Women's Participation in Media and Social Justice Movement

Hauwa Mohammed
Research Scholar, Sharda University
hawymohammedwada@gmail.com
Dr. Mukta Martolia
Sharda University
martolia.mukta@gmail.com
Dr. Sonali Srivastava
Sharda University
srsonali@gmail.com

ABSTRACT
This study explores the pivotal role of women in media and their significant contributions to social justice movements. Women have long played pivotal roles in leveraging media platforms to advocate for social justice causes and catalyze societal change. This qualitative study examines the multifaceted experiences and impacts of women's participation in media-driven social justice movements. Through interviews, content analysis, and engagement metrics, the research illuminates the historical foundations, contemporary dynamics, and transformative potential of women's voices in shaping public discourse and mobilizing collective action. Key findings highlight women's adeptness in utilizing both traditional and digital media to amplify marginalized narratives, challenge oppressive structures, and foster intersectional approaches to justice. Influential campaigns like #MeToo, #BlackLivesMatter, and #BringBackOurGirls exemplify the viral success of hashtag activism led by women, garnering widespread engagement, support, and policy impacts. However, persistent challenges such as gender bias, online harassment, and unequal access to technology persist, underscoring the need for systemic changes within media institutions. Recommendations emphasize the importance of intersectional perspectives, collaborative approaches, and institutional support to further empower women's voices in driving meaningful change and creating a more just and equitable society.

Keywords: Women, Media, Gender Equality, Empowerment, LGBTQ+ Rights, Racial Justice, Social Justice Movements

Introduction

In the past few years the world has witness a new achievement from women across the globe from different sector(Bostancı, 2019). The strong social movement made by women paved way for discussion other than ordinary issues. This can be considered due to the aftermath of hashtag movements and campaign over the years, which brought more courage to every woman. The relationship between women, media, and social justice movements has gained attention from academics studying the current state of social and political action(Raj, 2023). Gendered voices have the transformational capacity to push for justice because of the dynamic role that women play in influencing public opinion, creating narratives, and organizing communities through various media channels(Mendes et al., 2019).

Women have always been in the vanguard of social justice movements, using the media as an effective means of advocacy and change. An early example of women deliberately employing media for social and political development was the suffragettes of the early 20th century, who used speeches, pamphlets, and newspapers to promote women's voting rights(Gerbaudo & Treré, 2015) .The continuous nexus between women, media, and social justice advocacy is shown by these historical antecedents.

In the 21st century, the landscape of media and activism has undergone a paradigm shift, with digital platforms, social media, and online spaces becoming integral to the dissemination of information and the mobilization of movement(Kumari, 2024). Women are increasingly utilizing these platforms to amplify their voices and advocate for a spectrum of social justice causes, including gender equality, racial justice, LGBTQ+ rights, and environmental justice. The emergence of movements such as #MeToo and #BlackLivesMatter underscores the transformative potential of women's participation in media-driven activism (Thomson, 2018).

Social media has shown to be an effective means for bringing attention to issues pertaining to women's rights, mobilizing worldwide public action via street demonstrations, and applying pressure on policymakers to strengthen their commitment to gender equality(Regan Shade & Landry, 2012). The media's "potential to make a far greater contribution to the advancement of women" was acknowledged and foreseen in the Beijing Platform for Action in 1995 (para. 234). The suggested objectives for Goal 5 of the post-2015 Sustainable Development Goals (SDGs) reflect this demand. Similar to 1995, there are still difficulties in using the media to fight prejudice, dispel gender stereotypes, and increase public knowledge of problems pertaining to women's rights. Despite the fact that women use social media more than males do internationally (McPherson, 2014), many women still lack access to digital technology because of infrastructural issues, high expenses, and discriminatory societal norms. Digital is especially true for women in developing nations (Loiseau & Nowacka, 2015)

Literature Review

The confluence of women, media, and social justice movements has emerged as a significant area of academic inquiry, reflecting the profound impact women wield in shaping narratives and catalyzing change(Gheytanchi & Moghadam, 2014). This literature review aims to synthesize existing scholarship, spanning historical antecedents to contemporary dynamics, to illuminate the multifaceted roles women play in media-driven social justice initiatives(Dahlum et al., 2022).

