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Social Media Cyberfeminism Fighting the Violence Against Women and Brining Change in Real World – A Case Study of #Metoo, an Online Campaign

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ABSTRACT

In this millennium social media have emerged as most popular media of communication. In the social media era, no woman is alone. This paper wishes to explore how social media can be used to attain gender equality, women empowerment and fighting against the violence against women. Paper wish to analyse the social media campaigns advocating feminist issues. The reason #MeToo has been chosen as it is recent and still in news on online and traditional media. It has been picked immediately by 85 countries. This is an analytical, exploratory research. The content has been taken from the Online articles, online news portals, web pages, Facebook pages, blogs, tweets, pictures from google and other websites discussing #MeToo campaign and its updated reporting. The data has been picked from online media and social media from between October 2017 to February 2018.

KEYWORDS– Social media, cyberfeminism, violence against campaign, online activism

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INTRODUCTION

Digital devices have made our life easy but actually complicating it. Social media has positive and negative impacts, it helped marketing and marketers, appreciating the speed of dissemination of information¹. Near to half of the world population is online and then number of people from all geographical areas with internet and using social media are increasing with each day. Social media and new information communication technologies are powers that political, social activists and leaders are exploring for the development and welfare aims². Recent studies done on the impact of social media, online campaigns, protests, movements have made it clear that it has potential for bring social. Political changes in world. Feminist, feminist organizations are also using the virtual world, internet and social media for their efforts³. Social media can make easier to organise a protest or asking for supporting an issue by lowering the barriers of coordination. To know the level of support or oppose, need less resources, speed of sharing the information is quite fast, so many people known, and unknowns get awareness of an event through tweets, FB pages or chat portals, but these are quick⁴.

This concept is also known as internet activism or digital activism, e-activism, cyber-activism. The term is defining as the use of new information communication technologies to support social and citizen movements. Author argued that the “people who have enough computer knowledge use internet and initiate various activities like demonstrations, public protests etc”⁵.

Sadie Plant, director of the cybernetic culture research unit at University of Warwick, Britain coined the term cyberfeminism to describe the work of feminists interested in theorizing, critiquing and exploiting the internet, cyberspace and new media technologies in general. The term and movement grew out of third wave feminism. Cyberfeminism has tended to include mostly younger, technologically savvy women, and those from western, middle-class backgrounds⁶. “Cyberfeminism is a way of redefining the conjunctions of identities, genders, bodies and technologies, specifically as they relate to power dynamics. It is a celebration of multiplicity.” In simple words Cyberfeminism refers to feminism applied or performed in cyberspace⁷.

Report of interview of forty two thousand women belonging to 28 states from the member states of the European Union (EU) showed that violence against women, and specifically gender-based violence that disproportionately affects women, is an extensive human right abuse that the EU cannot afford to overlook, this survey was done by European Union Agency for Fundamental Rights⁸. Report predicted that 35% women of world population have suffered one or many kinds of physical assault or abusive behaviours. The doers of such behaviours were either life partners or friends. 38% of murders of women are done by their imitate partners⁹. Social media has

democratized the feminist communication and networking. It is opening up the feminists to bring their communication to all having, using one or more platforms of social media, to ask them for their support or participation. Organising the protest in real world is being organised and planned on social media. It is easy to channelize in minimum effort and expenses¹⁰. Social media bring the issues of feminism in limelight and much attention with the help of social media when traditional media ignore or don't well report¹¹.

RESEARCH OBJECTIVE AND RESEARCH METHODOLOGY

This paper wishes to explore how social media can be used to attain gender equality, women empowerment and fighting against the violence against women. Paper wish to analyse the social media campaign advocating feminist issues and the response and support it receives. The reason #MeToo has been chosen as it is recent and still in news on online and traditional media and showed global impact. Paper will also analyse the impact of this cyberfeminist effort in real world.

