**Research Paper On**

**DO SOCIAL MEDIA PLAY A ROLE IN WOMEN EMPOWERMENT.?**

**By-:**

**Tanish Sinha**

**3rd year BA LL.B(Hons.)**

**Galgotias University**

**Email ID-** [**tsinha142001@gmai.com**](mailto:tsinha142001@gmai.com)

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[**www.probono-india.in**](http://www.probono-india.in)

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**ABSTRACT**

The present time is the period of web-based media whose presence and dynamic association has quickly and broadly spread the belief systems for women empowerment. Online media has become the specialist of social change which helped and upheld women' strengthening in different viewpoints, for example, preparing consideration of worldwide network towards women's privileges and difficulties separation and generalizations over the globe. Web-based media has offered stage to talk about issues and difficulties of ladies through websites, chats, online campaign, online discussion forums, and online networks which is generally not dispersed or proliferated by established press. The paper will center around how online media is utilized to empower and encourage women from both rural and urban parts. In addition, this paper will examine how online media turned out to be amazing stage for the conversation of women privileges and empowering government and policy makers to venture up responsibilities and plan arrangements for sexual orientation balance.

Women, for ages, have assumed an indispensable part in building a general public they flourish in.

Women as a vital piece of the general public, significantly involve and add to it. Just 35% of the Indian populace utilizes web when contrasted with the half worldwide web entrance rate (Hootsuite et al.2017). In India, in each age gathering, male web-based media clients dwarf female online media clients while internationally female web-based media clients outperform male clients. In this examination, the scientists endeavor to break down the viewpoint of women with respect to utilization of online media and the part of web-based media in their strengthening. Online spaces give a stage to a person to voice as well as offer substance, and believe on everything without exception. Women with admittance to these online spaces have open doors for the equivalent. Online spaces offer extension to learn, to instruct, believe on anything, offer/pick up help, express their thoughts and perspectives. Web-based media offers possible stage for data, amusement, assessment, instruction, articulations, business venture and assembly. It turns powerful acceleration of voices. Web-based media offers cultural minimization of sex disparity as far as data, training, calling, mindfulness, and so forth clearing path for an adjustment in the customary functions of women. This is a subjective examination, where analysts have led semi-organized meetings with 23 women from changed foundations regarding instruction, family, calling and monetary status.

This paper will examine the positive and negative parts of web-based media investment.

**Key words-** web-based, empowerment, digital literacy, social change, worldwide, stage, press, websites.

**INTRODUCTION**

Social media is a blend of two words, for example, Social and Media. Social methods cooperating and discussing data with others and getting the criticism and data from them and Media implies the vehicle, channel or instrument to disperse or flow the data, for example, TV, paper, radio and so forth It is an umbrella term for electronic correspondence continuously. It gives an electronic stage to make, convey, share, talk about and trade the data, conclusions, considerations, thoughts, encounters, experiences and viewpoints through various application continuously to the clients. It is PC based and web-based innovation which empowered the virtual cooperation and encourages the scattering of musings, data, diversion and thoughts for individual and expert networks. It is utilized to cooperate and speak with companions, family and generally utilized in business world as it gives snappy and moment correspondence and criticism. The clients are prosumers who make, produce and devours the substance which incorporates data, general media, photographs, reports and so on through different online programming or application. It is an electronic stage where clients can interface and offer the substance which drawing in, engaging and useful for the nearby or worldwide networks. It is an always showing signs of change and ever advancing virtual world.

Male centric society is a social framework where men basically rule as far as force, key jobs, administration, authority, advantages and property control with women auxiliary to them. In the present situation, women are offered a great deal of chances in instruction, profession, business, work market, economy and legislative issues where women work and settle on choices equivalent to men. In any case, even today, Indian culture with its man centric philosophy considers women subordinate and sub-par compared to men. Indian women are frequently implied for customary jobs like dealing with the family unit, taking care of the family and bringing up kids.

Data and correspondence advances (ICT) are certain and have an inescapable function, inside the general public, in adding to the financial and social advancement in assistance areas prompting the development of monetary exercises just as development of systems administration, support and backing among the clients and members through new business openings and enhancements. By and by, there exists a potential for specific reparations of lopsided spread inside as well as among social orders and countries. Destitution, ignorance, absence of PC education and language boundaries are some adequate components hampering the entrance of ICT, particularly in non-industrial nations (Mini Amit Arrawatia and Pankaj Meel, 2012). One of the inadmissible obstacles relating to ICT is absence of availability for women. With the patterns changing especially throughout the long term, the function of women has changed with women working equivalent to men, taking dynamic jobs and take an interest just as contribute in all fields including the work market, legislative issues and economy.

