



## **Online-Appendix**

# Looking Behind the Fading Feminist Façade of #Girlboss

Cornelia Kees

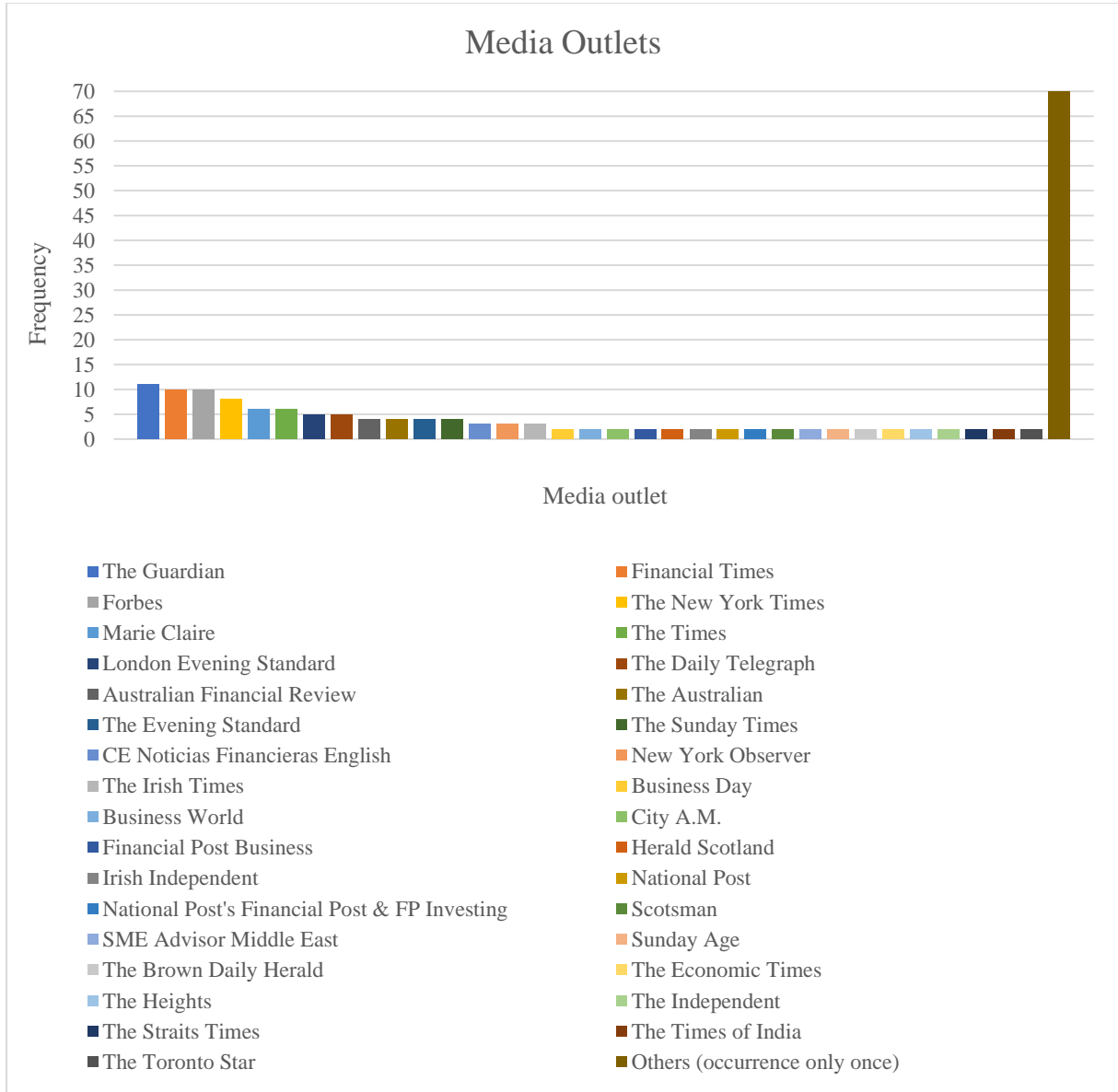
Technical University of Munich

Junior Management Science 10(1) (2025) 70-94

Appendix A

Figure A1

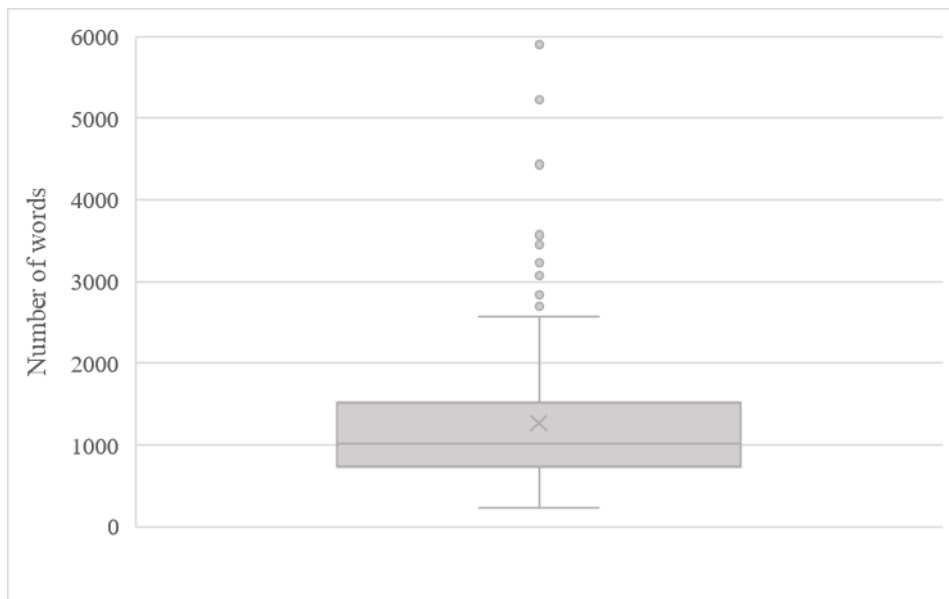
Number of articles analyzed per media outlet



Note. Media outlets occurring only once in the sample are subsumed under the category ‘Others (occurrence only once)’.

