

Digital media for Gender Advocacy Initiatives of Governments - An Analysis

Communication & Journalism Research
12 (1) pp 117-132
©The Author (s) 2023
Reprints and Permissions:
masscomhod@uoc. ac. in
ISSN 2348 – 5663

Sreeja S *

Research Scholar, Department of Visual Media and Communication, Amrita Vishwa Vidyapeetham, Kochi Campus, India

Karthika C

Assistant Professor, Department of Visual Media and Communication Kochi, Amrita Vishwa Vidyapeetham, Kochi Campus, India

Abstract

Gender advocacy promotes inclusivity of all genders and addresses multiple issues related to gender. Advocacy for women in particular aims to advance the cause of women's rights by addressing gender-based violence and discrimination, amending gender discriminatory policies, laws, and cultural practices. Gender advocacy initiatives go a long way in promoting the cause of gender equality and gender equity among the public and specific segments. Assessing the available data shows that the world is not moving on track when it comes to the achievement of the goal of gender equality. Violence against women has been on the rise globally since the onset of Covid 19 pandemic. A report by UN Women published in the year 2022 suggests that even women under well-established systems are in danger due to a growing pushback against women's rights throughout the world. The Indian scenario is no different with a staggering increase in the number of crimes in the past years. The Global Women, Peace and Security Index 2022, which reveals key insights about global trends and advancements in women's status and empowerment, categorises India in the bottom quintile, in the 148th position.

The recent decades have witnessed engagement of digital media in addressing issues related to gender equality. It has been identified as a successful tool in building perspectives and formation of opinion. Though there are limitations to digital media when it comes to community level participation, it has been extensively used for online participatory communication by gender advocates worldwide. Advocacy via digital platforms is of prime importance in India as it is one of the leading countries with the highest number of internet users. The research intends to examine and analyse the scope and use of digital media in government initiatives towards gender advocacy. It is a qualitative study that aims to throw light upon how digital gender advocacy initiatives by governments advance the cause of women's empowerment. The study will explore how the spectrum of digital communication plays a pivotal role in gender advocacy by carrying out a content analysis of key government initiatives in the direction. The study will be useful for government bodies and policy makers working towards the cause.

Keywords

Gender advocacy, government, digital media, gender violence, gender discrimination, gender equality, gender equity.

* Correspondence: ssreejathoppil@gmail.com

Introduction

1.1 The revolution in digital communication

The digital revolution, which has paved way for innumerable changes in the field of communication, is a landmark event in the history of humankind. Digitalisation has taken over all traditional modes of communication, with disruptive digital technologies making interventions at all levels. Today, multiple forms of digital media have replaced conventional sources of information literacy (Buckingham, 2013; Carr & Porfilio, 2009). The creation of Web 2.0 applications, commonly referred to as "social media," over the past ten years has resulted in social networking, which is known as the "phenomenon." It allows users of the internet to create virtual communities based on shared hobbies, pastimes, and friendships (Chapin & Byrne, 2013). Social media has given a different dimension to communication by democratising the process. The possibility of participatory communication in social media which was unattainable in conventional communication processes has opened new avenues for individuals and organisations. The development of ideas occurs in a collaborative, participatory manner in the new digital environment. This eliminates the distinction between producers and consumers, allowing all individuals to both use and create knowledge and information (Bruns, 2008; Jenkins, 2006). Collaborative spaces encourage and support the masses' immediate involvement, making "network enriched" solutions conceivable (Bresciani & Schmeil, 2012). As individuals use multiple media platforms to create and transmit messages, convergent media has changed what it means to be an "audience." Although the contexts produced by media engagement vary greatly, they are always focused on the distribution of power within society, from the macro to the micro level (Carpentier, Dahlgren, & Pasquali, 2013).

Digital media usage has shown a steady increase in India in the past decade. There are currently 692 million active internet users in the nation, and that number is expected to rise to 900 million by 2025, driven by development in rural areas (iamai, n.d.). According to ICUBE 2021 study, rural India continues to lead the way in terms of internet user growth, with 351 million users and a 37% penetration rate, while urban India appears to have reached a plateau with 341 million users and a 69% penetration rate (imrbint, n.d.). According to Statista 2023 report, active social media users in India as of February 2022 is 467 million (statista, 2022). The number of internet users in India rose by 34 million (+5.4%) between 2021 and 2022 and, the number of social media users in India rose by 19 million (+4.2%) in the said period

(Kemp, 2023). The rising usage of digital media-based content by people of all ages in the country makes it the most promising communication technique in today's scenario.

