International Journal of Scientific Research and Reviews

Social Media Cyberfeminism Fighting the Violence Against Women and Brining Change in Real World – A Case Study of #Metoo, an Online Campaign

Rai Gayatri [1*] and Manish Verma [2]

[1] Amity School of Communications, Jaipur-303022-, Raj. India
[2] Amity School of Communications, Jaipur-303022-Raj. India

ABSTRACT

In this millennium social media have emerged as most popular media of communication. In the social media era, no woman is alone. This paper wishes to explore how social media can be used to attain gender equality, women empowerment and fighting against the violence against women. Paper wish to analyse the social media campaigns advocating feminist issues. The reason #MeToo has been chosen as it is recent and still in news on online and traditional media. It has been picked immediately by 85 countries. This is an analytical, exploratory research. The content has been taken from the Online articles, online news portals, web pages, Facebook pages, blogs, tweets, pictures from google and other websites discussing #MeToo campaign and its updated reporting. The data has been picked from online media and social media from between October 2017 to February 2018.

KEYWORDS– Social media, cyberfeminism, violence against campaign, online activism

*****Corresponding Author**

Ms. Gayatri Rai

Amity School of Communications,

Amity University,

Jaipur-303002, Raj. India

Email:gayatrirai78@gmail.com, Mob No -7568702958

INTRODUCTION

Digital devices have made our life easy but actually complicating it. Social media has positive and negative impacts, it helped marketing and marketers, appreciating the speed of dissemination of information[1].Near to half of the world population is online and then number of people from all geographical areas with internet and using social media are increasing with each day. Social media and new information communication technologies are powers that political, social activists and leaders are exploring for the development and welfare aims[2]. Recent studies done on the impact of social media, online campaigns, protests, movements have made it clear that it has potential for bring social. Political changes in world. Feminist, feminist organizations are also using the virtual world, internet and social media for their efforts[3].Social media can make easier to organise a protest or asking for supporting an issue by lowering the barriers of coordination. To know the level of support or oppose, need less resources, speed of sharing the information is quite fast, so many people known, and unknowns get awareness of an event through tweets, FB pages or chat portals, but these are quick[4].

This concept is also known as internet activism or digital activism, e-activism, cyber-activism. The term is defining as the use of new information communication technologies to support social and citizen movements. Author argued that the "people who have enough computer knowledge use internet and initiate various activities like demonstrations, public protests etc"[5].

Sadie Plant, director of the cybernetic culture research unit at University of Warwick, Britain coined the term cyberfeminism to describe the work of feminists interested in theorizing, critiquing and exploiting the internet, cyberspace and new media technologies in general. The term and movement grew out of third wave feminism. Cyberfeminism has tended to include mostly younger, technologically savvy women, and those from western, middle-class backgrounds[6]. "Cyberfeminism is a way of redefining the conjunctions of identities, genders, bodies and technologies, specifically as they relate to power dynamics. It is a celebration of multiplicity." In simple words Cyberfeminism refers to feminism applied or performed in cyberspace[7].

Report of interview of forty two thousand women belonging to 28 states from the member states of the European Union (EU) showed that violence against women, and specifically gender-based violence that disproportionately affects women, is an extensive human right abuse that the EU cannot afford to overlook, this survey was done by European Union Agency for Fundamental Rights[8].Report predicted that 35% women of world population have suffered one or many kinds of physical assault or abusive behaviours. The doers of such behaviours were either life partners or friends. 38% of murders of women are done by their imitate partners[9] .Social media has

democratized the feminist communication and networking. It is opening up the feminists to bring their communication to all having, using one or more platforms of social media, to ask them for their support or participation. Organising the protest in real world is being organised and planned on social media. It is easy to channelize in minimum effort and expenses[10.] Social media bring the issues of feminism in limelight and much attention with the help of social media when traditional media ignore or don't well report[11].

RESEARCH OBJECTIVE AND RESEARCH METHODOLOGY

This paper wishes to explore how social media can be used to attain gender equality, women empowerment and fighting against the violence against women. Paper wish to analyse the social media campaign advocating feminist issues and the response and support it receives. The reason #MeToo has been chosen as it is recent and still in news on online and traditional media and showed global impact. Paper will also analyse the impact of this cyberfeminist effort in real world.

The research methodology of case study and content analysis is being used for this paper. Case study should be unique, exemplary or unusual and its reliability to other researchers and practitioners in related fields should be strong, then even one case study will be enough for studying a concept. Sampling, purposeful sampling is generally used in case study research[12] .The case may be deviant or extreme case, a critical or convenience case or politically significant case for research[13] .Single case designs primarily can be appropriate design under few situations and rationale. Rationale is when one case study represents the critical case in testing a well formulated theory, when a single case study can may meet all the condition for testing the theory, single can be used to determine whether a theory's propositions are correct, single case can contribute significantly to knowledge and theory building[14] . Holistic or embedded single case study is decided if study is about a single unit or a public program that involves a large number of projects. Multiple units in one will be embedded and single unit study will be holistic design[14] .The #MeToo showed the impact globally and surviving through years with the support form people on social media. The content analysis is done from online news portals, traditional media reports. Time limit was from October 2017 to December 2018.

CASE STUDY #MeToo

Origin of the #MeToo

#MeToo hashtag campaign is a recent exemplary case study of cyberfeminism, which presented the global community building on one cause and asking public accountability for violence against women from common public, political powers, law makers, judiciary and everyone they could attract towards their campaign with #MeToo.

Tarana Burke, African-American is a social activist, community organizer and program director for Brooklyn-based girls for gender equity with aim of gender equality. In 1996, during a youth camp director, one little girl of age 13, narrated how her step father ruined her body and childhood. That day Burke felt the urgent need to do some concrete to save all those precious lives. Burke could not give a right response and felt like saying, Me too which she never said that day that moment and repented for long.

These two words, "Me TOO" become the seed for this campaign in 2017. She launched this campaign ten years back to provide empowerment through empathy, as she told in her interview with Amy Goodman of Democracy Now. Tarana Burke created this two-word campaign "Me Too" online but at local level only. Burke is making documentary of same title name, to show the situations in visual. For last ten years Tarana is running this campaign in real world. She is organizing social gatherings, functions to discuss it. Footage of her speech in 2014, during March against Rape culture in Philadelphia. In her speech she told about this campaign. She started the campaign to help the survivors in poor communities and was focused more on women of color[15].