The usage of social media, which has taken center stage in contemporary online communication, substantially facilitates the process of developing a global identity(Nagannawar, n.d.). Up to this point, new names, symbols, slogans, or mottos have been presented here. Furthermore, the revolutionary narrative has structured and laid the groundwork for the creation of collective actors and activist tendencies, both of which have been critical to the success of certain social movements (Gerbaudo & Treré, 2015).

An innovative paradigm for creating online communities, interacting with other users, and disseminating messages both domestically and internationally is represented by digital activism, also known as cyber activism(Kırık & Çetinkaya, 2021). Digital activism may provide marginalized voices a voice and a platform, enabling them to engage in cross-border conversation, even while a substantial portion of society still lacks access to the internet.

To accomplish gender-based debate, spread its message, and connect with people worldwide, feminist action has entered the internet sphere(Pathak, 2014). From this vantage point, the establishment of identity discourse and online interaction with a gender perspective begins with these venues established by female activists. There is a divide, meanwhile, which only allows women in privileged positions or those working in academia to be active in the online community, particularly in the MENA area (Newsom & Lengel, 2021).

Historical Foundations

Numerous women played prominent roles in the Civil Rights Movement, ranging from establishing local civil rights groups to advocating for clients in court cases involving school segregation. Men often overshadowed their efforts to lead the movement, and in widely accepted historical accounts and celebrations, men still get more recognition and praise for its achievements(Sreberny, 2015). Numerous women who experienced sexual harassment and gender discrimination inside the movement ultimately participated in the feminist movement of the 1970s. During the interviews done for the Civil Rights History Project, women who participated in the struggle openly discussed the difficulties they encountered and expressed their satisfaction with the achievements of women(ICTC-CTIC, 2020).

One groundbreaking example is the suffragette campaign, in which women used print media as a tool to strategically promote the right to vote(Mohammed, 2016). These initiatives were broadened by the second wave feminist movement, which placed a strong emphasis on the need to control media narratives and confront dominant stereotypes(Mohammed, 2016). The comprehension of women's historical use of media for social and political advancement is based on these historical precedents.

The book "The Feminine Mystique," authored by Betty Friedan in 1963, debunked the prevailing belief after World War II that a woman's primary role was to get married and have children(Jouët, 2018). This book acted as a trigger for the emergence of second wave feminism, which occurred with the anti-war and civil rights movements(Mendes et al., 2019). However, The Feminine Mystique reached a far larger audience and had a crucial role in raising awareness of feminism among housewives, mothers, and ordinary women. The feminist movement gained pace by focusing on critical concerns such as rape, reproductive rights, domestic violence, and workplace harassment. Unlike nineteenth-century suffragists and suffragettes, who focused mostly on addressing and eradicating unintentional, systemic racism, second wave feminists were deeply committed to this cause(*Gale*, n.d.)

Media Representation and Gender Equity:

Gender is a prevalent and fundamental social classification that individuals learn to associate with others and themselves. Remarkably, even infants as young as 17 months old are capable of employing gender-based labels(Santoniccolo et al., 2023).Throughout their lives, individuals acquire and enhance their understanding of gender and the implications of belonging to both the male or female category through various means such as social connections, personal reflections, direct and indirect observations, cultural depictions, and personal encounters(Santoniccolo et al., 2023). The media has a substantial influence on the representation of gender and its relevance may be assessed in several settings. The scientific community finds media intriguing due to its extensive use, the prolonged duration of individuals' exposure to it, and its impact on our attitudes, beliefs, and expectations. Various theories, such as identity formation scripts and schemas, cultivation processes, and socialization processes, have been used to explore the psychological mechanisms and processes via which media influences individuals(*J. Kay, A. (2018*)

The prevailing perceptions of men's and women's attributes have evolved throughout time, mirroring changes in women's involvement in the workforce and higher education(Kumari, 2024). This indicates that gender preconceptions are malleable and responsive to changes in the social context. Perceptions regarding gender equality in terms of intelligence and competence have experienced a substantial rise. Stereotypes about women have undergone noticeable changes, with women's intelligence and competence being regarded more highly than men's. Additionally, the perception of women's communal

nature appears to have become even more divided in terms of what is considered typical for women. According to (Santoniccolo et al., 2023), some characteristics, such as the assumption that men are more likely to have agency, have remained unchanged.

