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A STUDY ON THE USAGE OF SOCIAL MEDIA AND ITS IMPACT ON WORKING WOMEN AGAINST SEXUAL HARASSMENT WITH SPECIFIC REFERENCES TO WORK PLACES IN CHANDIGARH

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Abstract

Technology has developed and continues to develop each and every day. The adaptation of using technology by individuals for their day-to-day functioning happened as quickly as it was introduced. The functioning of technology is not bound for entertainment purposes. After the recent pandemics, the scope of technology expanded to work and education. Though introduction of technology is an enhancement for an individual's routine, it does create a new negative impact. With the rise of crimes against women, technological usage for committing crimes has also emerged. The social media platforms are specifically becoming a platform of harassment against women. Though such media platforms had established certain ways to address such matters themselves, yet the existence of such incidents leads to the question: is it enough? The rise of crimes against women has become a nationwide concern. Even though the laws and policies are introduced against such incidents, the rate of crimes against women are still higher. This empirical study is focusing on the sexual harassment against working women in social media platforms specifically in the areas of Chandigarh. The study analyzes the factors of social media harassment and victimization of women. The study is supported by 100 responses that have been collected for the research along with the available research online. Furthermore, the study analyses the most prominent movement against sexual harassment of women at workplace, i.e., the #MeToo Movement. The study is crucial to understand that certain steps of severe nature to be taken by social media platforms to address sexual harassment matters. At last the study is providing certain suggestions to take steps against sexual harassment against working women in social media platforms.

Keywords

Social media platforms, Sexual Harassment, Me too movement, Technology, Working Women, Chandigarh.

Introduction

Society has advanced, and the current era reflects the significance of social media in influencing individual's perspectives in a variety of ways. Many societal transformations, debates, mass movements, and the formation of activist groups have all been fueled by it. Nobody is acquainted with the Nirbhaya Gang Rape, Kamduni Gang Rape Case, Delhi Uber Cab Rape Case, Mumbai Shakti Mill Rape Case, Mumbai Hospital Rape Case of Aruna, and other horrible rape cases.

Without the effective use of social media platforms by them and individuals articulating their strong opinions on the many aspects of the case, these cases of women atrocities would not have been able to gain such massive attention from the public.¹

Digital activism has revolutionised the field of ICT, creating a platform that is more responsive, collaborative, quantifiable, and demonstrable, and most of all, a powerful tool for mass free exchange of ideas and perspectives, leading to the formation of powerful and active opinion groups, activists, and advocacy groups.² "The new movement is powerful yet dispersed," according to the Guardian, "connected not by geographical proximity or even particularly by political consensus, but by the mobilising force of social media." A hashtag or a tweet can connect the varied fates of unarmed black men killed by white cops in a way that transcends time zones and geographical boundaries.

In 2020, over 50% of the Indian population was able to analyse social network sites, and it is expected that by 2025, roughly 67.4% of the population will be able to assess social networks. Individuals' connection with social media sites has increased as mobile phones have become more accessible, affordable, and available. Because of the growth of social media platforms, public perception has been dramatically influenced by social media participation. It has shown to be a very effective instrument for disseminating information, raising awareness, and mobilising campaigns on a wide range of subjects. It has demonstrated its effectiveness in influencing public perception and attitudes on important social issues such as violence against women. Individuals' lives are directly affected by technological progress.³

The #MeToo social media movement has made numerous media coverage in terms of raising awareness and changing individuals attitudes toward sexual violence against women. This movement has emphasised matters regarding to sexual violence against women and made the general public aware of sexism and sexual-based crimes. It has also brought to the recognition of the general public the power structures and gender inequities that are deeply established in patriarchal society. The "#Me Too" movement is one of the most well-known

¹Role of Social Media in Showcasing Women Atrocities: A Study on Jaipur Youth, https://amity.edu/UserFiles/asco/journal/ISSUE27_4.%20Tanusree.pdf (last visited Jan 10, 2022).

² *Ibid.*

³ #Me Too Movement: Influence of Social Media Engagement on Intention to Control Sexual Harassment Against Women: https://www.amity.edu/gwalior/jccc/pdf/dec_07.pdf (last visited Jan 10, 2022).

social media movements that addresses sexual abuse against women. It has also sparked more debates and critical discussions on social media about gender discrimination and crimes against women.⁴

The present research paper, is emphasising on the usage and impact of social media on sexual violence against working women at their workplace specifically in Chadigarh regions. The structure of the paper is first discussing, the data and analysis that supported the paper, then the interpretation based on books and articles, further it goes to discussion regarding the data collected by the researcher and lastly the researcher concludes on the basis of her findings.

Literature Review

- Dr Rahul Sambaraju, *"I Would Have Taken This to My Grave, Like Most Women": Reporting Sexual Harassment during the #MeToo movement in India*: The research analysed the significance of the MeToo movement in India on women to share their sexual harassment. Interviewers and respondents (women who were alleging sexual harassment) addressed and regulated concerns with the perceived legitimacy of reporting sexual harassment, according to a discursive psychological assessment. Interviewees had to explain their reporting in the light of the #MeToo movement while avoiding being labelled as part of it. In order to legitimise their reporting and the #MeToo movement, women characterised these problems as gendered rather than interpersonal issues.

These observations are examined in relation to study on women's voices being silenced in media, the role of the media, and combating sexism and sexual harassment in the workplace in general. The analyses demonstrate that the act of reporting sexual harassment is seen as possibly questionable since it is considered as an interpersonal issue rather than a common concern for women. After that, policies must tackle sexual harassment as a gendered phenomena, as well as concerns with reporting such incidents.

- Madhulika Sonkar, *Social Media and the Mobilization of Collective Action on Sexual Violence against Women: A Case Study of the 'MeToo' Movement in India*: The objective of this research is to better analyze the role of social media in advancing the movement against sexual harassment and conversations about it. This research seeks to explore the influence of social media platforms like Twitter, Instagram, and Facebook in mobilizing the women's rights movement in India by examining the perspectives and sentiments of young women in Indian metropolises following the globally popular #MeToo campaign. It's a take to better assess the impact of the #MeToo campaign, which began in the West and encouraged women all over the world to recollect and speak out against sexual harassment and rape.

This research aimed to explore some of the complications surrounding the #MeToo movement's impact on women's lives in India. First, the research emphasises the pervasiveness of sexual

⁴ Ibid.

harassment and abuse in a variety of settings and contexts. After participating in the #MeToo movement, women's concerns about justice and gender equality have become more prominent. This research tried to give a vision on the impact of collective mobilisation through social media for gender movements, despite methodological limits of time and reach.

- Edwin K Wamukoya, Anthony Muchiri Wangui and Micky Olutende Oloo, *Influence of social media usage on knowledge of sexual violence among college medical students in Kenya*: This study focused on the impact of social media platforms on acknowledging sexual violence against college medical students in Kenya. The study is providing in-depth information regarding the influence of social media in such cases. It is an example of how social media has its impact around the globe. The advanced structure of social media has been explored in this study.

This study represents that social media platforms are utilized around the globe in awareing incidents of sexual violence. Though the study is particularly focused in the Kenya region, it does analyze a higher positive impact on usage of social media in reporting such incidents. This emperical study analysed that the medical students use social media and acknowledged such incidents. This allowed the women aorund Kenya to fight for the justice of the women.

The study signifies the importance of social media in an individual's life. It represents that social media has several other factors and usage other than just entertainment. The study is crucial to understand the significance of social media in such incidents.

- Virgin Suciyaniti Maghfiroh and Faqihul Muqoddam, *Dynamics of Sexual Harassment on Social Media*: The goal of this research was to look into the many types of sexual harassment and the elements that contribute to it on social media. The purpose of this research is to investigate sexual harassment on social media using a qualitative method of narrative tradition. Analyzing users' remarks is one of the data collection strategies used. The qualities of the statements considered for this research are those that are written on Instagram and contain a sexual harassment element. According to the meaning of the statement, sexual harassment on social media occurs in two ways: 1. directly (explicitly) and 2. indirectly (implicitly). The following are the elements that contribute to sexual harassment on social media: 1. internet seeking attention (as indicated by fraudulent accounts), 2. photo material or account owner captions that inspire users to harass. The necessity for psychoeducation for adolescents and families, both as subjects and victims, to avoid sexual harassment behaviour is one of the research's recommendations.

The research focuses on social media platforms dealing with sexual harassment issues. It focuses on harassment via photos or other media on these platforms. The research further observes the direct and indirect sexual harassment on social media platforms. The research is crucial to understand the negative aspects of social media and rise of sexual harassment elements in social media.