Tarana got support wherever she campaigned, but surely the effect was not global. In 2017, actress Alyssa Milano accused film producer Harvey Weinstein of sexual assault and harassment and put in on social media. She was the one to bring this campaign on social media and spread this phrase Me Too, her aim was to get this message across world to deal such cases with sternest and motivate the victims to accept it publicly to get justice. Main aim was to not to stay silent against such incidents. It was necessary to show the grievance and scale of this problem[16]. Nearly hundred countries responded back, and campaign become a global campaign to fight against sexual abuse[17]. Social media made it global concept. The traditional mainstream media equally reported this campaign and its effects in other countries. It was empowering to see the online women solidarity. Twitter reported that nearly a million times this hashtag was shared in first 48 hours, on Facebook, there were 12 million comments, reactions in 24 hours[18].

Spread and Impact of #MeToo

Rebecca Seales in her article, what has #MeToo actually changed? writes, #me Too the campaign against sexual harassment and abuse that swept through Hollywood last autumn and has since been Googled in every country on earth. Half a million people responded in the first 24 hours of #MeToo. A barrage of allegations has since emerged against high-profile men in entertainment, the media, politics and tech. More than 300 actresses, writers and directors raised $21m in just a month to fund legal assistance for the people who suffered harassment, abuse or assault at work[19] .Those two words, me too, that have been repeated millions of times in the last 24 hours on

Facebook, Twitter and Instagram. They're posted by women who say they've faced sexual harassment and assault. And they show the power and speed that social media can deploy[20] .

Anna Codrea -Rado, in her article, #Me Too floods social media with stories of harassment and assault, she writes, "Women are posting messages on social media to show how commonplace sexual assault and harassment are, using the hashtag #MeToo to express that they, too, have been victims of such misconduct. Gael Fashingbauer Cooper The messages bearing witness began appearing frequently on Twitter, Facebook and Instagram on Sunday, when the actress Alyssa Milano posted a screenshot outlining the idea and writing "If you've been sexually harassed or assaulted write 'me too' as a reply to this tweet." [21] .

James Rogers in his article, "Social media has given a platform to men and women to discuss their experiences," Jason Mollica, a digital media expert and professor at American University in Washington, told Fox News. "The quickness and strength of Twitter and Facebook allowed the #MeToo movement to gain worldwide visibility and put names and faces to those harassed and/or assaulted"[22].

Actress Alyssa Milano tweeted on October 15,2017, requested women to come online and write about the incidents when they faced the molestation and sexual harassment.It was reported that during the #MeToo posts on social media, there were three main themes were observed which were prominent in that time period, these were sex crimes, crimes and criminals, women [23] .Olivia Harvey, in her article, Gabrielle Union – a rape survivor – spoke about sexual assault in a powerful series of tweets, wrote. "Union's message is critical now more than ever, because so many women are finally feeling safe enough to share their stories, and it is crucial that they are both respected and believed"[24] .This tweet was retweeted 94,70294,702 times and liked by 293,960293,960 time on Twitter[24] .

Louise Burke wrote about the spread of movement in the world how Japan, Australia adopted Me too campaign and the women started talking about their experience of harassment and physical abuse. While long-overdue conversations like this are highly publicised in the West, perhaps the greatest measurable impact of #MeToo has been in its arrival in countries where ideology or religious doctrine have traditionally hampered open conversations about sexual assault. Countries like China, where a university professor has been sacked - and another was investigated - over allegations from students via Sina Weibo, China's Twitter. Or conservative Indonesia, where a woman defied police inaction by obtaining and sharing CCTV footage of her own assault, resulting in an arrest[25] .Women from so many regions, from so many backgrounds and ages were openly sharing their pain and showing the solidarity with this campaign.

#MeToo Twitter Engagement
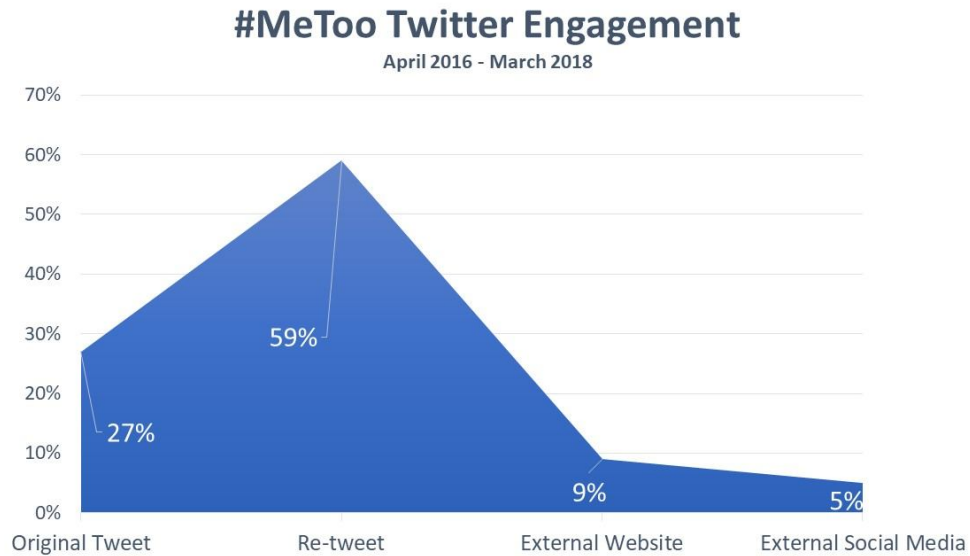### April 2016 - March 2018

Fig 1- #MeToo Twitter Engagement

J R Thorpe, in Dec.2017 writes, Me too was picked up on every continent, particularly in America, Europe, India and Australia. Worldwide 1.7 million tweets had been made[26]. Other media platforms saw a huge #MeToo trend, Facebook shared this information that in 24 hours after Milano post, 12 million posts and comments went up and 45% of all United states users and their friends[26] .The entire point of the #MeToo phenomenon was to make the scale of sexual harassment and assault worldwide visible and it happened in amazing way, this hashtag has encouraged many more allegations against prominent male abusers and it was in public now, it become more open and easier than ever in history to share the abuses and molestation incidents due to #MeToo and it taught the world in unique and new ways[26] .