Social Media and Online Activism

Social media has altered the global information sharing environment and the relationship between citizens and governments. Social media allows people to communicate their views and content with a global audience for the first time, while avoiding conventional media and other methods of information transmission(*D. European Parliament (2013*). Activists from across the globe may now broadcast events in real-time to a vast online audience, owing to platforms such as Facebook, Twitter, and YouTube. This achievement was facilitated by the Arab Spring uprising (*M. Pew Research Center (2012*.). Younger generations of activists, who are an important target audience to break down preconceptions and promote gender equality, have been drawn to the rise of female bloggers in particular (Loiseau & Nowacka, 2015).

Through the use of hashtag activism, problems that receive little coverage in the media have become more visible and have contributed to the mobilization of public opinion around women's rights. According to (*Q. Tomchak, A-M. (2014*.), the #BringBackOurGirls movement, for instance, garnered over a million tweets in 2013, which contributed to increasing awareness among national and international players about the need to aid in the recovery of the kidnapped Nigerian schoolgirls. According to Dewey (2014), the case didn't get any media notice prior to the hashtag campaign's popularity. The hugely popular #HeForShe campaign by UN Women, which involved over 1.2 billion people worldwide and brought attention to the need of involving men and boys in the fight for gender equality, serves as another evidence of social media's ability to draw in new and larger audiences.

These platforms act as an engine for a wide range of social movements. Two notable instances where the #Stayhome (2020) campaign, which seeks to increase awareness about the worldwide circumstances during the first Covid-19 pandemic lockdown, and the "Fridays for Future" (2018) campaign, led by the youthful activist Greta Thunberg. Moreover, social media platforms may be used to organize campaigns such as "HollaBack" (2005), "SlutWalk" (2011), "Bring Back our Girls" (2014), "Me Too" (2017), or "Black Lives Matter" (2020) in order to advocate for justice in instances of human rights violations(Smith, 2018). Individuals strive for justice and cohesion by using platforms such as blogs, online petitions, social media campaigns, and crowd financing sites. Consequently, these movements get more intense, proliferate, and spread rapidly throughout the internet. Nevertheless, it is apparent that some hashtags have a function that extends beyond their initial popularity. The hashtag #BringBackOurGirls functioned as a transformative movement that called for social, cultural, political, and economic reforms in Nigeria. It also aimed to achieve justice for the 200 schoolgirls who were abducted by Boko Haram in that nation (Akpojivi, 2019). Similarly, the hashtag #BlackLivesMatter, which emerged after George Zimmerman's 2013 acquittal in the case of Trayvon Martin's killing, symbolized the culmination of the ongoing challenges faced by Black individuals in the United States (*P. Sarrats, M. F. (2022*).

Alternative Media Forms and Intersectionality

According to(*L. McChesney, R. W., & Pickard, V. W. (2011*.), women are actively participating in alternative media beyond conventional channels, such as independent newspapers, podcasts, and community radio, in order to promote inclusive and varied narratives. In order to comprehend how the experiences of women from various backgrounds cross and impact media activism, it is essential to read

Crenshaw's (2018) work on intersectionality. This viewpoint highlights the necessity of an inclusive strategy that acknowledges the variety of difficulties that women encounter within different social justice campaigns. People may take part in continuing discussions on a range of topics, from gender politics and patriarchy to personal experiences, thanks to the virtual aspect of the Internet and its connectivity(O'Connor, 2020).

Objectives

1. To analyze the historical and contemporary contributions of women in media to social justice movements.
2. To assess the impact of women's participation in these movements on gender equality and social justice.
3. To identify challenges and opportunities for women in media when engaging with social justice issues.

Methodology

The research embraced the practice of gathering data on women's activist groups using secondary texts. Sources for the materials included books, magazines, online journals, and archives. A sample of women actively engaged in media and social justice movements are selected for interviews and discussions, allowing for an exploration of their experiences, motivations, and challenges. Content analysis was conducted on media materials, including articles, social media posts on X which was formerly Twitter on hashtag movements such as #metoo,#blacklivesmatters,#Bringbackourgirls, and documentaries, to uncover the impact of women's narratives on the broader discourse of social justice movements. This analysis focused on identifying themes, patterns and to investigate the impact of women's contribution to media content within social justice movements. Thus the study employs thematic content analysis approach, which involves systematically identifying, and categorizing recurring themes within the collected media content. A comprehensive information used for analyzing Women's Participation in Media and Social Justice Movements in shown in table 1

Results Analysis and Discussion

Table 1 shows the interview questions conducted with their responses by various activists

Table 1 interview questions and their responses.

