



“THE EFFECT OF SOCIAL NETWORKING SITE’S (S.N.S.), #METOO MOVEMENT ON GENDER SENSITIZATION AND INEQUALITY AMONG WOMEN’S OF WEAKER SECTIONS OF SOCIETY” – A CRITICAL REVIEW.

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ABSTRACT

The advent of Information Technology (I.T.), brought grass root revolution in sensitizing gender inequality. Information Technology, (I.T.), tools such as Social Networking Sites (S.N.S.), has played an important role in disseminating information to the masses, in a very short time, with free of cost. In educating and sensitizing Gender Inequality and Violence, S.N.S., has become an important tool in revolutionizing battle for women’s right, as cited in website (Me Too, 2018), the #MeToo movement was founded in 2006 to help survivors of sexual violence against the black women and girls of weaker section of the society, as expressed in the article, (“What is Me Too Campaign Movement in India?,” 2014) this movement was also started against the Hollywood producer Harvey Weinstein as a hashtag on the S.N.S., Twitter in 2017, he was accused of sexual harassment of more than seventy women. In the present study, the main objective is to present the selected literature on the effect of #MeToo Movement on Gender Sensitization and Inequality among women of weaker section of the society. This study will be helpful in providing literature on sensitizing inequality, violence, and assault on women and also empowering women through #MeToo campaign.

KEYWORDS: *Social Networking Sites (S.N.S.), Disseminating, Sensitizing, #MeToo, Movement.*

“The Effect of #MeToo Movement on Gender Sensitization and Inequality Among Women’s of Weaker Sections of Society” – A Critical Review.

In India #MeToo Movement has acted as a Gateway to Justice for the Women of weaker sections of society, thus bringing grass root revolutions in the judiciary system and legal system. In India, sexual harassment has risen to manifold thanks to #MeToo Movement, for making women aware of the laws, and empowerment is given to them by the Constitution of India. As cited in (Me Too, 2018), the #MeToo movement began when Tarana Burke started helping survivors of sexual assault from women and girls of weaker sections to get empowerment and justice. She discusses sexual violence in the Black community and Society and developed a culturally-informed curriculum to empower women and make awareness among them through sensitizing education.

Objectives of the study

The objective of this study is to find the effect of #MeToo Movement in sensitizing issues related with sexual harassment and violence against women belonging to weaker sections of society, following are the objectives of this study;

- Identify issues related to sexual harassment and violence.
- Review the effect of the campaign of #MeToo Movement in sensitizing gender bias and inequality among women of weaker sections of society.
- Review the effect of the campaign of #MeToo Movement in sensitizing violence against gender women of weaker sections of society.

The method adopted in the literature review

The researcher reviewed and analyzed literature by using database from open educational resources, and websites. The researcher used directories and repositories to analyze the effect of #MeToo campaign in sensitizing sexual harassment, the repositories and directories used in the study are Social Science Research Network (SSRN), Google Scholar and Directory of Open Educational Research (DOAJ) to identify effect of #MeToo campaign in sensitizing issues of weaker sections of women. The researcher used following combinations of keywords, “#MeToo campaign”, “Sensitizing”, “Sexual Harassment and Violence”, “Gender bias and Inequality”, and “Women of Weaker Sections of Society” (Baig, 2010).

