



Open Access

**QLANTIC**  
 JOURNAL OF  
 SOCIAL SCIENCES

## Feminism in Question: A Survey of Feminist Stance in Me Too Movement on Social Media

Aemen Khalid<sup>1</sup> Shafaq Manzoor<sup>2</sup> Muafia Nargis<sup>3</sup>

**Abstract:** *This survey-based study investigates the diverse range of feminist viewpoints regarding the MeToo movement on social media platforms. These movements have played a key role in shedding light on issues of sexual harassment and gender inequality. The positive features include the empowerment and strengthening of survivor voices, the call for accountability, and the increased awareness of issues related to consent and harassment. However, it has also prompted powerful debates, with varying viewpoints within the feminist community. This research aims to provide a complete summary of the positive and negative assessments of this movement by feminists. This research used the propaganda model of communication from the social media perspective to build this study. The researcher has adopted a quantitative approach to study the positive and negative aspects using the survey method to capture the voices of feminists with a wide range of opinions, 400 respondents from youth aged between 18 to 30 years living in Lahore and Faisalabad. The study has applied correlation and regression analysis to check the dependency of variables on each other. This study would help women better understand what feminism is, and it will help clarify the fact that the purpose of feminism is to provide equal rights to women. It will also reflect the fact that women cannot justify the misuse of female rights in the name of feminism.*

**Key Words:** Feminism, Me-Too Movement, Social Media

### Introduction

#### What is Feminism?

Feminism is a belief designed to get women equal rights in every aspect of life. It is the political movement about women's rights in a society governed by men. Feminism seeks to obtain equal rights and opportunities for women to improve their lives and living conditions. Feminism is a struggle against inequality. It is recognizing that there are no innate differences between men and women. It is actually the movement towards the betterment of society. Feminism exists because historically, globally, and currently, women and men are treated differently. (Caprino, 2017)

#### Feminism in Islam

Islam is a religion for peace and humanity for all human beings. Religion Islam is not only for Muslims. It is a religion with its own norms and values. Everyone in this world views sex, gender, and equality with his or her own perspective. There is a common belief that the status of men is higher than women in Islam, but this is a total misconception. Men are not superior to women; the status of men and women are equal in Islam. Islam does support equal rights for both genders. Women are one of the beautiful creations of Allah. The laws of Islam are beneficial for both men and women. (Qaradawi, 2018)

<sup>1</sup> Assistant Professor, School of Media and Communication Studies, University of Management and Technology, Lahore, Punjab, Pakistan.

<sup>2</sup> Lecturer, Department of Media & Communication Studies, The Islamia University of Bahawalpur, Bahawalpur, Punjab, Pakistan. Email: [shafaqiub@gmail.com](mailto:shafaqiub@gmail.com)

<sup>3</sup> PhD Scholar, Department of Media & Communication Studies, The Islamia University of Bahawalpur, Bahawalpur, Punjab, Pakistan. Email: [maafiaamir@gmail.com](mailto:maafiaamir@gmail.com)

▪ **Corresponding Author:** Aemen Khalid ([aemen.khalid@umt.edu.pk](mailto:aemen.khalid@umt.edu.pk))

▪ **To Cite:** Khalid, A., Manzoor, S., & Nargis, M. (2024). Feminism in Question: A Survey of Feminist Stance in Me Too Movement on Social Media. *Qlantic Journal of Social Sciences*, 5(1), 246–258. <https://doi.org/10.55737/qjss.769347335>

There are countless quotes from famous Islamic scholars and the Quran itself, spreading women's rights regarding different of life, including education, marriage, and divorce. In Islam, education is compulsory for both men and women. The holy prophet Muhammad (Peace be upon him) said:

*"It is the duty of every Muslim man and every Muslim woman to acquire knowledge."*

He also said that:

*"Seek knowledge even if you have to go to China," and "Seek knowledge from the cradle to the grave."*

Islam does not treat men and women as equals except in spirituality and worship of the almighty. In almost every other area of life, men and women are treated differently. For example, the process of divorce is easier for the husband than for the wife. Inheritance received by the daughter is less than that of a son. However, since the son has to take care of his family as well, while the daughter will be taken care of her husband, it does not seem that much of an injustice. Men had been given more responsibility and, hence, more power than women. (Djelloul, [2018](#))

*"Men and women are two equal halves of a single unit." (Al Tirmizi)*

Islam makes it clear that no one is superior or inferior to the other gender.