1.2 Government initiatives and use of digital media

The extent to which social media can be used in line with organisational communication goals is covered in several research studies (Shih, 2011). Digital media is an essential component in everyday life today because of the important role it plays in how people interact, communicate, and work with one another. The recent developments in social media (such as blogs, websites, and other social networking tools like Facebook, Twitter etc.) have persuaded governments all over the world to sign up for these services in an effort to take advantage of the fresh forms of communication and interaction that these tools enable (Abu-Shanab & Khasawneh, 2013). In India, the government agencies at the Centre and states adopt different digital communication techniques to disseminate information about their policies and programmes. Social networking can help governments in creating a democratic, participatory, and interactive method of policy making and execution. Social networking sites provide the option of immediate feedback to the governments thus helping them get valuable suggestions and ideas from the common man. In such a system, the governments can create awareness as well as ensure that it is inclusive of citizen participation. Utilizing social media at the government level appears to hold out the possibility of boosting citizen participation, connecting with them on a shared platform, and enabling citizen feedback. (Kim, Park & Rho, 2015).

1.3 Gender advocacy

Advocacy means advocating a cause, idea, or belief. Individuals, organisations and government bodies can be advocates of a certain idea, belief, or cause. Advocacy is a campaign to garner support for a cause that represents the interest of a marginalized or disadvantaged section of the society. It can be executed via engaging directly with the policy makers, by spreading messages through media or by equipping local bodies to advocate a particular cause or belief (Anigbogu, 2009). You are acting as an advocate when you publicly or covertly voice your support for a subject or idea. Advocacy aims to draw attention to a particular cause or issue, create discussions about it and garner public opinion around it. It aims to have changes in a specific segment of the society or the public in general around a particular issue. Advocacy uses community interventions, lobbying, legal representations, traditional and new media techniques etc. to further causes. Advocacy incorporates media use for creating public pressure, interpersonal contact, social networking, and

mobilisation (Cats-Baril, 2022). In the current social order, there are differences in the opportunities available, options for decision making and chances to enjoy human rights, for people belonging to different genders. Gender advocacy tries to address these issues. Gender advocacy takes two positions, the conventional approach which focuses on upholding moralistic positions, the 'rights approach' which focuses on empowerment and equal chances to enjoy human rights. The quantitative outcomes of gender advocacy programmes might not be completely reliable as gender advocacy includes dealing with qualitative problems like change in attitude, behaviour etc. (Anigbogu, 2009). Recent years have seen elaborate discussions on gender-based issues at all fronts. Lately there have been positive changes in the direction of formulation of new laws and amendments of existing ones. Despite the progress made in gender related campaigns and policy making, gender-based violence and discrimination are still growing in a staggering rate. (Farrior, 2009).

1.4 Gender advocacy and use of digital space

Gender equality is the fifth component of the sustainable development goals set by the UN. It says that though there has been commendable progress in the arena, the world is not equipped enough to achieve the goal until 2030. The Covid 19 pandemic has made the goal even harder to achieve (United Nations, 2022).

Females represent half of the world's population and it can be said that they own half of the world's human resources. But women are underrepresented in all areas of life. Apart from the gender-based violence, in some countries women and girls are not even given access to healthcare services or proper nutrition which result in high mortality rate. Though due to continued interventions, issues like child marriage and female genital mutilation are under control, there are a lot of areas which need more attention. The report says the goal is even harder to achieve now as females worldwide are hit hard by the Covid 19 pandemic. Gender equality is pivotal for the existence of a healthy society and its growth and progress (United Nations, 2022).

Today, all over the world, professionals, activists, and government bodies working towards the goal of women's equality make extensive use of digital platforms to further the cause. Digital technologies are being used by feminists around the world in their work, campaigning, and pursuit of gender justice (Mudavanhu & Radloff, 2013). According to study, social media platforms had become so central to the concept of a new era of feminism, the fourth wave. (Solomon, 2009). In her research, Subramanian, S. (2015) noted how digital technology had contributed to the survival of venues that advance the

stories of women. Eagle (2015) believed that compared to confronting a sexist in the physical world, internet campaigns were easier to access, aided with easy tracking, and were significantly less threatening.