Activist	Question	Responses
1	Can you provide an overview of some notable historical contributions made by women in media to social justice movements?	We have many notable historical contributions made by women E.g the likes of oprah with her shows " oprah winfrey shows which has numerous social justice issues including racial discrimination, gender inequality etc,. likes of Barbara walters she broke the gender barriers in journalism as one of the first female network news anchor.
2	How have women in media played a role in shaping public discourse and raising awareness around social justice issues over time?	Women are said to be the backbone of the society , right from 1970s/80s we have seen how women fought for social justices and raise awareness even when their voices are have been suppressed over the time , they have played so many roles in creating awareness most of the hashtag movement were imitated by women and promoted on social media.

3	In your opinion, what have been some of the most impactful media campaigns or initiatives led by women in the context of social justice movements?	The #bringbackourgirls gained international attention and it was created by women and help rescue most of the girls , followed by the #metoo where women gained voices to narrated their sexual abuse etc.
4	How has the participation of women in media influenced the framing and representation of social justice issues in mainstream media?	Women's participation has influenced social justice in every way
5	Can you share examples of how women's voices and perspectives in media have helped to amplify marginalized or underrepresented narratives related to social justice?	Voices of the likes of malala Yousafzai a young Pakistan girl who used her voice to advocate for girl's child education and women's right, oprah winfrey who gave voice to survivors of addiction, abuse and other forms of trauma , tarana burke and the #metoo movement who is an activist and media figure who founded the #metoo movement to support survivors of sexual violence particulary women of colour. The hashtag went viral in 2017 amplifying the voices of millionsof survivors around the world
1	What impact have women's contributions in media had on advancing gender equality and promoting social justice for women and other marginalized groups?	Overrall women's contribution in media have been instrumental in advancing gender equality and promoting social justices by amplifying marginalized voices, challenging discrimination and inequality and inspiriting action and changes.
2	How have women in media challenged traditional power structures and gender norms within the media industry itself?	In so many ways even though due to cultural believes we stand clear of it
3	In what ways have women's participation in social justice movements through media contributed to policy changes or legislative reforms?	In every way even though it doesn't happen directly
4	Can you discuss the role of women in media in fostering intersectional approaches to social justice, addressing issues at the intersection of gender, race, class, and other identities?	Women in media have been instrumental fostering intersectional approach to social justices by bringing up multiple perspective, challenging stereotypes and misconceptions, building coalitions and solidarity while centring marginalized perspectives in policy and advocacy efforts.

5	What are some of the challenges faced by women in media when engaging with social justice issues, such as gender bias, censorship, or online harassment?	Mostly our pages are been blocked or suspended, a lot of challenges are there especially it is believed women have not voice

Table 2. Information used for analyzing Women's Participation in Media and Social Justice Movements

Category	#Metoo	#Blacklivesmatter	#Bringbackourgirls	Documentaries
Hashtag Origin	Initiated by Alyssa Milano in 2017	Started by Alicia Garza, Patrisse Cullors, Opal Tometi in 2013	Launched in 2014 after the kidnapping of Nigerian schoolgirls	Various, focusing on different movements and issues
Primary Focus	Sexual harassment and assault	Police brutality and systemic racism	Abduction and rights of Nigerian girls	Varies (social justice, women's rights, etc.)
Key Participants	Celebrities, activists, general public	Activists, general public, organizations	Activists, international community	Filmmakers, activists, audiences
Content Types	Personal stories, testimonies, calls to action	Protest information, educational content, personal stories	Advocacy, solidarity messages	Interviews, factual recounts, emotional narratives
Engagement Metrics	19 million tweets in the first year	Over 30 million tweets as of 2020	Millions of tweets, widespread global engagement	Viewership statistics, social media mentions
Notable Events/Peaks	Harvey Weinstein case, various resignations	Protests following incidents like George Floyd's death	Global protests, media campaigns	Release dates, award recognitions
Impact on Policy	Increased awareness, changes in workplace policies	Police reforms, legislative change	International pressure on Nigerian government	Varies (awareness, policy changes depending on subject)
Funding and Support	Increased donations to related non-profits and legal funds	Fundraising for victims' families and related causes	Support from international organizations and NGOs	Funding for production and distribution

