

# Role of Social Media Apps in Accelerating Women Empowerment in Pakistan

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## ABSTRACT

**Aim of the Study:** The paper focused on how social media applications empowering and supporting women entrepreneurs in Pakistan. Social media apps empower women socially, psychologically and financially.

**Methodology:** The current research study based on quantitative research and data was collected from (N=300) respondents including male and female of Bahawalpur City using questionnaire included 32 close-ended questions. The respondents were who regularly use social media using non-probability (available and convenient) sampling.

**Findings:** Study found that women empowerment is a phenomenon which is undeniable as the success of country is carried out by every single individual living in that certain country through which it becomes necessary to make every individual empowered.

**Conclusion:** The study concluded that the use of social media has caused women empowerment and provide confidence and opportunities to the women through which they tend to show their capabilities and skills.

**Keywords:** Women Empowerment, Social Apps, Education, Virtual Interaction, Social Change.

## Introduction

Social media is a blend of the words social and media. Social alludes to cooperating and trading data with others, and getting criticism and data from them, and media alludes to instruments, stations or devices for spreading or dispersing data, like TV, papers, radio, and so forth It is the overall term for electronic correspondence. It gives an electronic stage to make, convey, share, examine and trade data, feelings, thoughts, thoughts, encounters, bits of knowledge and points of view continuously to clients through various applications. It is a PC based and Mobile innovation that empowers virtual communication and works with the scattering of thoughts, data, amusement and thoughts in private and expert networks. It is utilized to connect and speak with companions, family, and is generally utilized in the business world since it gives quickly, moment correspondence and criticism. Clients are prosumers who make, produce and consume content including data, audiovisuals, and photographs, records, and so on through different online programming or applications. It is an electronic stage where clients can associate

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and share content that is connecting with, engaging and enlightening for nearby or worldwide networks. It's a steadily evolving, consistently advancing virtual world (Arrigo et al., 2021; Dwivedi et al., 2021).

The Empowerment of women in a nation like Pakistan is an information-based society that includes enabling women and fostering their abilities to acquire understanding and information. Ladies assume a significant part in the development, improvement and advancement of social orders and country building. Empowerment of women has turned into a disputable subject in Pakistan. It has turned into a significant subject in contemporary times in light of the fact that the idea and interaction of improvement wouldn't be finished without the dynamic and full cooperation of women. Empowerment of women is paramount because it aims to motivate and motivate them to emerge from disadvantaged situations, whether social, religious, psychological, economic, or fighting for their right to a better life (Makola, 2022). The empowerment of women must be social, psychological, financial or economic. The search for a space where women can feel safe even in the 21st century continues. However, new media appears to be becoming a space for women. If we talk about the media, stories of violence against women are hardly found in the media.

The Internet is widely regarded as a significant innovation of the 20th century, serving as a gateway to information democracy. The emergence of the Internet has conceivably presented numerous opportunities for individuals (Glassman, 2020). This phenomenon can be attributed to the advent of novel technologies that facilitate expedient modes of communication. As a result, the communication process has become swifter, cost-effective, and more widely available to individuals with minimal technical proficiency. Metcalfe's Law encapsulates the potency of the Internet as a platform for the World Wide Web, positing that the network's efficacy is bolstered by network effects that arise from network members' links to resources (Nowak, 2023). According to the source cited, the level of connectivity among members also increases proportionally with the growth in the number of individuals within the network. According to sources, this particular attribute is purported to enhance the social capital of individuals utilizing the network. The capacity of the Internet to augment users' social capital is evidenced more conspicuously in a novel and exceedingly prevalent platform, namely social media. The advent of social media has expanded the scope of human socialization beyond geographical boundaries, enabling individuals to form groups and establish connections beyond their immediate physical surroundings. Conversely, social networks that are geographically dispersed tend to facilitate the development of relationships. Social media can be defined as a set of applications that enable users to create profile-based egocentric networks. The utilization of social media platforms offers a notable benefit in terms of facilitating the management of both strong and weak social connections by its users. According to Hoór (2021), the feature of searching for individuals on social media platforms like Facebook based on their name, location, and educational institution facilitates the process of reconnecting with long-lost friends. Simultaneously, individuals have the ability to communicate with acquaintances who share commonalities, such as comparable interests, professions, educational histories, and so forth.

According to Sa'diyah El Adawiyah et al. (2020), the experience of greater external control not only fosters internal competence, but also promotes enhanced self-confidence and a shift in awareness that facilitates the overcoming of external obstacles to resource access or ideological change. The concept of women's empowerment pertains to the systematic enhancement of women's socio-economic and political status, which has historically been marginalised in society. This refers to the procedure of safeguarding individuals from any type of physical or emotional harm. As of January 2021, the number of social media users in Pakistan was estimated to be 46 million. Between 2020 and 2021, there was a 24% rise in the quantity of social media users in Pakistan, which translates to an increase of 9 million individuals. According to Sarwar et al. (2022), the proportion of individuals utilising social media in Pakistan as of January 2021 was 20.6% of the overall population. According to Yousaf et al. (2021), numerous domestic and international corporations conducting business in Pakistan have come to recognise the significance of social media as a marketing mechanism for advancing their respective brands.