**Figure A2**

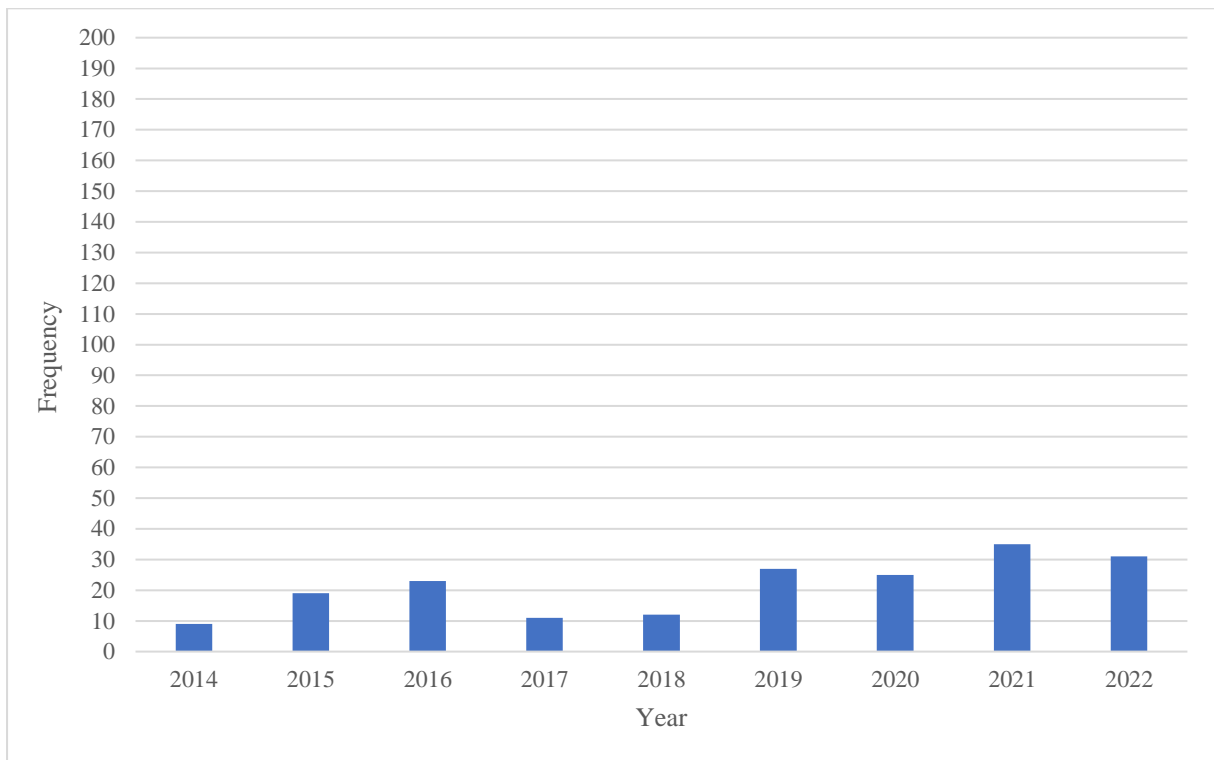
*Distribution of values of the scope of the articles*



*Note.* The boxplot displays the distribution of number of words of each article ( $N = 192$ ). The cross inside the box represents the mean score ( $M = 1271.32$ ) and the horizontal line inside the box represents the median score ( $Mdn = 1020.5$ ), while the box itself represents the interquartile range (IQR). The whiskers extend to the minimum and maximum scores within 1.5 times the IQR from the lower and upper quartiles, respectively. Outliers, depicted as individual data points, are shown as circles above the whiskers.