The lawful apparatus of the corporate world is making the fantasies, communicated through words, tunes sung belittling women strengthening during the opportunity battle and social reconstruction period, materialized (Shanmuga Priya and Sakthi, 2015). Innovation, from multiple points of view, has direct/circuitous impact on the parts of present-day women, the most significant of which is empowering accessibility of admittance to web and online media.

**SOCIAL MEDIA ACTIVISM?**

The improvement of web-based media innovations made different open doors for the city populace to argue their conclusions. It likewise gave a major line of assault for the developments which required a lot of reaction that couldn't be purchased out by the established press. Digital activism is a developing field of insightful examination now-a-days. Langman (2005) contended that the individuals the individuals who have familiarize PC information use web and start different exercises like exhibitions, public fights and so forth online media advances have been broadly used to spread data in a brief timeframe. Individuals enjoy web-based media to frame an organization to mingle themselves and remain associated with others. The message once passed or posted (well in SNS language) arrives at many.

**SUCCESS OF SOCIAL MEDIA PROTEST**

Web-based media goes about as a significant correspondence channel with the customary broad communications, which access state-of-the-art data on fights by means of informal organizations and dispersed it to mass crowd through their own channels. Different scientists have diverse sentiment with respect to the function of web-based media in urban cooperation and social activism.

Digital activism developments began in mid-2000's, while long range informal communication locales were getting mainstream among the Techno-savvies. Those developments incorporate antiwar, hostile to globalization, mindfulness developments and so forth Web additionally empowered different vote-based gatherings and developments which included activists more than 1,00,000 in Brazil in 2003 and in Mumbai in 2004 (Langman 2005).

**WOMEN’S PROTEST VIA SOCIAL MEDIA**

**LADIES TO DRIVE**

On May 2011 Manal al-sharif posted a video on web based showing herself driving. This could sound typical thing for some other ladies in the western or in eastern nations. However, Manal was detained as ladies of Iran are completely limited from driving. A hashtag #Women2Drive Campaign in Facebook, Twitter and YouTube got viral which impacted Manal to video herself driving. That video was seen in excess of multiple times before it was taken out from YouTube.

**MY STEALTHY FREEDOM**

In 2014 an Iranian Journalist Masih Alinejad posted an image in online which indicated her in free hair, breeze unsettling her hair tenderly. The photograph got viral in online media. It incited a moment response among the ladies in her nation. The explanation was she was not wearing a hijab, a headscarf to cover the whole head and hair. She named the image as "My Stealthy Freedom", which ended up being a Facebook page accepting 770,000 preferences and lion's share of the preferences were from Iran web clients. Some way or another later Iran ladies began to transfer their photos in this page without wearing a hijab.

Alinejad got a basic freedom grant at the Geneva Summit. She remarked on her activity as "It's not about a headscarf, Its' about human nobility".

**DELHI RAPE**

Assault of a Delhi based Physiotherapy understudy in a private transport had picked up a public and worldwide censure. There was parcel of Public dissent against the state and the focal government who neglected to give satisfactory security to ladies. Much the same as some other assault case this would have been vanished among the TRP significance of the media, however I wouldn't in light of some genuine, reasonable Tweets and Facebook posts which continually scrutinized the public authority. Fights happened both disconnected and on the web. A great many Facebook profile picture has been changed to an image of "Dark dab". 10,000 marked an online appeal fighting the assault episode. In spite of the demise of the person in question, there had been bunches of changes in the state and Central with respect to the security of Women. Helpline for women insurance, changes in law managing rape cases become the triumph of the fights.

**INDIA'S DAUGHTER**

A continuation of the assault fight, in view of the assault occurrence a narrative film was made by Leslee Udwin. This film was planned to air on Television stations on March eighth the International Women's Day, however it was disallowed by a court request from Indian Police, at that point transferred on YouTube and shared on different web-based media. Later the video was hindered/limited in India by Indian Government.

**WEB-BASED MEDIA IN EMPOWERING WOMEN**

Web-based media goes about as an option media, a stage to share, speak more loudly of ladies when their voice is confined. A huge number of men joined Cyber-hands to help ladies, share their voices in every single dissent. The subject of engaging ladies must be put on light. Strengthening is important to make a splendid fate of the family, society and nation, to settle on their own choices for their own ward. At whatever point a voice is limited it very well may be made noisy through some other conceivable way online media brings us inside and out.

**ADVANTAGES OF SOCIAL MEDIA ACTIVISM**

Online media is more affordable for preparing, enlistment, and association than conventional techniques (Papic and Noonan, 2011). Different examinations have demonstrated that individuals who are dynamic online are probably going to be dynamic in gathering exercises, for example, making an online gathering for any reason, sharing their voices. It empowers people to impart them to companions, to perceive the number of others share their viewpoint and to facilitate movement and spread the news about fights, social issues.

