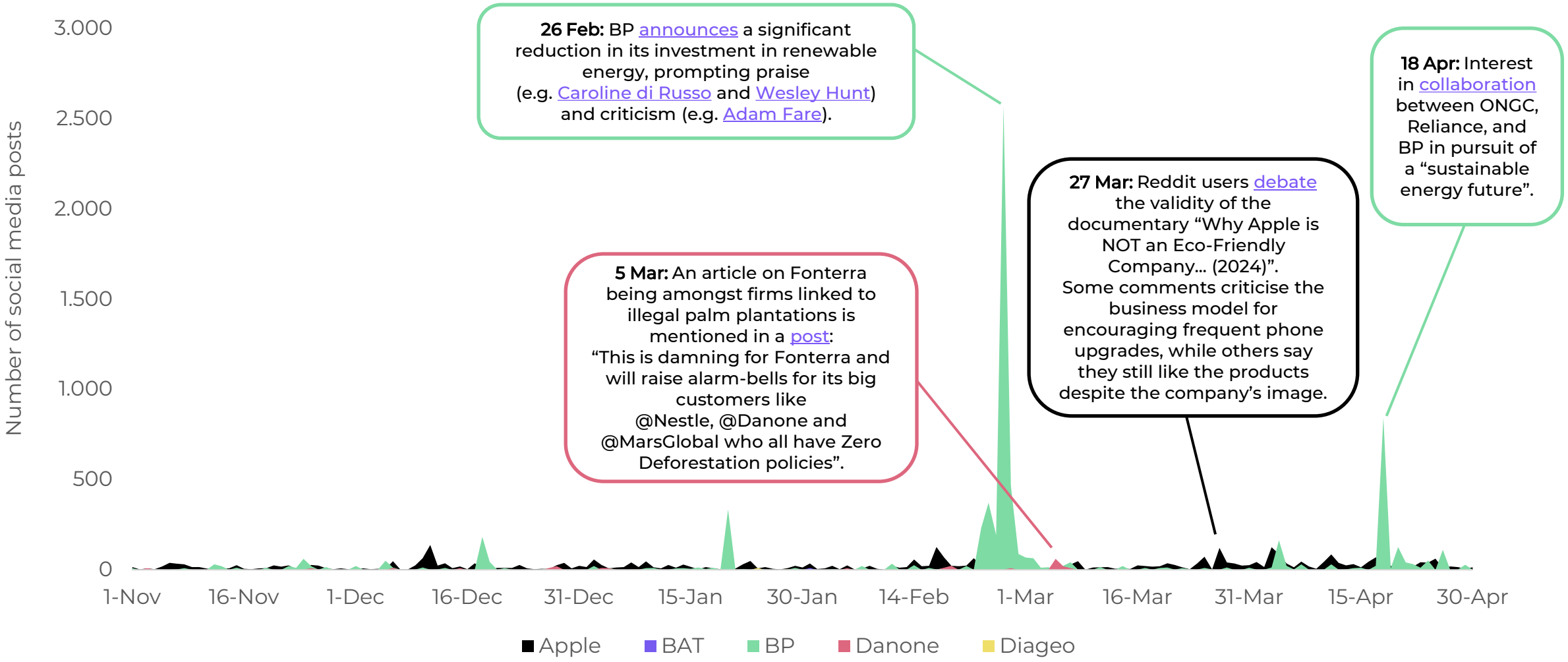
- Although BP and Apple led on social media volume, **Danone** also saw highest association with sustainability mentions in social media coverage. A key driver of this success were its YouTube interviews with Danone's Head of Global Sustainability Impact Chris Adamo on the importance of sustainability for recruitment, and with Packaging Sustainability Manager Marku Alexander on sustainability in packaging.

- **BP** came second in percentage of mentions in social media, and also saw high volume of sustainability content. Central to this were posts focusing on BP's plans "to slash green investment" in late February, which triggered polarised opinions - assertions that "the world needs oil" were counterbalanced by comments that BP is putting "profit before the safety of our climate". Reddit users were also critical, stating the "green transition is a necessity", also opining that "with Trump and weak western leaders [companies like BP] profit from the climate dystopia".