- Seema Shukla, Dr. Pavitar Parkash Singh and Dr. Sorabh Lakhanpal, *Role of Social Media in creating awareness of Sexual Violence against Women: An Analysis with Special Reference to #*

MeTooMovement in India: The importance and function of social media in the growth of the 'Me Too Movement' in India are examined in this research. How is social media assisting women in connecting with the 'Me Too Movement,' is analysed in this research. The research also examines patriarchal society's thoughts and attitudes to the Me Too Movement, as well as how aware males are of their behaviour toward female colleagues.

According to the research, sexual assault and eve teasing are highly widespread in India's workplaces. Apart from the states of the group of peoples, it exists in all classes and categories of society. Sexual assault and eve teasing instances can be found in every industry. The 'Me Too Movement' is being used by Indian women to protect themselves against sexual violence. Males are more cautious of their behaviour toward female colleagues today, according to the research, as a result of the incidents mentioned in the "Me Too Movement." The research also demonstrates the need for a full cultural and socioeconomic shift in India to eradicate sexual assault.

- Seema Shukla, Pavitar Parkash Singh and Garima, *#Me Too Movement: Influence of Social Media Engagement on Intention to Control Sexual Harassment Against Women:* The objective of the research is to determine the impact of the "#Me Too" movement on women's intentions to prevent sexual harassment, as well as to provide a framework for creating awareness and controlling sexual harassment against women utilising mass communication as a tool. The data was analysed using multivariate data analysis using Partial Least Squares Path Modeling. The questionnaire was sent to 800 Indian participants via WhatsApp and email. The findings of this research suggested that social media movements such as the "#Me Too" campaign have a favourable impact on women's intentions to stop sexual harassment. This study found that participation in these types of social movements increases knowledge of sex-based offences, which leads to the establishment of a desire to combat sexual harassment against women.

The evaluations of this paper revealed that social media movements such as the "#Me Too" movement had a favourable impact on women's intentions to stop sexual harassment. This study demonstrates that by raising knowledge of sexual crimes against women and increasing engagement in these types of social movements, the risk of sexual harassment can be reduced. As a result, the perceptual model proposed in this research validates that mass communication, like the #MeToo movement is capable of raising public awareness.

- Dr.Tanushri Mukherjee, *Role of Social Media in Showcasing Women Atrocities: A Study on Jaipur Youth:* This research aims to investigate the many ways in which social media has been used to identify incidents of women's injustices and atrocities, as well as to provide an analysis of the Jaipur youth's views on the role of social media in highlighting women's difficulties and challenges.

The study revealed that social media has evolved into a powerful new platform. It is the most extensively utilised Digital Media Tool where cases of women's atrocities are not only ignored, but where the masses, particularly the youth, have the opportunity to demonstrate their strong opinions on

various issues, resulting in diverse aspects of protests and demonstrations both on social media platforms and on the streets, which eventually force the government, which is often ambivalent and biased, to change their policies in the direction of restorative justice. The research found that youth believe that social media is one of the most powerful platforms for highlighting women's issues, particularly those where women have been victims of all kinds of atrocities such as rape and sexual harassment. Taking into account the very engaging and collaborative nature of social media, it has also given the youth a place to express their strong opinions as well as a voice.

- Deepa Sethi and Sanchita Ghatak, *Mitigating Cyber Sexual Harassment: An Insight from India*: This research primarily emphasizes on determining knowledge of gender-based cyber sexual harassment in order to comprehend women's perceptions of cybercrime in relation to the Indian mindset and their level of awareness. It aims to uncover discrepancies between perceptions and what happened, and then develops an initial self-help strategy to follow before taking legal action. The observations of the research will lay the foundation for women to recognize that if they are victims of cyber sexual harassment, they should not overlook the harasser and should be aware of the appropriate course of action.

The research is focusing on sexual harassment against women on social media and signifies steps to be taken if such incident occurs. The research is crucial to aware the public regarding various steps they can take against the harasser. It also observes various types of sexual harassment that occurs in social media, which is inclusive of obscene language, pictures, etc. Women are primary target of sexual harassment, which impacts their physical and mental health. This research studies the various aspects which can be taken by the social media platforms in such cases.

The research is crucial, as it explores both positive and negative aspects of social media specifically in India.

- Sloane Burke Winkelman, Jody Oomen Early, Ashley D. Walker, Lawrence Chu and Alice Yick-Flanagan, *Exploring Cyber Harrassment among Women Who Use Social Media*: The goal of this qualitative research was to utilize an anonymous electronic poll to investigate U.S. women's experiences with and opinions toward cyber harassment. The research comprised 293 women (average age 24.6) who were contacted from major social networking sites. The majority of those who took part (58.5 percent) said they were students at a college or university. Nearly 20% of individuals have received an unsolicited sexually obscene communication and/or sexual solicitation on the Internet (excluding Spam messages in all categories). More than a tenth of respondents (11.5 %) got sexual texts from people they didn't know on a regular basis. More than a third of those who had been subjected to internet abuse said it made them feel anxious. Due to the harassment, one-fifth claimed they experienced abnormalities in their sleeping and eating routines, and a sense of helplessness. Implications for health education and personal safety in the online world are discussed in this research.

The research focuses on obscene content individuals share in social media platform as a part of sexual harassment. This qualitative research stated the mental health impact of victims who experience sexual harassment in social media platforms. The research represents the significant impact on women's mental health when harassed on social media platforms. It also studies and suggests various ways social media platforms can develop in handling such incidents.

- Loubna Hanna Skalli, *Young women and social media against sexual harassment in North Africa*: The objective of this research is to explore anti-sexual harassment measures that have been implemented in North Africa. The research discusses various initiatives taken by the public of North Africa and various social media platforms against sexual harassment. The research reveals that the initiatives taken by the government are enough to acknowledge the crime, but the social media platforms have allowed women to share their incidents and take actions against such incidents.

The research motivates women to utilise social media platforms, to report such incidents and is supported by studies of several women activists in Africa. The research signifies the role of social media in such incidents.

The development of social media platforms have brought such a positive dynamic change as presented in this research. The research debates that social media platforms are not there to enhance fear in women but to empower and motivate them.

The research is crucial to analyse the impact social media has on such incidents and how it reflects and to aid women especially to help with their mental health. The research studies various incidents and how social media made its impact in such incidents.

- Chandigarh Smart City Limited, *Policy on Prevention of Sexual Harassment (POSH) of Women at Workplace*: This particular policy is initiated by Chandigarh Smart City Limited to prevent sexual harassment against women at workplace. The policies are highlighting the nature of sexual harassment and ensures women feel safe in their surroundings. This policy is an example on how to adapt regulations against sexual harassment against women at workplace and creates a healthy environment for the women.

Research Methodology

It is crucial to have a methodology set for research work as it guides the researcher to collect the data. It also reflects one's personal style of research. The orientation of the research paper is quantitative methodology.

Type of Research

Quantitative Methodology: “Quantitative methods emphasize objective measurements and the statistical, mathematical, or numerical analysis of data collected through polls, questionnaires, and surveys, or by manipulating pre-existing statistical data using computational techniques. Quantitative research focuses on gathering numerical data and generalizing it across groups of people or to explain a particular phenomenon.” Quantitative research collects data from current and prospective users through sampling

methods and the distribution of online surveys, polls, and questionnaires, among other things. Quantitative research forms are impartial, explanatory, and, in many cases, investigative in nature. The findings of this investigation technique are intellectual, thorough, and impartial. Data was gathered in a systematic manner, which led to larger instances that spoke to the entire population.

Objective of Research

This study seeks to offer an understanding of how social media is both a negative and positive aspect in incidents relating to sexual harassment against women at workplace, specifically focusing in Chandigarh region.

The study reviews the impact of social media and existence of sexual harassment against women in India. The study also provides analysis of the metoo movement in India.

It explores whether social media platforms are causing any dynamic positive changes addressing such incidents.

Sample Area

The research paper is targeting the female audience in Chandigarh. Therefore, the questionnaire was circulated throughout the Chandigarh audience.

Sample Size

The research paper is targeting the female audience in Chandigarh. Around 100 responses were collected for the research paper.

Age Group

Considering the targeted audience of the research, the age group of the female participants of the research were above 18 years.

Gender

As stated in the title, the main targeted audience of the research are female professionals and students.

Profession

The targeted audience for this research were female professionals specifically in Chandigarh. Few female students have also participated in the research, as they also face sexual harassment in social media and sometimes during their internship which is their working experience.

Sampling Techniques

The sample covered for the research paper was female students and professionals. The questionnaires were circulated throughout Chandigarh. Around 100 responses have been collected for the research. The research is based on the impact of social media and sexual harassment via social media against women.