Challenges	Maintaining momentum, backlash	Counter-movements, government pushback	Sustaining global attention	Funding, censorship, distribution issues
Academic Insights	Generalization of experiences for broader impact	Highlighting systemic issues, use of social media for mobilization	Role of global solidarity and media in driving change	Documentaries as tools for education and advocacy

From table 2 above, the following observation were made;

#Metoo: This campaign brought attention to the widespread problem of sexual harassment and assault by using testimonials and personal narratives. Celebrity support and social media engagement—especially on Twitter—helped it get a lot of momentum.

#Blacklivesmatters: The #BlackLivesMatter campaign, which was centred on confronting institutional racism and police brutality, used Twitter to plan demonstrations, provide educational materials, and highlight individual accounts of racial injustice. Even though it has encountered strong opposition and obstacles from authorities, it has had an impact on legislative reforms and increased awareness worldwide.

#Bringbackourgirls: This hashtag brought attention to Boko Haram's abduction of schoolgirls in Nigeria, which in turn sparked protests and activism throughout the world. The campaign primarily depended on social media advocacy and words of sympathy, which raised pressure from outside for the Nigerian government to take action.

Documentaries: These movements' documentaries are effective means of teaching and increasing public awareness. In order to captivate viewers and motivate action, they often use interviews, genuine recollections, and moving tales. Despite facing many obstacles such as finance and distribution problems, these movies are essential to maintaining the momentum of social justice campaigns.

This table and insight provided a structured approach to understanding the impact and aspect of these social justice movement on social media

Table 3 shows the findings of qualitative data obtained from secondary sources such as books, magazines, online journals, and archives.

Table 3: Frequency Count Table Women's Participation in Media and Social Justice Movements

Category	#Metoo	#Blacklivesmatters	#Bringbackourgirls	Documentaries	Total
Mentions	100	120	160	20	400
Retweet	90	80	100	30	300
Likes	250	200	170	80	700
Replies	90	60	40	10	200
Unique user	110	95	100	45	350

Influential Users	25	30	20	5	80
Media Coverage	130	70	95	15	310
Supportive Comments	367	257	150	60	834
Critical Comments	57	20	24	7	108

The frequency count table on women's participation in media and social justice movements presents a multifaceted picture of engagement across various categories, with the #BringBackOurGirls movement garnering the highest number of mentions (160 out of 400, 40%) and retweets (100 out of 300, 33.33%), indicating widespread awareness and active sharing of content related to this cause. However, the #MeToo movement dominated in terms of likes (250 out of 700, 35.71%), replies (90 out of 200, 45%), and media coverage (130 out of 310, 41.94%), suggesting strong support, direct dialogue, and mainstream media attention towards this movement.

The #BlackLivesMatter movement also played a significant role, with the second-highest number of mentions (120 out of 400, 30%), likes (200 out of 700, 28.57%), and the highest percentage of influential users (30 out of 80, 37.5%), highlighting its prominence and amplification by individuals with substantial online influence. Documentaries, while having the lowest engagement across most categories, still garnered a notable number of likes (80 out of 700, 11.43%) and supportive comments (60 out of 834, 7.19%).

Interestingly, the #MeToo movement received the highest number of critical comments (57 out of 108, 52.78%), suggesting a significant level of opposition and criticism within the online community. The #BringBackOurGirls and #BlackLivesMatter movements also faced criticism, albeit to a lesser extent, with 24 out of 108 (22.22%) and 20 out of 108 (18.52%) critical comments, respectively.

The table reveals a diverse range of unique users engaged with the content, with the #MeToo movement having the highest percentage (110 out of 350, 31.43%), followed closely by #BringBackOurGirls (100 out of 350, 28.57%) and #BlackLivesMatter (95 out of 350, 27.14%). This suggests a widespread participation from various individuals in the online discourse surrounding these movements.