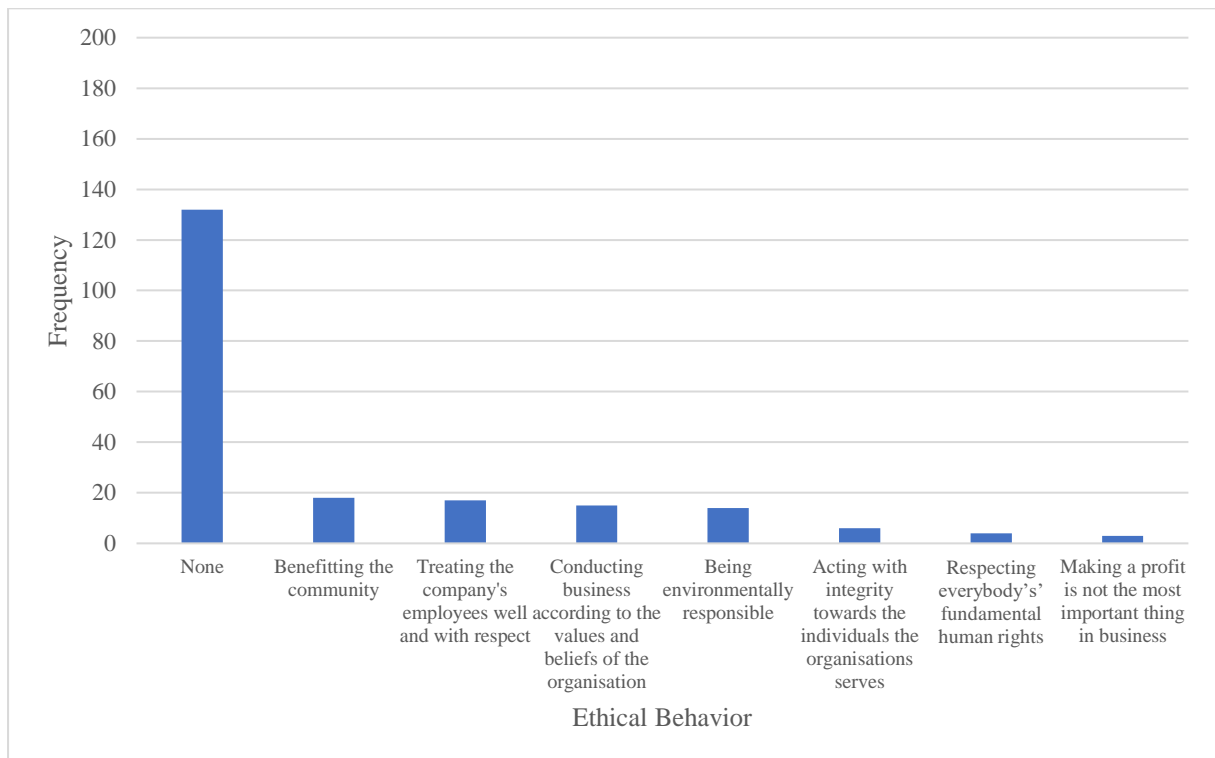
**Figure A3**

*Number of Articles Published per Year (2014 – 2022)*



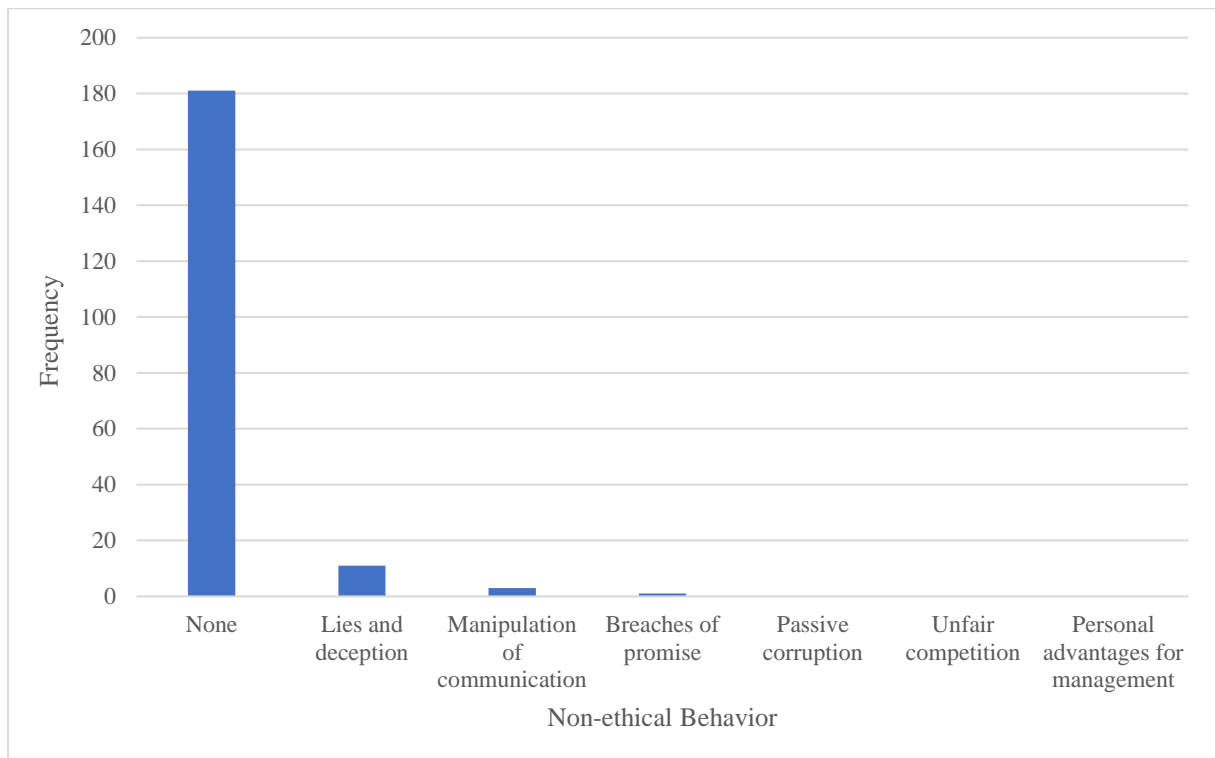
**Figure A4**

*Number of Articles mentioning Female Entrepreneurs' Specific Ethical Behaviors*



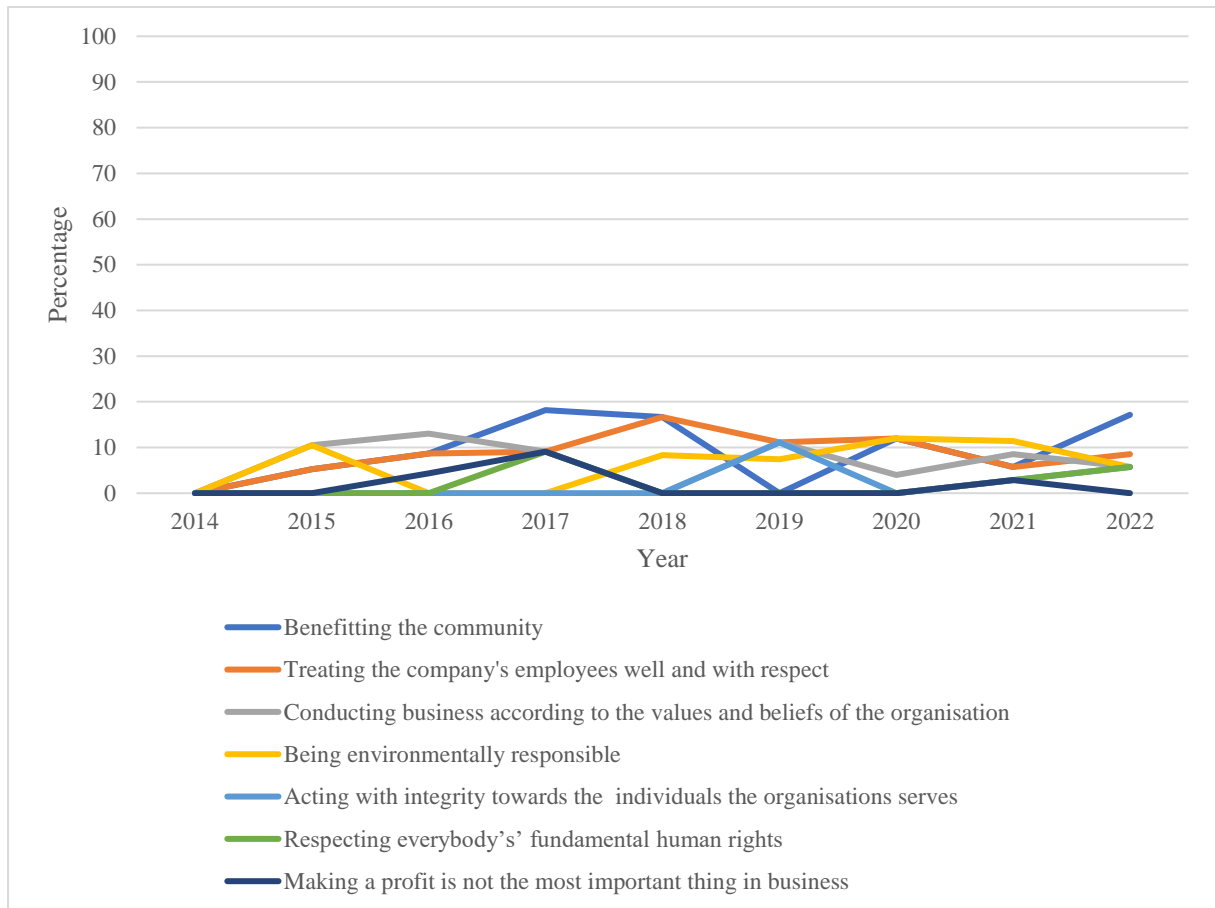
**Figure A5**

*Number of Articles mentioning Female Entrepreneurs' Specific Non-ethical Behaviors*



**Figure A6**

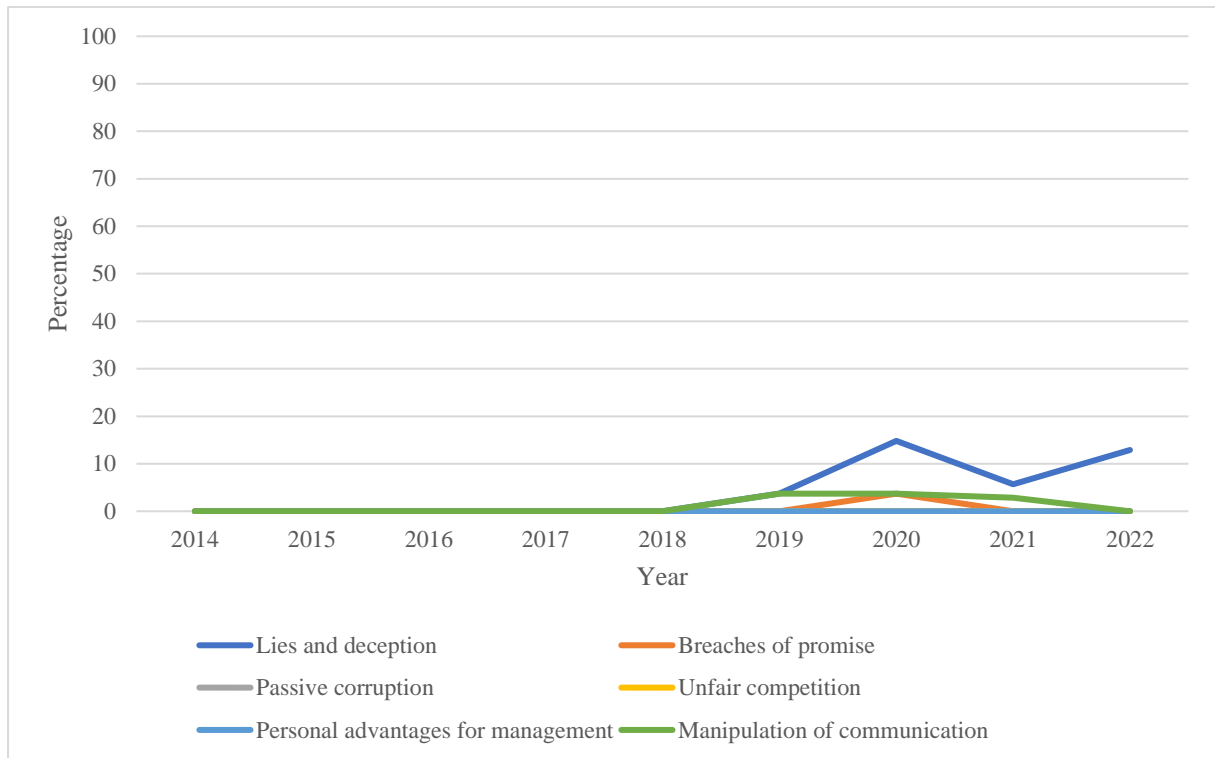
*Percentage Shares of Articles that mention Female Entrepreneurs' Ethical Behavior by Year (2014 – 2022)*