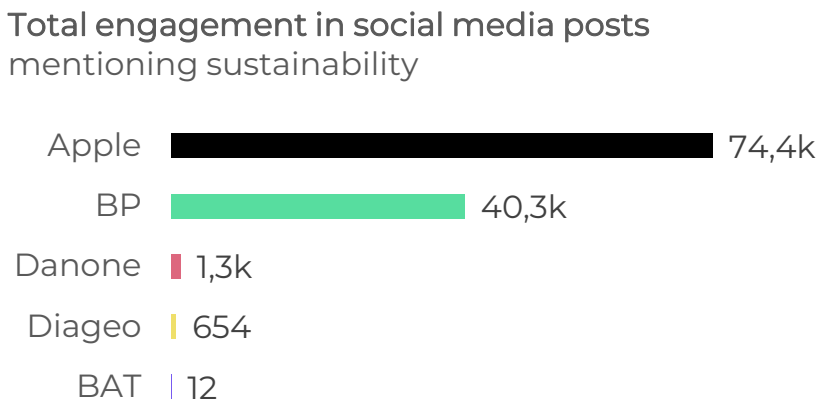


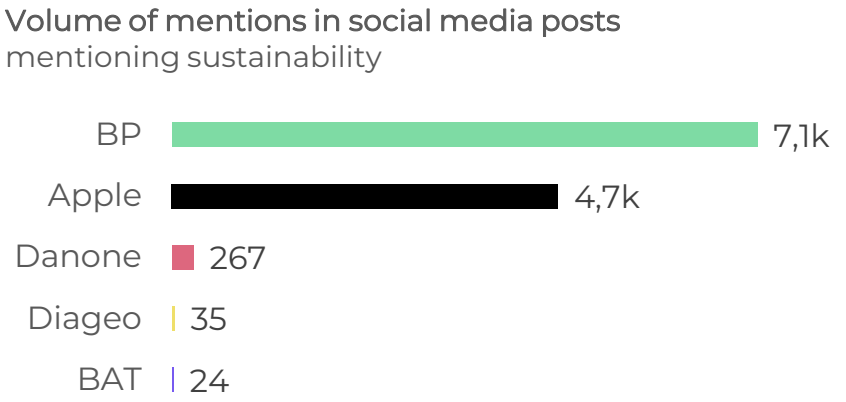
Which Sustainability Topics Made Waves on Social Media?



Which Organization Sparked the Most Engagement on Sustainability Topics?

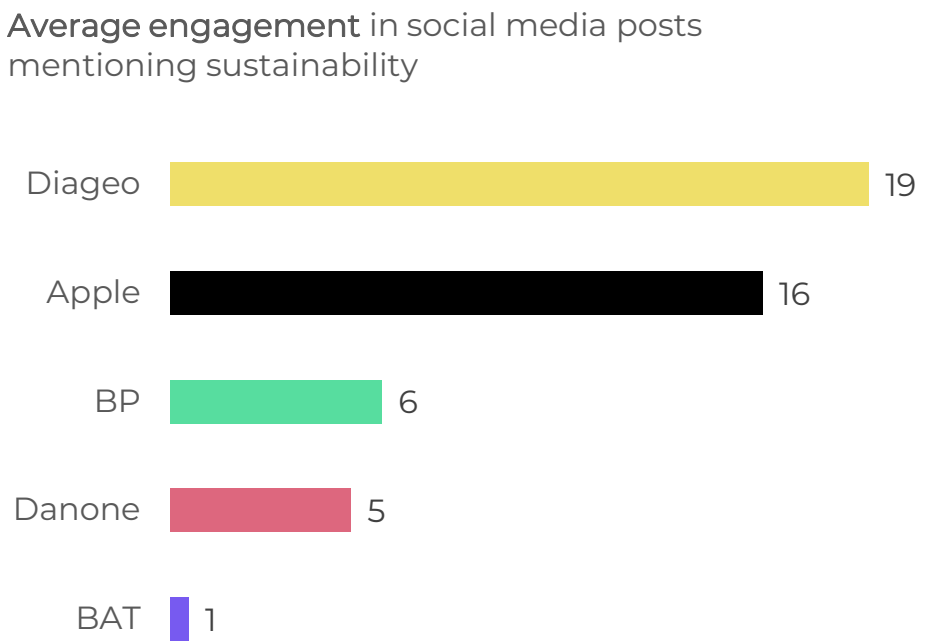
- **Apple** and **BP** led on volume of content and total engagement - demonstrating clear correlation between both of these metrics – albeit with negative stories often dominating the public's attention. **Diageo** performed well on average engagement for positive reasons.
- **Apple** achieved the highest total engagement and second-highest average engagement on sustainability topics. Attitudes towards Apple showed contrasting sentiment. In February, YouTube videos presenting Apple's smart recycling robot, Daisy, which has been designed to disassemble nine different iPhone models, garnered 40.2k likes. Additionally, Apple's sustainable approach was commended in videos focusing on the iPhone 17 Slim, on account of its usage of recycled materials and reduced carbon footprint. Conversely, Apple was also accused of greenwashing activities, such as "justifying the removal of chargers in the name of being eco-friendly" and a fierce debate arose following a documentary that claimed the tech giant is not eco-friendly (223 likes, 119 comments).