**RESULTS AND DISCUSSION**

**Web-based Media - Usage Purpose and Frequency**

Online media stages have arisen as wellsprings of wide scope of data. In 2017, 69% of the women web clients expressed that they utilize online media to accumulate different data identified with women issues. In 2018, this expanded to 82% (ARD Report 2017).In the present situation, web with a wide scope of online stages have become an inescapable wellspring of data gathering and dispersal. Generally, a wide scope of instruments are accessible to empower and upgrade clients access the aggregated and dispersed data. Appropriately, this exploration distinguishes that online media is principally utilized by women for educative and enlightening purposes. They note that online media is an intelligent apparatus that causes them associate with companions, family members and the world outside past their creative mind and limits. Web-based media likewise offers a business stage for women to showcase their items as well as administrations universally from even a contained climate. Web-based media likewise furnishes women with an online space to communicate their choices just as offer substance identified with their feelings as well as happenings in and around them with no hindrances identified with substance, creative mind or geological limits.

Dominant part of the women was found to utilize web-based media for infotainment purposes counting offering substance to tips/thoughts recorded as a hard copy, with or without pictures, or through recordings, and voice chronicles, identified with wellbeing, wellness, magnificence, kitchen hacks, DIYs, craftsmanship, make, other fundamental abilities, and so on Some of them utilize online media only for diversion reason as a hobby. They go through at any rate an hour or two ordinarily via online media like Facebook, Twitter, Instagram, and so forth

**Web-based Media - Portrayal of Women**

Over the ongoing years, new media has developed and changed just as seen critical change in the style and lead of depicting women. Throughout some stretch of time, the way wherein women are portrayed in online media changes as a reflection to the progressions and changes that happen in a general public. Women of today are not any more restricted in kitchens. Their yearning for emerging from the entryway has additionally shown the general public to think in an unexpected way (Valeria, E. 2016) (Pankaj Meel 2012). This examination clarifies that the depiction of women in online media is more related to delicate subjects like way of life, wellness, cooking, planting, pregnancy and childcare, extensively arranged under family, design and expressions. Thusly, women underrepresentation has been recognized to an articulated degree. The socially supported perspective on sexual orientation generalizing concerning people is thought about online media stressing the customary functions of women and furthermore pacifying brutality against women. Likewise, women are depicted as sex items and clients are directed to achieve a recognition that an alluring lady needs to have characteristics like being lovely, meager, youthful, reasonable complexioned, uninvolved and subordinate.

**Web-based Media - A Platform for Self-Expression and its Impact in Women**

The right to speak freely of discourse offers the option to communicate one's looks/sentiments with no limitation and consequently mirrors the opportunity to act naturally. Web-based media is a stage that gives online space to self-articulation where one can voice his/her sentiments, bits of knowledge, suppositions, mentalities, convictions, and feelings and offer the equivalent to masses past topographical limits. The self-articulation encourages one feel content and accomplish joy whereby the opportunity helps their self-trustworthiness, fearlessness and confidence regardless of separations and social weights. An individual feels invigorated when his/her demeanor gets openly approved. Women express their thoughts through substance in different structures like composition, through/with pictures, through recordings or potentially voice accounts (Riley Wilson and Michael Pearce 2015), (Anusuah Rajendran 2015). At the point when a lady communicates her internal contemplations/thoughts and when same is recognized by others, she sincerely feels more grounded and adjusted. Web-based media fills in as a wellspring of significant worth to individuals. The online space via web-based media permits them to put themselves out at their best marking their own substance, make articulations and construct connections as a functioning player. In straightforward terms, online media is a social network. By the by, for youthful grown-ups of today, it has gotten significant for them to turn into a piece of this social network.

**Web-based Media – Role in Women Empowerment as a Source of Education/Information**

Sharing educational and educative substance to empower improved learning is one among the significant employments of online media networks. Learning can be imagined regarding the „capacity to know more‟ by means of online media as opposed to a dependence on the individual aggregation of earlier information as far as „what is as of now known‟ (George Siemens 2004). Web-based media can be valuable to clients regarding being a solid wellspring of assets and instructional exercises giving experiences to students. Web-based media offer online stages for academicians to share course substance with different academicians and the understudy network too. Web-based media sites and applications are online conditions where clients contribute, recover, and investigate content essentially created by individual clients with potential to expand on the intelligence of e-learning with extra highlights that are more student produced, collective, and locks in. (Mike Larvin, 2009). Social media presents subject observing devices and master assessments alongside crowd for gathering and sharing examination content. Online media proffers women to learn, secure materials and associate with specialists of different controls to assist them with widening their viewpoints through self-learning. The web-based media innovations incorporate a wide assortment of Web-based advances, for example, sites, wikis, online person to person communication, and virtual universes (L. Weiser Friedman&H. Friedman, 2020). Women can pick what they need to realize just as when and where to realize which makes learning via online media a wonderful and fulfilling measure.

