

The Role of Feminist Social Media Movements in Shaping Youth Ideologies and Activism

Priyanka Singh

Department of Journalism and Mass Communication
BVICAM, New Delhi
priyanka@bvicam.in

Parimal Kumar

Department of Journalism and Mass Communication
BVICAM, New Delhi
parimal.kumar@bvicam.in

Raghav

Department of Journalism and Mass Communication
BVICAM, New Delhi
raghav@bvicam.in

Sofia

Department of Journalism and Mass Communication
BVICAM, New Delhi
sofia@bvicam.in

Abstract-By increasing the visibility of women's rights issues, facilitating effective communication, helping people to organize, to educate people on the history of women and current events and to motivate people to become activists in the Fight for greater equality, social media can help the feminist movement is progressing. However, social media also has the risk of undermining movement through online trolls and erroneous information, persistent body image problems caused by cultural beauty standards and altered critical thinking. Women have a new platform that can be spoken thanks to social networks. Social networks are discovered by allies from the ability to find new opportunities for women to protect women's rights, contribute to solidarity, and gain general experience. The discussions bring together young people from all over the world, from politicians and parliamentarians to farmers and small business owners, to support each other in the movement for gender equality.

As social media usage increases, all users have the opportunity to use their platforms to promote causes such as the feminist movement and promote greater equality. Social networks hang awareness of women's rights, ensure effective communication, support the organization of the group, inform the public about women's history and affairs and encourage people to become militants. However, social media also promotes online bullying and misinformation, encloses users in a never-ending quest for perfection dictated by cultural beauty standards, and stifles critical thought. Through the eyes of people developing educational campaigns on women's history, women's rights concerns, and activism, this project explores how social media can either have a very strong and positive impact on the youth of this generation so they can take stand for equality of men and women across the globe and influence others to do so, or otherwise.

Keywords: *Feminism, Media, Youth, Challenges, Social Media, Feminism and Media*

I. INTRODUCTION

Before 2020, New Media or social media has been extensively used as a means for feminist social media movements addressing social issues like the trauma of erotic assault. The aim of this study is to comprehend how social media users have used Twitter to describe traumatic experiences

of sexual violence and why victims choose not to publicize their experiences, and how users are part of digital activism (i.e., social networks) to promote media movements against sexual violence and increase social action [1].

The term known as feminism advocates for the legal and political equality of women in political, social, cultural, and economic spheres. According to Beecher [2], Charles Fourier first used the term "feminism" in 1837. Three waves of feminism have influenced it and added to the conditions necessary for equality to prevail. The first wave, which encompasses equality in social and economic rights, starts in the late 19th and early 20th centuries. It involved the campaigns for social equality and women's voting rights. In 1960, the Second wave of feminism began with the call to eradicate patriarchy. The women mobilised in support of their educational options, divorce rights, and employment prospects. Third wave feminism began in the 1990s with concerns about gender violence and women's oppression.

The "younger generation of feminists" is what I think will make feminism in the future "Apathetic" and "Apolitical." This surprised me because I had always valued my classmates' feminism more than anything else. I had learned more about feminist theory via my encounters with friends than I had in the classroom, though I would never confess it out loud. Where did this divergence of views come from? Politicians haven't changed in a generation, but politics has changed a lot.

While it is impossible to determine exactly when online spaces began to be used for feminist activism in India, Nisha Susan's use of Facebook for the Pink Chaddi campaign can be seen as a turning point. It acknowledged the value of social media as an activist tool. In response to the attack on women by the Hindu right-wing organization Sri Ram Sene in a pub in Mangalore, the Pink Chaddi movement was started in 2009. A Facebook group started by a group of women going by the name "Consortium of Pub-going, Loose, and Forward Women" attracted close to 30,000 members in a week. The group's members then organised a campaign to send 3,000 pink pants to Sri Ram Sene's leader. The campaign gained notoriety not only

for its unconventional method of protest that questioned conventional ideas of activism but also for how it skillfully utilized social media to draw attention to its cause. Since then, Indian feminists have studied and used digital technology in a variety of ways to highlight a number of feminist issues.

While protest marches, rallies, and dharamas continue to dominate the popular conception of activism, it's interesting to consider whether digital technology has helped to change what constitutes activism itself. Although the use of digital technology for political transformation has been extensively researched, my interest is in the specific role it plays in feminist activism and politics. Does feminism have the power to change the characteristics of digital technology and the ways in which it is associated with masculinity Wajzman [3]? Do access problems prevent social media from evolving into a democratic public space? I began my investigation on the use of digital technology to transform feminist activism in the Indian setting with these superficial questions in mind.