Literature review

According to Han (2018), the internet has undergone significant technological advancement since the late 20th century and intense discussions regarding the internet's ability to liberate women have also spiked from that time. Online media reduces the transaction costs of collective action while allowing protest movements and uprisings to gain from global networking. Non-governmental organisations (NGOs) and initiatives that run campaigns on various problems are taking advantage of these chances. (Hanrath & Leggewie, 2013). An extensive and durable infrastructure is provided by social media for the growth and reinforcement of political, economic, and social protest movements like #MeToo. Civic activity may benefit from the abundance of new media outlets (Bennett, Wells, & Freelon, 2011). Internet activism is divided into three categories, the first of which is awareness/advocacy. This is accomplished by using the internet to spread information about events or situations that are not reported on by conventional news sources in order to efforts to organise or mobilise action; activities, the second category is mobilisation; the internet is used to mobilise; this can be done in three ways: by disseminating invitations to take offline actions, online actions that are typically carried out online, and invitations to take online actions, the third category is action/reaction. (Vegh, 2013). The use of social media by various players, including common people, activists, non-governmental organisations, telecommunications companies, software developers, and governments, has become a reality for civil society worldwide (Hanrath, 2015). Social media is becoming more and more prevalent in daily life. More governmental organisations are developing an online social media presence. Public involvement and citizen engagement methods made possible by digital platforms could result in significant societal or political shifts (Brown, Guskin & Mitchell, 2012). Women use technology to interact more socially, to communicate, and to participate in and shape public life (Motter, 2011). According to Malhotra (2015)., technology are effective instruments that women may use to defeat prejudice, attain the goal of gender equality and wellbeing, and involvement in choices that affect their quality of life and the future of their communities. Cyberfeminists, a term coined in the middle of the 1990s, "explore the ways in which technology and gender interact, especially new media and Internet technology" (Flanagan & Looui, 2007). The social, political, and economic aspects that influence the creation, use, and design of digital technology need to be given far more

consideration in order to fully realise the potential benefits of the digital revolution (UN Women, 2020).

2.1 Statement of the problem

The research will analyse how different government agencies use digital media and social media as a tool for persuasive communication for attitude and behavioural transformations in gender advocacy campaigns. It will examine the engagement created by the digital communication techniques used by different government wings to reach the targeted audiences.

2.2 Objectives

1. To analyse the use of digital communication in gender advocacy initiatives by government bodies.
2. To study the scope of using latest digital communication technologies in gender advocacy initiatives by the government.

Methodology

The study uses a qualitative approach to analyse the use of digital media in gender advocacy initiatives by the governments at the Centre and state levels. The digital initiatives of Beti Bachao Beti Padhao, a Central government programme for prevention of sex discrimination based on gender and ensuring girl child's survival, protection and education; and Kerala Women Portal, a digital initiative of Kerala Government for promoting discussions and discourses related to women, were analysed. This included the analysis of the content of the website; and breakdown of the content, timing and frequency of posts, and audience interaction in the social media handles.

3.1 Theoretical framework

The Dragonfly model developed by Aaker and Smith in 2010, gives a comprehensive view on how social media can be used effectively to bring about changes in the society. The ripple effect, a term used in economics, sociology, and psychology to describe how minor actions can result in significant change, is similar to the model in that it "symbolises the importance of integrated effect" (Aaker & Smith, 2011). The model discusses about four important elements: focus, grabbing attention, engaging and taking action, which work together in social media to create desired results. In gender advocacy initiatives, the use of digital media, especially social media is gaining prominence as it is the most democratic medium available today. In

initiatives using social media, the preliminary aim is to focus on the message, then grabbing attention of the target audience, engaging them through dialogue and discussions and prompting them to take a positive action.

Analysis

4.1 Campaigns identified

Two initiatives by the Central and State Governments- Beti Bachao Beti Padhao, launched by the Central Government in the year 2015, and Kerala Women Portal, launched in the year 2020 by Kerala Government, were selected for the study.

Beti Bachao Beti Padhao (BBBP) campaign

The Ministry of Women and Child Development of the Indian Government was set up in the year 1958 to formulate rules and regulations for women and children in the country. Over the years, the Ministry has initiated and implemented many schemes and programmes for the welfare of women and children. The Beti Bachao Beti Padao scheme introduced by the ministry in 2015 focusses on sex- selective abortion and declining child sex ratio in the country. The scheme was a joint venture by Ministry of Women and Child Development, in collaboration with the Ministry of Health and Family Welfare and the Ministry of Human Resource Development. The campaign initially spread across 100 districts in the country, in the states of Delhi, Haryana, Uttar Pradesh, Uttarakhand, Punjab and Bihar, with low child sex ratio. Later on, it was expanded to more districts in the country.