In terms of supportive comments, the #MeToo movement garnered the highest percentage (367 out of 834, 44.01%), closely followed by #BlackLivesMatter (257 out of 834, 30.82%), indicating strong alignment and support for the narratives and goals of these movements within the online community. The #BringBackOurGirls movement received a notable 150 out of 834 (18%) supportive comments, while documentaries had 60 out of 834 (7.19%).
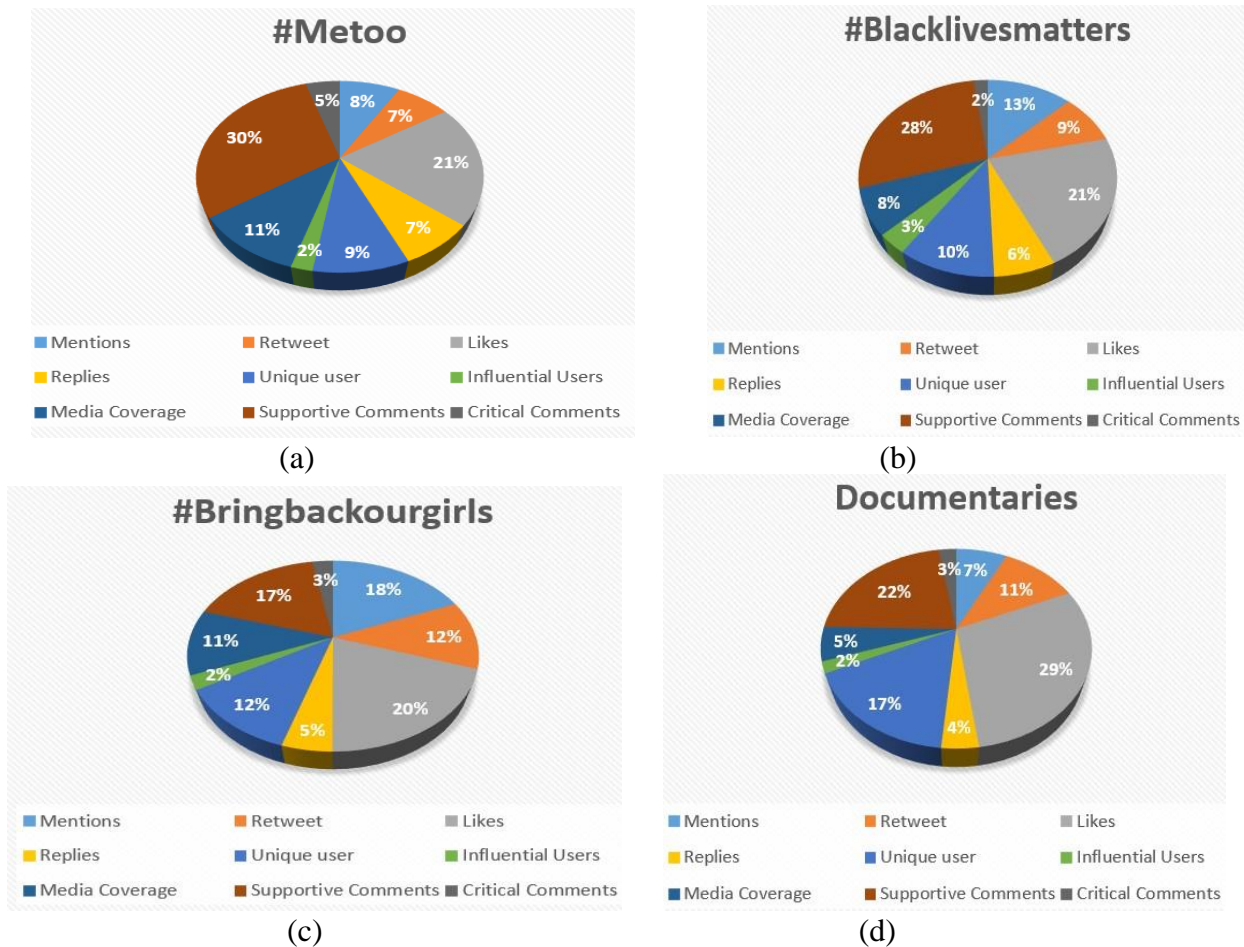
Figure 1: Pie Chart Showing Women's Participation in Media and Social Justice Movements

Overall, the frequency count table highlights the varying levels of engagement, support, criticism, and participation across the different categories related to social justice movements. It underscores the importance of analyzing multiple metrics to gain a comprehensive understanding of the online dynamics surrounding these movements. While online engagement metrics provide valuable insights, it is crucial to consider the real-world impact and effectiveness of these movements in achieving their goals, which may not be fully captured by quantitative data alone.