Random Sampling is a part of the testing technique in which each instance has an equal chance of being chosen. Random sampling is one of the most easy methods for obtaining data from the entire population. Every member of the collection has an equal probability of being selected as part of the sampling method in random sampling. For making decisions, an impartial random instance is important.

Sampling Tools

Survey Method:

A survey is an investigative approach for gathering data from a pre-defined group of respondents in order to gather data and knowledge on a variety of topics of interest. Surveys serve a variety of functions and can be done in a variety of ways, depending on the approach chosen and the objectives to be met.

The data is usually collected utilising normalised procedures with the goal of ensuring that every respondent can answer the questions on an equal footing in order to keep a strategic distance from one-sided findings that could influence the test or study's outcome.

Procedure

For the present research the researcher prepared a questionnaire for female individuals to understand the situation of sexual harassment via media platforms. The survey consisted of a variety of questions starting from profession questions followed by multiple choice and open ended questions. The questionnaire was divided into two sections viz, Section A dealing with the Profession Details covering factors like name, age, gender and profession. Further it also covered preliminary questions like, have they faced any kind of sexual harassment in their workplace. Section B dealing with questions covering the objective of this research paper like how much rating (likert scale distribution is used) they would reciprocate with the sexual harassment issues by reporting or how many times they have witnessed such situations. It also includes certain questions related to actions taken by social media platforms in such cases when reported. The survey covered all the necessary questions that would assist the author in findings of the research.

Circulation of the google forms

The web-survey was circulated throughout the targeted audience for the present survey in Chandigarh by way of social media platforms such as Whatsapp messages, Facebook, LinkedIn and via Gmail, which was convenient for both the researchers and respondents. It was less time-consuming and cost-effective.

Ethical considerations

There were ethical considerations taken into account. To maintain confidentiality, respondents were given the option of revealing their name and other personal information. This was done to make respondents feel comfortable and secure in sharing sensitive information. Fair means were used to begin the research. There was no bias involved, and no personally identifiable information was disclosed or utilised for commercial gain. The information provided by the respondents has been used strictly for the purposes of the research.

Interpretation

Social media is a type of communication that allows people to connect with one another. Individuals utilize social media for a variety of reasons, including purchasing and selling businesses and looking for new or old connections. Many people who are separated by space and time can be brought together through social media. Social media facilitates communication between people all over the world. Harassment, online isolation, and loneliness are some of the consequences that social media users face.⁵

Sexual harassment is a form of gender discrimination that primarily targets women who are on the margins of society. It includes a variety of behaviours such as sexual comments and unsolicited offers of incentives in exchange for sexual services. Sexual harassment includes things like whistling, staring, propositions for dates, inappropriate physical contact, and unpleasant words. Sexual harassment in the workplace is defined as the act of requesting sexual favours in exchange for a promotion or job.⁶

By sharing and propagating information, sentiments, and awareness among a broad population or target audience, social media can help to impact in sexual assault and sexual violence cases. Survivors' and (reformed and/or recovering) perpetrators' voices can also be heard through social media. It can create safer environments for people to share their stories and have talks about the norms and attitudes that support and/or enable sexual abuse. One presumably influential utilisation social media for sexual violence prevention could be as a place for non-reformed or recovering offenders to learn from other reformed or recovering offenders' stories and actions in speaking out against violence and gain helpful (i.e., attitude and behaviour evolving) perceptions.⁷

As individuals utilize social media to enhance possibilities for those whose lives have been damaged by sexual abuse to speak out in a safe way, it's crucial to think about ways to expand access to mainstream and underserved communities alike. For survivors among boys and men, LGBT-identified survivors, elderly survivors, female victims, and others who have faced significant obstacles to being heard in traditional media,

⁵ Dynamics of sexual harassment on social media, https://www.researchgate.net/publication/334229259_Dynamics_of_Sexual_Harassment_on_Social_Media (last visited Jan 12, 2022).

⁶ *Supra* note 3.

⁷ A best practice: Using social media for sexual violence prevention, <https://oregonsatf.org/wp-content/uploads/2016/12/Using-Media-for-Sexual-Violence-Prevention-FINAL-1.pdf> (last visited Jan 12, 2022).

social media and marketing campaigns have the potential to increase access to adequate spaces in popular media platforms and perception. Such work, which is done through social media and marketing efforts, creates a more global and interconnected place that stimulates conversations intended at modifying norms and attitudes in order to change behaviours and, in turn, prevent sexual violence.⁸

Social Media Harassment

Though social media platforms are a positive development in the society for communication and sharing of data purposes, it does have negative aspects as well. One such negative aspect is the existence of cyber crime. Social media platforms are highly used by culprits to abuse and harass women. This kind of harassment impacts a woman's mental health. Though social media platforms have taken steps by inputting a report button if any women faces such issues, but the major question that arises is whether it's enough ?

Factor of Sexual Harassment on Social Media

Attention is a mental action that concentrates mental resources on a specific piece of information. The factor of sexual harassment on social media represses a women to share any of their incidents in such platforms. Most of the individuals in the metoo movement, believed it is for just seeking attention. This negative aspect makes a woman think in-depth before sharing any kind of content or information which can be used as an awareness in the society.

Analysis

Sexual violence is a severe public health issue, a violation of human rights as well as a heinous crime. It has a significant influence on physical, social, and mental health, both immediately after the assault and many years later.

India is often rated as one of the most violent places for women. Women are expected to behave differently than suitors, including as being quieter in the home and less apparent in positions of power. Sexual harassment is also a problem for Indian women in the workplace.⁹

India, on the other hand, has a long history of feminist and women's rights movements dating back to before independence. Previously, these were linked to anti-colonial struggles and provided women with education, political engagement, and 'modernisation.' Various groups coalesced under the umbrella of the Indian women's movement in the 1970s and 1990s, resulting in legal changes such as reservations in locally elected bodies and the establishment of the National Women's Commission in 1990. More lately, internet and digital venues

⁸ *Ibid.*

⁹ "I Would Have Taken This to My Grave, Like Most Women": Reporting Sexual Harassment during the #MeToo movement in India, https://www.researchgate.net/publication/344403530_I_Would_Have_Taken_This_to_My_Grave_Like_Most_Women_Reportin_g_Sexual_Harassment_during_the_MeToo_movement_in_India (last visited Jan 13, 2022).

have allowed activists, women's organisations, and journalists to collaborate on movements that have lasted longer than the events that sparked them.¹⁰

The “#Me Too movement” was initiated in 2018 September in India when Tanushree Dutta accused Nana Patekar for his inappropriate behavior on set of the film 'Horn Ok Pleassss'. Later, as part of the “#Me Too” movement, a group of ladies came forward to describe sexual harassment situations that had occurred to them. After the sexual charges, Mr. MJ Akbar has resigned from his post, and Sajid Khan must withdraw from his planned high budget film Housefull 4 because to scheduling conflicts. Indian women have spoken up about their traumatic experiences. They've also revealed tales of claimed molestation and sexual harassment perpetrated by their former bosses and coworkers.¹¹

Sexual harassment must be viewed in the perspective of women's broader standing in Indian society, like the prevalent violence against women in India, where women also refuse to report domestic abuse.

The Vishaka Guidelines of 1997 and the amended Prevention of Sexual Harassment Act of 2013 are the two sets of policies in effect in India. While the former were the first to hold employers responsible for observing and, as a result, 'preventing, prohibiting, and redressing' sexual harassment, the latter Act defines sexual harassment as a crime and enforces compliance in diverse workplaces through complaints and follow-up inquiries.¹²

These laws do not acknowledge a key aspect of workplace sexual harassment, specifically reporting sexual harassment. Women also wish to avoid allegations that their own behaviours were in some way at fault for the incident in question - that they engaged in “bad” behaviour or were “characterless.” These claims would cause humiliation for those concerned in any cultural environment. In places like India, where patriarchy means women bear a greater share of the responsibility than males, reporting harassment might easily lead to the victim being blamed for the incidents. To prevent ‘victim blaming,’ women do not readily or frequently disclose sexual harassment.¹³

According to research, news media are likewise far from ideal in terms of empowering or platforming women's concerns. While print media coverage of the #MeToo movement in the UK was mostly positive, it personalised and depoliticized sexual harassment by emphasizing on particular individual cases. Journalists in India's newsrooms have expressed a generally supportive attitude toward the movement while downplaying its importance to their own profession. Media platforms and interactions could be significant in bringing up questions of legitimacy with issues like sexual harassment and its uptake.¹⁴

Discussion

The #MeToo movement must be acknowledged as a major wave in the history of feminist movements and gender equality struggles. There were 2.3 million tweets and over 77 million postings or comments on

¹⁰ *Ibid.*

¹¹ *Supra* note 3.

¹² *Supra* note 9.