Popular Twitter Hashtags on Gender Issues
April 2016 - March 2018

Fig 2- Popular Twitter Hashtags on Gender Issues, April 2016- March 2018

Reported by Business standard, a data collected by NGO Jagori and UN women, collected in Delhi after #MeToo declared that Delhi roads are unsafe for women after sunset.An Ipsos poll conducted by Thomson Reuters on October 20-24,2017 on a sample of 1,832 adults ,18+ from US, Alaska and Hawaii , interviewed online about #MeToo, 54% of respondents said that they had personally experienced an unwanted verbal or physical abuse[27] .

Writer Mari Marcel Thekaekata from Gudalur writes on webpage of New Internationalist, The World Unspun, on the streets, on buses, public transport almost all women are taking part. This campaign has touched a raw nerve among Indian women. Indian Media supporting it by covering and criticizing such incidents. Indian actors, celebrities and social personalities shared their experiences and support online[28.]

The allegations against KHODU INRANI, owner of a popular bar in Pune led to the backlash on #MeToo. Within hours reports of harassment pouring in from women mostly who been there at pub, they began speaking up, these were loud and clear. The women shared this post adding up their own stories of harassment. As these messages flooded the social media, a spirit of solidarity was visible [29.]

This is not the first or the only campaign to fight for women, there were many at different levels and scales. Social media is democratising the feminism, The HarassMap is such a space allowing women from Egypt tocome online and share the incidents of harassments and physical abuse against them, #YesAllWomen hashtag, #BringBackourGirls campaign to get their 300-daughter freed from terrorists in Chibok, Nigeria[21] . IshaniDuttagupta, in her article talked about the

Me-too impact in India by talking about one example of an Indian student of law who given names of academicians who harassed their students from different parts of India[30] .

Reach and Impact of #MeToo was global. The public echoes of rhetoric in America is a project which states, "Through the PEORIA Project, the public will learn, for the first time, the main channels through which presidential aspirants' messages reach the electorate; how those messages are being received and passed on through individuals' personal networks; and who is getting the most "mainstream" and "social" media traction[31] . In present scenario social media is playing a very vital role and it has a great impact on the political mobilization of voters, in future is can be used as a governing instrument in politics[32] .One more version of this campaign like #YoTambien, and Arabian campaigns and #balancetonporc were prominent[33] .

Minimum 85 countries responded to this campaign. Few countries localized the campaign to get proximity factor and to get more support from their citizens. It surely had positive impact on campaign. #MeToo hashtag a campaign begun online in 2017 end to accept and talk online about the horrible incidents of rape, molestation, sexual assault and harassment for sex favours. It needed a kind of courage to come out and accept it, not only narrating that horror but to ask for justice. It directly challenges all the traditional concepts about rape and rape victims, opposition of patriarchy system, the perceptions of societies communities towards rape victims and accused.
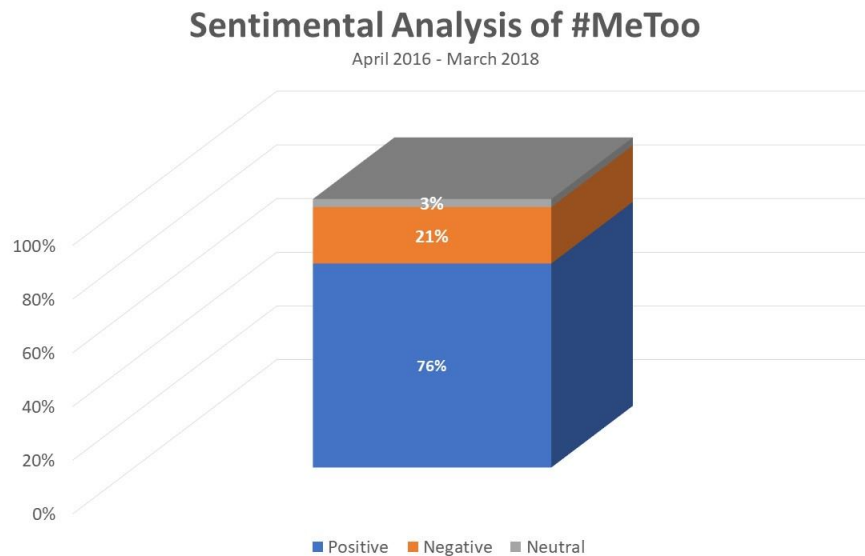

Sentimental Analysis of #MeToo
April 2016 - March 2018

Fig. 3- Sentimental Analysis of #MeToo

The investigations published by The New York Times and The New Yorker, having the recorded statements of many women went on record alleging the Hollywood mogul Harvey Weinstein sexually assaulting them, it triggered the #MeToo campaign on social media. Gwyneth Paltrow, Angelina Jolie, Ashley Judd, Anna Paquin, Laura Dreyfuss, Lady GAGA, Patricia Arquette,

Debra Messing Javier Munoz and Rose McGowan Hollywood celebrities, revealed that had been harassed by the 65-year-old founder of MiraMax Films. American Gymnast McKayla Maroney, an Olympic medallist, shared her story of repeated sexual assault by her team doctor, later accused by many other victims. Other prominent female athlete including Layshia Clarendon, golfer Paige Spiranac also shared their stories on #MeToo. Hundreds of female legislators in Oregon,Rhode Island, Illinois shared their stories on hashtag. Nearly 140 lawmakers, lobbyists and consultants in California signed an open letter describing the "pervasive" culture of sexual harassment at the state capitol.

Lobbyist Samantha Corbin stated that even women at the highest levels feel that they are not insulated from abuse. Alx Leslie, senior director for educational services at the Cleaveland Rape crisis Centre, said that the centre got flooded of calls as #MeToo went viral. He added that within one week of #MeToo campaign more and more people are coming forward with disclosures, even parents are reading first time #MeToo of their children. Ms. Sondra Miller, the president and CEO of this centre, said that campaign has brought the optimism that it will spark the conversations needed to reduce the prevalence of these harmful experiences. She is afraid that social media is so fast that may be soon it will be occupied and turning the attention towards other subjects. So, the opportunity to turn this into a real change is short.