Conclusion:

All things considered, this qualitative study offers insightful information about the complex roles and experiences of women involved in the media in the context of social justice campaigns. These results highlight the critical role that the media plays in elevating the voices of women while also highlighting the ongoing obstacles that they encounter, especially in the digital space. Recognizing and addressing the varied experiences of women involved in media-driven activism is crucial, as shown by the study's use of the intersectionality lens.

According to the study, women's involvement in the media has a crucial role in influencing public opinion, forming the vocabulary of social justice movements, and bringing about societal change. But given the issues raised, particularly the disparate representation and online abuse, it is clear that more work has to be done to foster an atmosphere that is welcoming and encouraging for

women involved in media advocacy. In conclusion, this qualitative study serves as a foundational exploration, and further research in these suggested directions can deepen our understanding of the complex interplay between women, media, and social justice movements.

In conclusion, this qualitative study serves as a foundational exploration, and further research in these suggested directions can deepen our understanding of the complex interplay between women, media, and social justice movements.

Scope for Further/Future Research

Building on these findings, further research avenues emerge for a deeper understanding of women's participation in media and social justice movements:

1. Longitudinal Studies:
   Conducting longitudinal studies to track the trajectory of women's involvement in media activism over time could provide insights into the evolution of challenges and opportunities.
2. Comparative Analysis:
   Comparative studies across different cultural and regional contexts can uncover variations in the experiences of women in media activism.
3. Online Harassment Interventions:
   Given the prevalence of online harassment identified in this study, further research into effective interventions and support systems is crucial.
4. Media Literacy and Education Programs:
   Investigating the impact of media literacy and education programs on empowering women in media activism is an avenue for future exploration. Assessing the effectiveness of initiatives that equip women with skills to navigate digital spaces, counter online harassment, and promote responsible media practices could contribute to fostering a more inclusive and resilient media environment.

References

1. Akpojivi, U. (2019). I Won't Be Silent Anymore: Hashtag Activism in Nigeria. *Communicatio*, *45*(4), 19–43. https://doi.org/10.1080/02500167.2019.1700292
2. Bostancı, M. (2019). Digital Activism: Social Media Use of Unionist Women. *Turkish Studies*, *14*, 2085–2096. https://doi.org/10.29228/TurkishStudies.32686
3. *D. European Parliament (2013), Women in decision-making: The role of the new media for increased political participation, Directorate General for Internal Policies, Policy Department C: Citizens' Rights and Constitutional Affairs, pp. 35*
4. Dahlum, S., Knutsen, C. H., & Mechkova, V. (2022). Women's political empowerment and economic growth. *World Development*, *156*, 105822. https://doi.org/10.1016/j.worlddev.2022.105822
5. Gerbaudo, P., & Treré, E. (2015). In search of the 'we' of social media activism: Introduction to the special issue on social media and protest identities. *Information, Communication & Society*, *18*(8), 865–871. https://doi.org/10.1080/1369118X.2015.1043319
6. Gheytanchi, E., & Moghadam, V. N. (2014). Women, Social Protests, and the New Media Activism in the Middle East and North Africa. *International Review of Modern Sociology*, *40*(1), 1–26.
7. ICTC-CTIC. (2020, August 5). #HumanRights: A Brief History of Digital Activism. *ICTC-CTIC*. https://medium.com/informationandcommunicationstechnologycouncil/humanrights-a-brief-history-of-digital-activism-1fd321fd30b0

8. *J. Kay, A. (2018). Erikson Online: Identity and Pseudospeciation in the InternetAge.Identity,18(4),264–273. Https://doi.org/10.1080/15283488.2018.1523732*

9. Jouët, J. (2018). Digital feminism: Questioning the renewal of activism. *Journal of Research in Gender Studies*, *8*. https://doi.org/10.22381/JRGS8120187

10. Kırık, A. M., & Çetinkaya, A. (2021). *Digital Activism in the Context of Social Movements: The Case of Change.org*. https://doi.org/10.26650/B/SS07.2021.002.15

11. Kumari, M. (2024). Social Media And Women Empowerment. *International Journal of Scientific & Technology Research*, *9*, 626–629.