*Note.* The percentage share refers to the number of articles published in a specific year that mention ethical behaviors in relation to all articles published in that year.

**Figure A7**

*Percentage Shares of Articles that mention Female Entrepreneurs' Non-ethical Behavior by Year (2014 – 2022)*

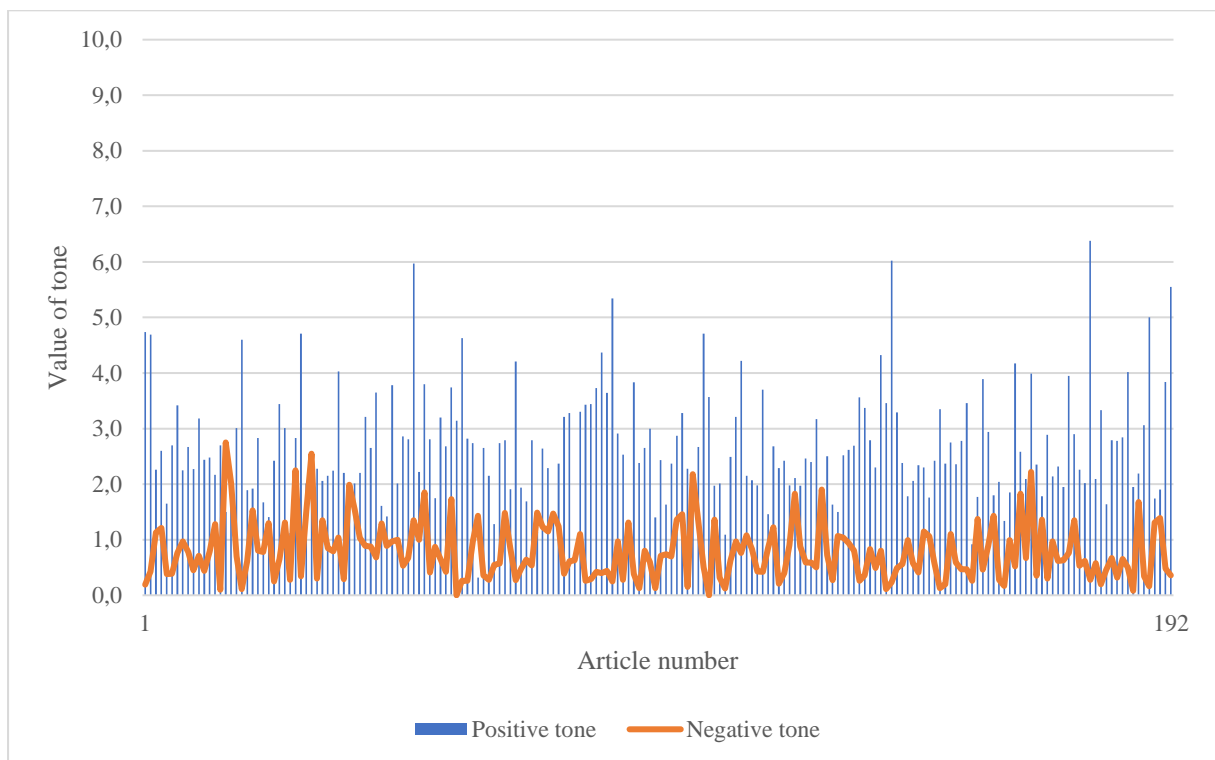


*Note.* The percentage share refers to the number of articles published in a specific year that mention unethical behaviors in relation to all articles published in that year.



**Figure A8**

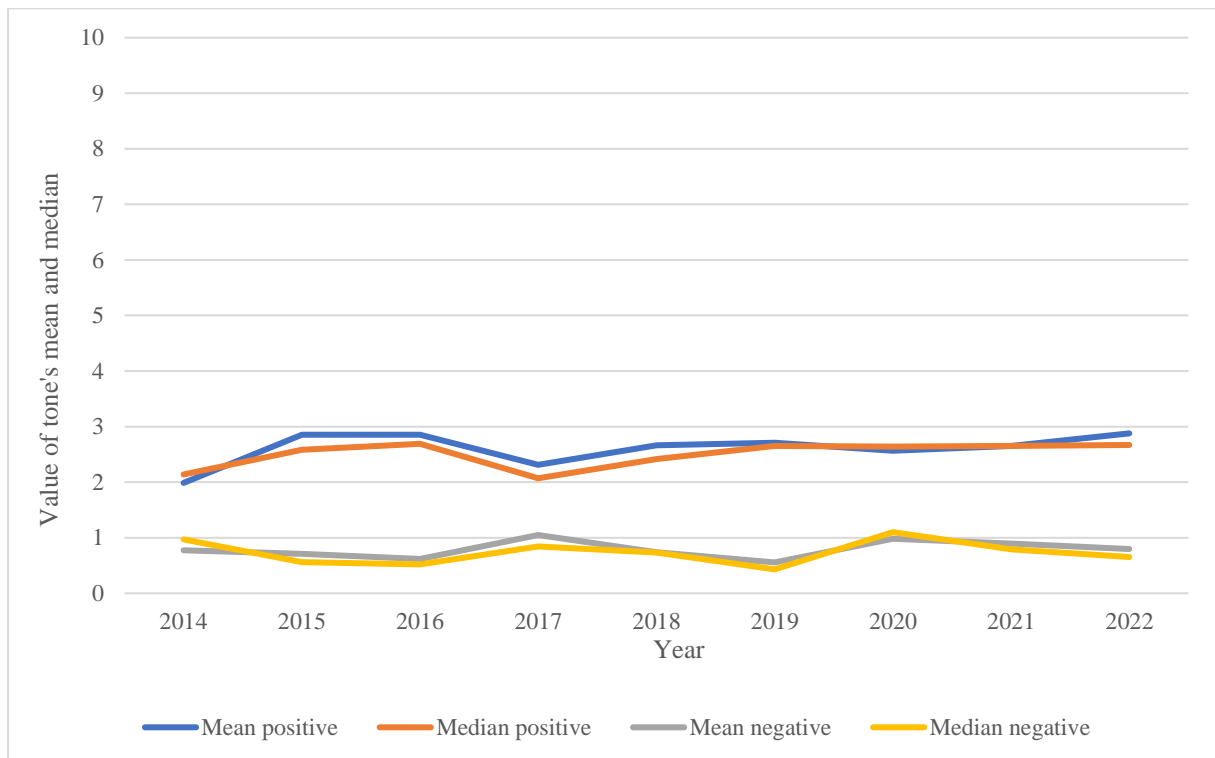
*Values for positive and negative tone for each article in the sample*



*Note.* The values refer to positive, respectively negative, tone for each individual article and are chronologically ordered by article number (N = 192).