The research methodology of case study and content analysis is being used for this paper. Case study should be unique, exemplary or unusual and its reliability to other researchers and practitioners in related fields should be strong, then even one case study will be enough for studying a concept. Sampling, purposeful sampling is generally used in case study research¹². The case may be deviant or extreme case, a critical or convenience case or politically significant case for research¹³. Single case designs primarily can be appropriate design under few situations and rationale. Rationale is when one case study represents the critical case in testing a well formulated theory, when a single case study can may meet all the condition for testing the theory, single can be used to determine whether a theory's propositions are correct, single case can contribute significantly to knowledge and theory building¹⁴. Holistic or embedded single case study is decided if study is about a single unit or a public program that involves a large number of projects. Multiple units in one will be embedded and single unit study will be holistic design¹⁴. The #MeToo showed the impact globally and surviving through years with the support form people on social media. The content analysis is done from online news portals, traditional media reports. Time limit was from October 2017 to December 2018.

CASE STUDY #MeToo

Origin of the #MeToo

#MeToo hashtag campaign is a recent exemplary case study of cyberfeminism, which presented the global community building on one cause and asking public accountability for violence against women from common public, political powers, law makers, judiciary and everyone they could attract towards their campaign with #MeToo.

Tarana Burke, African-American is a social activist, community organizer and program director for Brooklyn-based girls for gender equity with aim of gender equality. In 1996, during a youth camp director, one little girl of age 13, narrated how her step father ruined her body and childhood. That day Burke felt the urgent need to do some concrete to save all those precious lives. Burke could not give a right response and felt like saying, Me too which she never said that day that moment and repented for long.

These two words, “Me TOO” become the seed for this campaign in 2017. She launched this campaign ten years back to provide empowerment through empathy, as she told in her interview with Amy Goodman of Democracy Now. Tarana Burke created this two-word campaign “Me Too” online but at local level only. Burke is making documentary of same title name, to show the situations in visual. For last ten years Tarana is running this campaign in real world. She is organizing social gatherings, functions to discuss it. Footage of her speech in 2014, during March against Rape culture in Philadelphia. In her speech she told about this campaign. She started the campaign to help the survivors in poor communities and was focused more on women of color¹⁵.

Tarana got support wherever she campaigned, but surely the effect was not global. In 2017, actress Alyssa Milano accused film producer Harvey Weinstein of sexual assault and harassment and put in on social media. She was the one to bring this campaign on social media and spread this phrase Me Too, her aim was to get this message across world to deal such cases with sternest and motivate the victims to accept it publicly to get justice. Main aim was to not to stay silent against such incidents. It was necessary to show the grievance and scale of this problem¹⁶. Nearly hundred countries responded back, and campaign become a global campaign to fight against sexual abuse¹⁷. Social media made it global concept. The traditional mainstream media equally reported this campaign and its effects in other countries. It was empowering to see the online women solidarity. Twitter reported that nearly a million times this hashtag was shared in first 48 hours, on Facebook, there were 12 million comments, reactions in 24 hours¹⁸.

Spread and Impact of #MeToo

Rebecca Seales in her article, what has #MeToo actually changed? writes, #me Too the campaign against sexual harassment and abuse that swept through Hollywood last autumn and has since been Googled in every country on earth. Half a million people responded in the first 24 hours of #MeToo. A barrage of allegations has since emerged against high-profile men in entertainment, the media, politics and tech. More than 300 actresses, writers and directors raised \$21m in just a month to fund legal assistance for the people who suffered harassment, abuse or assault at work¹⁹. Those two words, me too, that have been repeated millions of times in the last 24 hours on

Facebook, Twitter and Instagram. They're posted by women who say they've faced sexual harassment and assault. And they show the power and speed that social media can deploy²⁰.

Anna Codrea -Rado, in her article, #Me Too floods social media with stories of harassment and assault, she writes, "Women are posting messages on social media to show how commonplace sexual assault and harassment are, using the hashtag #MeToo to express that they, too, have been victims of such misconduct. Gael Fashingbauer Cooper The messages bearing witness began appearing frequently on Twitter, Facebook and Instagram on Sunday, when the actress Alyssa Milano posted a screenshot outlining the idea and writing "If you've been sexually harassed or assaulted write 'me too' as a reply to this tweet."²¹.