Digital presence

The Beti Bachao Beti Padhao programme has a section devoted to it in the official website of the Central Ministry of Women and child Development, and it lists multiple success stories in the platform. The website explains about the positive response the campaign has garnered from various corners. As part of the campaign, a series of advertisements were created, and they were screened in around 400 screens across the country. But these were not circulated using the social media handles. The campaign's social media presence is mainly in its Facebook account and YouTube channel. The Facebook page was started in 2015, when the campaign kicked off and it had a decent functioning in the beginning. The page now has 24k subscribers only and the likes to the recent posts are below hundred. Except a few posts of charitable efforts at different places in the country, the page lacks content that

tries to create awareness about the cause. There are lot of YouTube channels in the name of Beti Bachao Beti Padao and ironically the official YouTube handle has very less content and interactions when compared to the unofficial ones.

Kerala Women portal

The Women and Child Development Ministry., Kerala functions for the welfare of women and children in the state. The focus areas are women's protection, safety and rehabilitation; child development, care and protection; maternity aid, supplementary nutrition and immunization; psychosocial services and upgradation of skills. Kerala Women Portal is a digital platform started by the Ministry to document Kerala women, the progress made by them in social, political and economic spheres; stories of exemplary achievements made by women in different fields of activity; challenges that women face in everyday life etc. (Kerala Women, n.d).

Digital presence

Kerala Women was started by the Ministry of Women and Child Development in 2020 as a forum for discussions and discourses related to women in the state. The forum intended to act as a resource about women in Kerala, their history and growth. It also intended to document women's issues, women's progress in different sectors etc. According to the information given in the website, the portal will provide as a forum for discussion about "Kerala Woman, Yesterday, Today, and Tomorrow" and other elements of Kerala women's lives. Its main objective is to develop into a comprehensive informational resource for individuals from all walks of life to learn about Malayalee women. It also tries to investigate societal conditions, gender equality issues, and women's movements.

Though the portal was inaugurated with much hype on March 8, Women's Day, in the year 2020, the activity in the digital platforms, especially the social media handles is almost zero at present. The social media accounts in Twitter, Facebook, YouTube and Instagram were started when the project was initiated in 2020 but the accounts are not active now. The Facebook page which has the greatest number of followers when compared to the other platforms (1.2 K) is not active for the past 2 years. The last post in the page was on November 2020. The YouTube account has only 759 followers and the only content on the account is the videos posted during the launch of the campaign. The Instagram page has only 12 followers and it has no posts yet. The twitter page has just five followers and there are no posts yet.

4.2 Findings

From the analysis of the digital presence of the above government initiatives, one at the Centre and one in the State of Kerala, it is understood that both the ventures have not been able to make use of the digital platforms effectively for engagement and interaction. Beti Bachao, Beti Padhao, which was launched as a massive programme in five states by the government of India could not utilise the platforms to reach the target audience and interact with the target audience. The Facebook and YouTube handles of the initiative have failed to create an impact as the interactions in both the accounts are almost nil. The digital platforms of Kerala Women Portal started by the Government of Kerala recently have also been completely inactive except for a very short period during its inception. It is observed that such a potent concept like a portal for women was not promoted using the available digital platforms.

Content

BBBP

Beti Bachao Beti Padhao does not have an exclusive website, a section in the Ministry of Women and Child Development website is devoted to the scheme. The website gives a comprehensive coverage about the scheme, its guidelines, best practices etc. It has also covered the events, reports and publications. There is a separate section for awareness campaign activities, which has an evaluation report by the Directorate of Field Publicity. The Facebook content of BBBP campaign just includes the photographs of various events held at different states. Most of them are reposts or shares from the Ministry of Women and Child Development page. Apart from a few posters on important days, there are no forms of ‘awareness-creating’ content in the Facebook page. Some videos of the events are also posted but they too are not much helpful in educating the target audience. The BBBP advertising videos posted in the YouTube by different accounts including PIB, Doordarshan and some private channels are a saving grace in terms of content and production value. But the official YouTube page has just three videos, the three PSAs produced as part of the campaign. This shows a clear ignorance from the part of the campaigners.