**Figure A9**

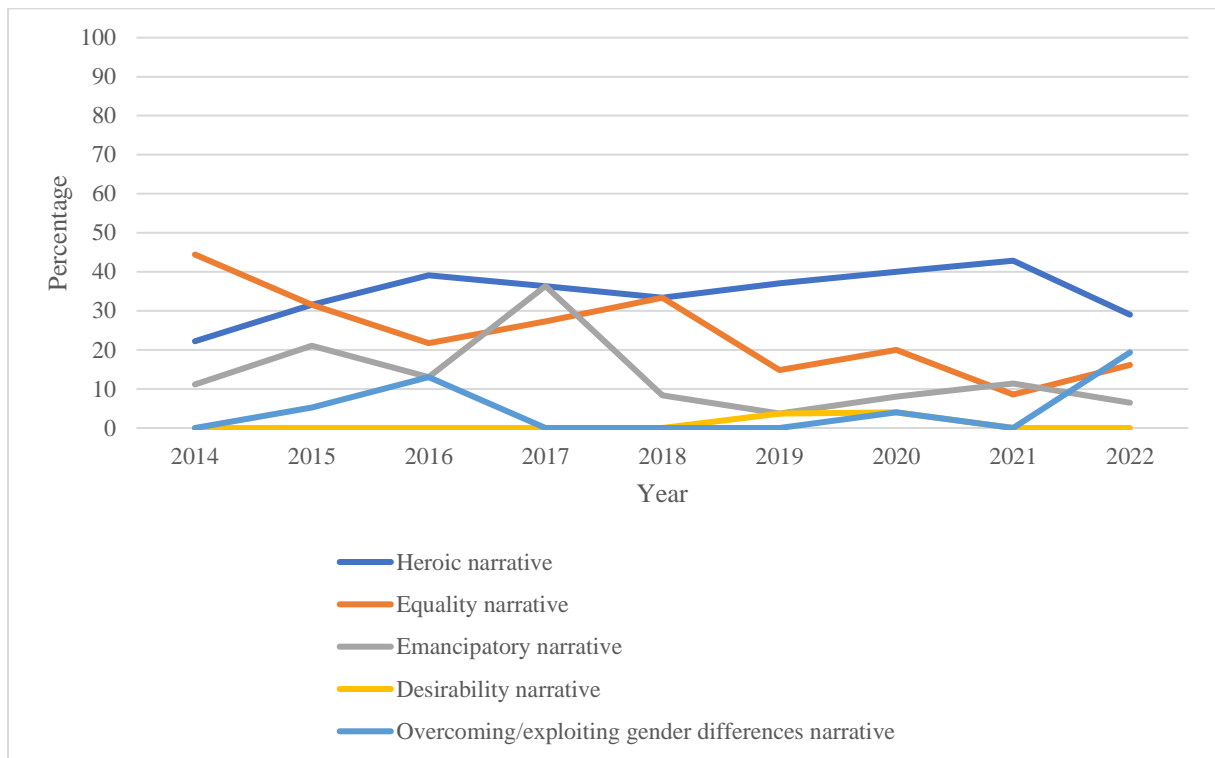
*Overview of Means and Medians of Positive and Negative Tone by Year (2014 – 2022)*



*Note.* The depicted figure represents a subset of the entire range of possible values. The scale for positive and negative tone, measured by LIWC, extends from 0 to 100, but the sample only contains values within the range of 0 to 10. This deliberate selection aims to enhance the visibility of subtle variations and provide a more detailed portrayal of the data.

**Figure A10**

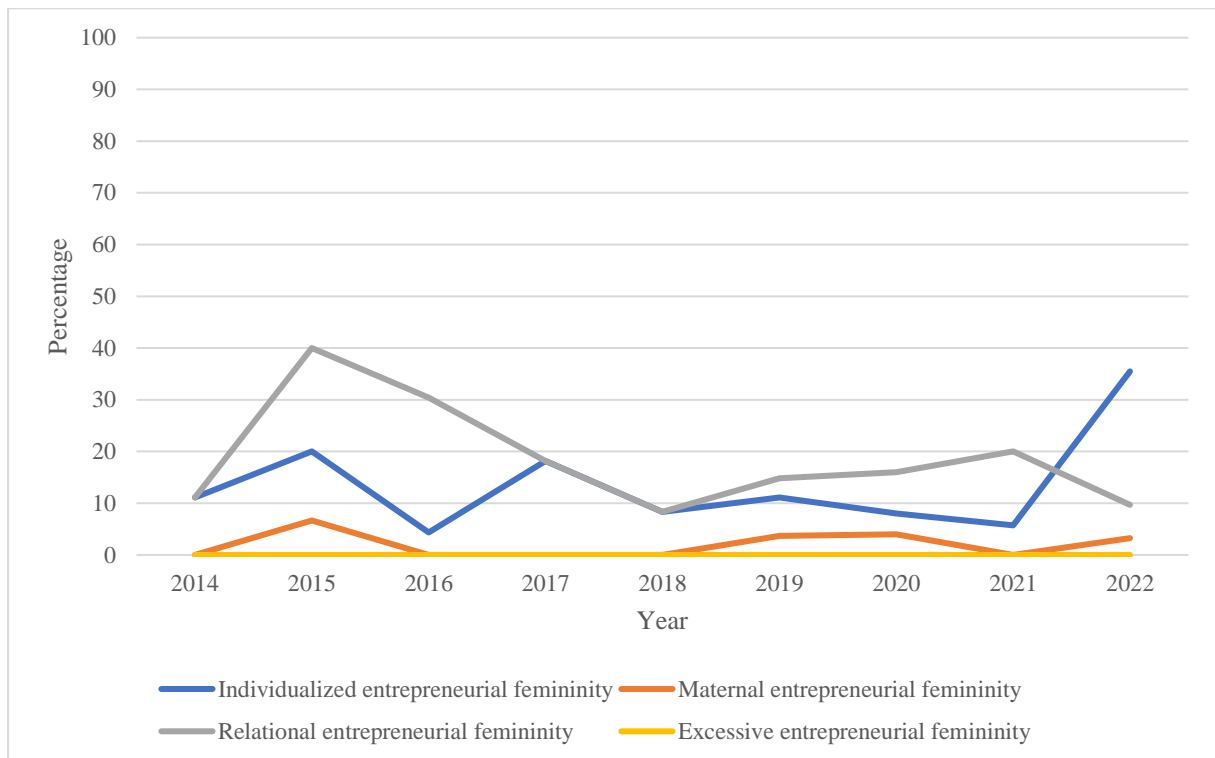
*Percentage Shares of Narratives Used in the Articles by Year (2014 – 2022)*