Which Organization Sparked the Most Engagement on Sustainability Topics?

- Despite being fourth in volume and fourth in total engagement, **Diageo** performed strongly on average engagement, thanks in part to promotional YouTube videos on its sustainability, including glass recycling initiatives.
- **BP** led in volume and was second in terms of total engagement. Its key story was the announcement of a significant reduction in its investment in renewable energy, prompting mixed reactions and comments from politicians, organisations and media.
- **BAT** placed last in both volume of content, total engagement and average engagement, with the posts that did mention alongside sustainability concepts gaining little traction. This included a post by *Independent Nigeria* (861k followers) on BAT Nigeria's partnership with ESG Forum, which was shared just once.



Who's Driving Sustainability on Their Own Channels?

- Around a third of **BP's** content related to sustainability, though it must be noted that the vast majority of these were published in 2024 as the company seemed to pursue a shift away from green issues.
- **Danone's** 22% share came from a small sample, with two YouTube videos both relating to protecting water resources.
- **BAT**'s messaging referred to its alignment with the Paris Climate Agreement, its 2024 Sustainability Report, and its reduction in its withdrawn water levels.
- A tenth of **Diageo's** owned social posts related to sustainability. Content detailed improvements to water efficiency or efforts to tackle water scarcity and more.
- **Apple's** YouTube generally focusses on its products. Two sustainability videos focussed on its aim for product carbon neutrality by 2030 and a "climate change promise" from four years ago.

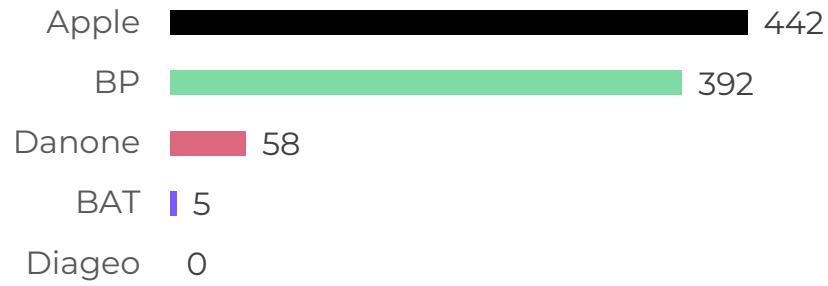
	Share of Owned Social Media Posts*	Share of Online Coverage	Share of Social Media Coverage
BP	34%	2%	<1%
Danone	22%	3%	1%
BAT	16%	<1%	<1%
Diageo	10%	3%	<1%
Apple	2%	<1%	<1%

***Please note:** this covers the last 100 social media posts from these companies (9 for Danone due to a low social media presence), looking at X for BAT and BP, and YouTube for Apple, Danone and Diageo. Timeframe: 2024 to present.

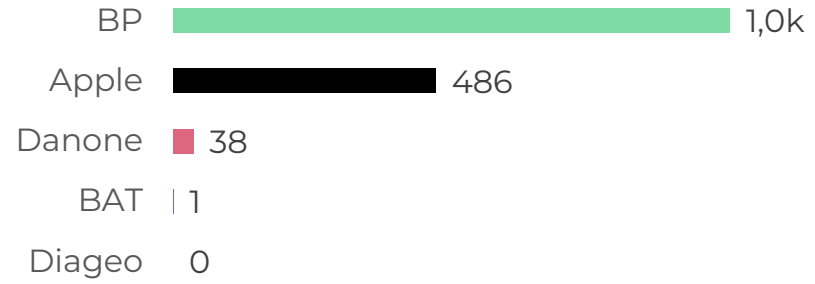
Which Brand Is Most Heavily Linked to Greenwashing?