Millions of men and women from a wide range of industries across the globe started to share their own stories of sexual harassment at #MeToo. In England, Labour MP Stella Creasy also tweeted #MeToo. The trend started by American singer actor Alyssa Milano from October 16,2017 picked up globally. Members of the European Parliament joined the #MeToo campaign by standing up in front of their colleagues to denounce the "Widespread problem" of sexual harassment in European politics. Terry Reintke, Green Party MEP from Germany that it the time perpetrators should be ashamed not us. Reese Witherspoon, famous actress from Hollywood, In the Oscar winning event, revealed that she was sexually assaulted by a film director when she was 16 years old. She supported #MeToo campaign on a big stage and it gave a large boost to campaign. Four female US senators, after the campaign, told stories of their own harassment and vowed to introduce the legislation to reform the existing laws to handle crimes against women. Jackie Speier, California democrat also said the same notion.

In France, Thousands of French supporters brought the MeToo hashtag campaign on road. In the republic square, they reached with placards of #MeToo. Most of these demonstrators were women. On placards they were carrying many messages supporting the campaign and narrating more linked to this. Such gatherings were reported in the Marseille, Bordeaux and Lile. In Paris nearly 2,500 people organised a rally in the capital. Freelance journalism Carol Galand, to support the aim

of ending all kinds of sexual abuse to women. Feminist across France are of opinion that such campaigns will surely bring changes in attitude of masses about the physical abuse and also about the social victimization of victims. France feminists were quick to pick the campaign. They give it new Name of #balance Ton Porc (expose your pig) hashtag. Rest was same[34].

Many reputed persons have found their manes online under this campaign. One lawmaker from the President's party, A celebrity judging a talent show on TV, an Oxford Professor for Islamic studies, Film maker Roman Polanski was charged with more assaults. Feminists also launched a protest outside a film archive institute. As per Sarah Wildman, a online writer for VOX, Thousands of women in France are speaking out and have flooded the social media with hundreds stories of assault and molestation, even rape charges[35]. Journalsit Sandra Muller started this campaign #Balance Ton Porc , begin with her own experience of abuse. This campaign helped in drawing a line over the so-called sexual freedom crossing the lines of modesty in gender equality and respect. It was a much-needed campaign to raise this issue[36].

Marlene Schiappa, Minister for Gender equality in France has presented a bill in the parliament for fining and punishing people for eve teasing and street harassment including aggressive catcalls[37].It was necessary to put strict laws to mend the behaviour of people in streets, being harassed simple meaning feeling unsafe, intimidated. 1,048 cases regarding sexual harassment were reported, only 65 let to conviction, speaking the volume of problem present. Think of those unreported cases of harassment. Schiappa added that 84,000 number of cases of rape has been reported, and 220,000 of assault every year. It is a violence need to be reduced. Schiappa also added that "Twitter cannot replace legal action, but it is first step for many women"38 .Anything that allows women to talk is good method, social media made it easier to bring it to frontstage[38].

French President Emmanuel Macron tweeted and told reporters Sunday that he is "taking steps" to revoke Weinstein's Legion of Honor award, which was given to Weinstein in 2012 by then President Nicolas Sarkozy, he added, "We do so not simply to separate ourselves from someone who does not merit the respect of his colleagues but also to send a message that the era of wilful ignorance and shameful complicity in sexually predatory behavior and workplace harassment in our industry is over," the Academy said in a statement on Saturday. What's at issue here is a deeply troubling problem that has no place in our society. The Board continues to work to establish ethical standards of conduct that all Academy members will be expected to exemplify"[39] .France's First Lady Brigitte Macron has urged women to "break the silence" on abusive men as newspaper published a cover of a Rockstar's murdered girlfriend. Mrs Macron's call on women to speak out about sexual abuse, harassment or violence came amid furious debate over male abuse of women in France in the wake of the scandal embroiling Hollywood producer Harvey Weinstein[40]. Proposals

are under discussion to fine men for aggressive catcalling or lecherous behavior toward women in public, to extend the statute of limitations in cases of sexual assault involving minors, and to create a new age ceiling under which minors cannot legally consent to a sexual relationship[41] .New York Times given the headline that social media is full of similar stories of molestation, harassment, eve teasing. Few feminists found French campaign words expose your pig much stronger that Me too as it is active and Me too was passive in effect. #Metoo was showing the victim side and expose the pig was targeting the accused, boldly taking names and exposing them in public[42] .As in this campaign, in 11 French cities women came out in cities and marched, protested, shouted for justice ad end to sexual abuse. ABC News – Washington Post conducted a poll after this campaign to know why this campaign has gone viral, why it is able to get this high support and back up world-wide in no time. The poll result was that sexual harassment is a full-blown epidemic, they stated that their poll is showing that 54% American women have experienced unwanted and inappropriate sexual advances[43] .Once or many times in their life, 30% women have endured this from male colleagues, 25% approved of their career affected by this. 75% American think it is a problem and 64% agree that it is a serious problem[44] .

Britain's Defence Minister Michael Fallon resigned on Wednesday following sexual misconduct allegations[45] .Former US President George HW Bush has apologised for touching women appropriately after three women accused him of grabbing their butts[46] .As per special reporting done by USA, "If it feels like a near daily onslaught of high-profile individuals being accused of sexual misconduct, that's because it is. On Oct. 5, women came forward alleging decades of sexual abuse at the hands of Harvey Weinstein, once one of the most powerful men in Hollywood. Since then, 150 have been accused of sexual misconduct, ranging from inappropriate texts to groping to rape. These are the accused, from Hollywood and Washington, from Silicon Valley and New York. Not here are those whose names haven't been big enough to garner national headlines — and the many more who haven't been named at all, whose identities are only known by those who responded to this campaign" . But when celebrities Angelina Jolie and Gwyneth Paltrow talk about remaining silent after being molested and propositioned, the world does sit up and take notice. It took decades and the voices of dozens of women for action to be finally taken against studio head Harvey Weinstein. Isn't silence by the ones being violated giving men like him the confidence that he can get away with it? Isn't apathy the reason why inappropriate behaviour continues with impunity? [47.] CNN reported that veteran political journalist Mark Halperin sexually harassed his female colleagues while working at ABC News, according to five women. Halperin was pulled from his contributor position at MSNBC and NBC News and lost his book deal with Penguin Press[47] .