Kerala Women

The Kerala Women portal started off as platform where women can gather information, services, and resources on areas such as social welfare, employment, health, and education. The website has articles related to women in all these areas. The Facebook page of Kerala women has no creative content other than a post about poet and activist Sugathakumari’s demise in the year

2020. This is in fact the last post in the page. The Instagram and twitter accounts have no content at all. The YouTube account has 40 videos that were posted three years back and except a documentary, all the other videos are expert talks on subjects like women and politics, women and cinema, women, and healthcare etc. Though most of the videos are educational and informative in nature, the content does not seem to be engaging to the audience.

Timing and frequency of posts

BBBP

Facebook posts, mostly events of charitable events, were regular till January 2020. Most of them were reposts from the Ministry of Women and Child Development. The page is not active since January 2020. The photos were reposted frequently with around 8-10 posts in some months to a single post in others. The three videos seen in the YouTube channel, all of them PSAs, were posted 3 years back. This shows that there have been no attempts lately to keep the social media handles active.

Kerala women

The Facebooks page was started on 4 March 2020. The page has just two posts. The last post was on 23 December 2020. The page is not active after that. Though the Instagram and twitter accounts were started during the same time, there are no posts yet. The YouTube videos were posted over a span of two months, between February 2020 and March 2020. It is observed that no effort has been made to revive the social media handles in the past three years.

Audience Interaction

BBBP

The Facebook page of BBBP has 24 k followers. The official YouTube channel has 8.33 k subscribers. The total views stand for 16,964, with the most viewed video having a viewership of 6.3 K. The videos have no shares. There are only negligible number of comments in the comments section. There are between 10-20 comments for all the videos, which also indicates little interaction.

Kerala Women

The Facebook page has 1.2 k followers and the maximum likes for the last post is just six. The YouTube channel has 758 subscribers and total video views stand for 51, 630. The most viewed video has 8 k viewership and 272 likes. Comments are below 15. There are videos that have no likes or

comments. This shows less traffic to the account and disinterest of the target audience.

Fig. 1 – Analytical history of Beti Bachao Beti Padoo Youtube channel

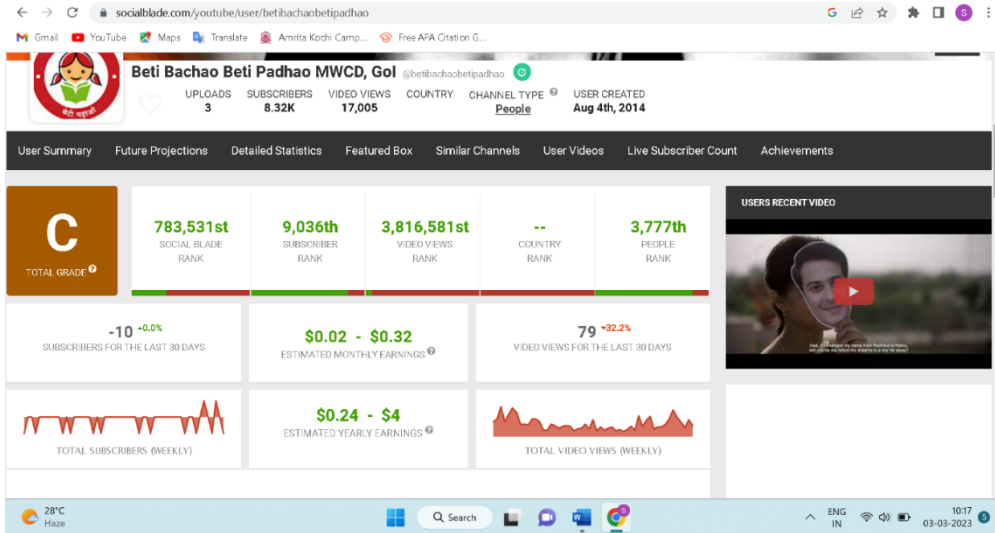


Fig. 1 shows the analytics of Beti Bachao Beti Padoo Youtube channel since its inception. The ranking of the channel at different levels and the details related to viewership and subscription are also given.

