The multisensory stimuli of a quirky online community called ASMR, women’s coding courses that seek to re-brand the handling of programming languages as social and compassionate, and forms of online hate and harassment that violently target the most intimate aspects of bodies and selves: This thesis investigates three affective everyday internet cultures that shed light on how digital media are becoming more intimate and how intimacy, in turn, is remediated within digital arenas.

Through the concept of digital intimacy, which takes these changes seriously, it is demonstrated how the three strategic examples do digital media differently by offering sometimes straightforward, sometimes rather playful ways to counteract gender-based intimacies within digital cultures. It is argued that those digitally intimate strategies can contribute to a theoretical development of a feminist internet politics for today.

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