### Feminist Perspective in Pakistan

The status of women in the subcontinent is low, and Pakistan is a South Asian country. Therefore, the status of women is also less than that of men. The low status of women in Pakistan is a serious demographic issue. In rural areas, the condition of women is quite different. Women are deprived of many rights. On the other hand, women in Pakistan also had a prominent place and played a vital role in changing society and its standards and norms. Like Muniba Mazari, she is the only TV anchor in Pakistan who is in a wheelchair. She represents many women and men across Pakistan on the issues of Gender inequality. Munaiba Mizari is the first Pakistani Goodwill Ambassador. Musarrat Misbah is also a well-known Pakistani woman who has multiple talents. She plays an important role in changing the lives of those who suffered due to the atrocities of burning. She is part of the Depilex Smile Again Foundation. (Staff, [2018](#)) Are women always the victims just because they are women? Moreover, men are the bad people just because they are men. We have seen many moments or campaigns for women by feminism in the world, and there are organizations working for the sole purpose of getting basic human rights for women and protecting them. Women empowerment is realizing that women are more than just bodies, more than just clothes makeup, and more than just homemakers. Women are oppressed in our society. Some people can interpret this according to their social role. Women are forced to follow a strict code of modesty where they cannot even wear modern Western clothes. Divorce for women is almost impossible in the Pakistani judiciary system. Therefore, the fight is not with men, but it is with the thinking associated with them. (Burki, [2017](#))

### Misuse of Feminism

The researcher just chose the topic because she saw something strange about women's empowerment. A few days back, a girl was driving a car and hit another car from behind; the girl immediately came out of the car and started abusing the male driver. Everyone could hear her as she was abusing him, and the driver was shocked. That driver's face was red with anger; the woman went on humiliating him, knowing that he did not do anything. Someone came up to him and told him, "Brother, I would advise you to sit in your car and leave; after all, you are a man, and she's a woman. No matter what, eventually, you're going to be blamed and shamed by society for reacting." This is not just one example of women misusing their rights nowadays. The researcher could also have mentioned more such incidents where women misused their rights. A few days back, a famous singer, Katy Perry, on American Idol kissed the participant, and he did not like it. Benjamin Glaze says that I wanted to save it for my first relationship. I wanted it to be special; if Judge Perry had asked me for a kiss, then I definitely would have denied it. Media plays a very important role in encouraging such types of female empowerment. (Izadi, [2018](#))

Recently, a video of an FC guard deployed in the NADRA office in Karachi slapping a female news reporter working for a private news channel went viral. This incident is trending on social media platforms. Many women rights activists and media have defended the female reporter, condemning the police



constable's act and termed it as "an attack on the cause of women empowerment." In doing so, everyone has totally ignored the other side of the story. The news reporter had certainly crossed her limits. The concept that "media is always right" has led people to come to illogical conclusions. The Female news reporters had openly and clearly used the 'woman card' to justify her act that whatever she was doing. The act of guard is also not justified, but it is reasonable that the woman provoked the guard to do so. If a male reporter publicly harassed a female worker and tugged her shirt to turn her around and that female worker slapped the reporter, most of the girls would be sharing this video and terming it as "standing up for her rights" and "women empowerment." (DAWN, 2016)

Electronic media is the strongest medium these days, and the largest audience of this medium is women. The media does not address serious issues about the exploitation of rights from women in different spheres. Men's problems are never highlighted on the front page of newspapers or the breaking news of electronic media. If any woman does something wrong against men, the media does not highlight that issue seriously. We have seen the case of Ayesha Gulalai and Imran Khan. She accused Imran Khan of harassment through the hashtag "Me too" but was unable to provide any proof. The media sided with Ayesha Gulalai and highlighted this news unnecessarily, but when she failed to prove her claim, the media was silent and had nothing to say about it. This shows the biased approach towards men in our media. (THE EXPRESS TRIBUNE, 2017)