Scholars have defined social media from different perspectives. For example, Kaplan and Haenlein pointed out the main characteristics of social media, Web 2.0, and user-produced content distinguishing social media from other Internet applications (Dewi, 2020). Thus, social media refers to “a set of Internet-based applications that allow the creation and exchange of user-generated content based on the ideological and technological underpinnings of Web 2.0”. Hendl and Jansky proposed in 2020 four components of social media, to be specific substance, setting, association and correspondence. Content/data is the reinforcement of online media all things considered with regards to data sharing. In addition, social media empowers social cooperation between individuals, making, sharing or trading data and thoughts in virtual networks and organizations. However, there are three major gaps in the previous study as: 1) women empowerment is a major problem as the public is unaware about the factors which set out the obstacles in the women empowerment. 2) They tend to have fewer opportunities of jobs to get independent. They are restricted from being properly educated due to the lack of awareness among the public through which the women literacy rate is decreased women have less access to their basic rights due to which women are represented as the weaker gender. 3) Women with the skills are given less chance as the male gender tends to attain the preference among the genders. Lack of women empowerment tends to decrease the economic condition of a country as well.

Several scholars have been studying the link between personality, general beliefs, and social media platform use (Xiao et al., 2021).

In Pakistan, admiration of female philosophy in the construction of the human race was evident from the start of civilization. Educated and independent women like Malala Yousaf and Maryam Mukhtar had a leading role in Vedic times). Social media is an alternative media that emerges as a platform for sharing and raising women's voices. The empowerment of women is vital to the evolution of society as a knowledge society, in which women’s personal growth will contribute decisively to individual families and thus to society as a whole. Women Empowerment is also considered as the problem which needs to be resolved whereas it is also considered as the concept which is not properly understood by the majority of the public due to which it is important to educate and aware the public about women empowerment. It is more likely that social media applications are not supporting women rights and freedom of choice. It is more likely social media applications portray negative image of women empowerment in eyes of public. Social Internet helps to speed up women’s voices, which have been contained for decades. The main significance of this work as;

- This study is being conducted to see the major role of social media apps in women empowerment. How are the social media apps highlighting women empowerment either portraying a positive image of women empowerment or is it a negative one.
- We also considered how women participate as entrepreneurs in social apps. So, this study will show that what face is being shown of women empowerment and what social media apps are doing over this portrayal of women empowerment. Inquiry into the use of social media apps to advance women’s rights and freedom of choice.
- Determine the impact of women empowerment content on light and heavy social media apps users, as well as investigate the coverage of women’s empowerment on social media apps.
- This article also plays a significant role in educating the public about the women empowerment whereas this study also contributes in revealing the role of social media in terms of women empowerment.

Moreover, this study will set out fruitful results for enhancing the knowledge regarding the women empowerment. This study will also contribute to the researchers for conducting further studies on this topic.

## **Theoretical Framework**

The theoretical framework of a research endeavor discusses the underlying theory. It defines a theory that will explain the research and demonstrates field expertise and concepts important to the topic of the study. In this study, the researcher analyzes how social media contributes to women's empowerment. Given that social media can inform and influence the general public, the researcher will investigate whether or not the media has aided in accelerating women's empowerment.

Flavián et al., in 2022 showed that technology readiness for use differed significantly between gender and technology perspectives. Chao and Yu (2023) also investigated gender inequality in Internet use among Taiwanese adolescents. The results show that the gender gap in internet use by this generation has narrowed. Gender provides a framework for how individuals behave in most communities around the world (Morgenroth and Ryan, 2021). Women are discriminated against, especially in underdeveloped or developing countries, gender stereotypes exist, and adults teach children to behave their way. According to (Namasinga Selnes and Orgeret, 2020), if women are empowered, the development of society improves. The role of the media is important for women's empowerment because it empowers women to be self-reliant and the media has a visible impact on all areas of life. Moitra et al., in 2020 report that by accessing the Internet at home, women can use it for a variety of purposes. It enables women to participate in important day-to-day state affairs, from household chores to education, health and governance. People join cyber hands to help women raise their voices against anything on the worldwide web and share their voices in protests to support other women. Women's empowerment as a new, strong weapon that raises awareness and enables action can be related to social media.