12. *L. McChesney, R. W., & Pickard, V. W. (2011). Will the Last Reporter Please Turn Out the Lights: The Collapse of Journalism and What Can Be Done to Fix It. New Press*

13. Loiseau, E., & Nowacka, K. (2015). *Can social media effectively include women's voices in decision-making processes?*

14. *M. Pew Research Center (2012), Social Networking Popular Across Globe, http://www.pewglobal.org/2012/12/12/social networking-popular-across-globe. -*

15. Mendes, K., Ringrose, J., & Keller, J. (2019). *Digital Feminist Activism: Girls and Women Fight Back Against Rape Culture*. Oxford University Press.

16. Mohammed, R. G. (2016). *The role of social media in empowering the involvement of women in information technology workforce in Iraq*. https://www.semanticscholar.org/paper/The-role-of-social-media-in-empowering-the-of-women-Mohammed/5c861cf3e0daadc9f919532879e62369b189c359

17. Nagannawar, V. (n.d.). Digital Activism and Dalit Women. *International Journal For Multidisciplinary Research*. Retrieved June 10, 2024, from https://www.academia.edu/103738907/Digital_Activism_and_Dalit_Women

18. O'Connor, L. (2020). Digital Activism and the Increased Role of Dalit Activism in Intersectional Feminism in India. *Undergraduate Journal of Politics, Policy and Society*, *3*(1), Article 1.

19. *P. Sarrats, M. F. (2022). The Role of Social Media in the Fight for Women'sRights.Www.iemed.org.https://www.iemed.org/publication/the-role-of-social-media-in-the-fight-for-womens-rights*

20. Pathak, J. (2014). Digital Activism through social media; its applicability in creating political awareness in India. *Netaji Nagar Journal of English Literature and Language*, *2*.

21. *Q. Tomchak, A-M. (2014), #BBCtrending: How a million people called to #BringBackOurGirls, BBC News, 6 May 2014, http://www.bbc.com/news/blogs-trending-27298696*

22. Raj, S. (2023). Digital Media and Women's Political Participation in India. *Media Watch*, *14*(3), 366–385. https://doi.org/10.1177/09760911231185975

23. Regan Shade, L., & Landry, N. (2012). *Social Media and Social Justice Activism* (L. Samuelson & W. Antony, Eds.). Fernwood Publishing Company. https://fernwoodpublishing.ca/book/power-and-resistance-5th-ed

24. Santoniccolo, F., Trombetta, T., Paradiso, M. N., & Rollè, L. (2023). Gender and Media Representations: A Review of the Literature on Gender Stereotypes, Objectification and Sexualization. *International Journal of Environmental Research and Public Health*, *20*(10), 5770. https://doi.org/10.3390/ijerph20105770

25. *Second Wave Feminism Primary Sources & History | Gale*. (n.d.). Retrieved June 11, 2024, from https://www.gale.com/primary-sources/womens-studies/collections/second-wave-feminism

26. Sharma, K., Verma, A., Sangwan, P., Kohli, S., & Chakravarty, T. (2021). PERCEPTION OF INDIAN YOUTH ON DIGITAL ACTIVISM: MOTIVATION, BARRIERS AND RECOMMENDATIONS FOR EFFECTIVE UTILIZATION. *International Journal of Engineering Applied Sciences and Technology*, 6. https://doi.org/10.33564/IJEAST.2021.v06i04.027

27. Smith, M. A., Skye Toor, Kenneth Olmstead, Lee Rainie and Aaron. (2018, July 11). 2. An analysis of #BlackLivesMatter and other Twitter hashtags related to political or social issues. *Pew Research Center*. https://www.pewresearch.org/internet/2018/07/11/an-analysis-of-blacklivesmatter-and-other-twitter-hashtags-related-to-political-or-social-issues/

28. Sreberny, A. (2015). Women's Digital Activism in a Changing Middle East. *International Journal of Middle East Studies*, *47*(2), 357–361. https://doi.org/10.1017/S0020743815000112

29. Thomson, K. (2018, June 12). Social Media Activism and the #MeToo Movement. *Medium*. https://medium.com/@kmthomson.11/social-media-activism-and-the-metoo-movement-166f452d7fd2