¹³ *Ibid.*

¹⁴ *Ibid.*

Facebook within three months of its launch. As a result, social media played a critical role in quickly disseminating this movement over the world.¹⁵

Nevertheless, not everyone's #MeToo incident received equal attention, and one of the movement's major flaws has been its reluctance to leave certain people behind. We also wish to draw attention to the movement's polarised coverage. Only the West has received international coverage of the #MeToo movement in the United States. The movement's influence has been mostly absent in South Asia. The #MeToo movement has been eye-opening, but it risks losing its focus if social media sites and their users become more powerful as a megaphone for the masses.¹⁶

These movements have the potential to form the foundation of a future revolution to eradicate injustice, but they should not be limited to social media because the majority of individuals in underdeveloped and third-world nations do not have access to the internet. Debates and conversation shows on news channels should be held on the subject. Events for those who do not have accessibility to the mentioned sources should be held in urban poor settlements and the disadvantaged segment of society, as well as rural settlements.

The movement has aided victims of abuse in their pursuit for help. Many countries have experienced an increase in the use of online hotline services. Policies must be executed in such a way that the movement has a long-term impact, or else the campaign will fizzle out like all the ones before it.¹⁷

Social media has been popularised since the past few years. The me too movement is an example of how far the social media platforms have developed and impact an individual's perception. These platforms has also provided and aid for victims of sexual harassment.

Based on our research, the women are still living in fear and prefer not to report regarding their incident. Though social media platforms enhance their features and added a report option in case of any kind of bullying and harassment, it still raises the question whether this is enough to prevent and punish the culprit.

Even in the modernised society there are some patriarchal perspectives which suppress the women. These patriarchal mindset is one of the key reasons why sexual harassment against women still exists. Though women are working and representing themselves in the society in each and every place there is still a threat for them.

the study further analyses and discusses the result from the data collected by the researcher and present the findings and observations based on it

¹⁵ Social Media and the Mobilization of Collective Action on Sexual Violence against Women: A Case Study of the '#MeToo' Movement in India, <http://maitreyi.ac.in/Datafiles/cms/2020/magazine/vantage/august/6.pdf> (last visited Jan 13, 2022).

¹⁶ *Ibid.*

¹⁷ *Ibid.*

Result

The results of the present study i.e., A Study on the Usage of Social media and its Impact on Working Women Against Sexual Harassment with Specific References to Work Places in Chandigarh has been divided into two sections viz, Section A dealing with the Profession Details along with preliminary questions and Section B dealing with questions covering the objective of this research paper.

As a part of the research a survey was conducted for 6 months i.e, from May 2021 to November 2021, by circulating google forms via various social media platforms. In totality, 100 responses were recorded from female individuals around Chandigarh. This result shall help the authors and as well as the readers to assess the situation of sexual harassment in workplace, the challenges they face and the social media impact.

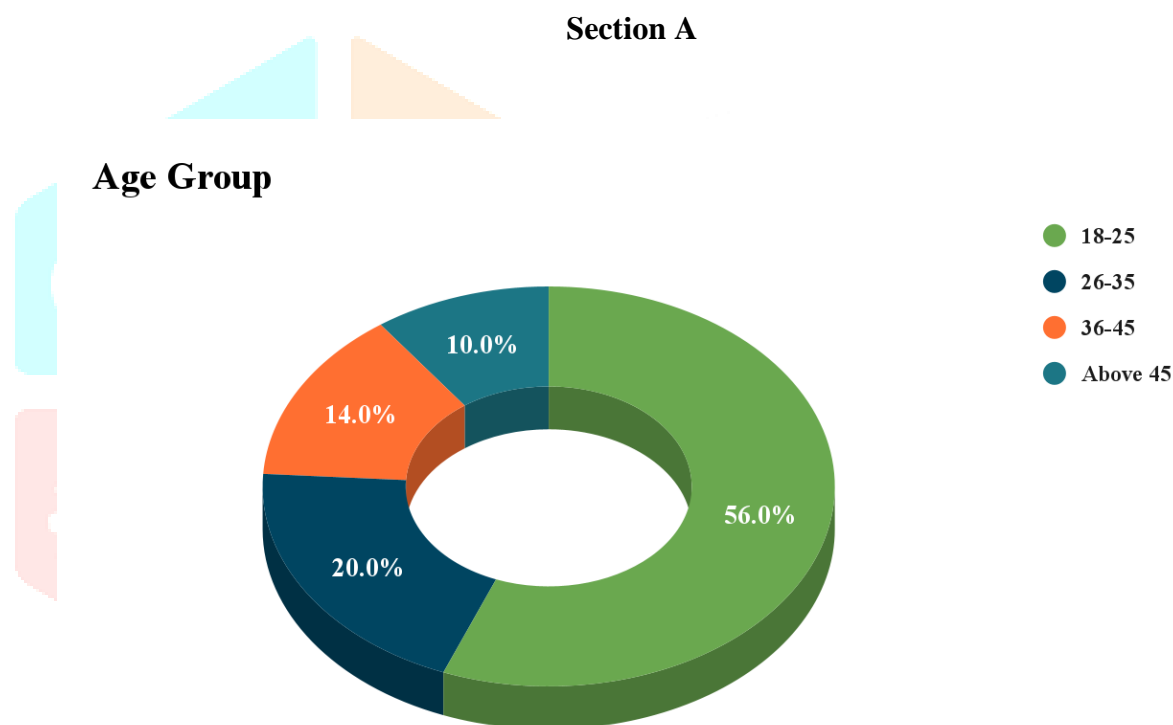


Figure 1

The above figure represents the age group participated in the study. The highest number of participants belong to the 18 to 25 age group of women. The second highest belongs to the 26 to 35 age group of women. Further few 36 to 45 age group women participated in the study. Lastly 10% of the women who participated in the study belonged to above 45 years of age groups.

Profession

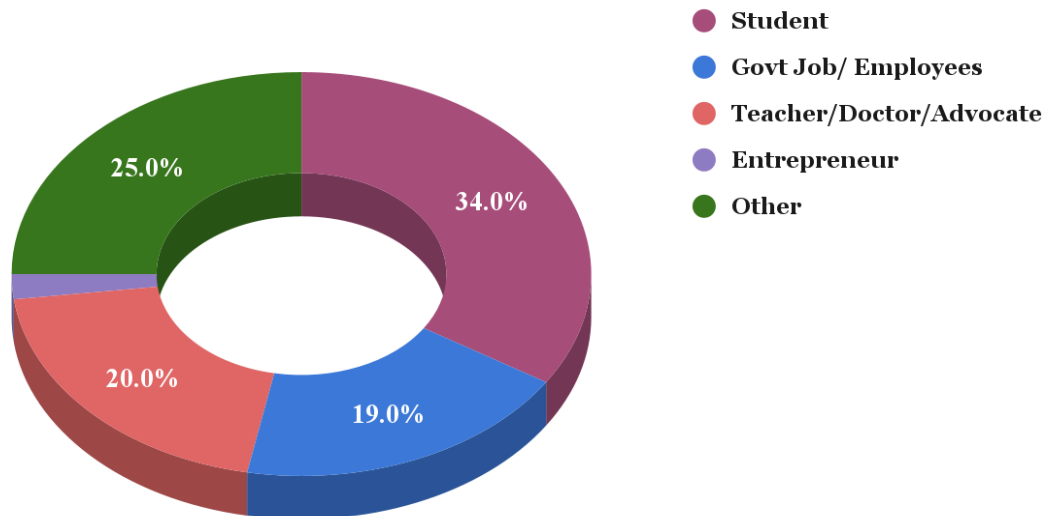


Figure 2

The above figure represents the profession of the participants in the study. As represented 34% are still students and highly participated in the study. 25% of the participants are engaged in other types of work for instance dancer, makeup artist, content writer, etc. The third highest participation in the study were teachers, doctors or advocates. 19% of the participants were either employed in companies or were government employees. The least number of participants are entrepreneurs.

Have you faced sexual harassment of any kind at your workplace?