James Rogers in his article, "Social media has given a platform to men and women to discuss their experiences," Jason Mollica, a digital media expert and professor at American University in Washington, told Fox News. "The quickness and strength of Twitter and Facebook allowed the #MeToo movement to gain worldwide visibility and put names and faces to those harassed and/or assaulted"²².

Actress Alyssa Milano tweeted on October 15, 2017, requested women to come online and write about the incidents when they faced the molestation and sexual harassment. It was reported that during the #MeToo posts on social media, there were three main themes were observed which were prominent in that time period, these were sex crimes, crimes and criminals, women²³. Olivia Harvey, in her article, Gabrielle Union – a rape survivor – spoke about sexual assault in a powerful series of tweets, wrote. "Union's message is critical now more than ever, because so many women are finally feeling safe enough to share their stories, and it is crucial that they are both respected and believed"²⁴. This tweet was retweeted 94,70294,702 times and liked by 293,960293,960 time on Twitter²⁴.

Louise Burke wrote about the spread of movement in the world how Japan, Australia adopted Me too campaign and the women started talking about their experience of harassment and physical abuse. While long-overdue conversations like this are highly publicised in the West, perhaps the greatest measurable impact of #MeToo has been in its arrival in countries where ideology or religious doctrine have traditionally hampered open conversations about sexual assault. Countries like China, where a university professor has been sacked - and another was investigated - over allegations from students via Sina Weibo, China's Twitter. Or conservative Indonesia, where a woman defied police inaction by obtaining and sharing CCTV footage of her own assault, resulting in an arrest²⁵. Women from so many regions, from so many backgrounds and ages were openly sharing their pain and showing the solidarity with this campaign.

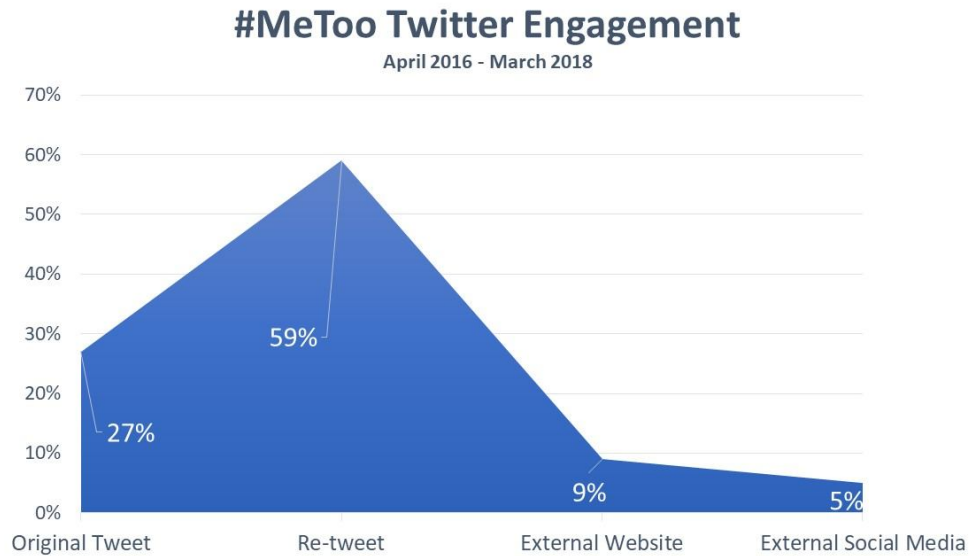


Fig 1- #MeToo Twitter Engagement

J R Thorpe, in Dec.2017 writes, Me too was picked up on every continent, particularly in America, Europe, India and Australia. Worldwide 1.7 million tweets had been made²⁶. Other media platforms saw a huge #MeToo trend, Facebook shared this information that in 24 hours after Milano post, 12 million posts and comments went up and 45% of all United states users and their friends²⁶. The entire point of the #MeToo phenomenon was to make the scale of sexual harassment and assault worldwide visible and it happened in amazing way, this hashtag has encouraged many more allegations against prominent male abusers and it was in public now, it become more open and easier than ever in history to share the abuses and molestation incidents due to #MeToo and it taught the world in unique and new ways²⁶.