Fig. 2 Analytical history of Kerala Women YouTube channel

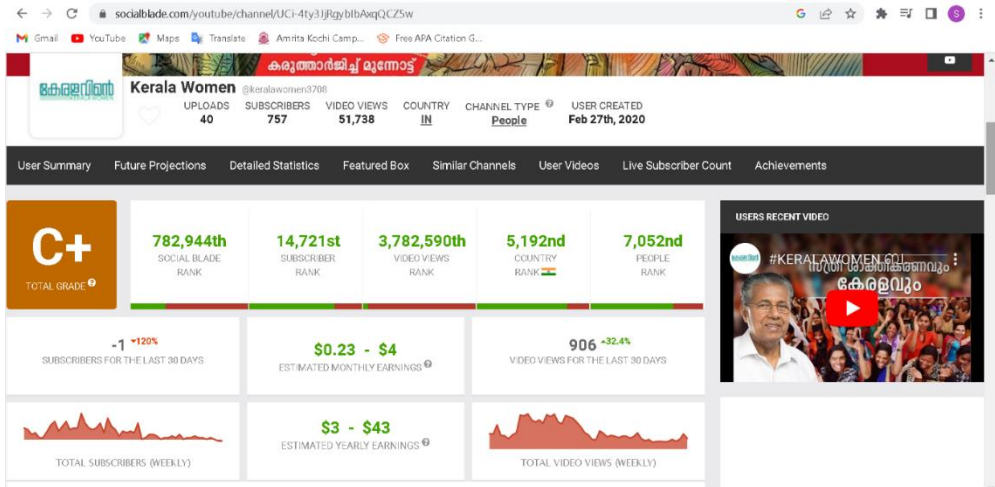


Fig. 2 shows the analytics of Kerala Women Youtube channel since its inception. The ranking of the channel at different levels and the details related to viewership and subscription are also given.

Fig. 3 Analytical history of Kerala Women Facebook page

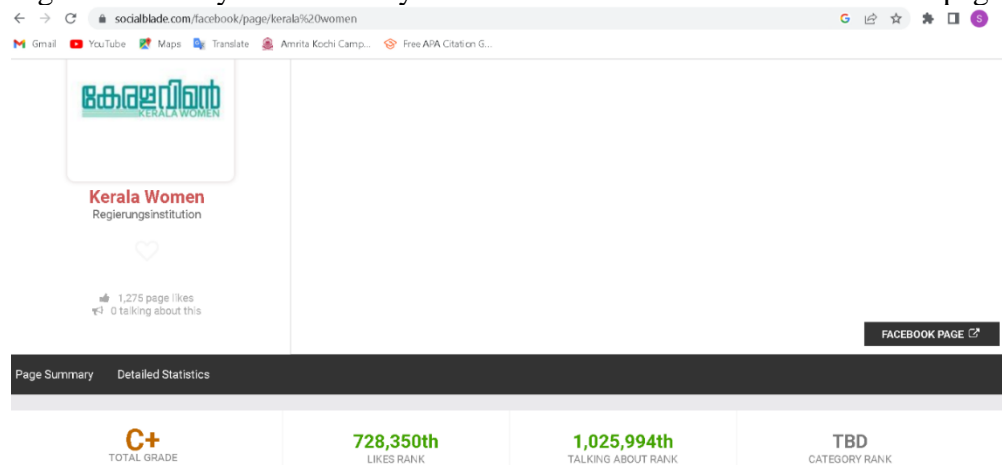


Fig 3. Shows the analytics of Kerala Women Facebook Page since its inception. Ranking at different two levels is also given.

4.3 Interpretation

It is observed that both government initiatives, Beti Bachao Beti Padhao and Kerala Women, though had great magnitude and scale, have not utilised the potential of digital media which has the capability to reach millions. The number of followers, likes, shares, and comments in the social media handles show that it has not even reached the bare minimum number of the target audience including both men and women.

India is likely to have 900 million active Internet users by 2025 as against 622 million users as of 2020, registering a growth of about 45 percent over the next five years, according to IAMAI Kantar ICUBE 2020 Report (assettype,2021). There is an expected spike in the presence of both rural and urban population in the digital platforms in the coming years. There are chances that these figures will undoubtedly increase more quickly than anticipated with the help of programmes like Google's Help Women Get Online. In such a scenario it is to be assumed that the initiatives have missed the opportunity to utilise the potential of the digital platforms.

4.4 Discussion

The scope of digital media in advocacy communication at the government level is under-utilised. Digital media offers multiple options in terms of creativity in messaging, targeting the right audience and measuring

effectiveness. If utilised properly these techniques can be expected to yield the desired results. It offers the scope of evaluation, through analytics, which can be used in eliminating errors and bettering the results.

Though the gender advocacy initiatives usually aim at furthering the cause of women's equality, the messages formed should be appealing to males too as they are also stakeholders in the initiatives. If messages are aimed at influencing men's attitude and behaviour towards women, it will be more effective.