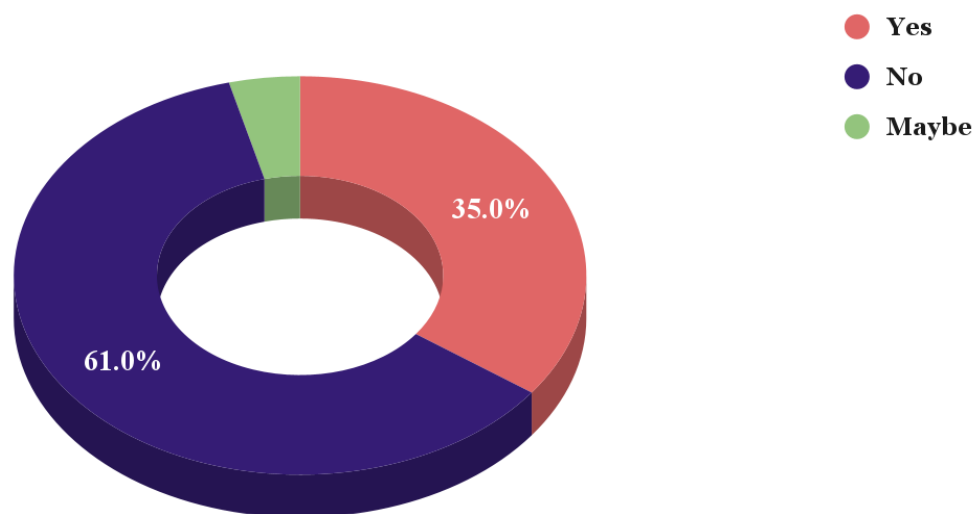


Figure 3

The above figure represents a direct question of whether any of the participants have faced any kind of sexual harassment at their workplace. As presented 61% of the participants have stated that they've never experienced any kind of sexual harassment at their workplace. 35% of the participants have stated that they have faced sexual harassment at their workplace. Remaining participants i.e., around 4% are uncertain regarding this question.

Such uncertainty occurs when an individuals' act isn't defining the term sexual harassment as defined in law and by people.

Based on the section A results it can be said that there is decrease in the number of sexual harassment at workplace cases but it can't be stated as non-existent. The section B of the study, supports that sexual harassment against women at workplace is in existence and the questions are more detailed with regard to the matter.

Section B

How often did you feel the need to report a sexual harassment incident at your workplace on social media?

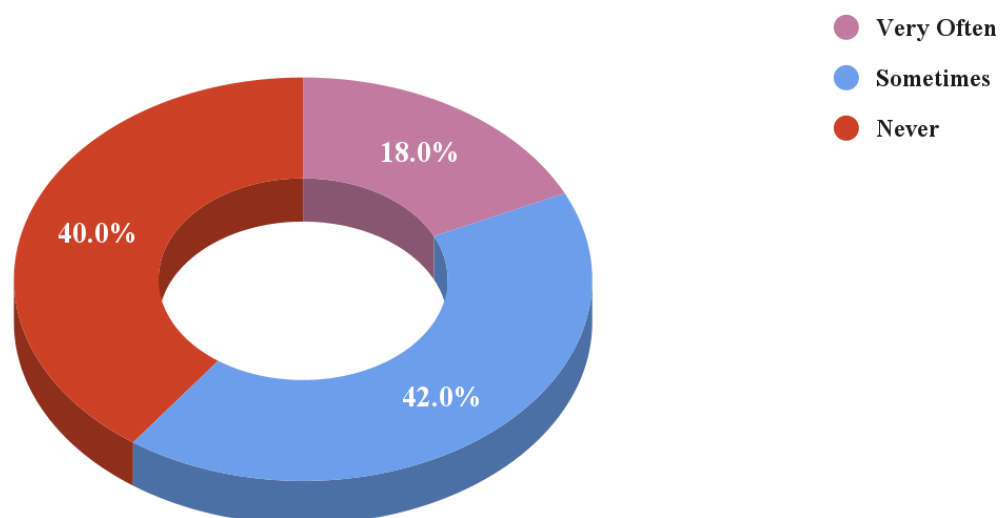


Figure 4

The above figure represents that most of the participants prefer sometimes to report a sexual harassment incident at their workplace on social media. 40% of the participants never report a sexual harassment incident at their workplace on social media. Only few, i.e., 18% of the participants report a sexual harassment incident at their workplace on social media.

The few reporting of sexual harassment incident at their workplace on social media is because most of the time when such incidents are reported on social media it is considered as stunt for publicity. This creates a fear in an individual's mindset of using social media to make others aware regarding such incidents. Though most of the participants prefer to report such incidents sometimes but for the public welfare it is necessary to report such incidents every time when it happens as it will also benefit the victim from such kind of abuse.

How often have you seen/ received obscene content on social media shared to you by a co- worker?

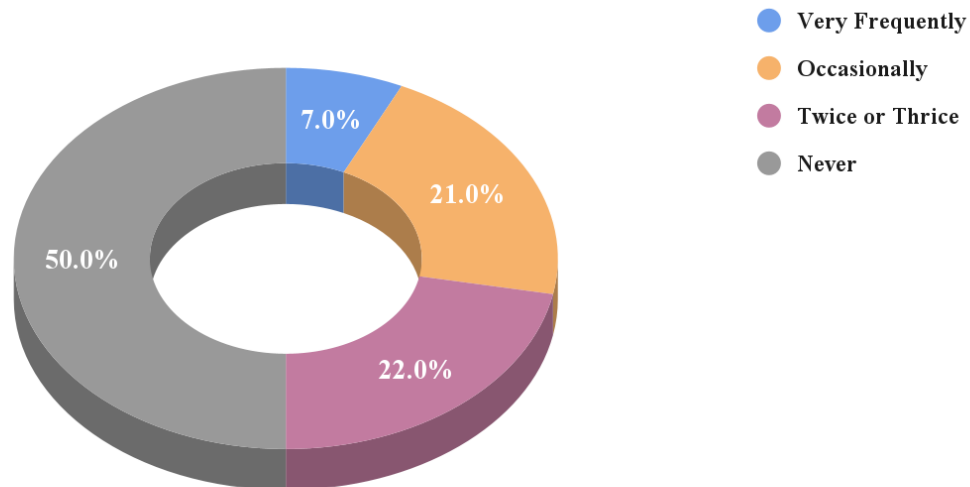


Figure 5

The above figure represents that half of the participants have never seen or received any obscene content on social media shared to them by a co-worker. The other half have seen or received obscene content on social media shared to them by their co-worker. 22% of the participants have received such content only twice or thrice by their co-worker. 20% of the participants have occasionally received obscene content by their co-worker. And only 7% have frequently received obscene content on their social media shared to them by their co-worker.

Considering that half of the participants in the study have never been victim of such incident, it can be considered a positive aspect but since the other half of the participants have either frequently or sometimes have received such content by their co-worker, it can be said that sexual harassment is still in existence.

How often have you heard of rumors related to sexual nature spread on social media?

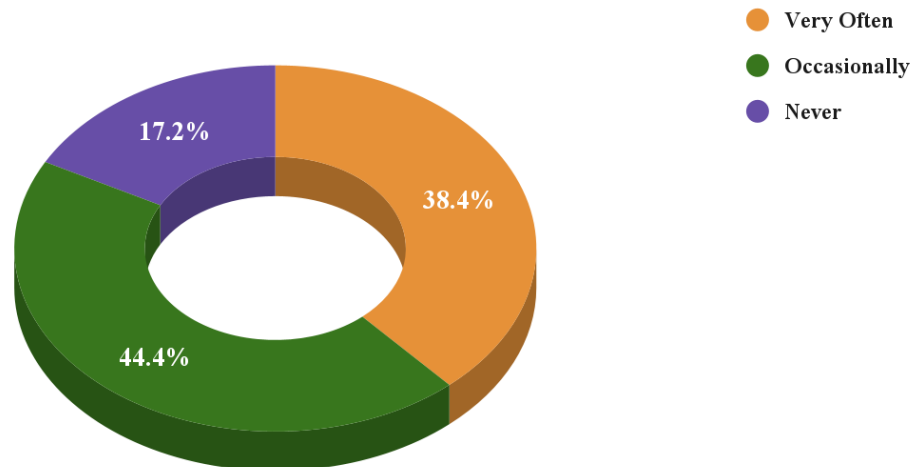


Figure 6

The above figure represents, that most of the participants have occasionally heard rumors related to sexual nature spread on social media. Even 38.4% of the participants have often heard such kinds of rumors. Very few of the participants have never heard rumors related to sexual nature spread on social media.

This question represents awareness regarding the existence of such incidents. Seeing the maximum number of participants, have acknowledged such rumors it shows that media has a major impact in awakening the society regarding such issues.

Have you been motivated to open out about your sexual harassment incident on social media after witnessing similar stories?