The same is the case of Meeshashafi, as she accused Ali Zafar of sexual harassment without any proof and got so much media attention. Therefore, the question is that if it is the man being blamed, it is news, but if a man is a victim of being wrongfully accused, the media would not say anything about it. (THE NEWS, 2018)

### Me-too Movement

In October 2017, the "Me Too" movement spread virally used hashtags on social media. In 2006, Tarana Burke, a social activist, used the phrase "Me Too," but this phrase was more popularized by Alyssa Milano in 2017. She encouraged the women to tweet about their life stories, speak about their experiences, and discuss their sexual violence encounters. (Duncan. A, 2018)

Me Too movement is a transformation movement that was long overdue in our society and in the world that we live in. It is not really a privilege to be abused or to be harassed. The movement was amazing. It is also talking about abuse or suppression and the lot of things that people are suffering from, but at least we have the freedom to speak. It is not a movement that only addresses abuse. But it's a movement that will now elevate equality. (Wikipedia, 2018)

#Me-too is an awaited movement that raises awareness, empathy, and accountability towards addressing matters of sexual harassment and assault, which is crucial for the modern man. In 2017, Alyssa started the hashtag movement "Me Too" on Twitter. She posted the tweet and said if you people had been sexually harassed, then write "Me Too" as a reply to this tweet. After this movement, many women have bravely come out with their stories about sexual harassment in the workplace at the hands of the powerful. (News & Politics, 2017)

### Statement of Problem

Modern feminism meant to advocate for women's basic rights, faces distortion as some employ it to belittle men through slogans like "apna-khana-khud-garam-kro." The "Me Too" movement, designed to give voice to harassment survivors, is also misused for personal motives. Understanding and rectifying these issues is critical. That's why the present study is unique and probably one of a kind: everybody is more concerned about giving women their rights rather than confronting them when they misuse those rights.

### Objective of the Study

The main objectives are given below:

- To find out the purpose served by feminism.
- To study the perceptions of males and females about the concept of feminism on social media platforms.
- To study the effectiveness of hashtag activism in promoting feminist causes on social media.

## Research Questions

The following are the important research questions of this study

- RQ1:** Do people understand what feminism actually is?
- RQ2:** To what extent is feminism serving its purpose?
- RQ3:** How do individuals perceive feminism on social media platforms?
- RQ4:** Do men and women are getting equal rights through social media?
- RQ5:** What is the effectiveness of hashtag activism in promoting feminist causes on social media?
- RQ6:** What level of awareness do users have regarding the potential misuse of feminism in online spaces?
- RQ7:** Has the Me-too movement brought any changes in society?

## Theoretical Framework

The proposed research will be conducted under Propaganda theory, which is given below;

### Propaganda Theory

The researcher applied the “Propaganda Theory.” Edward. S. Herman and Noam Chomsky introduced the propaganda model of media control in their non-fiction book “Manufacturing Consent: the Political Economy of the Mass Media” published in 1988. This propaganda model applies to this research because the media can powerfully spread ideas in society. Women also misuse their rights through media. There are some exceptional cases where women have gone way beyond. They forgot that laws are implemented for safety, not to play with innocent people. Powerful women of our society spread new ideas like Ramp Walk with slogans Aurat Raj, etc., on Mass media, and they started campaigns like #me-too etc on social media to raise awareness and highlight its commonality. The elite class or the celebrities are the ones controlling the social media content now. As we have seen in the case of Zainab, for whom a whole campaign started, i.e., #justiceforzainab, the campaign only caught the attention of the masses when the celebrities also started posting about it. Recently, we have seen another campaign endorsed by celebrities on social media known as #inkarkro. Celebrities played a huge part in making this campaign popular.

### Methodology

The researcher used a quantitative approach and the survey method. This approach involves collecting numerical data and analyzing it by applying statistical tests. The researcher has applied a random sampling technique to collect data from 400 respondents (200 male, 200 female) using a close-ended questionnaire from people aged 18-30 years of Faisalabad and Lahore. A self-structured questionnaire was used for data collection. The questionnaire was created using an online Google Form platform. Internal consistency was evaluated using established techniques like Cronbach's alpha to gauge the consistency and reliability of the survey items. The Cronbach's Alpha value above 0.7 indicates the good reliability of the instrument. The researcher used a survey method to collect data through an attractive questionnaire. Data gathered through a questionnaire filled out by the participants will be put down in the SPSS software to analyze the results.