Nadia Khomani also explored the impact of #MeToo campaign and written, "Within days, millions of women – and some men – used Twitter, Facebook and Instagram to disclose the harassment and abuse they have faced in their own lives. They included celebrities and public figures such as Bjork and Olympic gymnast McKayla Maroney, as well as ordinary people who felt empowered to finally speak out. The story moved beyond any one man; it became a conversation about men's behaviour towards women and the imbalance of power at the top. The effects are being seen every day. One anonymous woman used the #MeToo hashtag to accuse Vice journalist Sam Kriss of forcibly kissing and harassing her. Kriss posted an apology on Medium but has since been sacked from Vice and had his membership to the Labour party suspended. On Thursday, British GQ's political correspondent, Rupert Myers, was also fired after several women made allegations against him on Twitter. The next day, Vox Media's editorial director, Lockhart Steele, was fired over allegations made against him in a Medium post"[48].

India too was also fighting back on this issue and supporting this campaign. In India there were always hidden system operated by women to inform and warn women about presence of sick men among them. But in public domain it is new. In India women still not preferred to reveal their names making it a topic of criticism as still the main aim was cheated. Names of men went online but the accusers still did not dare to appear. Unlike the west, where they came out to fight back, celebrities from all spheres came online to show the support, strengthening the campaign[49].In India it was not up to that wavelength. Even the accused people were enjoying life as usual there was no pressure, impact on them as people still preferred to stay silent. India Today also published an article supporting the campaign that this campaign is a reminder to the society is a culture and it is not ok. It needs to be changed and stopped forever[50].

In January,2018 the Hollywood celebrities including top stars, directors, producers, nominees and presenters wore black to protest the gender inequality and to support the sexual allegations at #MeToo. This trend was visible in 75th annual Golden Globes. Tom Hiddleston, Jennifer Lopez,Nicole Kidman, Reese Witherspoon, Meryl Streep, Emma Watson, Laura Dern, Ai-Jen Poo, Debra Messing, Allison Brie, American Ferrera, Michelle Williams, Eva Longoria, Kerry Washington, Katherine Langford, Sarah Jessica Parker, Viola Davis, Margot Robbie, Jessica Biel, Gal Gadot, Dwayne Johnson, Natalie Portman, Lady Gaga, Evan Rachel Wood, Comedian and activist Nick Jack Pappas, Sarah Paulson, Amanda Peet wearing black for supporting the cause were on front pages of newspapers and magazines. The list is long, but message is clear, protest against sexual abuse at one of the most prestigious stage of films is carrying forward the #MeToo campaign from social media activism to real life activism. The recent researches done on the impact of social media on children, women, society and on activism and social development are taking a balance note

on the impact factor of social media. As Rosi Braidotti, "Cyberfeminism with a difference"[51], winds up her discussion with, "The central point remains, there is a credibility gap between the promises of virtual reality and cyberspace and the quality of what it delivers. It consequently seems that in the short range, this new technology frontier will intensify the gender gap and increase the polarisation between the sexes. Weare back to the war metaphor, but its location is the real world, not the cyberspace of abstract masculinity. The most effective strategy remains for women to use technology in order to disengage our collective imagination from the phallus and its accessory values: money, exclusion and domination, nationalism, iconic feminity and systematic violence." So social media impact was felt long back by Sadie Plant, D. Haraway, Faith Wilding but how and how much was yet to be discovered. #MeToo campaign brought down this idea that cyberfeminists approaching social media for communication and attracting support and community building is not only successful but viral process to call for changes. In less time, making feel the global presence is a positive feature of social media. writes in her conclusion of her study that women in this study experienced significant empowerment outcomes through their experiences with voicing themselves online. Still they are constrained and face substantial challenges. Scholars and practitioners should strive to hear the voices of women online and work with them to find out the practical solutions to these barriers[52]. But study affirmed the potential of social media for feminist activism with share of problems. Previous studies have projected, the Internet does present potential for the empowerment of marginalized groups (Harcourt,1999; Mitra 2001, 2004,2005)[53].In the study done by Rammah Ghanin Mohammed from University Utara Malaysia submitted a research thesis in 20156 with title, "The Role of Social Media in Empowering the involvement of women in information technology workforce in Iraq", that there is a signification relationship between women's awareness and the encouragement of women in the IT workforce using the social media. Social media use empowers the women and their number in IT workforce[54] . "Gender Equality Issues Displayed in Social Network Facebook" a comparative study of four NGOs from Sweden and Georgia, done by researcher Ana Nonikashvili (2013),[55] ,states that Social networks cover all information's about movements and activities, goals, values, news that gives NGOs ease and openness. It helps in interactivity, inform about the importance of change, criticize the current situation, celebrate every achievement. Social media campaigns, online protests, cyberfeminist activism using social media are getting enough audience and viewers' attention, support and are helpful in brining social change is the message received from the #MeToo. social media can bring social changes for making world a safer place for women and girls, but online trolling, threats and abuses to feminists are simultaneously being noticed. That also need to be studied, analysed and solved to access the real social media impact in cyber activism of feminism[56].

CONCLUSION

Erin Gallagher did a social network analysis of the #MeToo campaign. Author is a multimedia artist, writer, data visualization creator. She writes on the website medium, an online portal for stories and ideas of people's interest[57]. The graph of 24,722 #MeToo tweets contains 25,218 nodes, 16,183 edges and 10,709communities. Author never seen a hashtag network with so many communities before. The dense areas filled with what looks like white dots are tens of thousands of small groups of people connecting in the #MeToo hashtag. There are too many groups for her to color each one, but she tried to color enough of them to show that those are not white dots randomly floating around in this network[58].Author confirmed that after tweets, hashtag spread globally and over one million tweets in 48 hours and over 12 million posts, comments and reactions and Facebook[59].

#Yo Tambien is the adopted version of #MeToo in Spanish. Author observed 21,582 tweets in Spanish in same two days, the social network graph of yo Tambien was having 17,006 nodes and 15,040 edges and 4,685 communities[60].

Valentina D'efippo is another author on Medium website, writes about the trends online for #MeToo[61]. The object of this project was to get a visual exploration and to capture the shape of this campaign[62]. The analysis of the social network analysis done in this project highlighted the magnitude of this problem across nations. The keywords on the social media during #MeToo were also presented in a graph. In those six months of #MeToo, data of the important moments was also drawn by author to see how the movement spreads. This showed the most peculiar and most popular tweets conceptualized in numbers [63].