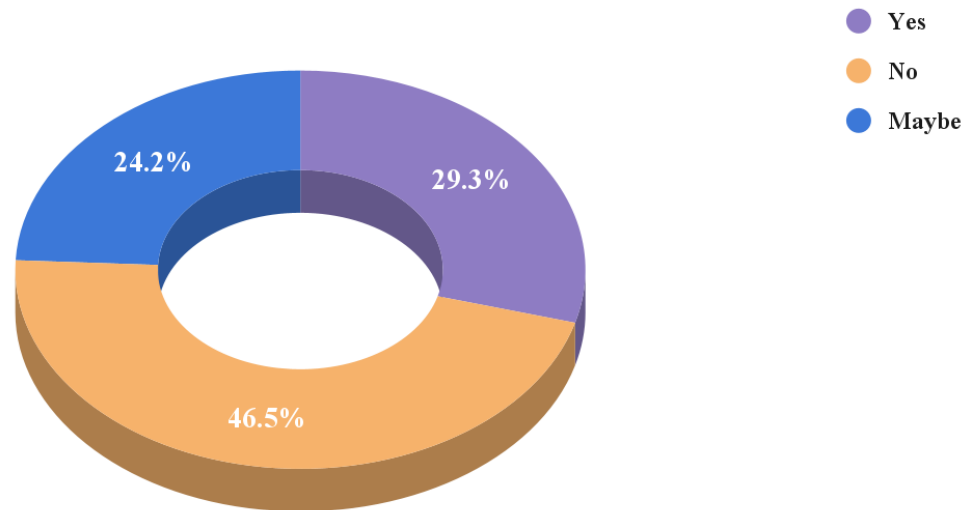


Figure 7

The above figure represents that most of the participants never felt motivated to open about their sexual harassment incident on social media after witnessing similar stories. Some of the participants are motivated to some extent to share their incident after acknowledging similar stories on social media. For dynamic change in such a situation, it is necessary for individuals to share their experience and incidents, not only to spread awareness but to be able to take actions against them.

Would you expose the convict on social media?

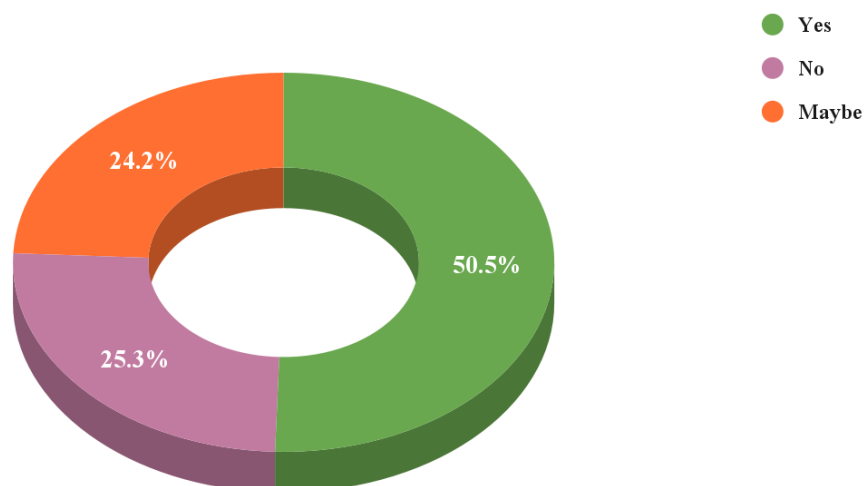


Figure 8

The above figure represents that most of the participants will use social media platforms to expose the convict. The convict in such case is the one who committed the sexual harassment act. Considering that half of the

participants in the study will expose the convict is motivating. It empowers the women to stand together against such incidents. Though a few participants will not expose, seeing the majority will is a motivating factor for awareness in such a situation and might motivate the others as well to share and expose.

According to you was the ME TOO MOVEMENT justified in its objective?

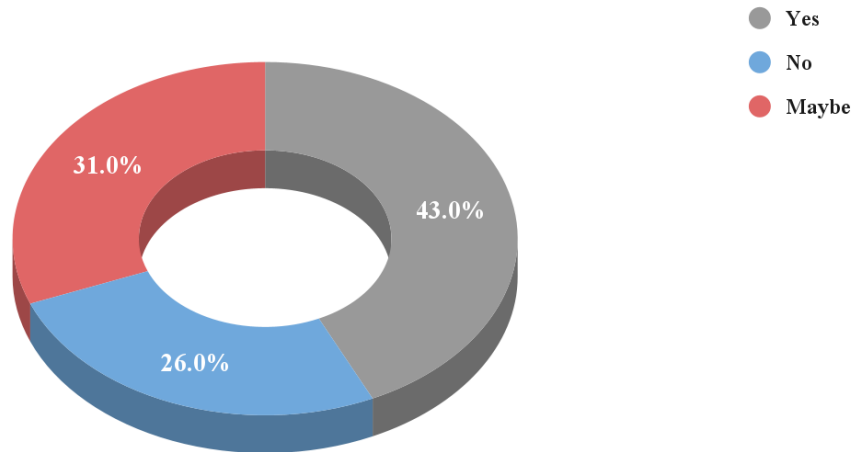


Figure 9

The above figure depicts that most of the participants in the study are in support of the me too movement and believe that the objective of the movement was justified. Metoo movement as established earlier in the study is the biggest and most significant example of impact of social media in sexual harassment against women. All women around the globe came together and shared their incidents. The movement impacted in legal structure, public perspective and women empowerment.

Though a few of the participants believe the objective of the movement is not justified, since some of the incidents shared in social media were of false nature. But most of the incidents allowed enhancement in laws and policies for the safety of the women. Without social media platforms, this movement would not have impacted at such strength.

Do you think that reporting harassment on your Instagram or Facebook can help you attain peace?

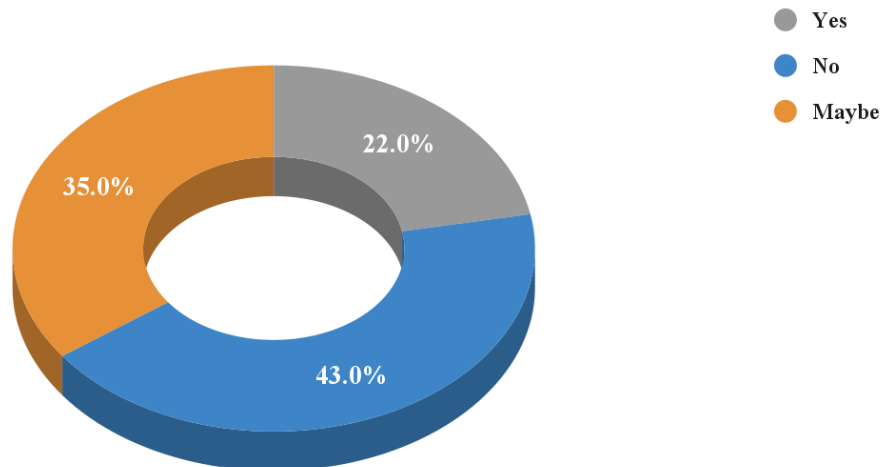


Figure 10

The above figure represents that most of the participants after reporting harassment on their social media platforms doesn't help them to attain peace. Though some of the participants, i.e., 35% of them are uncertain whether reporting harassment on social media platforms is helping them to attain peace. Only a few of the participants of the study do feel peace after reporting harassment on their social media platforms.

This question represents that having a report feature is crucial but the impact on women's mental health due to such harassment is severe and just reporting the culprit profile is not an enough action to attain peace. Social media platforms should enhance their structure for the safety of women. They shall also report incidents to the legal administrative system in severe harassment cases.

On a scale of 0 - 5 how comfortable are you to talk of such incidents on social media?

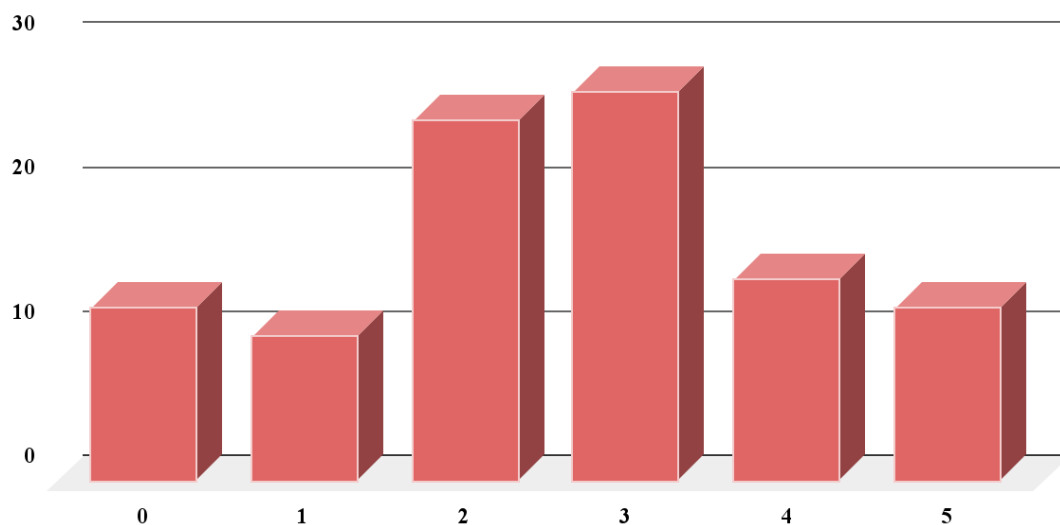


Figure 11

The above figure represents a preference scale of the participants on their comfort to share such incidents on social media. Most of the participants were not fully comfortable sharing such incidents on social media. This scale represents that very few are fully comfortable to share any such incidents.