Me-too impact in India by talking about one example of an Indian student of law who given names of academicians who harassed their students from different parts of India³⁰.

Reach and Impact of #MeToo was global. The public echoes of rhetoric in America is a project which states, “Through the PEORIA Project, the public will learn, for the first time, the main channels through which presidential aspirants’ messages reach the electorate; how those messages are being received and passed on through individuals’ personal networks; and who is getting the most “mainstream” and “social” media traction³¹. In present scenario social media is playing a very vital role and it has a great impact on the political mobilization of voters, in future is can be used as a governing instrument in politics³². One more version of this campaign like #YoTambien, and Arabian campaigns and #balancetonporc were prominent³³.

Minimum 85 countries responded to this campaign. Few countries localized the campaign to get proximity factor and to get more support from their citizens. It surely had positive impact on campaign. #MeToo hashtag a campaign begun online in 2017 end to accept and talk online about the horrible incidents of rape, molestation, sexual assault and harassment for sex favours. It needed a kind of courage to come out and accept it, not only narrating that horror but to ask for justice. It directly challenges all the traditional concepts about rape and rape victims, opposition of patriarchy system, the perceptions of societies communities towards rape victims and accused.

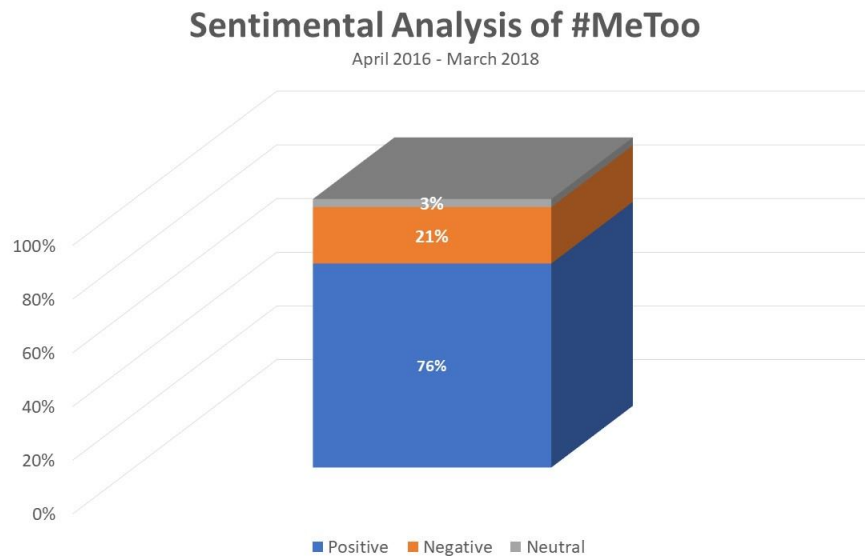


Fig. 3- Sentimental Analysis of #MeToo

The investigations published by The New York Times and The New Yorker, having the recorded statements of many women went on record alleging the Hollywood mogul Harvey Weinstein sexually assaulting them, it triggered the #MeToo campaign on social media. Gwyneth Paltrow, Angelina Jolie, Ashley Judd, Anna Paquin, Laura Dreyfuss, Lady GAGA, Patricia Arquette,

Debra Messing, Javier Munoz and Rose McGowan, Hollywood celebrities, revealed that they had been harassed by the 65-year-old founder of MiraMax Films. American Gymnast McKayla Maroney, an Olympic medallist, shared her story of repeated sexual assault by her team doctor, later accused by many other victims. Other prominent female athletes including Layshia Clarendon, golfer Paige Spiranac also shared their stories on #MeToo. Hundreds of female legislators in Oregon, Rhode Island, Illinois shared their stories on the hashtag. Nearly 140 lawmakers, lobbyists and consultants in California signed an open letter describing the “pervasive” culture of sexual harassment at the state capitol.

