

Content enrichment

Role of Social Media in Reinforcing Gender Stereotypes

Outline

1. Introduction

Contending Objectification of women, disproportionate cyberbullying of girls, gender roles in advertisements and confirming female as ideal of beauty using filters, it is true that social media re-enforces gender stereotypes. Some concrete measures are necessary to address the biased role of social media.

2. A brief overview of relation between social media and gender stereotypes

- European Institute for Gender Equality report (2015)

Good well researched content

3. How social media is reinforcing gender stereotypes?

I. Girls suffer more cyberbullying than boys

Case study: OECD countries

II. Gendered advertising on social media

References: (a) Lipstick advertisement

(b) Traditional gender roles in online advertisements

Need improvement in research

III - Unrealistic beauty standards in digital advertisements

References: (a) Filters and photo editing

(b) - Skin lightening products

IV - Spreading influential culture and gender norms via social spaces

References: (a) Toxic masculinity

(b) - Six packs, physical strength

(c) - Women in emotional contexts

V - Objectification and sexualization of women through social media platforms

Case in point: #MeToo debate

VI - Degradation of women through misogynistic pornography

Reference: UNESCO Report (2023)

VII - Targeted hate campaigns against female professionals via social media

Books: Woman's Planning

VIII - Development of gender roles via social spaces

Case in point: Women in fashion

industry vs Men in Sports

4. How social media has challenged gender stereotypes?

I - Social media as a tool for feminist movements

Case study: "He for she campaign" by UN.

II. Representation of non-binary and trans-gender identities on social media

Case study: Shazadi Rai

III. Online campaigns against unrealistic beauty standards

Case in point: #Unfair and lovely campaign in India

IV. Online educational content on gender equality

Case in points:

(a) #MeToo movement

(b) #Girls of Mobas

5. What are the measures to address the role of social media in spreading gender stereotypes?

I. Diverse representation of women in media spaces

Books: Feminine mystique

II. Ensuring content moderation and regulation of social spaces

Reference: Use of filters for data analysis

III. Guaranteeing media literacy and critical thinking in masses

Case in point: Norway's model of media literacy

IV- Ascertaining gender inclusive advertisements on social media

Reference: # EndSARS movement

V- Installing gender neutral algorithms in social platforms

Books: To be Real

6- Conclusion

The disproportionate role of social media spaces like Facebook, Instagram, Snapchat or Twitter is the key factor behind perpetuating gender stereotypes in society. According to a recently published survey of American Psychological Association, "60 percent content available on social media

related to gender stereotypes. It is a better technique to write these for latter paragraphs within body

the report further expresses that "75 percent young men aged 18 to 30 years pressurized to conform to these masculine stereotypes after consuming content from male influencer youtubers." It clearly indicates

that social media reinforces gender stereotypes. Girls suffer more cyber bullying than boys. Similarly, social media platforms are main sources

of gendered advertisements, creating unrealistic beauty standards. Be more formal in expression

mushrooming influential gender norms and objectification of women are some of the manifestations of social media's role in fostering

gender stereotypes. misogynist pornography
coupled with targeted hate
campaigns against female professionals
is also reinforced by social
media forums. However, social media
has also challenged gender
stereotypes. It is one of the
biggest tools of feminist movements.
Representation of binary relations
along with campaigns against unrealistic
beauty standards is another
triumph of social media. Some
concrete measures including diverse
representation of women, guaranteeing
content moderation and regulation of
media spaces, and other are
necessary to address the role
of social media in perpetuating
gender stereotypes. Contending objectification
of women, disproportionate cyberbullying
of girls, gender roles in advertisements
and confirming females as ideal of
beauty, it is true to say that
social media is reinforcing gender
stereotypes. Some remedies are
necessary to address the role of
social media.

Try to link these sentences more
strongly and with cohesion

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There is a deep linkage between social media and gender stereotypes. Social media platforms are the biggest sources of spreading information and fostering ideologies. Similarly, reinforcement of gender roles and identities is also an off-shoot of social media spaces.

According to European Institute of Gender Equality report (2023), more than 70 percent of stereotypes can be eliminated if social media play its impartial role.

Despite it has challenged gender disparities and norms, it is also one of the key drivers of gender stereotypes across the world. Verily, there is a strong interconnection between social media forums and gender stereotypes.