Author Hugo Browne-Anderson a data journalist and form Data camp also did social network analysis of #MeToo in 2017. After the data analysis of #MeToo tweets in past weeks in October-November 2017[64]. He also presented word cloud between October 24th to November 7th in 2017 after the campaign[65]. It showed the prominence of the words me too, sexual, speak abuse, harassment, feeling, feel, hope, survivor etc., which in passing weeks, the trend remained spreading[66]. The data of tweets and retweets on the basis of language showed the prominence of language English in tweets, but other languages like French, Dutch, German, Swedish, Japanese, Spanish, Korean also followed the trend of tweets[67]. Milano's original tweet had been retweeted more than 13,000 times and liked more than 28,000 times, with more than 38,000 replies. And the idea has been picked up by an untold number of social media users on Facebook, Twitter, Instagram and other sites. The #MeToo hashtag had been used more than 200,000 times since Sunday night[68].

As the result of being this case study a global phenomenon and in the impact, it was observed how very influential people not only lost their respect, career and honor.Traditional media also supported

this campaign and played an important role in its spread and keeping it alive in news.#MeToo raised the issue of molestation and abusive behaviours at work place. Me too was also about the blackmailing of women, and biased behaviour of men in authority or colleagues, for sexual favours in different profession. Social media was chosen as the platform and tool to communicate it. It is the cyberfeminist effort to fight back with the molestation and violence against women which remain the main issue throughout this campaign.

The participants in this case study were belonging to many countries, cultures and languages and all were users of social media, traditional media was writing about the developments and follow ups of this event. But most of the dissemination of information, communications, interactions were happening on Facebook and Twitter hashtag and blogs. So, it is evident that social media is a tool of cyberfeminism. The quick and viral response to the #MeToo and its adoption by more than 85 countries, and it's still going on impacts across world is a hint towards the impact of social media cyberfeminism.

REFERENCES

1. Subramanian, K. R. Influence of Social Media in Interpersonal Communication. International Journal of Scientific Progress and Research, 2017; 38: 60-75.

2. UNESCO. "Half of the world will be online by 2017- UN Broadband Commission releases new country-by-country data on state of broadband access worldwide" [online].2014[2018 September 21] Retrieved from UNESCO: https://en.unesco.org/news/half-world-will-be-online-2017-broadband-commission-releases-new-country-country-data-state.

3. Rohlinger, D. A. How Socail Movements are Using the Internet to Change Politics. Scholars Strategy Network. 2012.

4. D.P. Donatella, M. D. Socail Movements an introduction. Oxford: Blackwell Publishing.2006.1350162.

5. Langman, L. From Virtual Public Sphere to Global Justice : A Critical Theory of Internetworked Social Movements. Sociological Theory, 2005;23(9): 42-74.

6. Mia, C. Cyberfeminism. In S. J. (Ed.), Encyclopedia of new media. Thousand Oaks,CA: Sage Publications.2003:108-110.

7. Guertin, C. Quantum Feminist Mnemotechnics: The Archival Text, Digital Narrative And The Limits of Memory. University of Alberta. 2003.

8. FRA, E. U. Violence against women: an EU-wide survey. Vienna,Austria: FRA- European Union Agency for Fundamental Rights. 2015.

9. WHO. "Global and regional estimates of violence against women: prevalence and health effects of intimate partner violence and non-partner sexual violence" [online]. 2013 [2019 March 21] Italy: WHO Library Cataloguing-in-Publication Data.

10. Somolu, O. 'Telling our own stories': African women blogging for social change. Gender & Development,2007; 15(3): 477-489.

11. Chittal, N. "How Social Media is changing the feminist movement' [online].2018 [2018, April 06] Retrieved from MSNBC: http://www.msnbc.com/msnbc/how-social-media-changing-the-feminist-movement.

12. TESOL. (n.d.). "Qualitative Research: Case Study Guidelines" [online].2017 Retrieved from Case Study Guidelines: https://www.tesol.org/read-and-publish/journals/tesol-quarterly/tesol-quarterly-research-guidelines/qualitative-research-case-study-guidelines.

13. Creswell, J. Qualitative Inquiry and research Design :Choosing among Five atraditions. CA: Thousand Oaks, Sage. 1998; 15-33.

14. Yin, R. K. "Case Study Research Design and Methods" [onlin]e [2003] California: Sage Publisher.

15. Tamplin, H. "Woman who started #MeToo movement has been helping sex assault survivors for 10 year" [online].2017 [2018, October 17] Retrieved from Metro News: https://metro.co.uk/2017/10/17/woman-who-started-metoo-movement-has-been-helping-sex-assault-survivors-for-10-years-7005580/.

16. Chen, J." Alyssa milano Wants Her 'Me Too' Campaign to Elevate harvey Weinstein Discussion' [online]. 2017 [2017,October17] Retrieved from Rolling Stone: https://www.rollingstone.com/movies/movie-news/alyssa-milano-wants-her-me-too-campaign-to-elevate-harvey-weinstein-discussion-123610/.

17. Samuel, H. "Brigitte Macron Urges women to'break the silence', as French Elle publishes cover of murdered girlfriend of rockstar" [online].2017[2017, October 17] Retrieved from The Telegraph : https://www.telegraph.co.uk/news/2017/10/17/brigitte-macron-urges-women-break-silence-french-elle-publishes/.

18. Khomami, N. "#MeToo: how a hashtag became a rallying cry against sexual harassment" [online].2017 [2017, October 20] Retrieved from The Guardian: https://www.theguardian.com/world/2017/oct/20/women-worldwide-use-hashtag-metoo-against-sexual-harassment.

19. Seales, R. "What has #MeToo actually changed?"[online].[2018, May 12] Retrieved from BBC News: https://www.bbc.com/news/world-44045291.

20. Borgerding, K. "The ;Me Too' movement against sexual harassment and assault is sweeping social media" [online]. 2017 [2017, October 16]Retrieved from recode: https://www.recode.net/2017/10/16/16482410/me-too-social-media-protest-facebook-twitter-instagram.

21. Codrea-Rado, A. "#MeToo Floods Social media With Stories of Harassment and Assault' [online]. 2017 [2017, October 16] Retrieved from The New York Times: https://www.nytimes.com/2017/10/16/technology/metoo-twitter-facebook.html.

22. Rogers, J. "#MeToo : Hoe an 11-year-old movement became a social media phenomenon" [online] . 2017 [2017, December 1] Retrieved from Fow News: https://www.foxnews.com/tech/metoo-how-an-11-year-old-movement-became-a-social-media-phenomenon.