My own use of social media and feminist politics have served as the inspiration for my research on feminist activism in online settings. I had been discussing with a colleague the idea of starting an Instagram page to start conversations on online violence against women around the time that this article was being prepared. I kept thinking back to my own experiences utilizing social media for feminism action. As a result of interactions, I've had in various feminist online communities, several of the questions presented in this study have come up. (Including From the Streets to the Web and Looking at Feminist Activism on Social Media)

In what way Social Media has “Reshaped Feminism”?

While women continue to be underrepresented in the media in general, social media promotes a more level playing field, allowing the voices of women from a broader range of backgrounds and countries, with or without traditional power, to be heard.

In fact, the movement for women's rights has entered a new phase thanks to social media. To start with, it highlights common experiences and fosters solidarity. The controversial "Media Men List" creator, Moira Donegan, wrote about how the #MeToo movement exposed a divide in contemporary feminism between the movement's collective liberation approach and an individualistic, self-sufficient, or "pulling yourself up by your own bootstraps" ethos. According to Donegan, the #MeToo movement is altering the feminist mission by exposing a branch of feminism that is focused on community and solidarity. The purpose of the movement is to create a society where no woman has to use the hashtag #MeToo. It is based on the premise that we are all responsible for eliminating sexism.

In the United States, women practice social media more than men by using major platforms except LinkedIn. In spite of this, female Twitter users are knowingly less likely than male users to be retweeted. According to Adweek, men retweet nearly twice as much as women. According to Amnesty International, women are more likely to face cyberbullying on Twitter. A study on internet usage and women's political activism in the Middle East and North Africa discovered that, while social

media reduces the cost of participating in political protest for all citizens, there is still a gender gap in participation, even among men and women who use social media on a regular basis. There are gendered barriers for women online, just as there are in public space, ranging from online harassment to increased visibility, which can lead to targeted repression.

However, the women's power online might be easier to equalize than women's rights offline, where those rights are often impeded by cultural norms, legal restrictions, economic impediments, and other considerations. The Atlantic claims that because women are less likely than men to utilize conventional hashtags, which broaden the reach of their messages, they are less likely to be retweeted. But women's power online might be easier to equalize than women's rights offline, where those rights are often impeded by cultural norms, legal restrictions, economic impediments, and other considerations. The Atlantic claims that because women are less likely than men to utilize conventional hashtags, which broaden the reach of their messages, they are less likely to be retweeted.

II. SIGNIFICANCE OF THE STUDY

The Social Media, for example, has not only democratized information but also played a significant role in involving the people in social and political issues. Because of this, content producers, businesses, and users may collaborate in real time to freely express ideas and share information.

Social media platforms come in a variety of forms, but they all serve the same general purposes, which include fostering social bonds and economic or business opportunities. Social media platforms are not just for broadcasting, but also serve as platforms for discussion, unlike traditional media where only professionals produce the content. The rapid exchange of information and knowledge across boundaries enables transnational.

RESEARCH OBJECTIVES

- To analyze how feminist social media movements influence youth perceptions of gender equality.
- To evaluate the role of social media in encouraging youth participation in feminist activism.
- To investigate the challenges posed by online harassment and misinformation within feminist social media movements.

III. REVIEW OF LITERATURE

Taylor and Francis Online argue that the communicative power of social media during the 2019 8M feminist strike, as well as the risks taken by elite activists, were critical to the campaign's success, as my research of tweets and interviews with participants and activists of the resurgent #MeTooIndia movement in 2018 demonstrates [4]; however, suburban voices and experiences were excluded. Particularly in the Indian context, the burdensome and draining nature of digital labors is an unacknowledged aspect of women's activism online, adding

to the already underappreciated and rarely acknowledged responsibilities of work for women. There may have been offline action in addition to online action in this case, but participants found no extra support. The interviews demonstrate that social media platforms' inherent sexism compounds problems and has detrimental effects on online feminist campaigning.

The Impact of Feminist Media Approaches on Youth. This study examines the impact of young women's online activism on the visibility of feminist participation, taking into account insights from the 'third wave' literature [5]. It finds a generational gap in the ways in which these women have engaged in feminist activism and argues that online activism is a key form of engagement for many young women, based on 40 interviews with women of various ages who are interested in women's political issues. Online activism hides many young women's activities from the general public and from politically active women of previous generations because it is only visible to those who utilize it. Many of the older interviewees I spoke with had no idea how much political vigor young women bring to online forums like blogs and Facebook. They worry that there will not be enough young women to return to work after they retire. The study concludes that while online political activism offers many opportunities for feminist participation, it also excludes those who do not use new media and reinforces generational differences among women involved in feminism.