The reason behind most of the women not feeling comfortable to share such incidents, were might be due to embarrassment or fear of public perspective. Most of the public opinions after sharing such incidents can probably be negative which further deteriorates the victim's mental health. Creating a comfortable, supportive and encouraging environment is necessary to report such incidents.

The fear of negative attention refrains women from sharing or even reporting such incidents. This will lead to rise in sexual harassment cases. If the public becomes supportive and encouraging, more and more cases will come-out in light and will help the women to spread awareness regarding such situations.

Do you think that social media can bring changes in the number of sexual harassment cases?

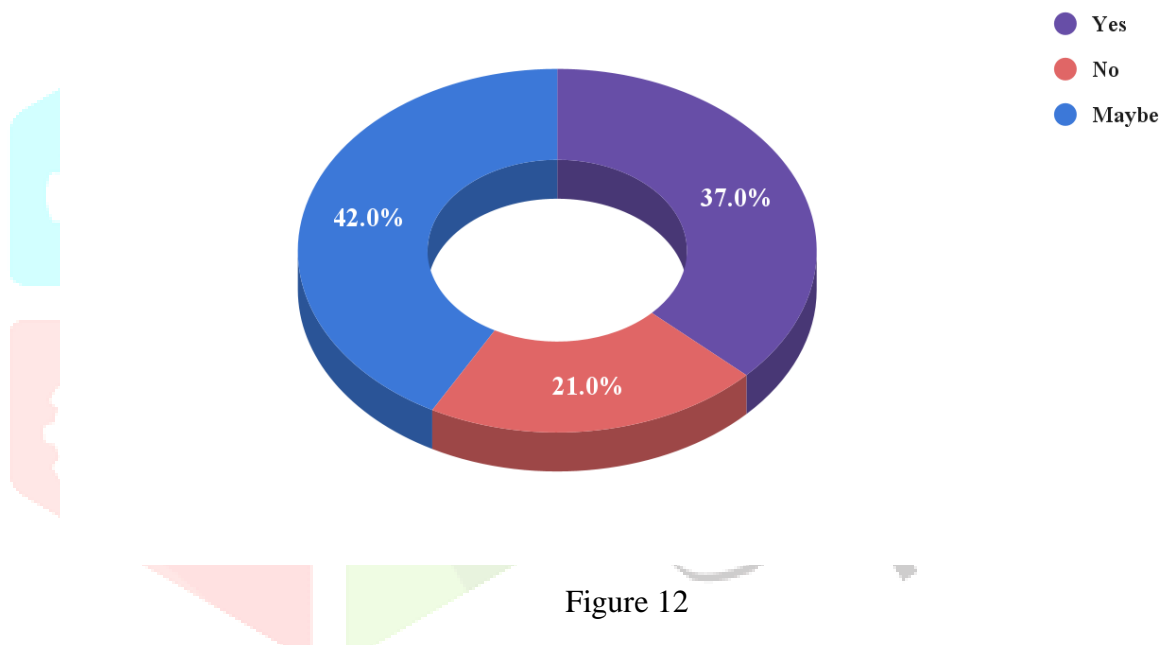


Figure 12

The above figure depicts the impact of social media on sexual harassment cases. Majority of the participants in the study were uncertain whether social media brings any changes in number of sexual harassment cases. 37% of the participants believes that social media platforms bring changes in sexual harassment cases while the least number of participants believes that social media platforms doesn't bring changes in number in sexual harassment cases.

It can be said that social media does have an impact on sexual harassment cases and led to public awareness and sometimes even lead to movements for justice in such cases. Social media does have a major impact in public perceptions and it does provide a platform for sharing information for public welfare.

Considering the majority of the participants are believing and observing such changes, it can be said social media has developed its purposes. The fewer who denied might observe the rise in cyber crimes due to the emergence of social media platforms.

On a scale of 0- 5 how can social media get you rights of protection at workplace ?

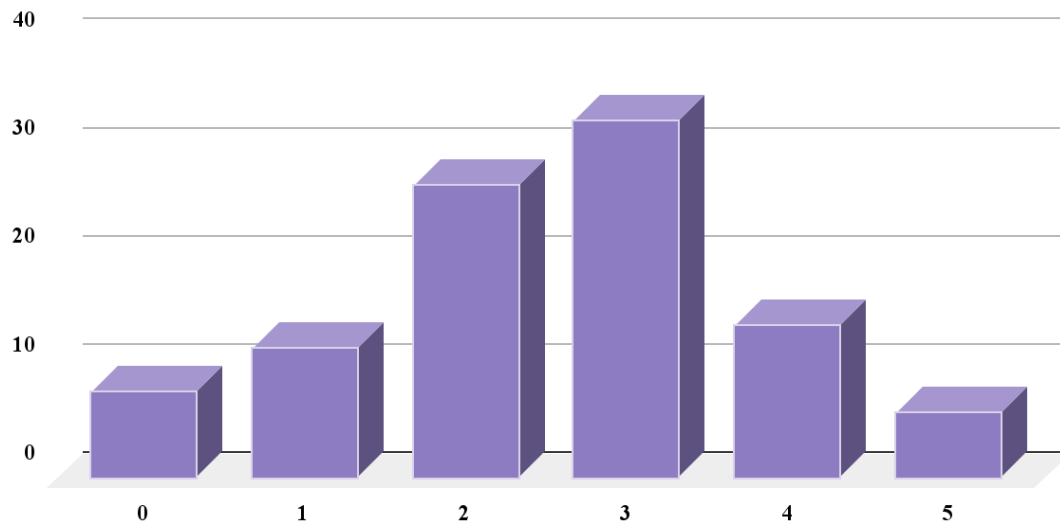


Figure 13

The above figure depicts the perception of participants on social media protecting their rights at the workplace. Most of the participants of the study were negative regarding protection of their rights at the workplace via social media platforms and very few believed that social media platforms can protect their rights at the workplace.

Considering the development of social media and the reliability of individuals on social media platforms, their rights can be protected very well. The social media content can be reported to be of obscene nature and sometimes considered evidence in several cases, hence the significance of social media has enhanced and the platform can be an approach to protect an individual's right at their workplace.

Have you been forced for any kind of sexual favors to acknowledge your work?

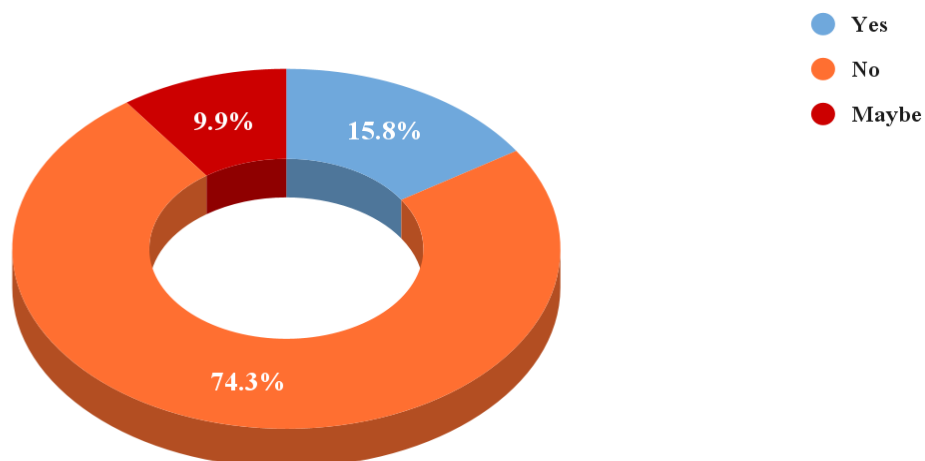


Figure 14

The above figure represents that majority of the participants of the study have never been forced for any kind of sexual favors at their workplace to be acknowledged for their work. But the figure also represents that 15.8% of the participants have been forced for some kind of sexual favors at their workplace to be acknowledged for their work.

The use of an authoritative power to gain such sexual favors are now considered as rape/harassment and is considered as one of the severe crimes in India. Even after regulation, the presence of such incidents represents that sexual harassment is still in existence in India.

Is public naming of convict with no proof over social media justified?