23. Haribhakti S., S. A. "#MeToo Campaign Showed That Misogyny is a Deeply Cultural Issue. here's Why It Was Sorely Needed" [online].2-17 [2017, October 27] Retrieved from The Wire: https://thewire.in/culture/me-too-harvey-weinstein-sexual-harassment.

24. Harvey, O. "Gabrielee Union - a rape survivor - spoke about sexual assault in a powerful series of tweets" [online]. 2016 [2016, October 16] Retrieved from Hello Giggles: https://hellogiggles.com/celebrity/gabrielle-union-rape-survivor-spoke-sexual-assault-powerful-series-of-tweets/.

25. Burke, L. "The #MeToo shockwave: how the movement has reverberated around the world" [online].2018 [2018, March 9] Retrieved from The Telegraph: https://www.telegraph.co.uk/news/world/metoo-shockwave/.

26. Thorpe, J. "This Is How Many People Have Postes "Me Too" Since October, According To New Data" [online].2017 [2017, December 1] Retrieved from Bustel: https://www.bustle.com/p/this-is-how-many-people-have-posted-me-too-since-october-according-to-new-data-6753697.

27. Reuters/IPSOS. "Ipos Poll Conducted for Reuters, #MeToo 10.30.2017" [online] [2017, October 30] Retrieved from IPSOS: https://www.ipsos.com/sites/default/files/ct/news/documents/2017-10/2017%20Reuters%20Tracking%20-%20%23MeToo%2010%2030%202017.pdf.

28. Rajeshwari, R. "#MeToo movement against sexual harassment-Calling for collective social responsibility" [online]. 2017 [2017, December 31] Retrieved from Times of India ,Blogs , Khaki Dairies: https://timesofindia.indiatimes.com/blogs/khaki-dairies/metoo-movement-against-sexual-harassment-calling-for-collective-social-responsibility/.

29. Deodhar, N. "High spirits, but only for men: Women come forward alleging rampant sexual harassment at Pune bar" [online]. 2017[2017, October 17] Retrieved from Firstpost Print: https://www.firstpost.com/india/high-spirits-but-only-for-men-women-come-forward-alleging-rampant-sexual-harassment-at-pune-bar-4147775.html.

30. Duttagupta, I. "Law student who created name & shame list now fears for personal safety. Retrieved from The Economic Times" [online]. 2017 [2017, November 13] Available from : https://economictimes.indiatimes.com/news/politics-and-nation/law-student-who-created-name-shame-list-now-fears-for-personal-safety/articleshow/61629911.cms.

31. Cornfield, M. "The Public Echoes of Rhetoric in America (PEORIA) Project" [online] [2016] Retrieved from The Graduate School of Political Management: https://gspm.gwu.edu/public-echoes-rhetoric-america-peoria-project.

32. Williams, C. B. "Introduction : Social Media, Political marketing and the 2016 U.S. Elections" [online]. 2017 [2017] Journal of Political Thinking, 207-211.

33. Khomami, N. "#MeToo: how a hashtag became a rallying cry against sexual harassment" [online]. 2017 [2017, October 20] Retrieved from The Guardian: https://www.theguardian.com/world/2017/oct/20/women-worldwide-use-hashtag-metoo-against-sexual-harassment.

34. AFP."#MeToo campaign moves to French streets" [online]. 2017 [2017, October 29].Retrieved from news 24 : https://www.news24.com/World/News/metoo-campaign-moves-to-french-streets-20171029.

35. Connolly, E. A. "Roman Polanski arrested in Switzerland 31 years after fleeing trial' [online] [2009, September 27] Retrieved from The Guardian: https://www.theguardian.com/film/2009/sep/27/roman-polanski-arrest-switzerland-custody

36. Wildman, S. France's "Me Too" campaign may come with legislation" [online] . 2017 [2017, October 18] Retrieved from Vox: https://www.vox.com/world/2017/10/18/16490818/france-me-too-weinstein-sexual-harassment.

37. Ghita, O. "Agerpre"[online] [2017, November 02]Retrieved from Interview Marlene Schiappa : There is a presumption of incompetence,discrimination against women in the workplace: https://www.agerpres.ro/english/2017/11/02/interview-marlene-schiappa-there-is-a-presumption-of-incompetence-discrimination-against-women-in-the-workplace-12-24-36.

38. Tabary, Z. "#ExposeYourPig: French women name and shame harraggers" [online]. [2017, October 19]Retrieved from Reuters: https://www.reuters.com/article/us-women-sexcrimes-media/exposeyourpig-french-women-name-and-shame-harassers-idUSKBN1CO2JV.

39. Harwood, E. "Emmanuel Macron Plans to Revoke Harvey Weinstein's French Legion of Honor Award, Weinstein's troubles have crossed international borders" [online]. 2017 [2017, October 16] Retrieved from VanityFair: https://www.vanityfair.com/style/2017/10/emmanuel-macron-harvey-weinstein-legion-of-honor-revoked.

40. Samuel, H. "Brigitte Macron Urges women to'break the silence', as French Elle publishes cover of murdered girlfriend of rockstar" [online]. 2017[2017, October 17] Retrieved from The Telegraph : https://www.telegraph.co.uk/news/2017/10/17/brigitte-macron-urges-women-break-silence-french-elle-publishes/.

41. Peltier, D. B. "France Considers Fines for Catcalls as Women Speak Out on Harassment" [online].2017[2017, October 17] Retrieved from The New York Times: https://www.nytimes.com/2017/10/17/world/europe/france-harassment-twitter-weinstein.html.

42. Abrams, J. K. "Gwyneth Paltrow, Angelina Jolie and Others Say Weinstein Harassed Them, "This way of treating women ends now," Ms. Paltrow said as she and other actresses accused the producer of casting-couch abuses"[online].2017 [2017, October 10]Retrieved from The New York Times: https://www.nytimes.com/2017/10/10/us/gwyneth-paltrow-angelina-jolie-harvey-weinstein.html.

43. Zillman, C. "A New Poll on Sexual Harassment Suggests Why 'Me Too' Went So Insanely Viral" [online]. 2017 [2017, October 17]Retrieved from Fortune: Fortune.com/2017/10/17/me-too-hashtag-sexual-harassment-at-work-stats/.