There are studies suggesting that research into differences in sexual orientation and increased gender roles in the public sphere are linked to feminism. Feminism is simply the belief in equal rights between men and women. It has nothing to do with hating guys. It has nothing to do with women being better than men. This has nothing to do with the denial of femininity [6]. The aim of her research was to explore how young people perceive feminism and how it influences them, as well as to explore feminist content on social media. 150 people between the ages of 16 and 30 responded to an online survey on social networks. The survey shows that young people are fully aware of the word "feminism" and support gender equality. At the same time, 41% of young people support the ideas of feminism and gender equality.

Taylor and Francis are looking at the ability to communicate social networks during 8m 2019 feminist strikes in Spain. The growth and distribution that the feminist movement is currently experienced is related to the structure of digital media communication [7]. We argue that if this online movement does not lead to street mobilization, hegemonic powers could hinder the advancement of the feminist agenda, despite the widespread appeal made possible by this communication system. We observe two facts of digital feminism: the individual neoliberal one and the one that involves street activism. In this study, girls participate, negotiate, examine various mechanisms that include feminism in social networks at the fourth school, and around him as an educational platform to fight daily gender discrimination. In order to solve social network feminism as a remarkable model of femininity postminist pathology, including psychological dissatisfaction and physical discomfort focusing

on the youth feminist group. I am studying how I provided the forum.

The popularity of these online campaigns has led to the emergence of numerous online forums, groups, blogs, pages, and profiles that support and promote the ideology of contemporary feminism [8]. For example, on Instagram, many public profiles specifically create and curate creative content based on real-life issues and incidents to promote feminist views among users and followers of these profiles, mainly young people. Despite the slow change process caused by the creation and consumption of feminist content, a large amount of training will occur among young Indian people. In this study, Instagram is a favorite use of five feminist creators /influential people on Instagram on social networks, of which four prefer Whatsapp and two Twitter. According to Merriam Webster, feminism is "a belief in and advocacy of political, economic, and social equality of the sexes that is expressed particularly through organized activities on behalf of women's rights and interests".

IV. RESEARCH METODOLOGY

Research Method: The study employs a quantitative research method, which involves collecting numerical data and analyzing it using statistical techniques. Quantitative methods are suitable when the aim is to quantify data and generalize findings from a sample to a broader population.

Sampling Design: The sampling design is based on random sampling, a probability sampling technique. With probability sampling, each member of the population has an equal and known chance of being selected for the sample.

Sampling Method: Sampling refers to the statistical process of selecting and studying the characteristics of a relatively small number of items from a relatively large population of such items, to draw statistically valid inferences about the characteristics of the entire population. The method of sampling which we would like to adopt is Simple Random Sampling. Simple random sampling ensures that each possible sample has an equal probability of being selected, and each item in the entire population has an equal chance of being included in the sample.

Data Collection Method: The survey method was used to collect data for collecting the data on the topic-"Effect of Feminist Social Media Movement on Youth" This is a random survey study. Surveys are commonly employed in quantitative research to gather data from a sample of the population.

INTERVIEW

For the Research, we interact with the people and start to know their views of points about the usage of social media in elderly women. And does the internet influence their minds?

SURVEY METHOD

We would ascertain the effect of social media on women and it's usage, the amount to which they have observed changes in their behavior, and the degree to which the youth feel impacted by the same by using the survey method.

A questionnaire was the instrument used for data collection. A questionnaire is a structured list of questions designed to elicit specific information from respondents. It is a commonly used tool in survey research that facilitates systematic data collection.

As per the drawn objectives, the researchers plan to collect quantitative data through random sampling, structured questionnaires, and quantitative methods to investigate how media portrayals of violence influence teenage behavior. This data will be analyzed statistically.

The area we choose for the Survey was from different states of India. The survey was random survey there is no biasedness. In research, we have two types of Data collection Primary Data & Secondary Data. In Primary Data we interact with the people about the topic, make questionnaires, do case studies and observe the people.

SAMPLE SIZE

A total of 101 respondents were questioned during the survey, and the input from these respondents which was collected in Delhi NCR formed the primary data for the study.