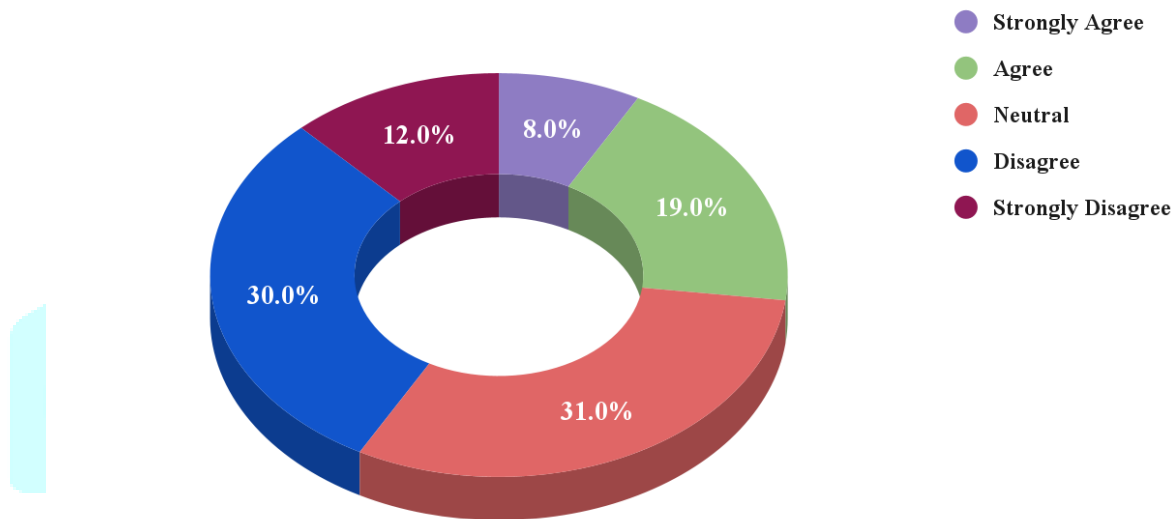


Figure 15

The above figure represents that most of the participants are either disagreeing or neutral regarding the public naming of the convicts in social media without any evidence to be justified. Quite a few participants have agreed it to be a justifiable step.

Evidence plays a crucial role in depicting guilt of an individual, without any evidence such accusation will only harm an individual. If the evidence is in existence naming the convict publically on social media is justifiable but without any evidence, it will just make a rise to false accusations and misuse of social media platforms.

Have you shared pictures or screenshots of sexual content shared with you on your social media handles?

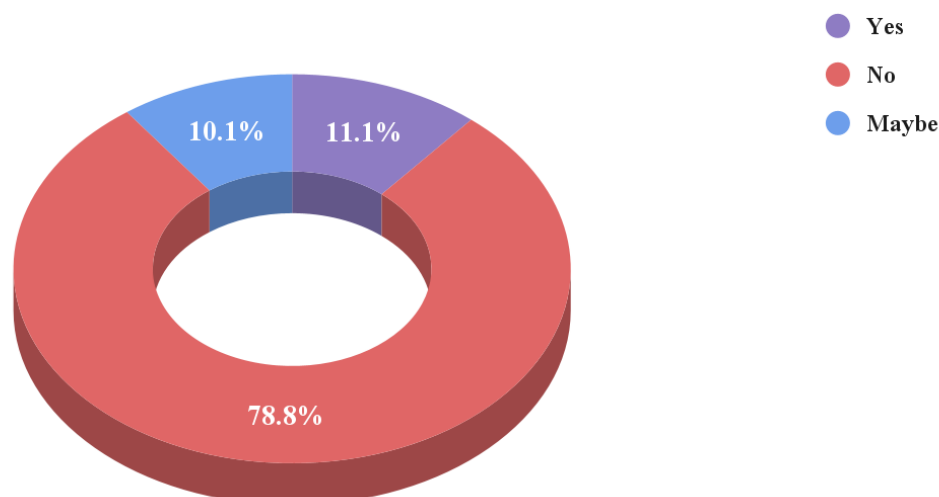


Figure 16

The above figure represent that most of the participants have ever shared a picture or screenshot of sexual content shared with them on social media platforms. While only 11.1% of the participants have shared such contents on social media platforms. These contents plays a key role on depicting sexual harassment and leads to action agaisnt the culprit.

Sharing such content will empower women and encourage them to share their incidents. Considering that the majority of the women haven't represents the fear that is in women's mindset that they aren't taking much steps against injustict they have faced.

Do you think women use social media to gain publicity rather than actually talk of sexual harassment incidents?

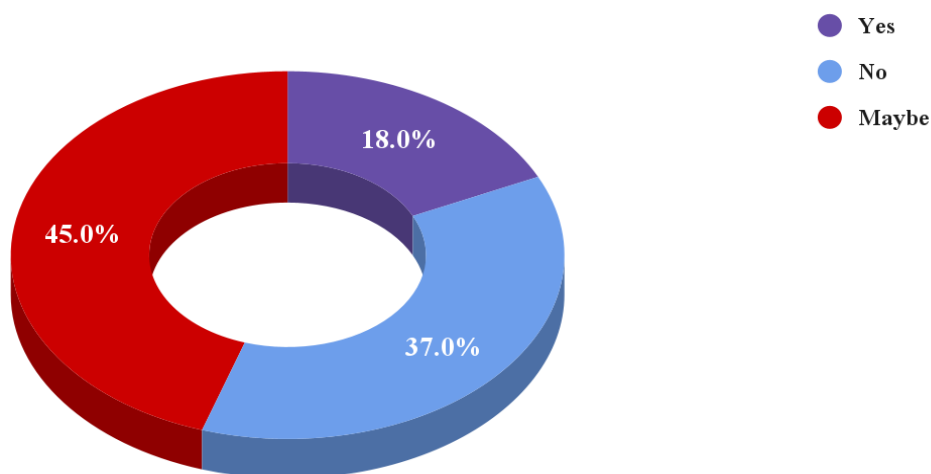


Figure 17

The above figure represents that the majority of the participants are uncertain whether women use social media platforms to gain publicity. While 37% of the participants don't believe that women use social media to gain publicity.

There has been both true and false sexual harassment accusations in social media by women. But sharing any sexual harassment incidents cannot be considered as publicity stunt as it helps women with their mental health and encourage them to take steps against such incidents.

Section B of the study represents how social media can impact the sexual harassment cases against women. Based on the observation of the above results, it can be said that social media platforms can help women to report such sexual harassment incidents and protect their rights. The fear has no place to stop them from sharing their incident to the public.

Conclusion

Based on the above results and analysis, it is observable that the sexual harassment against women at workplace is in existence and the major factor of it is patriarchal mindset. To avoid any such incidents a company at Chandigarh, i.e., Chandigarh Smart City Limited had taken a severe step towards addressing such situations.

Chandigarh Smart City Limited is dedicated to providing a safe working environment for all of its employees, free of all forms of discrimination and harassment, including sexual harassment. Nevertheless, it would be unfortunate if a woman at work was subjected to sexual harassment, which is an attack on her dignity in and of itself. If women encounter sexual harassment at work, their constitutional and human rights are violated. Sexual harassment must not be tolerated in the workplace under any circumstances.

The organization has a zero-tolerance policy for any sort of sexual harassment in the workplace, treats all incidents seriously, and investigates all sexual harassment complaints quickly. Any employee who is proven to have sexually harassed another will face disciplinary action, which could include dismissal.

This policy covers every employee across the firm in terms of sexual harassment prevention, prohibition, and redress, and motivates any employee who feels they have been sexually harassed to use the redress process established in this policy.

The policy addresses the prevention, prohibition, and redress of sexual harassment in places other than the company's offices/branches, including all places or locations where acts are performed in the perspective of working relationships or while performing professional duties, or which may be visited by an employee during employment, along with transportation offered by the firm for such visits. Sexual harassment can be perpetrated by coworkers, senior management, supervisors, and managers, as well as agents, contractors, customers, vendors, partners, and guests, including outsourced staff. The impact on the complainant, not the respondent's intention, is used to determine sexual harassment.

The policy followed by this company is an example of how a safe environment should be created for women to complain about such incidents. The major focus for the company is the impact of such an incident on the

complainant, the respondent's intentions doesn't play a key role in such a matter. A harassment against a woman at any place causes mental and physical disturbance in their health. If such a policy is adopted, it will impact the occurrence of such situations. Even after such policies, if anybody experience any kind of sexual harassment, they have full right to share it over social media.

Social media platforms have given the public a place to share information and spread awareness, utilizing social media in such incidents it will create a safe environment for women in society. Though it is sometimes used in harassment process, if social media platforms, develop their security systems and complaint against harassment if reported to them, specifically in severe cases of sexual harassment, the women will feel safer and will be motivated to report such incidents.

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