- **BP** was near the top of the leaderboard in all four metrics – volume and percentage association in online news and social media.
- **Apple** and **BP** were the two organisations to generate highest volume of coverage linking them to greenwashing.
- **Apple** was accused of misleading consumers on carbon neutrality claims relating to three of its Apple Watch products in late February, and is facing a lawsuit.
- As for **BP**, online news media coverage outlined its decision to increase investment in oil and gas, with campaigners accusing it of greenwashing and the Scottish Green Party describing the move as "climate vandalism". The same subject also prompted anger and ridicule on social media, notably in Reddit forums.
- In percentage terms, BP and Danone were the two companies that were most associated with greenwashing.

Volume of online news coverage that mentions greenwashing

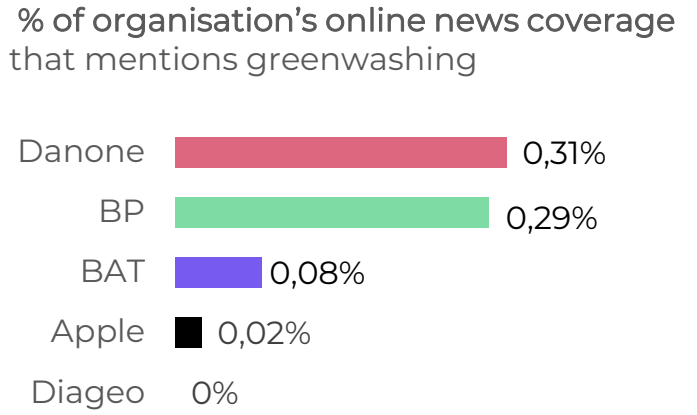


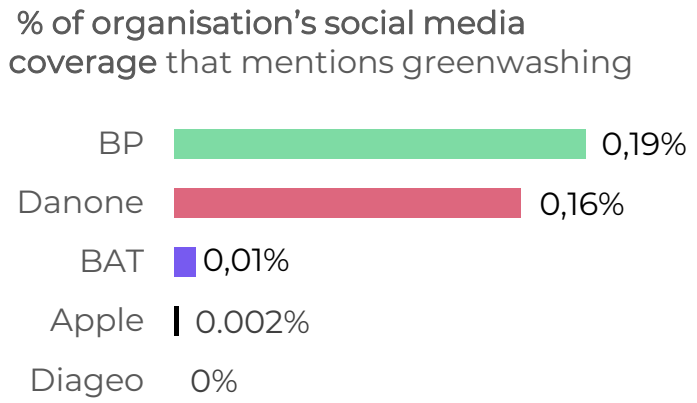
Volume of mentions in social media posts mentioning greenwashing



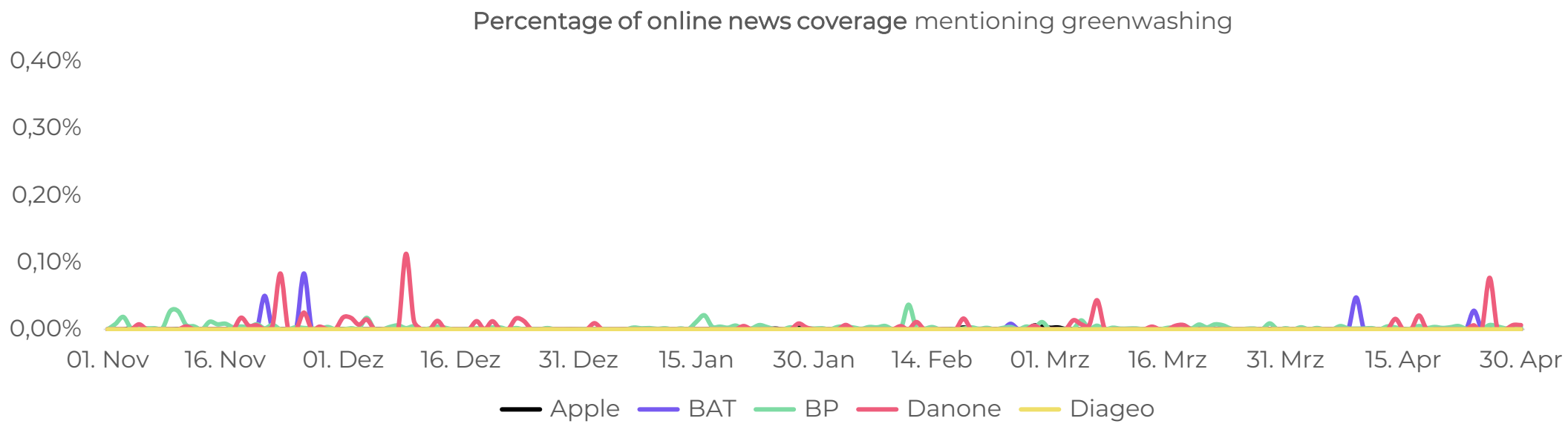
Which Brand Is Most Heavily Linked to Greenwashing?