There are multiple manifestations of social media's role in reinforcing gender stereotypes and disproportionate cyber bullying of girls is one of them. Harassment of women

Is one of these

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and girls through social media is common across the globe. In every society, girls are suffering more online bullying than boys. Almost every woman is the victim of cyber bully through social media. Countries, 12 percent of 15 years old girls reported having been cyber bullied compared to 8 percent boys. Hence, it is an established truth that social media is reinforcing gender roles and identities.

In the same manner, gendered advertisement is another manifestation of social media's role in fostering gender stereotypes. Almost all the advertisements on the social media spaces contain a kind of gender role or identity. They represent role of women in soft skills and areas like house chores. Resultantly, girls consume such roles and a vicious cycle of

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gender's special functionalization gets
fraction For instance, lipsticks
advertisements represent the social
identities of women and girls. Similarly,
women are given traditional gender
roles in digital advertisements like
representations of females in detergent
advertisements. Hence, social media
is the key driver of social
stereotypes.

Relevant and well researched
content

On the same pattern,
unrealistic beauty standards in
digital advertisements also indicates
the role of social media
in perpetuating gender stereotypes.
Confirming female an ideal of
beauty using filters is the
common practise of social
media spaces. Social media's representation of
unrealistic beauty standards enroots
gender identities and norms in
society. Usage of filters and
photoshops to make pictures and
videos attractive is the key
feature of digital spaces.

For multiplying viewership

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Moreover, representation of women in skin advertisements of skin lightening products also creates identities and defines roles to the genders. Thus, digital media and perpetuate gender norms and roles in society.

In addition to above, social media spreads influential culture and gender norms. Consumption of gender roles by citizens has increased due to social media. It is because the content of social media platforms is not gender-inclusive segmented spreading of masculine and feminine roles and norms through digital media has fostered gendered culture. For instance, social media emphasizes on toxic masculinity, physical strength and six packs for male genders. However, it represents women in emotional roles. Thus, it can be argued that social media

~~Perpetuates~~

~~It emphasizes on~~

~~Avoid writing here~~

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media plays a major role in justifying gender stereotypes.

In the same vein, objectification and sexualization of women through social media platforms shows the biased role of social spaces in reinforcing gender stereotypes. It refers to the treating women as objects, often for the purpose of sexual gratification via social media. No doubt, social media portrays women in sexually explicit or provocative manner. Most of the social media's advertisements ignores the self-respect, independence and autonomy of women. For instance #MeToo movement's major slogan was the ending of objectification of women in digital advertisements. Ergo, social media plays a key role in perpetuating gender roles.

Similarly, degradation of women through misogynist pornography

is also an other manifestation of social media's role in fostering gender stereotypes. Social media content contains sexist pictures and porn videos. Pornography vividly shows that sex is the norm of females. This perception of women further maligns their self respect and identification. Moreover, assigning sex roles to women is key cause of women oppression and dependence. According to recently published UNESIO reports, 32 percent of teenage girls said that, when they felt bad about their bodies, porn data on Instagram made them feel worse. Hence, it is true to contend that social media is interfering gender identities.

Additionally, social media is also playing role in targeted hate campaigns against female professionals. Social media is the major tool of people targeting women journalists,

authors and other professionals.
 According to some estimates,
 there are only 17 percent
 women authors across the world.

Expression is simple and
 vivid

Sherry Rehman says in her
 books: Women planning that social
 media is affecting gender norms
 as it fosters masculinity in
 society. However, women are not
 represented in roles like authors.

Thus, social media is the
 main platform for perpetuating
 gender stereotypes.

Similarly, development of
 gender roles via social spaces
 indicates biased role of digital
 media in this context. In ancient
 times, women were working in

Women used to

traps and farms. Since the emergence
 of social media, males have
 been given roles in agriculture.
 However, rapidly circulating online
 content has limited the
 movement of females. Owing to
 consumption of gender roles,

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women have assumed roles like feeding of children, washing clothes, making food and so on. For instance, women are encouraged in fashion industry and cosmetic industry but not in sports and education. All and above, social media reinforces gender stereotypes.

Social media is also challenging the gender stereotypes as it is the major tool of feminist movements. It is an undeniable fact that social media has been the voice of women during the three feminist waves. All the campaigns against gender inequality have access of digital platforms like facebook and twitter. As a result, some of the socio-economic and political rights have been guaranteed to women and girls. United Nation started online effort "He for She Campaign" to integrate men for gender

equality. Resultantly, there were uncountable men participated in third wave of feminism. Hence, social media is playing robust role in addressing gender stereotypes.

Additionally, media has also played a big role in representation of non-binary identities.