44. Zillman, C. "A New Poll on Sexual Harassment Suggests Why 'Me Too' Went So Insanely Viral" [online].2017 [2017, October 17]Retrieved from Fortune: Fortune.com/2017/10/17/me-too-hashtag-sexual-harassment-at-work-stats/.

45. Stevens, J. &. "George H.W.Busg Apologizes After Women Accuse Him of Grabbing Them." [online]. 2017 [2017, October 27] Retrieved from The New York Times: https://www.nytimes.com/2017/10/27/us/politics/george-bush-women.html.

46. Stevens, J. &. "George H.W.Busg Apologizes After Women Accuse Him of Grabbing Them." [online]. 2017 [2017, October 27] Retrieved from The New York Times: https://www.nytimes.com/2017/10/27/us/politics/george-bush-women.html.

47. Nair, S. "#Me Too trends on social meida as women speak up about sexual abuse"[online]. 2017 [2017, October 16] Retrieved from yourstory.com: https://yourstory.com/2017/10/metoo-trends-women-speak-sexual-abuse.

48. Khomami, N. "#MeToo: how a hashtag became a rallying cry against sexual harassment" [online] . 2017 [2017, October 20] Retrieved from The Guardian: https://www.theguardian.com/world/2017/oct/20/women-worldwide-use-hashtag-metoo-against-sexual-harassment.

49. Khomami, N. "#MeToo: how a hashtag became a rallying cry against sexual harassment" [online] . 2017 [2017, October 20] Retrieved from The Guardian: https://www.theguardian.com/world/2017/oct/20/women-worldwide-use-hashtag-metoo-against-sexual-harassment.

50. Conversation, T. "#MeToo is riding a new wave of feminism in India" [online]. 2017 [2018, February 1] Available from The Conversation.com: http://theconversation.com/metoo-is-riding-a-new-wave-of-feminism-in-india-89842.

51. Conversation, T. "#MeToo is riding a new wave of feminism in India" [online]. 2017 [2018, February 1] Available from The Conversation.com: http://theconversation.com/metoo-is-riding-a-new-wave-of-feminism-in-india-89842.

52. Braidotti, R. (n.d.). "Cyberfeminism with a difeerence"[online]. 2017 [2018, February 1]Available from http://webs.ucm.es/info/rqtr/biblioteca/ciberespacio%20gltb/Cyberfeminism%20with%20a%20difference.pdf.

53. "Voicing Online : Catalysts and Constraints For Women's Empowerment" [online] . 2017 [2013] Available from http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.1014.9013&rep=rep1&type=pdf.

54. R.G.Mohammed. "The role of social media in empowering the involvement of women in information technology workforce in Iraq" [online] . 2017 [2018] Available from Perpustakaan Sultanah Bahiyah: http://etd.uum.edu.my/id/eprint/5623.

55. Nonilashvili, A. "Gender Equality Issues Displayed in the Social Network Facebook" [online]. 2018 [2018 December 14] Available from Diva Portal: https://www.diva-portal.org/smash/get/diva2:700157/FULLTEXT01.pdf.

56. Nonilashvili, A. "Gender Equality Issues Displayed in the Social Network Facebook" [online]. 2018 [2018 December 14] Available from Diva Portal: https://www.diva-portal.org/smash/get/diva2:700157/FULLTEXT01.pdf.

57. Gallagher, E. "#MeToo hashtag network visualization" [online]. 2017 [2017, October 21] Available from Medium: https://medium.com/@erin_gallagher/metoo-hashtag-network-visualization-960dd5a97cdf.

58. Gallagher, E. "#MeToo hashtag network visualization" [online] . 2017 [2017, October 21] Available from Medium: https://medium.com/@erin_gallagher/metoo-hashtag-network-visualization-960dd5a97cdf.

59. Gallagher, E. "#MeToo hashtag network visualization" [online]. 2017[2017, October 21] Available from Medium: https://medium.com/@erin_gallagher/metoo-hashtag-network-visualization-960dd5a97cdf.

60. Gallagher, E. "#MeToo hashtag network visualization" [online] . 2017 [2017, October 21] Available from Medium: https://medium.com/@erin_gallagher/metoo-hashtag-network-visualization-960dd5a97cdf.

61. D'Efilippo, V. "Medium. Retrieved from #METOOMENTUM trending seeds, A visualization of the #MeToo movement" [online]. 2018 [2018, September 27] Available from: https://medium.muz.li/the-anatomy-of-a-hashtag-a-visual-analysis-of-the-metoo-movement-ba4ecf9b130b.

62. D'Efilippo, V. "Medium. Retrieved from #METOOMENTUM trending seeds, A visualization of the #MeToo movement" [online]. 2018 [2018, September 27] Available from: https://medium.muz.li/the-anatomy-of-a-hashtag-a-visual-analysis-of-the-metoo-movement-ba4ecf9b130b.

63. D'Efilippo, V. "Medium. Retrieved from #METOOMENTUM trending seeds, A visualization of the #MeToo movement" [online]. 2018 [2018, September 27] Available from: https://medium.muz.li/the-anatomy-of-a-hashtag-a-visual-analysis-of-the-metoo-movement-ba4ecf9b130b.

64. Bowne-Anderson, H. "How the #MeToo Movement spread on Twitter" [online].2017 [2017, October 16]. Available from DataCamp: https://www.datacamp.com/community/blog/metoo-twitter-analysis.

65. Bowne-Anderson, H. "How the #MeToo Movement spread on Twitter" [online]. 2017 [2017, October 16]. Available from DataCamp: https://www.datacamp.com/community/blog/metoo-twitter-analysis.

66. Bowne-Anderson, H. "How the #MeToo Movement spread on Twitter" [online].2017 [2017, October 16]. Available from DataCamp: https://www.datacamp.com/community/blog/metoo-twitter-analysis.

67. Bowne-Anderson, H. "How the #MeToo Movement spread on Twitter" [online].2017 [2017, October 16]. Available from DataCamp: https://www.datacamp.com/community/blog/metoo-twitter-analysis.

68. Cooper, G. F. "Why You're seeing #MeToo on friends' social media pages" [online]. 2017 [2017, October 16] Available from CNET: https://www.cnet.com/news/why-youre-seeing-metoo-on-friends-social-media-pages-alyssa-milano/.