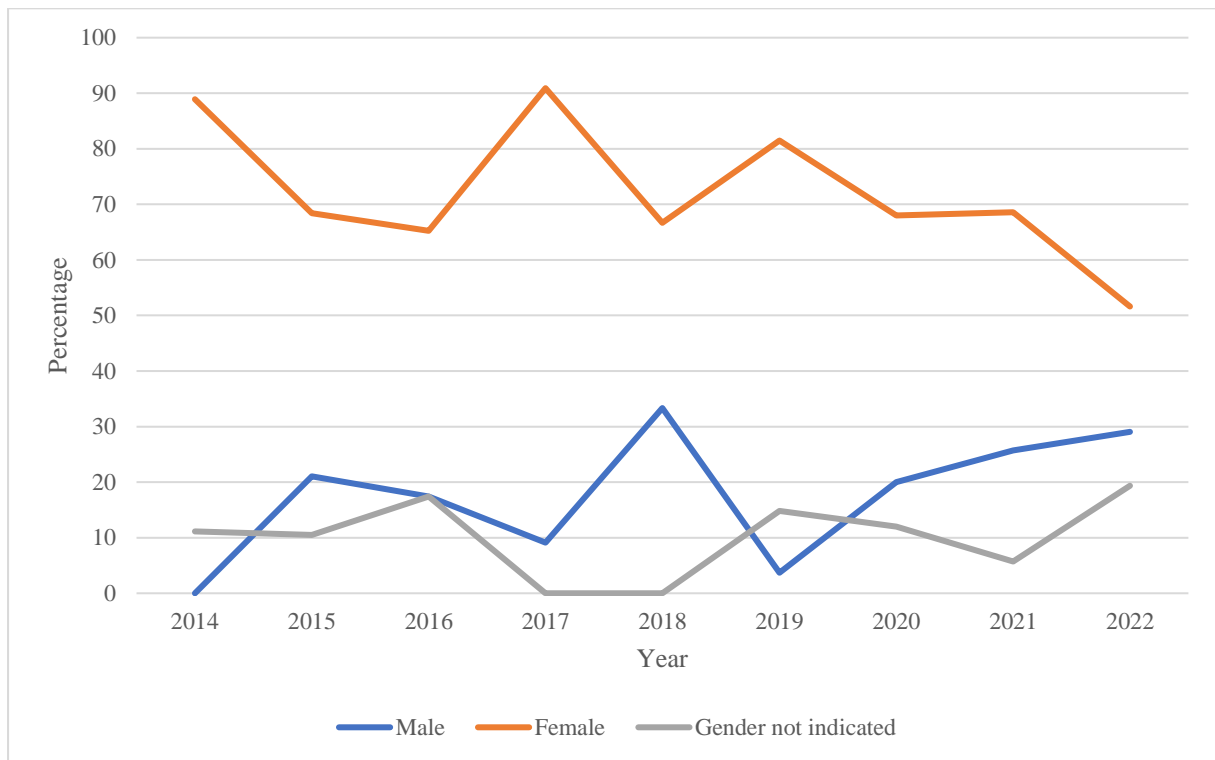
*Note.* The percentage share refers to the number of articles published in a specific year that contain the respective narrative in relation to all articles published in that year.

**Figure A11**

*Percentage Shares of Entrepreneurial Femininities Used in the Articles by Year (2014 – 2022)*



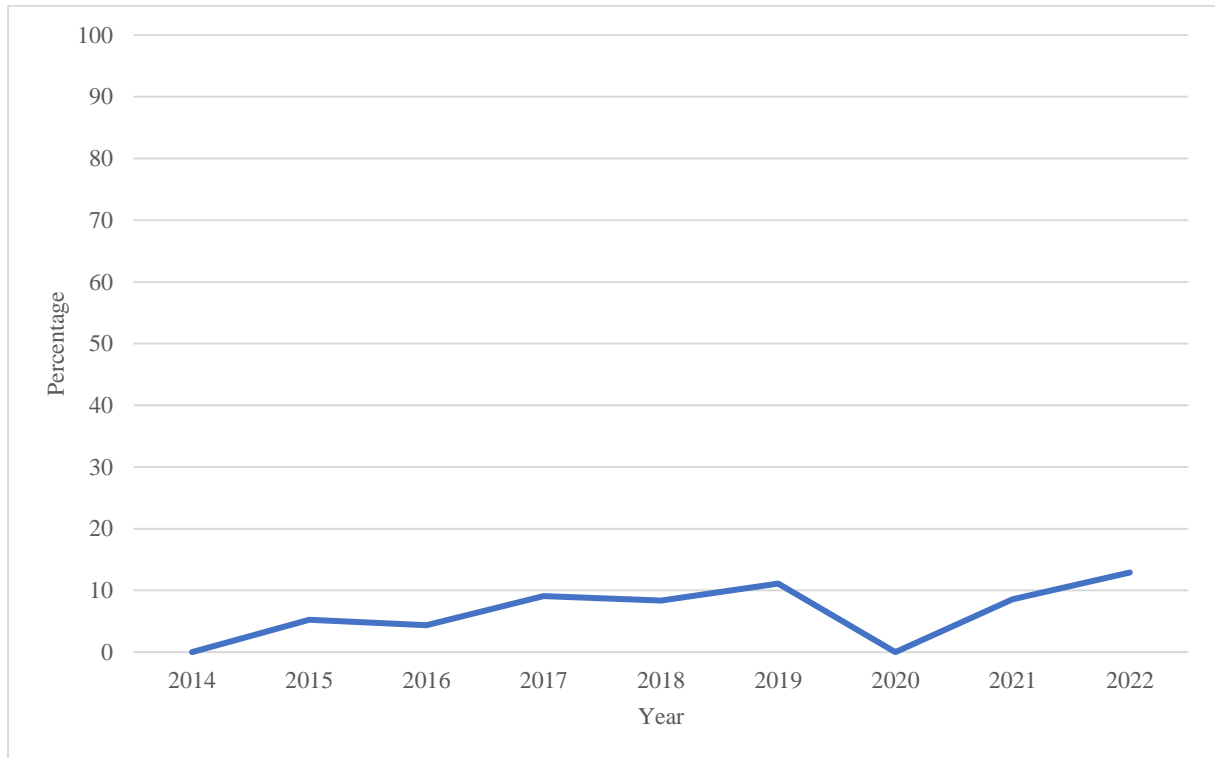
*Note.* The percentage share refers to the number of articles published in a specific year that contain the respective entrepreneurial femininity in relation to all articles published in that year.

**Figure A12***Percentage Share of Author's Gender by Year (2014 – 2022)*

*Note.* The percentage share refers to the number of articles published in a specific year that were written by authors that are either male, female or whose gender is not indicated in relation to all articles published in that year.