Lobbyist Samantha Corbin stated that even women at the highest levels feel that they are not insulated from abuse. Alx Leslie, senior director for educational services at the Cleveland Rape Crisis Centre, said that the centre got flooded with calls as #MeToo went viral. He added that within one week of the #MeToo campaign more and more people are coming forward with disclosures, even parents are reading for the first time #MeToo of their children. Ms. Sondra Miller, the president and CEO of this centre, said that the campaign has brought the optimism that it will spark the conversations needed to reduce the prevalence of these harmful experiences. She is afraid that social media is so fast that it may be soon it will be occupied and turning the attention towards other subjects. So, the opportunity to turn this into a real change is short.

Millions of men and women from a wide range of industries across the globe started to share their own stories of sexual harassment at #MeToo. In England, Labour MP Stella Creasy also tweeted #MeToo. The trend started by American singer-actor Alyssa Milano from October 16, 2017, picked up globally. Members of the European Parliament joined the #MeToo campaign by standing up in front of their colleagues to denounce the “Widespread problem” of sexual harassment in European politics. Terry Reintke, Green Party MEP from Germany, said that it is the time perpetrators should be ashamed of themselves. Reese Witherspoon, famous actress from Hollywood, in the Oscar-winning event, revealed that she was sexually assaulted by a film director when she was 16 years old. She supported the #MeToo campaign on a big stage and it gave a large boost to the campaign. Four female US senators, after the campaign, told stories of their own harassment and vowed to introduce legislation to reform the existing laws to handle crimes against women. Jackie Speier, California Democrat also said the same notion.

In France, thousands of French supporters brought the MeToo hashtag campaign on the road. In the Republic Square, they marched with placards of #MeToo. Most of these demonstrators were women. On placards they were carrying many messages supporting the campaign and narrating more linked to this. Such gatherings were reported in Marseille, Bordeaux and Lille. In Paris, nearly 2,500 people organised a rally in the capital. Freelance journalist Carol Galand, to support the aim

of ending all kinds of sexual abuse to women. Feminist across France are of opinion that such campaigns will surely bring changes in attitude of masses about the physical abuse and also about the social victimization of victims. France feminists were quick to pick the campaign. They give it new Name of #balance Ton Porc (expose your pig) hashtag. Rest was same³⁴.

Many reputed persons have found their manes online under this campaign. One lawmaker from the President's party, A celebrity judging a talent show on TV, an Oxford Professor for Islamic studies, Film maker Roman Polanski was charged with more assaults. Feminists also launched a protest outside a film archive institute. As per Sarah Wildman, a online writer for VOX, Thousands of women in France are speaking out and have flooded the social media with hundreds stories of assault and molestation, even rape charges³⁵. Journalist Sandra Muller started this campaign #Balance Ton Porc, begin with her own experience of abuse. This campaign helped in drawing a line over the so-called sexual freedom crossing the lines of modesty in gender equality and respect. It was a much-needed campaign to raise this issue³⁶.

Marlene Schiappa, Minister for Gender equality in France has presented a bill in the parliament for fining and punishing people for eve teasing and street harassment including aggressive catcalls³⁷. It was necessary to put strict laws to mend the behaviour of people in streets, being harassed simple meaning feeling unsafe, intimidated. 1,048 cases regarding sexual harassment were reported, only 65 let to conviction, speaking the volume of problem present. Think of those unreported cases of harassment. Schiappa added that 84,000 number of cases of rape has been reported, and 220,000 of assault every year. It is a violence need to be reduced. Schiappa also added that "Twitter cannot replace legal action, but it is first step for many women"³⁸. Anything that allows women to talk is good method, social media made it easier to bring it to frontstage³⁸.