**Web-based Media – Role of Platform for Women Entrepreneurs**

Long range interpersonal communication offers a greater amount of an occasion to arrange and become more acquainted with individuals and spots (Shanmuga Priya S, Dr. Sakthi 2015) (Uma Rani and Sripriya 2013). The idea of business venture has internationally helped women get themselves freed from the tag of monetarily being a weight on their relatives. Dissimilar to previously, web-based media and online presence via web-based media offers women new freedom, opportunity, strengthening, autonomy and control. It empowers women to attempt to investigate things that would have been unthinkable in the genuine situation. This exploration information offers proof on the side of online media obviously assuming a function in the strengthening of women by opening entryways for business in a more extensive level from a contained climate. Web-based media, as powerful online stage for women business visionaries, offer a wide degree for women to offset work-existence with cost productivity. Imaginative women are at freedom to investigate their business thoughts from anyplace to all over the place. Web-based media expands potential outcomes of diminishing joblessness, creating independent working gigs and improving their monetary assets, consequently, add to the economy. Thusly, online media constructs self-assurance in women with improved monetary status as business people who subsequently add to their self-improvement just as the general public and its advancement all in all.

**Web-based Media: Role of Platform for Campaigns and Hashtag Activism in Raising Female Issues**

Hashtag activism has helped assembly of worldwide consideration on women’s rights by offering extension for issues that are underreported on established press to pick up expanded visibility. The #HeForShe has been women’s effective and prominent mission that further caused uncommon to notice the capability of online media to draw in new and bigger crowd: the mission which drew in with more than 1.2 billion individuals with worldwide focus on the need to connect with men and young men to accomplish sexual orientation fairness (Dewey, C. 2014), (Maureen Kangere, Jean Kemitare and Lori Michau 2017). Concerning hashtag (#) activism in this investigation, women clients feel that web-based media helps picking up open help on issues at internationally. Hashtag gains multivocality for an issue and supporters for a cause by catching eye of enormous masses and empowering interest of the huge masses. Thusly, a few women clients likewise dread that with expanded consciousness of such missions emerges the danger and danger of superfluous consideration regarding casualties and furthermore accessibility of such issues and happenings to a more extensive crowd. Numerous women cited the #MeToo lobby which welcomed the focus on inappropriate activities and assaults on women by men in different strolls of their life. This mission empowered the chance of women from differentiated fields like style, training, account, government, film, legislative issues, etc.to join digital hands to battle against men for their offense.

**CONCLUSION**

"Where activists were once characterized by their causes, they are presently characterized by their instruments" (Gladwell, 2010). "Gathering activity gives human culture its specific character, and anything that changes the manner in which gatherings complete things will influence society in general" (Shirky, 2009, p. 23). Basic freedom isn't considering the dominant part. Iran upheaval or Egypt upset doesn't begin and end on one day. Every single issue occurred for quite a while it required some solid personalities to make them fruitful. There are a lot of ladies over here with infirmity from family, society battling forever, rights and living. Every single lady doesn't generally get arrangements without any problem. In any event online media could put some light on their issues which can prompt the arrangements. On the off chance that there is one single lady enduring maltreatment you must be their voice (Masih Alinejad).

As a feature of an information society in the new media period, online media impressively add to women strengthening by offering data and schooling that gives women clients techniques offering better educated dynamic from anyplace and wherever which may not be conceivable in any case. From history, issues identified with sexual orientation generalizing, separation and imbalance have been found prevalent with no special case of online media in today’s scenario. Women bloggers go to web-based media all in all for entertainment, however to Facebook for commitment and to Twitter for data, moderately mental requirements for alliance and self-exposure are identified with the commitment inspiration, and self-divulgence is related with the data inspiration (Gina M. Chen, 2015). In any case, web-based media stages have had the option to facilitate and offer space for imagination and advancement in this way advancing women business people who are effortlessly keeping up their work-life balance between their conventional and present-day functions as supporters of the economy. Online media can offer new difficulties and open doors for business as far as building up the showcasing blend and tending to the inclinations of clients.

**BRIEF ABOUT AUTHOR**

Tanisha Sinha is a 3rd year BA LL.B(Hons.) student at the Law School, Galgotias University. She has a keen interest in company law, international law and Criminal Law.

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