Though there are number of schemes and programmes for the LGBTQ+ community, there very few efforts to reach out to them via the digital formats. Lack of data related to the community could be an underlying cause for the dearth of initiatives in this direction.

Conclusion

From the exploratory study of the digital presence of two government initiatives - one at the Centre and one at State level, it has been learnt that the government machineries have not effectively utilised the scope of digital media in their initiatives. Internet penetration is growing in India at a fast pace and experts suggest that there will be the presence of more Indians in the digital space in the coming years irrespective of the urban-rural divide. According to the IAMAI Kantar ICUBE 2020 Report, India, will likely have 900 million active Internet users by 2025 as opposed to 622 million users in 2020, representing an increase of roughly 45 percent over the next five years (assettype,2021). According to the results of the National Family Health Survey-5, 626 million people in India used the internet in January 2022. In India, 47.0 percent of the population had access to the internet as of the beginning of 2022. This shows that initiatives in the direction of gender advocacy need to be channelised more wisely using the available digital platforms to prove it more productive. According to the survey, adult men (15 years and older) utilise the internet at a rate of 57.1%, compared to adult women (15 years and older) at 33.9%. This number is expected to rise in the near future as there are lot of initiatives to equip women in the digital arena. Also, according to the survey, despite the fact that metropolitan areas have twice as many Internet users as rural ones, the number of users in rural areas has been increasing at a quicker rate year over year. This indicates that gender advocacy initiatives aimed at even the rural population can be carried out using the right digital platforms. Social media are an economy medium now, besides being user friendly and easily accessible. Besides, the option of precision targeting gives more scope to digital communication. There are different modes of messaging possible for different target groups using digital platforms

which can be incorporated as a strategy in gender advocacy initiatives too. The advantage of using vernacular lingo is another possibility in digital media. The use of vernacular language can give a personal appeal to the messages which in turn would make the messages more understandable and comprehensible, especially to the rural audience. Use of new methods in social media, like using influencers to promote an idea, embedding messages with other content etc. are other options in digital communication which can go a long way in getting across the message of gender advocacy at different levels. Besides all these advantages, continuous monitoring and measurability is possible in digital media which also helps in penetrating the right audience demography. The successful models of effective utilisation of digital communication techniques can be applied in government initiatives also to increase audience engagement and thus furthering a positive change.

References

- Aaker, J., & Smith, A. (2010). *The dragonfly effect: Quick, effective, and powerful ways to use social media to drive social change*. John Wiley & Sons.
- Abu-Shanab, Emad & Khasawneh, Rawan. (2013). E-Government and Social Media Sites: The Role and Impact. *World Journal of Computer Application and Technology*, 1. 10-17. 10.13189/wjcat.2013.010103.
- Analytics made easy. (n.d.). Socialblade. Retrieved March 9, 2023, from <https://socialblade.com/>
- Anigbogu, Natalia. (2009). GENDER ADVOCACY.
- Bennett, W. L., Wells, C., & Freelon, D. (2011). Communicating civic engagement: Contrasting models of citizenship in the youth web sphere. *Journal of communication*, 61(5), 835-856.
- Beti Bachao Beti Padhao | Ministry of Women & Child Development. (n.d.). <https://wcd.nic.in/bbbp-schemes>
- Bowles Eagle, R. (2015). Loitering, lingering, hashtagging: Women reclaiming public space via # BoardtheBus, # StopStreetHarassment, and the # EverydaySexism Project. *Feminist Media Studies*, 15(2), 350-353.
- Bresciani, S., & Schmeil, A. (2012, June). Social media platforms for social good. In 2012 6th IEEE International Conference on Digital Ecosystems and Technologies (DEST) (pp. 1-6). IEEE.
- Brown, H., Guskin, E., & Mitchell, A. (2012). Arab-American Media.
- Bruns, A. (2008). 3.1. The active audience: Transforming journalism from gatekeeping to gatewatching.