**Table 1**

Item-total statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	CorrectedItem-Total Correlation	SquaredMultiple Correlation	Cronbach's Alpha if Item Deleted
SMP	24.6964	44.881	.651	.438	.787
FTP	20.7195	26.169	.767	.589	.685
SMRCO	23.6205	41.369	.679	.478	.752

## Operational Definitions

### Social Media

Social media is the medium to connect people, and they also share and exchange information and ideas all over the world. (Cohen. H, 2011)



## Feminism

Feminism is a movement pushing for equal opportunity and treatment for women and to improve their lives and living conditions (Freedman. j, 2001)

## Women Empowerment

Women empowerment means the independence of women from the vicious grips of social, economic, political, caste, and gender-based discrimination. It means granting women the freedom to make life choices. (Jin in,2017)

## Domestic Violence

Domestic violence term includes abuse or threat of physical, sexual, emotional, verbal, or non-verbal abuse of women in a domestic relationship.

## Harassment

Harassment is defined as a group of people or an individual making other people uncomfortable.

## Data Analysis and Interpretation

### Demographic Analysis

The demographic analysis of the study has been performed as follows:

### Population Frequencies

The population statistics are presented as follows, and a sample of 400 individuals has been selected:

**Table 2**

Statistics

		Gender	Age	City
N	Valid	400	400	400
	Missing	0	0	0

The sample is further divided into an equal number of males and females, which has been split into two segments, male and female, as presented below:

**Table 3**

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	200	50.0	50.0	50.0
	Female	200	50.0	50.0	100.0
	Total	400	100.0	100.0	

In addition to it, the differences on the basis of age have been reflected as follows:

**Table 4**

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-20	199	49.8	49.8	49.8
	21-22	115	28.7	28.7	78.5
	23-25	43	10.8	10.8	89.3
	26-28	30	7.5	7.5	96.8
	29-30	13	3.3	3.3	100.0
	Total	400	100.0	100.0	

From the above table, it can be seen that the highest age groups are 18-20 years and 21-22 years, as gathered from the population. Both account for 49.8% and 28.7%, respectively, of the population in this regard. The distinction on the basis of two selected populations has been revealed as follows:

**Table 5**

City

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Faisalabad	201	50.2	50.2	50.2
	Lahore	199	49.8	49.8	100.0
	Total	400	100.0	100.0	

From Faisalabad, a total of 201 individuals participated in the survey, and from Lahore, 49.8% of individuals participated in the survey. Hence, a better analysis of the research questions that have been highlighted in the study is performed in the following sections.

### Descriptive Statistics

Descriptive statistics are used to describe and explain the qualities of a data set. In this research, the factors affecting Feminism, Me-too have been explained and summarized with the help of descriptive statistics as follows:

**Table 6**

Descriptive statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Do you know what Feminism is?	400	1.00	2.00	1.0425	.20198
Is Feminism serving its purpose	400	1.00	5.00	1.4650	.52865
Did women actually benefit from Feminism?	400	1.00	4.00	1.4000	.52027
Are women Misusing their rights?	400	1.00	5.00	2.5850	1.23352
Do women get advantages because of their gender?	400	1.00	5.00	2.4175	1.15609
Social media always portrays women as strong individuals.	399	1.00	5.00	2.5013	1.13615
Women use social media as a tool to misuse their rights.	400	1.00	5.00	2.7900	1.28062
Are women getting their rights properly?	400	1.00	5.00	3.0025	1.28905
Feminism does not mean taking away men's rights.	400	1.00	5.00	2.2350	1.23839
Do women want to dominate the society by misusing their rights?	400	1.00	5.00	2.7325	1.32489
Men should support feminism, too.	400	1.00	5.00	2.2000	1.15470
Feminism can make this world a better place for everyone.	400	1.00	5.00	2.1175	1.11211
The media needs to properly educate both men and women about feminism.	400	1.00	5.00	2.0075	1.17512
Men and women are getting equal rights through social media.	400	1.00	5.00	2.9000	1.20567
The Me Too movement brought changes in society.	399	1.00	5.00	2.7268	1.08580
The Me Too movement affects men.	400	1.00	5.00	2.5625	1.10415
The Me Too movement changed things for women.	400	1.00	5.00	2.5225	1.07582
Social media overhyped feminism.	400	1.00	5.00	2.1500	1.15144
Modern feminism ruined feminism.	400	1.00	5.00	1.8925	1.08114
Valid N (listwise)	398				