Agenda setting determines how to place a topic and message on the media and policy agendas. Agenda setting theory is one of the important media theories used to examine the effects and impact of media. Agenda-setting can be traced back to Lippmann's 1922 work on how the news media filter reality. In contrast, McCombs and Shaw's 1972 work on agenda-setting effects paved the way for the development of this theory (Wang et al., 2023). The idea states that "the media can influence the salience of issues/topics from the news agenda to the public agenda, referred to as agenda-setting function and summed up in the well-known agenda-setting phrase: 'It is not what to think, but what to think about'. By altering the prominence of topics, agenda-setting serves as a guide for the public's priorities by directing their attention to a particular issue, giving it a special significance, and therefore affecting their perception of these problems and, consequently, reality (Gilardi et al., 2020). Even though agenda-setting theory originated in 1972, it "remains one of the most enduring and extensively studied theories in mass communication and political communication". "More than 425 empirical studies on agenda-setting have been conducted around the world, making this theory one of the most popular approaches to studying media effects.

## **Research Methodology**

### ***Research Design***

In this study the researchers had applied the quantitative methodology in which the researchers construct the questionnaire which is further used to conduct a survey among the respondents to collect the data. According to (Mohajan, 2022) was stated that in quantitative study the researcher/s adopts the statistical techniques to collect the data from the individuals to collect the results regarding an issue or phenomena. In quantitative studies the research conducts a survey methodology through which the individuals are questioned in which their answers are recorded to construct the final results. According to (McGinley et al., 2021) was stated that in quantitative studies the research examines the numerical data which is collected by the individuals through the survey. In quantitative methodology the researcher/s collects the data from individuals by using different techniques which tends to help in improving the quality of the results which are collected. According to (da Silva Teixeira, 2022) it was stated that survey is a methodology which is adopted in the quantitative study to collect the data. Survey is a process which tends to help in collecting the data from the individuals directly. Survey tends to produce authentic results

through the questions which are asked from the individuals with the help of questionnaire made for survey process.

In this study the role of social media is revealed in regards of women empowerment whereas the influence of content shared on social media on its users for women empowerment would also be revealed. The role of social media in helping the women empowerment due to its coverage would also be considered however the quantity of social media coverage to women empowerment is also shown.

### ***Research Instrument***

In the following study the questionnaire is considered as the tool which is used in the research to extract the data. In the questionnaire there were 32 questions constructed regarding the topic to set out more efficient results from the respondents. According to (Nucci et al., 2021) it was stated that questionnaire is tool which is utilized in the quantitative studies while conducting survey. Questionnaire is the set of questions which are constructed regarding the topic which reveals the aspects of the certain topic which is mainly focused in the study. Questionnaire helps to collect the credible data directly from the individuals.

### ***Population***

In the following study which is conducted on the role of social media in women empowerment the male and female gender both are considered to extract the results. The population of the following study comprises of the citizens of Bahawalpur City. The age of youth starts from 18 and ends at the age of 25 in this study.

### ***Sample Size***

The sample size of the following study is (N=300) which responded to the role played by the social media for women empowerment. In this research (N=300) respondents were inquired which were living in Bahawalpur. Among the respondents there were equal numbers of male and female as 150 respondents were taken from each gender.

### ***Target Population***

The youth which is considered to be belonging to the age group of 18-25 which is living in Bahawalpur is majorly focused in this study due to which the youth is stated as the target population of this research.

### ***Sampling Technique***

The research had applied non-probability sampling in the following research in which the convenient sampling technique is further utilized.

### ***Operationalization***

*Decision Making:* According to (Baum, 2022) it was stated that decision making is considered as the concept which tends to reveal the power of an individual to decide about a certain future plan of its own life or group of people or the future of a certain organization working under the supervision of the certain individual. Decision making tends to reveal the standing and the power of an individual where it tends to stand out or live.

*Personality:* According to (Haque and Yamoah, 2021) it was stated that personality is considered as a concept which tends to reveal the reality of an human it tends to reveal the inside of an human through the behavior which an individual adopts. Personality is also considered as the collective behavior of an individual which tends to show about the personality traits that a human being is consisting which could be negative and positive according to the behavior of an individual.

*Social Status:* According to (Belmi et al., 2020) it was stated that social status is a concept in which your social standings is revealed. Social status of an individual is determined through the behavior of the

individuals which are living around. Social status is also considered as the concept of the reputation of an individual in terms of the point of views and perceptions of the people regarding a certain individual.

*Software:* The data is analyzed through the usage of SPSS software.

## Results

Table 1 presents the responses of participants who were surveyed regarding their age and gender. The findings indicate that the majority of respondents, specifically 208 individuals, fell within the age range of 21-25. The second most commonly reported age group was 18-21, with 74 respondents. Conversely, the age group of 15-18 had the lowest number of respondents, with only 18 individuals falling within this category. The results indicated that the number of male and female gender was equal in this survey as each gender had 150 respondents.