French President Emmanuel Macron tweeted and told reporters Sunday that he is "taking steps" to revoke Weinstein's Legion of Honor award, which was given to Weinstein in 2012 by then President Nicolas Sarkozy, he added, "We do so not simply to separate ourselves from someone who does not merit the respect of his colleagues but also to send a message that the era of wilful ignorance and shameful complicity in sexually predatory behavior and workplace harassment in our industry is over," the Academy said in a statement on Saturday. What's at issue here is a deeply troubling problem that has no place in our society. The Board continues to work to establish ethical standards of conduct that all Academy members will be expected to exemplify"³⁹. France's First Lady Brigitte Macron has urged women to "break the silence" on abusive men as newspaper published a cover of a Rockstar's murdered girlfriend. Mrs Macron's call on women to speak out about sexual abuse, harassment or violence came amid furious debate over male abuse of women in France in the wake of the scandal embroiling Hollywood producer Harvey Weinstein⁴⁰. Proposals

are under discussion to fine men for aggressive catcalling or lecherous behavior toward women in public, to extend the statute of limitations in cases of sexual assault involving minors, and to create a new age ceiling under which minors cannot legally consent to a sexual relationship⁴¹. New York Times given the headline that social media is full of similar stories of molestation, harassment, even teasing. Few feminists found French campaign words expose your pig much stronger than Me too as it is active and Me too was passive in effect. #Metoo was showing the victim side and expose the pig was targeting the accused, boldly taking names and exposing them in public⁴². As in this campaign, in 11 French cities women came out in cities and marched, protested, shouted for justice and end to sexual abuse. ABC News – Washington Post conducted a poll after this campaign to know why this campaign has gone viral, why it is able to get this high support and back up world-wide in no time. The poll result was that sexual harassment is a full-blown epidemic, they stated that their poll is showing that 54% American women have experienced unwanted and inappropriate sexual advances⁴³. Once or many times in their life, 30% women have endured this from male colleagues, 25% approved of their career affected by this. 75% American think it is a problem and 64% agree that it is a serious problem⁴⁴.

Britain's Defence Minister Michael Fallon resigned on Wednesday following sexual misconduct allegations⁴⁵. Former US President George HW Bush has apologized for touching women appropriately after three women accused him of grabbing their butts⁴⁶. As per special reporting done by USA, "If it feels like a near daily onslaught of high-profile individuals being accused of sexual misconduct, that's because it is. On Oct. 5, women came forward alleging decades of sexual abuse at the hands of Harvey Weinstein, once one of the most powerful men in Hollywood. Since then, 150 have been accused of sexual misconduct, ranging from inappropriate texts to groping to rape. These are the accused, from Hollywood and Washington, from Silicon Valley and New York. Not here are those whose names haven't been big enough to garner national headlines — and the many more who haven't been named at all, whose identities are only known by those who responded to this campaign". But when celebrities Angelina Jolie and Gwyneth Paltrow talk about remaining silent after being molested and propositioned, the world does sit up and take notice. It took decades and the voices of dozens of women for action to be finally taken against studio head Harvey Weinstein. Isn't silence by the ones being violated giving men like him the confidence that he can get away with it? Isn't apathy the reason why inappropriate behaviour continues with impunity?⁴⁷. CNN reported that veteran political journalist Mark Halperin sexually harassed his female colleagues while working at ABC News, according to five women. Halperin was pulled from his contributor position at MSNBC and NBC News and lost his book deal with Penguin Press⁴⁷.

Nadia Khomani also explored the impact of #MeToo campaign and written, “Within days, millions of women – and some men – used Twitter, Facebook and Instagram to disclose the harassment and abuse they have faced in their own lives. They included celebrities and public figures such as Bjork and Olympic gymnast McKayla Maroney, as well as ordinary people who felt empowered to finally speak out. The story moved beyond any one man; it became a conversation about men’s behaviour towards women and the imbalance of power at the top. The effects are being seen every day. One anonymous woman used the #MeToo hashtag to accuse Vice journalist Sam Kriss of forcibly kissing and harassing her. Kriss posted an apology on Medium but has since been sacked from Vice and had his membership to the Labour party suspended. On Thursday, British GQ’s political correspondent, Rupert Myers, was also fired after several women made allegations against him on Twitter. The next day, Vox Media’s editorial director, Lockhart Steele, was fired over allegations made against him in a Medium post”⁴⁸.