From the above table, it can be interpreted that, on average, 1.46 individuals think that feminism is serving its purpose. On a scale of 5, 1.4 average individuals believe that women are actually getting benefits from



Feminism. On a scale of 5, on average, 2.58 individuals are of the view that women are misusing their rights. Similarly, on average, 2.41 individuals are of the view that women are getting an advantage on the basis of their gender. In addition to it, 2.50 individuals, on average, suggest that social media portrays women as strong individuals. Another useful insight from this analysis is that, on average, Me-too affects men in this regard at an average ratio of 2.56. Hence, similar interpretations can be drawn on the basis of the above descriptive results.

### Cross Tabulation

In order to perform the relationship between multiple variables on a quantitative basis, cross-tabulation is performed. It is a form of contingency table which has been created for different combinations of variables in this regard:

### Gender vs Feminism

Hence, the distinction on the basis of male and female regarding their knowledge of feminism has been performed below:

**Table 7**

*Gender \* do you know what feminism is? crosstabulation*

Count		Do you know what Feminism is?		Total
		Yes	No	
Gender	Male	189	11	200
	Female	194	6	200
Total		383	17	400

### Age vs Feminism

The relative comparison of age group vs the knowledge of feminism has been performed below:

**Table 8**

*Age \* do you know what feminism is? crosstabulation*

Count		Do you know what Feminism is?		Total
		Yes	No	
Age	18-20	187	12	199
	21-22	111	4	115
	23-25	42	1	43
	26-28	30	0	30
	29-30	13	0	13
Total		383	17	400

### Gender vs Misuse of Rights

A cross-tabulation between the misuse of women's rights divided on the basis of gender is examined below, and the majority of the males and females believe that women are misusing their rights as exhibited below:

**Table 9**

*Gender \* Are women misusing their rights? crosstabulation*

Count		Are women Misusing their rights?					Total
		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	
Gender	Male	64	59	35	26	16	200
	Female	27	59	52	48	14	200
Total		91	118	87	74	30	400

### Social Media and Women Portrayal

The following cross-tab analysis indicates that the majority of the population agrees that social media portrays women as strong individuals, and agreement has been given both by men and women in the survey that was performed.

**Table 10**

Gender \* Social media always portrays women as strong individuals. Crosstabulation

Count		Social media always portrays women as strong individuals.					Total
		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	
Gender	Male	45	74	43	28	9	199
	Female	32	78	43	33	14	200
Total		77	152	86	61	23	399

### Gender vs Me Too Movement

The survey participants indicate and agree with the fact that Me-too has brought changes in society, and this agreement has been given both by men and women in this regard, as reflected in the following table:

**Table 11**

Gender \* the me-too movement brought changes in society. crosstabulation

Count		The Me Too movement brought changes in society.					Total
		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	
Gender	Male	32	56	69	25	17	199
	Female	17	73	62	37	11	200
Total		49	129	131	62	28	399

Hence, different cross-tabulations can be drawn between the variables of the study in the given case, and the overall impression is that Feminism has its significance in society.