- For **Danone**, plans to expand the Harrogate Spring Water bottling plant by cutting down Rotary Wood were met with skepticism. While the company promises to plant 3,000 new trees to offset the loss, local campaign groups called the move “greenwash[ing]”, warning that the expansion does not mitigate replace the community’s woodland.
- On social media, Danone’s profile was impacted by a series of Facebook posts drawing attention to the decision of leading natural soap brand soap Dr. Bronner’s to resign its B Corp status in protest at B Corp’s perceived weak accountability on large multinational CPG firms. These posts also called for the removal of Danone’s B Corp certification owing to supply chain issues.



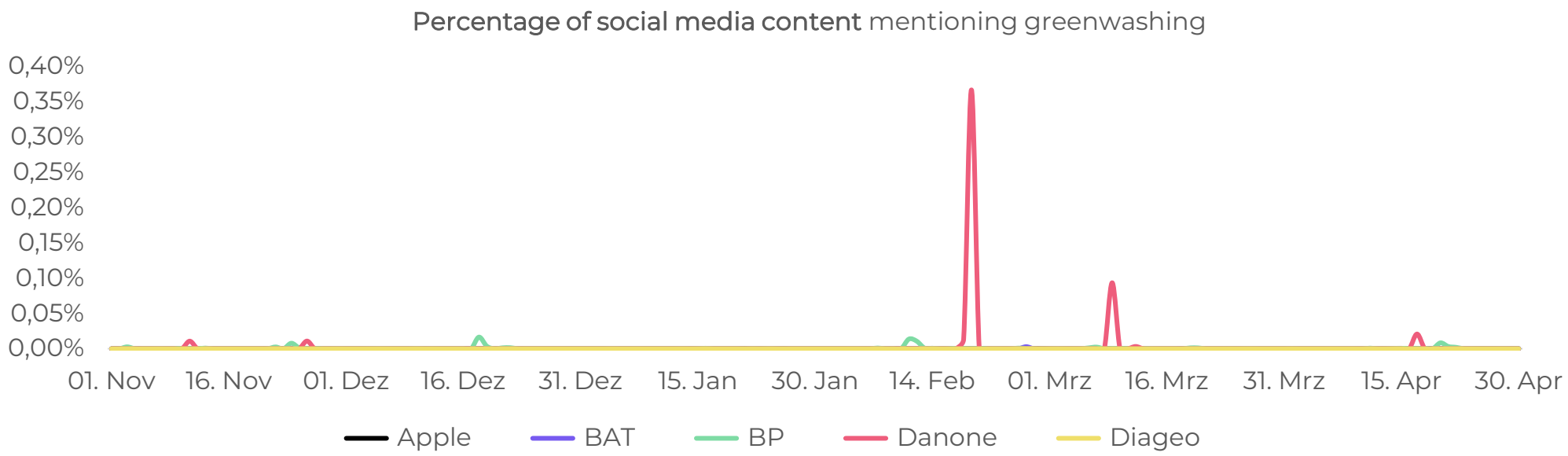


Greenwashing:
A Growing Narrative or Just Background Noise?



- Broadly speaking, greenwashing claims in online news coverage were more visible in 2024 than in 2025.
- Greenwashing claims, while negligible in the wider scheme of things, generally had more prevalence in online news than in social media.
- Peaks in greenwashing coverage in late 2024 arose following Danone’s plans to cut down Rotary Wood to facilitate growth for a Harrogate Spring Water plant. Thereafter, greenwashing claims were minimalistic until late April, when an article mentioned that in 2023 Danone had faced a US lawsuit over claims that Evian's “carbon neutral” label was misleading due to reliance on long-term carbon offsets.

Greenwashing:
A Growing Narrative or Just Background Noise?



- In November, **BAT** was mentioned in articles about companies facing criticism for promoting eco-friendly initiatives while continuing harmful practices. It was named in alongside Coca-Cola, Nestlé, and Unilever as one of the top plastic polluters according to the 2023 Global Brand Audit Report, which suggested that despite efforts to improve recycling, under 10% of these companies' plastics were actually recycled.
- In social media coverage, greenwashing claims were largely absent in percentage terms with a notable spike exception being the lobbying on Facebook for Danone's B Corp status to be revoked.

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