India too was also fighting back on this issue and supporting this campaign. In India there were always hidden system operated by women to inform and warn women about presence of sick men among them. But in public domain it is new. In India women still not preferred to reveal their names making it a topic of criticism as still the main aim was cheated. Names of men went online but the accusers still did not dare to appear. Unlike the west, where they came out to fight back, celebrities from all spheres came online to show the support, strengthening the campaign⁴⁹. In India it was not up to that wavelength. Even the accused people were enjoying life as usual there was no pressure, impact on them as people still preferred to stay silent. India Today also published an article supporting the campaign that this campaign is a reminder to the society is a culture and it is not ok. It needs to be changed and stopped forever⁵⁰.

In January, 2018 the Hollywood celebrities including top stars, directors, producers, nominees and presenters wore black to protest the gender inequality and to support the sexual allegations at #MeToo. This trend was visible in 75th annual Golden Globes. Tom Hiddleston, Jennifer Lopez, Nicole Kidman, Reese Witherspoon, Meryl Streep, Emma Watson, Laura Dern, Ai-Jen Poo, Debra Messing, Allison Brie, American Ferrera, Michelle Williams, Eva Longoria, Kerry Washington, Katherine Langford, Sarah Jessica Parker, Viola Davis, Margot Robbie, Jessica Biel, Gal Gadot, Dwayne Johnson, Natalie Portman, Lady Gaga, Evan Rachel Wood, Comedian and activist Nick Jack Pappas, Sarah Paulson, Amanda Peet wearing black for supporting the cause were on front pages of newspapers and magazines. The list is long, but message is clear, protest against sexual abuse at one of the most prestigious stage of films is carrying forward the #MeToo campaign from social media activism to real life activism. The recent researches done on the impact of social media on children, women, society and on activism and social development are taking a balance note

on the impact factor of social media. As Rosi Braidotti, “Cyberfeminism with a difference”⁵¹, winds up her discussion with, “The central point remains, there is a credibility gap between the promises of virtual reality and cyberspace and the quality of what it delivers. It consequently seems that in the short range, this new technology frontier will intensify the gender gap and increase the polarisation between the sexes. We are back to the war metaphor, but its location is the real world, not the cyberspace of abstract masculinity. The most effective strategy remains for women to use technology in order to disengage our collective imagination from the phallus and its accessory values: money, exclusion and domination, nationalism, iconic femininity and systematic violence.” So social media impact was felt long back by Sadie Plant, D. Haraway, Faith Wilding but how and how much was yet to be discovered. #MeToo campaign brought down this idea that cyberfeminists approaching social media for communication and attracting support and community building is not only successful but viral process to call for changes. In less time, making feel the global presence is a positive feature of social media. writes in her conclusion of her study that women in this study experienced significant empowerment outcomes through their experiences with voicing themselves online. Still they are constrained and face substantial challenges. Scholars and practitioners should strive to hear the voices of women online and work with them to find out the practical solutions to these barriers⁵². But study affirmed the potential of social media for feminist activism with share of problems. Previous studies have projected, the Internet does present potential for the empowerment of marginalized groups (Harcourt,1999; Mitra 2001, 2004,2005)⁵³. In the study done by Rammah Ghanin Mohammed from University Utara Malaysia submitted a research thesis in 20156 with title, “The Role of Social Media in Empowering the involvement of women in information technology workforce in Iraq”, that there is a signification relationship between women’s awareness and the encouragement of women in the IT workforce using the social media. Social media use empowers the women and their number in IT workforce⁵⁴. “Gender Equality Issues Displayed in Social Network Facebook” a comparative study of four NGOs from Sweden and Georgia, done by researcher Ana Nonikashvili (2013),⁵⁵, states that Social networks cover all information’s about movements and activities, goals, values, news that gives NGOs ease and openness. It helps in interactivity, inform about the importance of change, criticize the current situation, celebrate every achievement. Social media campaigns, online protests, cyberfeminist activism using social media are getting enough audience and viewers’ attention, support and are helpful in bringing social change is the message received from the #MeToo. social media can bring social changes for making world a safer place for women and girls, but online trolling, threats and abuses to feminists are simultaneously being noticed. That also need to be studied, analysed and solved to access the real social media impact in cyber activism of feminism⁵⁶.