### Correlation Analysis

Correlation analysis depicts the degree of relationship between the two variables in a study. The correlation is determined in a range of -1 to +1, and when the correlation is +1, it is referred to as the perfect positive correlation, and the -1 is referred to as the perfect negative correlation. When correlation is zero, it is referred to as no correlation. The correlation in the given case has been calculated as follows:

### Correlation between Feminism, Purpose of Feminism, Benefits and Misuse of Rights

The correlation matrix has been constructed as follows:

**Table 12**

Correlations

		Do you know what Feminism is?	Is Feminism serving its purpose?	Did women actually benefit from Feminism?	Are women Misusing their rights?
Do you know what Feminism is?	Pearson Correlation	1	-.021	.148**	-.050
	Sig. (2-tailed)		.672	.003	.321
	N	400	400	400	400





		Do you know what Feminism is?	Is Feminism serving its purpose?	Did women actually benefit from Feminism?	Are women Misusing their rights?
Is Feminism serving its purpose	Pearson Correlation	-.021	1	.416**	-.072
	Sig. (2-tailed)	.672		.000	.149
	N	400	400	400	400
Did women actually benefit from Feminism?	Pearson Correlation	.148**	.416**	1	-.010
	Sig. (2-tailed)	.003	.000		.840
	N	400	400	400	400
Are women Misusing their rights?	Pearson Correlation	-.050	-.072	-.010	1
	Sig. (2-tailed)	.321	.149	.840	
	N	400	400	400	400

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Hence, with the help of the above-mentioned matrix, several inferences can be drawn in this regard, as listed below:

- The correlation between the variables is significant at a 0.01 level of significance at some points, and an example can be stated of a person knowing about feminism and thinking that women are getting actual benefits out of feminism, showing a significant relation.
- The existence of multicollinearity in the set of variables is not present in the given scenario. The higher correlation will state that the two variables are interrelated with each other.

### Correlation between Gender Advantage, Social Media Portrayal, Social Media as a Tool and Rights of Women

**Table 13**  
Correlations

		Do women get advantages because of their gender?	Social media always portrays women as strong individuals.	Women use social media as a tool to misuse their rights.	Feminism does not mean taking away men's rights.
Do women get advantages because of their gender?	Pearson Correlation	1	.160**	.268**	-.009
	Sig. (2-tailed)		.001	.000	.855
	N	400	399	400	400
Social media always portrays women as strong individuals.	Pearson Correlation	.160**	1	.139**	.051
	Sig. (2-tailed)	.001		.006	.310
	N	399	399	399	399
Women use social media as a tool to misuse their rights.	Pearson Correlation	.268**	.139**	1	.186**
	Sig. (2-tailed)	.000	.006		.000
	N	400	399	400	400
Feminism does not mean taking away men's rights.	Pearson Correlation	-.009	.051	.186**	1
	Sig. (2-tailed)	.855	.310	.000	
	N	400	399	400	400

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Hence, with the help of the above-mentioned matrix, several inferences can be drawn in this regard, as listed below:

- The correlation between the variables is significant at a 0.01 level of significance at some points, and an example can be stated of social media portrayal of women and gender advantage of women showing a significant relation at a value of 0.160.
- The existence of multicollinearity in the set of variables is not present in the given scenario. The higher correlation will state that the two variables are interrelated with each other.

### Correlation between Women's Dominance, Men Support, Media Feminism and Me-Too

Table 14

Correlations

		Do women want to dominate the society by misusing their rights?	Men should support feminism, too.	Men and women are getting equal rights through social media.	The Me Too movement changed things for women.
Do women want to dominate the society by misusing their rights?	Pearson Correlation	1	-.101*	.065	.163**
	Sig. (2-tailed)		.044	.196	.001
	N	400	400	400	400
Men should support feminism, too.	Pearson Correlation	-.101*	1	.149**	-.006
	Sig. (2-tailed)	.044		.003	.910
	N	400	400	400	400
Men and women are getting equal rights through social media.	Pearson Correlation	.065	.149**	1	.247**
	Sig. (2-tailed)	.196	.003		.000
	N	400	400	400	400
The Me Too movement changed things for women.	Pearson Correlation	.163**	-.006	.247**	1
	Sig. (2-tailed)	.001	.910	.000	
	N	400	400	400	400

\*. Correlation is significant at the 0.05 level (2-tailed).

\*\*. Correlation is significant at the 0.01 level (2-tailed).