LITERATURE REVIEW

The analysis of (Bhattacharyya, 2018), suggests that the campaign #MeToo, provided an opportunity to women to speak out against the predator because it provides support from a large number of activists from different corners of the World. In this campaign, support is not only from the same Gender but also from the opposite Gender in supporting the cause. This movement makes men and women aware of the laws and protection envisaged in the constitution, it also brings check on the behavior of men. As cited in (Schultz, 2018), sex segregation and unchecked, subjective authority are the main causes of sexual violence and harassment in the film industry. According to (Schultz, 2018), to eliminate the social evil of sexual violence and harassment a grassroots revolution should be made in the institutes by bringing structural reform in the society and removing sex segregation at the workplace. (Evans, 2018), study stressed about finding solutions for sexual harassment among the low-income group women tenet, in the study detailed interviews of low-income group women were undertaken the sample selected was 100, which is randomly selected from the population. The analysis of the interview reveals that there are factors which risk mostly woman in sexual harassment these factors are the characteristics of landlord, the approach and response from woman, further the results reveal the need for a better rule and regulation of the contract between the landlord-tenant relationship, and providing support in the form of resources to the most affected and vulnerable renters (Evans, 2018). Though #MeToo movement, brought justice to the women of weaker section of the society, but recently it had a chilling adverse effect, as cited by, (Karen O'Connell, 2019), the defamation case filed by Geoffrey Rush over allegations by the publisher of the Daily Telegraph, regarding Rush's inappropriate behavior with an actor has affected the movement because the decision was against the #MeToo Movement and it favored the Geoffrey Rush. As (Evans, 2018) study revealed, nearly 77% New York Times News, cover the #MeToo movement belonging to white individuals which is more than another racial group. It frames sexual violence as an issue affecting the white women rather than people belonging to the other color group, thus the New York Times in its publication is supporting mostly white feminism, which suggests that there is discrimination within the groups supporting the #MeToo campaign. According to Bonilla-Silva (as cited in Evans, 2018) "A racialized, uninterrupted socialization process that conditions and creates whites' racial taste, perceptions, feelings, emotions, and their views on racial matters". This biased framing breeds a sense of exclusivity among white society while promoting negative views on people of color (Evans, 2018). In most of the research, it was found that there is an effect of sexual harassment and violence on the stress level of women

education. As (Baig, 2017), study reveals that the stress management level of the female students of higher secondary science students is moderate, further, it is observed, that female student, possess more stress management than male students of a higher secondary science student.

The hashtag #MeToo has brought justice not only to the black women but also it has an effect in India where the state is dominated by the patriarchal system, where women are underrepresented in employment politics and education. According to (Nigam, 2018), in India because of the underrepresentation of women of weaker sections of the society, victims are blamed and put survival women under position in the society. #MeToo campaign has given space to the women belonging to Muslim, Schedule Caste, and Schedule Tribes women in a prevailing patriarchal autocratic and tyrannical system. (Nigam, 2018), expressed the views regarding the #MeToo movement as a revolution in the period where the fascist majoritarian society and its fundamentalist state, are acting as a catalyst in oppressing women belonging to the Muslim Minority Community and Schedule Caste. In such a period there is an increase in crime against women of weaker section of the society there are incidents of rape that took place in Kathua, Unnao, Mandsaur and which has restrained injustice and empowering women. (Nigam, 2018).

Retaliation to the #MeToo movement is the darker side of this revolution, As (Porter, 2018), study revealed that it is not easy to eliminate sexual harassment by this campaign without understanding the reality of retaliation. Thus it is necessary to bring reform in laws of working place and increase the mechanism in reporting and dealing with the cases of sexual harassment without any retaliation. #MeToo is also facing problems with the appointment of women in the corporate sector where male staff tries to avoid female candidate in selecting and promoting them fearing allegations and its consequences. According to a study by Sylvia Ann Hewlett, (as cited in Stéphanie Thomson, 2018), sixty-four percent of senior men avoid one to one interactions with their junior women because of fear of rumors. In another study a survey was conducted by the Lean In initiative (as cited in Stéphanie Thomson, 2018), there is an increase in a number of male managers who are not comfortable in mentoring opposite gender has increased three times since the inception of the #MeToo movement.

CONCLUSION

The hashtag #MeToo movement has brought grassroots revolution in the judicial system of the world and helped women from weaker sections of the society to register their grievances

and get remedy for their sufferings. In most of the research, it was observed that the #MeToo movement, has an effect on sensitizing gender bias, sexual violence, and inequality among women of weaker sections of society. As observed by (Bhattacharyya, 2018), #MeToo movement, provided an opportunity to the victim to speak out against the perpetrators, because it provides support from a large number of supporters from different corners of the World. The support is not limited to the one gender but its scope widens to the opposite gender in the cause of giving justice to the women of weaker sections. Thus sensitizing both the genders and making them aware of the laws and protection envisaged in the constitution. (Nigam, 2018), observed that the #MeToo movement has brought a revolution in the period where the fascist majoritarian society and its fundamentalist state, are acting as a predator in oppressing women belonging to the Muslim Minority Community and Schedule Caste. In such a period there is an increase in crime against women of weaker section of the society there are incidents of rape that took place in Kathua, Unnao, Mandsaur and which has restrained injustice and empowering women. As stated by (Porter, 2018), Retaliation to the #MeToo movement is the darker side of this revolution, this study revealed that it is not easy to eliminate sexual harassment by this campaign without understanding the reality of retaliation.

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