Feminist activists are using digital forums to spread the transgender identities. They are also spreading volumes against binary identities via social media spaces. As a result, various

countries have passed transgender bills for ensuring their autonomy, representation, independence and self-respect.

For instance, Shehzadi Rai is the big voice for transgenders in Pakistan. She speaks for transgender rights, youth and disable persons. Verily, social media has challenged gender stereotypes.

Diversify your expression

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In the same way, online campaigns against unrealistic beauty standards show positive role of social media in addressing gender stereotypes. Social media is a biggest platform for writing against the confirmation of women as an ideal of beauty. Various digital movements have condemned the sale of women in cosmetic and skin lightening production industries. For example, the blacks in India started a campaign named "# Ungair and lovely" for ending the functionalization of gender roles in e-advertisements. Therefore, social media is playing positive role to address the prevailing gender identities.

On the same pattern, social media is also fostering gender equality through educational content. There are some algorithms in social media spaces which

are generating information to ensure gender equality. Similarly, algorithms are continuously showing movements specifying for gender equity. For example #MeToo debate fostered content on gender rights. It spoke for elimination of sexual content from digital spaces. Hence, social media is challenging gender stereotypes.

Some concrete measures are necessary to address the gender stereotypes and first measure in this regard is diverse representation of women in media spaces. More representation of women in digital platforms can bring a big change for gender equality. Women in social media can raise voices against sexual advertisements and objectification of women. Betty Friedan writes in her book 'Feminine Mystique' that "increased representation of women in all

spheres of life can end
gender inequality within one
century. Thus, representation of
females in digital platforms is
essential for addressing gender
roles and identities.

Secondly, ensuring content
moderation and regulation of
social media spaces is essential.
Biased content on gender
stereotypes should be deleted
from digital forums. Moreover,
gender-inclusive algorithms should
be installed in social media
platforms. Regulation of data
on digital spaces by the
governments should be guaranteed
for gender equality. The case
study of filters to eliminate
the negative content on gender
is in focus. Thus, content
moderation and regulation of
social media is one of the
key remedies for discouraging
gender stereotypes.

Thirdly, ensuring media literacy and critical thinking of masses is necessary to address the gender stereotypes. To avoid the consumption of content on social forums, masses should be aware about the origin and truthfulness of data. Similarly, masses must check the authenticity of deepfakes and advertisements. For example, Norway has started media literacy programs in her educational institutions to evade the deepfakes and false information. Verily, media literacy of individuals can keep them away from promptly consuming gender stereotypes.

Fourthly, ascertaining gender-inclusive advertisement on social media is one of the key measures to address the digital media's role in reinforcing gender roles and identities. Content should be developed using all social platforms about

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gender-sensitive advertisements. Moreover, strict laws must be implemented to limit the negative role of social media in fostering gender stereotypes. All the sexual advertisements must be stopped immediately. Similarly, objectification of women via advertisements must be discouraged. For instance, #EndSARS movement started on twitter and went on to create real legislative change on gender norms in Nigeria. Hence, gender-inclusivity in online advertisements is indispensable to suppress the gender stereotypes.

Last but not least, installation of gender-neutral algorithms on social media forums is also one of the crucial steps to address gender stereotypes. Gender-neutral algorithms encourage gender equality as they create data which is gendered inclusive. Moreover, there are also some algorithms that hinder the

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Content spreading gender roles and identities. A famous activist and writer, Rebecca Walker, says in her book: "To be Real" that "gender-neutral algorithms can bring real shift in gender-debates. It is because, functional specialization of gender roles can be eliminated through social media". Thus, installation of gender-neutral algorithms can address the perpetuation of gender stereotypes via digital media spaces.

To conclude, media especially social media is reinforcing gender stereotypes. There are host of the manifestations of biased role of social media forums in this context. Disproportionate cyber bullying, unrealistic beauty standards in e-advertisements, and spreading of influential culture and norms show negative role of media in reinforcing gender roles and identities. Objectification

and sexualization of women
 in social media's advertisements
 also indicates biased role
 of social media spaces in
 this context. However, it social
 media has also challenged
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 as a tool of feminist movements,
 representation of non-binary genders
 and others are some of
 key roles of social media
 in guaranteeing gender equality.
 Some remedies including ensuring
 media literacy in masses, ascertaining
 diverse representation of women
 in digital spaces and content
 regulation are the major steps
 in this regard. Similarly, gender-
 inclusive advertising is equally
 important in this context. If
 above measures are not implemented
 then gender inequality cannot be
 eliminated in future.