Hence, with the help of the above-mentioned matrix, several inferences can be drawn in this regard, as listed below:

- The correlation between the variables is significant at 0.01 level of significance, and some are significant at 0.05 at some points. An example can be stated of equal rights of men and women, and the men should support feminism too, and the value is 0.149.
- The existence of multicollinearity in the set of variables is not present in the given scenario. The higher correlation will state that the two variables are interrelated with each other.

### Regression Analysis

The last part of the data analysis is related to the regression analysis. Regression analysis tells the dependence of one variable on another variable. In this study, the multiple regression analysis has been performed by taking feminism as a dependent variable and media education, benefits of feminism, misuse of rights, gender advantage, and changes by Me-too as independent variables. The SPSS outputs are listed as follows:



## The Model Summary

The model summary states a coefficient of determination of 0.194, which shows an insignificant relation between the variables of the study, and the adjusted R-square is less than the R-square. The Durbin-Watson statistic indicates that it is near to 2, which indicates there is no autocorrelation in the data in this regard. So, the variation in the dependent variable is explained by the independent variable, with a percentage of 19.4% in this regard.

**Table 15**

Model summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.441 <sup>a</sup>	.194	.184	.47752	1.758

a. Predictors: (Constant). The media needs to properly educate both men and women about feminism. Do women get advantages because of their gender? The Me Too movement brought changes in society. Did women actually benefit from Feminism? Are women Misusing their rights?

b. Dependent Variable: Is Feminism serving its purpose

## ANOVA

The analysis of the variance has been performed, and the p-value is less than 0.05, the default level of significance, which means the results of the study are significant in this regard. The F-statistic presents a higher value, which also indicates the level of significance in this regard.

**Table 16**

ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	21.608	5	4.322	18.952	.000 <sup>b</sup>
	Residual	89.615	393	.228		
	Total	111.223	398			

a. Dependent Variable: Is Feminism serving its purpose

b. Predictors: (Constant), Media needs to properly educate both men and women about feminism. Do women get advantages because of their gender? The Me Too movement brought changes in society. Did women actually benefit from Feminism? Are women Misusing their rights?

## Regression Coefficients

The regression coefficients are explained below, and only two of them are significant as listed below:

- Did women actually benefit from Feminism? (p-value < 0.05)
- The Me Too movement brought changes in society.(p-value < 0.05)

The rest of the coefficients, with the exception of the constant term, are insignificant, and the following equation can be written:

$$Y_{FSP} = \alpha + X1_{BF}\beta_1 + X2_{GA}\beta_2 + X3_{CS}\beta_3 + X4_{ME}\beta_4 + X5_{MU}\beta_5$$

Where BF = Benefits of feminism, GA =Gender advantage, CS = change in society, ME=Media Education, MU =Misuse of Rights as independent variables, and FSP = Feminism serving the purpose as dependent variable.

So, the values are replaced, and we can get a new equation as mentioned:

$$Y_{FSP} = 0.813 + 0.401X1_{BF} - 0.017X2_{GA} + 0.123X3_{CS} + 0.000012X4_{ME} - 0.059X5_{MU}$$

Hence, with one unit change in an independent variable, the dependent variable will be changed proportionally.

**Table 17**  
Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.813	.114		7.135	.000
Did women actually benefit from Feminism?	.407	.047	.401	8.670	.000
Are women Misusing their rights?	-.025	.020	-.059	-1.248	.213
1 Do women get advantages because of their gender?	-.008	.022	-.017	-.353	.725
The Me Too movement brought changes in society.	.060	.022	.123	2.684	.008
The media needs to properly educate both men and women about feminism.	5.411E-6	.021	.000012	.000	1.000

a. Dependent Variable: Is Feminism serving its purpose

## Conclusion

Feminism advocates equal rights for both women and men. In Pakistan, numerous NGOs strive to amplify women's voices and rights, asserting that Islam endorses gender equality. Women contribute significantly to various professions—teaching, healthcare, engineering, aviation—though some exploit feminist and empowerment movements like #MeToo. Certain NGOs, purportedly supporting women's rights, inadvertently encourage female dominance. Media plays a pivotal role in shaping perceptions of women and feminism. At the same time, many women benefit from feminism, and misuse exists, necessitating accountability under national and international laws. Effective communication and education are crucial to dismantling gender biases. Societal change requires a new generation to challenge discriminatory norms. Education institutions should organize seminars for both genders, promoting awareness of rights and responsible usage. Legislation addressing false accusations is imperative for maintaining justice.