**Figure A13**

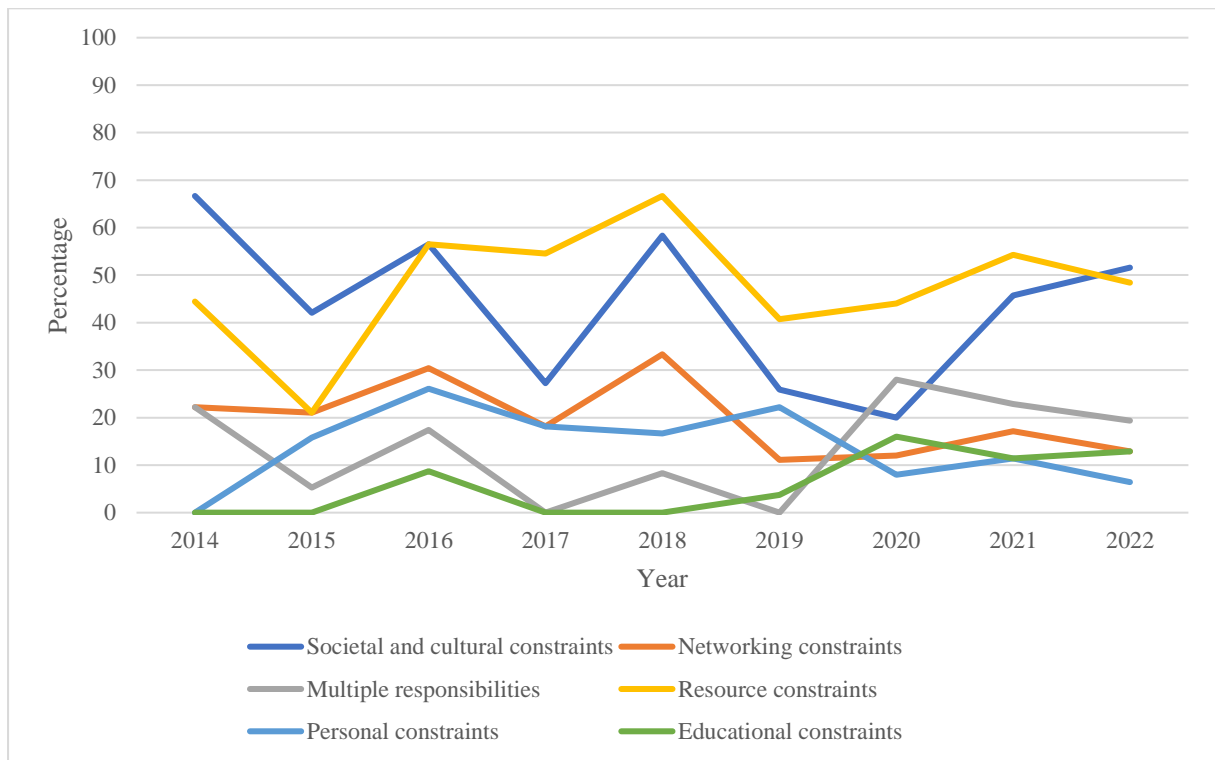
*Percentage Share of Portrayals of Female Entrepreneurs as ‘Innovative’ in the Articles by Year (2014 – 2022)*



*Note.* The percentage share refers to the number of articles published in a specific year that depict female entrepreneurs as ‘innovative’ in relation to all articles published in that year.

**Figure A14**

*Percentage Share of Female Entrepreneurs' Challenges in the Articles by Year (2014 – 2022)*



*Note.* The percentage share refers to the number of articles published in a specific year that depict the respective challenge in relation to all articles published in that year.

## Appendix B

**Table B1**

*Exclusion Criteria Applied to the Initial Sample of Articles*

Exclusion criteria
1. Articles primarily about books, films, programmes, etc. on female founders as well as other fictional productions dealing with female entrepreneurship
2. Articles primarily about non-entrepreneurial topics
3. Articles primarily about male entrepreneurs
4. Articles primarily about reports, studies and statistics on female entrepreneurship and funding
5. Articles primarily consisting of summaries of movies, music, books, podcasts
6. Articles primarily consisting of critiques of movies, music, books, podcasts
7. Articles primarily about funding rounds
8. Articles primarily about mentorship, incubators, accelerators and support programs for female entrepreneurs
9. Articles primarily about events, festivities, awards, etc.
10. Articles primarily about VC firms
11. Articles primarily about getting funding
12. Articles primarily about a female-founded start-up's product



**Table B2***Journalistic formats' Frequency of Appearance and Percentage Shares in the Sample*

Journalistic format	Frequency	Percentage
Message	0	0.00 %
Report	52	27.08 %
Interview	21	10.94 %
Commentary	29	15.10 %
Feature	83	43.23 %
Other	7	3.65 %

*Note.* The percentages represent the proportion of the journalistic format within the entire sample (N = 192).

**Table B3***Descriptive Statistics for Positive and Negative Tone*

Variable	M	Mdn	SD	Min	Max
Positive Tone	2.68	2.49	1.01	0.32	6.38
Negative Tone	0.78	0.66	0.52	0.00	2.75

*Note.* The scale for positive and negative tone, measured by LIWC, extends from 0 to 100.

**Table B4***ANOVA Results for Positive Tone*

Cases	Sum of Squares	df	Mean Square	F	p	$\eta^2$
Author's gender	6.203	2	3.101	3.133	0.046	0.032
Residuals	187.113	189	0.990			

*Note.* Type III Sum of Squares

**Table B5***Post-hoc Comparisons for Author's Gender*

		Mean Difference	SE	t	p <sub>tukey</sub>
Male	Female	0.413	0.185	2.233	0.068
	Gender not indicated	0.068	0.268	0.253	0.965
Female	Gender not indicated	-0.345	0.229	-1.507	0.290

*Note.* P-value adjusted for comparing a family of 3.

**Table B6***ANOVA Results for Negative Tone*

Cases	Sum of Squares	df	Mean Square	F	p	$\eta^2$
Author's gender	0.418	2	0.209	0.768	0.466	0.008
Residuals	51.424	189	0.272			

*Note.* Type III Sum of Squares

**Table B7***Narratives' Frequency of Appearance and Percentage Shares in the Sample*

Type of narrative	Frequency	Percentage
Heroic narrative	69	35.94 %
Equality narrative	39	20.31 %
Emancipatory narrative	22	11.46 %
Desirability narrative	2	1.04 %
Overcoming/exploiting gender differences narrative	11	5.73 %

*Note.* The sum of frequency does not equal the sample size (N = 192) as an article can contain more than one narrative. The percentages represent the proportion of the narrative within the entire sample.

**Table B8***Number of Narratives' Frequency of Appearance and Percentage Shares in the Sample*

No. of narratives	Frequency	Percentage
Zero narratives	78	40.63 %
One narrative	89	46.35 %
Two narratives	21	10.94 %
Three narratives	4	2.08 %

*Note.* The percentages represent the proportion of the number of narratives within the entire sample (N = 192). Percentages may not add up to 100 % due to rounding.