CONCLUSION

Erin Gallagher did a social network analysis of the #MeToo campaign. Author is a multimedia artist, writer, data visualization creator. She writes on the website medium, an online portal for stories and ideas of people's interest⁵⁷. The graph of 24,722 #MeToo tweets contains 25,218 nodes, 16,183 edges and 10,709 communities. Author never seen a hashtag network with so many communities before. The dense areas filled with what looks like white dots are tens of thousands of small groups of people connecting in the #MeToo hashtag. There are too many groups for her to color each one, but she tried to color enough of them to show that those are not white dots randomly floating around in this network⁵⁸. Author confirmed that after tweets, hashtag spread globally and over one million tweets in 48 hours and over 12 million posts, comments and reactions and Facebook⁵⁹.

#Yo Tambien is the adopted version of #MeToo in Spanish. Author observed 21,582 tweets in Spanish in same two days, the social network graph of yo Tambien was having 17,006 nodes and 15,040 edges and 4,685 communities⁶⁰.

Valentina D'efippo is another author on Medium website, writes about the trends online for #MeToo⁶¹. The object of this project was to get a visual exploration and to capture the shape of this campaign, to access the voice of this campaign⁶². The analysis of the social network analysis done in this project highlighted the magnitude of this problem across nations. The keywords on the social media during #MeToo were also presented in a graph. In those six months of #MeToo, data of the important moments was also drawn by author to see how the movement spreads. This showed the most peculiar and most popular tweets conceptualized in numbers⁶³.

Author Hugo Browne-Anderson a data journalist and from Data camp also did social network analysis of #MeToo in 2017. After the data analysis of #MeToo tweets in past weeks in October-November 2017⁶⁴. He also presented word cloud between October 24th to November 7th in 2017 after the campaign⁶⁵. It showed the prominence of the words me too, sexual, speak abuse, harassment, feeling, feel, hope, survivor etc., which in passing weeks, the trend remained spreading⁶⁶. The data of tweets and retweets on the basis of language showed the prominence of language English in tweets, but other languages like French, Dutch, German, Swedish, Japanese, Spanish, Korean also followed the trend of tweets⁶⁷. Milano's original tweet had been retweeted more than 13,000 times and liked more than 28,000 times, with more than 38,000 replies. And the idea has been picked up by an untold number of social media users on Facebook, Twitter, Instagram and other sites. The #MeToo hashtag had been used more than 200,000 times since Sunday night⁶⁸.

As the result of being this case study a global phenomenon and in the impact, it was observed how very influential people not only lost their respect, career and honor. Traditional media also supported

this campaign and played an important role in its spread and keeping it alive in news. #MeToo raised the issue of molestation and abusive behaviours at work place. Me too was also about the blackmailing of women, and biased behaviour of men in authority or colleagues, for sexual favours in different profession. Social media was chosen as the platform and tool to communicate it. It is the cyberfeminist effort to fight back with the molestation and violence against women which remain the main issue throughout this campaign.

The participants in this case study were belonging to many countries, cultures and languages and all were users of social media, traditional media was writing about the developments and follow ups of this event. But most of the dissemination of information, communications, interactions were happening on Facebook and Twitter hashtag and blogs. So, it is evident that social media is a tool of cyberfeminism. The quick and viral response to the #MeToo and its adoption by more than 85 countries, and it's still going on impacts across world is a hint towards the impact of social media cyberfeminism.

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