## Recommendations

1. Recognizing the pivotal role of social media in fostering feminist discourse, there is a need to prioritize digital literacy programs aimed at empowering women to navigate online spaces effectively. These programs should not only focus on technical skills but also on critical thinking and media literacy to enable women to engage in meaningful discussions and counter gender stereotypes on social media platforms.
2. Encourage the development and support of grassroots initiatives that utilize social media as a tool for feminist advocacy and organizing. This could involve providing resources and training to local feminist groups to leverage social media platforms for awareness campaigns, community building, and mobilization efforts aimed at challenging gender inequalities and stereotypes.
3. This paper emphasizes the promotion of collaboration between social media platforms and feminist organizations to develop policies and practices that prioritize gender equality and address issues such as online harassment and hate speech. This collaboration could include regular dialogue sessions, joint awareness campaigns, and the implementation of tools and features designed to create safer and more inclusive online spaces for women.
4. Advocate for the integration of feminist perspectives into the governance and regulation of social media platforms at both national and international levels. This could involve lobbying policymakers to consider gender equality implications when drafting legislation related to online communication and technology, as well as engaging with industry stakeholders to promote corporate social responsibility in addressing gender-based challenges on social media.



## References

- Allen, C. (2017). Who thinks #MeToo will affect only positive change? #NotMe. Star-Telegram. <https://www.star-telegram.com/opinion/opn-columns-blogs/cynthia-m-allen/article185100523.html>
- Burki, S. J. (2017). Treatment of women in Pakistan. The Express Tribune. <https://tribune.com.pk/story/1515421/treatment-women-pakistan/>
- Cohen, H. (2020, March 1). Social Media Definition: The Guide You Need To Get Results. Heidi Cohen. <https://heidicohen.com/social-media-definition>
- Djelloul, G. (2018, March 8). Islamic feminism: A contradiction in terms? Wwww.eurozine.com. <https://www.eurozine.com/islamic-feminism-contradiction-terms/>
- Duncan, C. (2018). Virility and domination in early twentieth-century vanguard painting. In *Feminism and Art History* (pp. 292-313). Routledge.
- Freedman, (2001). Concepts in the Social Sciences Feminism. <https://www.mheducation.co.uk/openup/chapters/0335204155.pdf>
- Iqbal, F. (2017). Feminism will never work in Pakistan. The Express Tribune. <https://blogs.tribune.com.pk/story/21975/feminism-will-never-work-in-pakistan/>
- Izadi, N. (2018). Explaining the sociological problems of women cooperatives by focusing on managers' needed capabilities. *Woman and Culture*, 10(37), 25-39.
- Jin in. (2017). What Is Women's Empowerment? HuffPost; HuffPost. [https://www.huffingtonpost.com/jin-in/what-is-womens-empowerment\\_b\\_9399668.html](https://www.huffingtonpost.com/jin-in/what-is-womens-empowerment_b_9399668.html)
- PCSW. (2018). Women rights/laws. The Punjab commission on the status of women. [https://pcsw.punjab.gov.pk/womens\\_rights](https://pcsw.punjab.gov.pk/womens_rights)
- Qaradawi, Y. (2018). The Status of Women in Islam. Islamic Articles. <http://www.iupui.edu/~msaiupui/qaradawistatus.html>
- Ragan, K. C. (2023). "I Said# MeToo." Law, Culture, and Justice Discourse on Sexual Violence. University of California, Irvine.
- Staff, R. (2018). Meet Pakistan's boss ladies. PAKISTAN TODAY. <https://www.pakistantoday.com.pk/2018/09/20/meet-pakistans-boss-ladies/>
- Staff, R. (2022). Meesha Shafi says wanted to resolve issue with Ali Zafar privately. Dawn. <https://www.dawn.com/news/1667547>
- Worley, E. (2021). Twitter as Consciousness-Raising: An Analysis of the 2017# MeToo Movement. <https://wou.omeka.net/s/repository/item/5128>