Research tool: Questionnaire and Interview

V. ANALYSIS AND RESULT

Category	Option	Percentage
Gender	Male	43%
	Female	56%
Age Group	15-17 years	6%
	18-20 years	59%
	21-24 years	35%
The majority of respondents are between 18-20 years old (59%), indicating that the youth demographic, particularly those in late adolescence, is highly engaged in feminist social media movements.		
Users on social media is most active on?	Instagram	62%
	Facebook	13%
	Twitter	14%
	Other	7%
	Snapchat	2%
	YouTube	1%
	WhatsApp	1%
Instagram is the most popular platform among the respondents (62%), suggesting that it plays a significant role in shaping youth perceptions and engagement with feminist content.		
Social Media Predicting Better Future for Feminist Movements	Yes	72%
	No	11%
	Maybe	17%
A large majority (72%) believe social media is fostering a positive future for feminist movements, highlighting the perceived importance of online platforms in advancing gender equality.		
Have you ever been bullied online?	Instagram	62%
	Facebook	13%
	Twitter	14%
	Other	11%
Nearly half of the respondents (45%) believe feminism is misunderstood by the youth, indicating a potential gap in awareness or education regarding feminist principles.		
Do you think feminism is wrongly perceived by the youth?	Yes	45%
	No	32%
	Maybe	23%

Nearly half of the respondents (45%) believe feminism is misunderstood by the youth, indicating a potential gap in awareness or education regarding feminist principles.		
Have you ever promoted and supported feminist movements on social media?	Yes	63%
	No	37%
A significant majority (63%) of respondents have actively promoted feminist causes on social media, demonstrating a strong level of participation and advocacy among youth.		
According to you, which social media brings the most favorable changes	Instagram	55%
	Facebook	7%
	Twitter	30%
	Other	8%
Instagram is considered the most influential platform (55%) in driving positive changes, reinforcing its role as a key tool for feminist activism among young people.		
Do you Believe in Gender Equality concept in Feminist movement?	Yes	81.8%
	No	3%
	Maybe	15.2%
An overwhelming majority (81.8%) of respondents support the concept of gender equality within feminist movements, suggesting strong alignment with the core values of feminism among the youth.		

VI. CONCLUSION

The use of social media has become the primary scenario of modern online communication, and it thus plays an important role in the process of developing a global identity. So far, it has been the site where new names, icons, slogans, or mottos have been shared, and where the revolutionary narrative has shaped and created the foundation for emerging activism trends and collective actors who have played pivotal roles in certain social movements [9].

Feminist activism, for its part, has jumped into the online landscape, aiming to achieve gender- based dialogue as well as to broaden its message and reach people across borders. In this regard, the spaces created by female activists serve as a starting point for developing gender- based identity discussions and online dialogue. However, there is a current gap, particularly in the MENA region, where only women in academia or in privileged positions are permitted to have an online presence.

The #MeToo campaign can be seen as the pinnacle of previous social media campaigns to condemn sexual harassment and gender violence around the world. Sexual violence can be classified into several stages, including sexual harassment, gender violence, sexual assault, rape, incest, sexual abuse, and so on. As a result, social media campaigns have used various types of messages to target these various scenarios. Several anti-street harassment campaigns, such as HarassMap in Egypt, Harasstracker in Lebanon, Tell Your Story in Turkey, and Dear Catcallers in the Netherlands, have been launched online.

The #MeToo campaign, which took the world by storm in 2017, brought together female voices from all over the world. Although this was a global feminist movement, it was especially beneficial to women in the MENA region [10]. With an estimated population of 440 million in Arab states by 2021, only about 66% of people in MENA had access to the Internet, a percentage that has gradually increased over time. Despite a clearly increasing trend, there is still a significant gender gap, with women having less access to the Internet (56%) than men

(68%). Nonetheless, despite the fact that the gender gap remains large, women's activism has increased.

Women now have a new platform to speak up and be heard thanks to social media. Social media, with its ability to foster solidarity and collect shared experiences, has opened up new avenues for women's rights activists to organise and allies to join the fight for equality and justice. Conversations are connecting women all over the world to support one another in the fight for gender equality, from politicians and lawmakers to farmers and small business owners. Tarana Burke founded the #MeToo movement to provide a safe space for girls who have had similar experiences to connect with one another. In 2017, a tweet from actress Alyssa Milano sparked a global outpouring of disclosures and solidarity from women who had previously remained silent about their sexual assault experiences. Since then, the #MeToo movement has spread across the globe, transcending racial, economic, and other barriers.

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