- Buckingham, D. (2013). *Media education: Literacy, learning and contemporary culture*. John Wiley & Sons.
- Carpentier, N., Dahlgren, P., & Pasquali, F. (2013). Waves of media democratization: A brief history of contemporary participatory practices in the media sphere. *Convergence*, 19(3), 287-294.
- Carr, P. R., & Porfilio, B. J. (2009). Computers, the media and multicultural education: Seeking engagement and political literacy. *Intercultural Education*, 20(2), 91-107.
- Cats-Baril, Amanda. (2022). *A Guide to Being an Effective Advocate for Gender Equality*. 10.31752/idea.2022.4.
- Chapin, M. H., & Byrne, A. M. (2013). Ethical Decision Making Applied to Social Networking. *Journal of Rehabilitation*, 79(3).
- Farrior, S. (2009). Human rights advocacy on gender issues: challenges and opportunities. *Journal of Human Rights Practice*, 1(1), 83-100.
- Flanagan, M. & Looui, S.(2007). Rethinking the F word: A review of activist art on the Internet.
- Han, X. (2018). Searching for an online space for feminism? The Chinese feminist group Gender Watch Women's Voice and its changing approaches to online misogyny. *Feminist Media Studies*, 18(4), 734-749.
- Hanrath, J., & Leggewie, C. (2013). Revolution 2.0? The role of digital media in political mobilisation and protest. *Peace-Development-Environment*, 37.
- Hanrath, J. (2015, January 16). Revolution 2.0? The Role of Digital Media in Political Mobilisation and Protest. Carpo-bonn. https://www.academia.edu/10198612/Revolution_2_0_The_Role_of_Digital_Media_in_Political_Mobilisation_and_Protest
- Home. (n.d.). Kerala Women. [https://www.keralawomen.gov.in/Internet Adoption in India ICUBE 2020](https://www.keralawomen.gov.in/Internet%20Adoption%20in%20India%20ICUBE%202020). (2021). assettype.com. Retrieved March 9, 2023, from https://images.assettype.com/afaqs/2021-06/b9a3220f-ae2f-43db-a0b4-36a372b243c4/KANTAR_ICUBE_2020_Report_C1.pdf
- Jenkins, H. (2006). *Fans, bloggers, and gamers: Exploring participatory culture*. NYU Press.
- Kemp, S. (2023, February 13). Digital 2023: India — DataReportal – Global Digital Insights. DataReportal – Global Digital Insights. <https://datareportal.com/reports/digital-2023-india?rq=India>
- Kim, S. K., Park, M. J., & Rho, J. J. (2015). Effect of the Government's Use of Social Media on the Reliability of the Government: Focus on Twitter. *Public Management Review*, 17(3), 328-355.
- Malhotra, R. (2015). Empowering women through digital technology: An Indian prospective. *International Journal of Business Management*, 2(1), 502-508.

- Motter, J. L. (2011). Feminist Virtual World Activism: 16 days of activism against gender violence campaign, guerrilla girls broadband and subrosa. *Visual Culture & Gender*, 6, 109-118.
- Mudavanhu, S., & Radloff, J. (2013). Taking feminist activism online: reflections on the 'Keep Saartjie Baartman Centre Open'e-campaign. *Gender & Development*, 21(2), 327-341.(n.d.-b). Welcome to IMRB. <https://imrbint.com/site/reports/i-cube>
- Rural India Takes Driving Seat in India's Internet Usage Growth | IAMAI. (n.d.). <https://www.iamai.in/press-release/rural-india-takes-driving-seat-indias-internet-usage-growth>
- Shih, C. (2010). *The Facebook era: Tapping online social networks to market, sell, and innovate*. Pearson Education.
- Shih, R. C. (2011). Can Web 2.0 technology assist college students in learning English writing? Integrating Facebook and peer assessment with blended learning. *Australasian Journal of Educational Technology*, 27(5).
- Solomon, D. (2009). Fourth-wave feminism. *New York Times*, 13, 285-327.
- Subramanian, S. (2015). From the streets to the web: looking at feminist activism on social media. *Economic and Political Weekly*, 71-78. Topic: Internet usage in India. (2022, September 22). Statista. <https://www.statista.com/topics/2157/internet-usage-in-india/#topicOverview>
- UN Women. (2020). *THE DIGITAL REVOLUTION: Implications for Gender Equality and Women's Rights 25 Years after Beijing*. unwomen.org. Retrieved March 9, 2023, from <https://www.unwomen.org/sites/default/files/Headquarters/Attachments/Sections/Library/Publications/2020/The-digital-revolution-Implications-for-gender-equality-and-womens-rights-25-years-after-Beijing-en.pdf>
- United Nations. (2022). *Sustainable Development Goals*. UN. Retrieved March 8, 2023, from <https://www.un.org/sustainabledevelopment/gender-equality/>
- Vegh, S. (2013). Classifying forms of online activism: The case of cyberprotests against the World Bank. In *Cyberactivism* (pp. 81-106). Routledge.