**Table B9***Non-significant ANOVA Results for Narratives*

Narrative	Cases	Sum of Squares	df	Mean Square	F	p	$\eta^2$
Heroic	Author's gender	0.473	2	0.237	1.023	0.362	0.011
	Residuals	43.730	189	0.231			
Emancipatory	Author's gender	0.056	2	0.028	0.274	0.761	0.003
	Residuals	19.423	189	0.103			
Desirability	Author's gender	0.009	2	0.005	0.443	0.643	0.005
	Residuals	1.970	189	0.010			
Overcoming/exploiting gender differences	Author's gender	0.066	2	0.033	0.601	0.549	0.006
	Residuals	10.304	189	0.055			

*Note.* Type III Sum of Squares



**Table B10***Significant ANOVA Results for Narratives*

Narrative	Cases	Sum of Squares	df	Mean Square	F	p	$\eta^2$
Equality	Author's gender	2.806	2	1.403	9.380	< .001	0.090
	Residuals	28.272	189	0.150			

*Note.* Type III Sum of Squares

**Table B11***Post-Hoc Comparison for Significant ANOVA Results for Narratives*

		Mean Difference	SE	t	Cohen's d	p <sub>tukey</sub>
0	1	0.305	0.072	4.237	0.788	< .001
	99	0.160	0.104	1.534	0.413	0.277
1	99	-0.145	0.089	-1.628	-0.375	0.236

*Note.* P-value adjusted for comparing a family of 3

**Table B12***Frequency Table for the Use of the Equality Narrative by Author's Gender*

Gender	No. of articles containing the equality narrative	Percentage share of articles containing the equality narrative in relation to all articles written by a specific gender
Male <sup>a</sup>	16	43.24 %
Female <sup>b</sup>	17	12.78 %
Gender not indicated <sup>c</sup>	6	27.27 %

*Note.* <sup>a</sup> n = 37. <sup>b</sup> n = 133. <sup>c</sup> n = 22.

**Table B13***Entrepreneurial Femininities' Frequency of Appearance and Percentage Shares in the Sample*

Type of entrepreneurial femininity	Frequency	Percentage
Individualized entrepreneurial femininity	26	13.54 %
Maternal entrepreneurial femininity	4	2.08 %
Relational entrepreneurial femininity	35	18.23 %
Excessive entrepreneurial femininity	0	0.00 %

*Note.* The percentages represent the proportion of the entrepreneurial femininity within the entire sample (N = 192).

**Table B14**

*Number of Entrepreneurial Femininities' Frequency of Appearance and Percentage Shares in the Sample*

No. of entrepreneurial femininities	Frequency	Percentage
No entrepreneurial femininity	128	66.67 %
One entrepreneurial femininity	63	32.81 %
Two entrepreneurial femininities	1	0.52 %
Three entrepreneurial femininities	0	0.00 %

*Note.* The percentages represent the proportion of the number of entrepreneurial femininities within the entire sample (N = 192).

**Table B15***ANOVA Results for Entrepreneurial Femininities*

Entrepreneurial Femininity	Cases	Sum of Squares	df	Mean Squar e	F	p	$\eta^2$
Individualized	Author's gender	0.051	2	0.025	0.215	0.807	0.002
	Residuals	22.428	189	0.119			
Maternal	Author's gender	0.030	2	0.015	0.724	0.486	0.008
	Residuals	3.887	189	0.021			
Relational	Author's gender	0.105	2	0.053	0.349	0.706	0.004
	Residuals	28.514	189	0.151			

*Note.* Type III Sum of Squares

**Table B16**

*Number of Articles Written by Gender and Respective Percentage Share in the Sample*

Gender	No. of articles written	Percentage
Male	37	19.27 %
Female	133	69.27 %
Gender not identified	22	11.46 %

*Note.* The percentages represent the proportion of gender within the entire sample (N = 192).

**Table B17***ANOVA Results for the Depiction of Female Entrepreneurs as 'Innovative'*

Cases	Sum of Squares	df	Mean Square	F	p	$\eta^2$
Author's gender	0.134	2	0.067	0.988	0.988	0.010
Residuals	12.845	189	0.068			

*Note.* Type III Sum of Squares



**Table B18***Challenges' Frequency of Appearance and Percentage Shares in the Sample*

Challenge	Frequency	Percentage
Societal and cultural constraints	81	42.19 %
Social prejudices	44	22.92 %
Cultural norms and beliefs	12	6.25 %
Negative perceptions about female entrepreneurs	19	9.90 %
Lack of acceptance from society	3	1.56 %
Gender role expectations	13	6.77 %
Discouragement from men	17	8.85 %
Inadequate management cover during maternity leave	0	0.00 %
Networking constraints	35	18.23 %
Isolation from business networks	6	3.13 %
Lack of female role models	20	10.42 %
Small network	1	0.52 %
Lack of network contacts	15	7.81 %
Multiple responsibilities	29	15.10 %
Lack of balance between work and imposed family and household responsibilities	29	15.10 %
Resource constraints	91	47.40 %
Lack of capital	9	4.69 %
Difficulty in accessing external finance	83	43.23 %
Unfair treatment in the funding process	5	2.60 %
Personal constraints	27	14.06 %
Lack of self-confidence	19	9.90 %
Fear of failure	7	3.65 %
Risk averse/risk-averse behavior	4	2.08 %
Educational constraints	15	7.81 %
Lack of training in management, entrepreneurship and technical skill	13	6.77 %
Lack of general education	2	1.04 %

*Note.* The sum of frequency across all challenges does not equal the sample size (N = 192) as an article can contain more than one challenge or none at all. The frequency for each individual challenge does not necessarily equal the sum of frequency of its sub-categories as an article can contain several sub-categories for each individual challenge. The percentages represent the proportion of the challenge within the entire sample.

**Table B19***Number of Challenges' Frequency of Appearance and Percentage Shares in the Sample*

No. of challenges	Frequency	Percentage
Zero challenges	52	27.08 %
One challenge	55	28.65 %
Two challenges	49	25.52 %
Three challenges	21	10.94 %
Four challenges	13	6.77 %
Five challenges	2	1.04 %
Six challenges	0	0.00 %

*Note.* Sample size N = 192

## Appendix C

### C1 Sample

[https://drive.google.com/drive/folders/11ukt34n-go3N30GmWyLhL6P6ejhZJ9es?usp=drive\\_link](https://drive.google.com/drive/folders/11ukt34n-go3N30GmWyLhL6P6ejhZJ9es?usp=drive_link)

### C2 Codebook

[https://drive.google.com/file/d/1z2mUUY5RihugLmFAE41wB\\_LvrT3ynrvW/view?usp=drive\\_link](https://drive.google.com/file/d/1z2mUUY5RihugLmFAE41wB_LvrT3ynrvW/view?usp=drive_link)

### C3 Data File

[https://docs.google.com/spreadsheets/d/1Hgc50zWa\\_c6yIXQSOWS\\_tMcaMSynz6M3/edit?usp=drive\\_link&oid=103045331636291007554&rtpof=true&sd=true](https://docs.google.com/spreadsheets/d/1Hgc50zWa_c6yIXQSOWS_tMcaMSynz6M3/edit?usp=drive_link&oid=103045331636291007554&rtpof=true&sd=true)

### C4 JASP Outputs

[https://drive.google.com/drive/folders/1yjj5TRBDY\\_hCSeX4VFZ\\_4zhpPPLPVBn?usp=drive\\_link](https://drive.google.com/drive/folders/1yjj5TRBDY_hCSeX4VFZ_4zhpPPLPVBn?usp=drive_link)

### C5 Citavi Project File

[https://drive.google.com/file/d/1DCiRjKpGbjzAxziVO\\_HwHOIXIVUOdm/view?usp=drive\\_link](https://drive.google.com/file/d/1DCiRjKpGbjzAxziVO_HwHOIXIVUOdm/view?usp=drive_link)