Table 1: *Regarding the age and gender*

| Class          | Age   |       |       | Gender |        |       |
|----------------|-------|-------|-------|--------|--------|-------|
|                | 15-18 | 18-21 | 21-25 | Male   | Female | Other |
| Frequency      | 18    | 74    | 208   | 150    | 150    | 0     |
| Percentage     | 6     | 24.66 | 69.33 | 50     | 50     | 0     |
| Accumulative % | 6     | 24.66 | 69.33 | 50     | 50     | 0     |

Table 2 presents the responses of individuals who were surveyed regarding the qualifications and occupations of the respondents. The findings indicate that the majority of the respondents, represented by 176 individuals, held a Master's degree or higher. The second largest group of respondents, comprising 96 individuals, reported having completed their graduation. The occupation of the respondent in which the majority of the respondents (N=241) were students whereas in this survey least number of individuals which is 59 was belonging to Working Professional.

Table 2: *Concerning the education and occupation*

| Class          | Education |       |               |          | Occupation |         |       |
|----------------|-----------|-------|---------------|----------|------------|---------|-------|
|                | Matric    | Inter | Undergraduate | Graduate | Worker     | Student | Other |
| Frequency      | 3         | 25    | 96            | 176      | 59         | 241     | 0     |
| Percentage     | 1         | 8.33  | 32            | 58.67    | 19.67      | 80.33   | 0     |
| Accumulative % | 1         | 8.33  | 32            | 58.67    | 19.67      | 80.33   | 0     |

Table 3 displays the results of a survey asking respondents about their socioeconomic status; the majority of these respondents (139) are middle class, while the second largest group (N=64) are upper middle class, and the smallest group (16%) are from low socioeconomic status.

Table 3: *About financial background*

|                    | Frequency | Percentage | Accumulative Percentage |
|--------------------|-----------|------------|-------------------------|
| Wealthy            | 21        | 7          | 7                       |
| Upper Middle Class | 64        | 21.3333    | 21.3333                 |
| Middle Class       | 139       | 46.3333    | 46.3333                 |
| Lower Middle Class | 60        | 20         | 20                      |
| Poor               | 16        | 5.33333    | 5.33333                 |

Table 4 presents the responses of surveyed individuals regarding the frequency with which they encountered women empowerment content on social media. The findings indicate that a majority of 121 respondents reported encountering such content frequently, while a minority of 17 respondents reported never encountering it.

Table 4: *Women Empowerment Content on Social Media apps*

|            | <b>Frequency</b> | <b>Percentage</b> | <b>Accumulative Percentage</b> |
|------------|------------------|-------------------|--------------------------------|
| Frequently | 121              | 40.3333           | 40.3333                        |
| Usually    | 110              | 36.6667           | 36.6667                        |
| Rare       | 52               | 17.3333           | 17.3333                        |
| Never      | 17               | 5.66667           | 5.66667                        |

Table 5 presents the findings of a study that examined the views of individuals on the promotion of women's empowerment through social media applications. The results indicate that a majority of the participants (129) expressed agreement with this notion, while a minority (63) expressed disagreement.

Table 5: *Social Media apps Promote Women Empowerment*

|                   | <b>Frequency</b> | <b>Percentage</b> | <b>Accumulative Percentage</b> |
|-------------------|------------------|-------------------|--------------------------------|
| Strongly Agree    | 56               | 18.6667           | 18.6667                        |
| Agree             | 129              | 43                | 43                             |
| Neutral           | 18               | 6                 | 6                              |
| Disagree          | 63               | 21                | 21                             |
| Strongly Disagree | 34               | 11.3333           | 11.3333                        |
| <b>Total</b>      | 300              | 100               | 100                            |

Table 5 demonstrates the responses of individuals who were surveyed on the topic of social media applications promoting a credible depiction of women's empowerment through their content. The findings indicate that a majority of 146 respondents primarily agreed with this notion, while a minority of 63 respondents expressed disagreement. The study's findings indicate that a majority of 105 respondents agree with the notion that social media does not accurately portray the true image of women empowerment, while a minority of 88 respondents disagree with this perspective.

Hypothesis # 1

It is more likely that social media applications are not supporting women rights and freedom of choice.

Table 6: *Women rights and freedom of choice not supported*

|                   | <b>Frequency</b> | <b>Percent</b> | <b>Cumulative Percent</b> |
|-------------------|------------------|----------------|---------------------------|
| Strongly agree    | 52               | 17             | 17                        |
| Agree             | 146              | 49             | 66                        |
| Neutral           | 11               | 4              | 70                        |
| Disagree          | 63               | 21             | 91                        |
| Strongly disagree | 28               | 9              | 100.0                     |

According to the above table 6, the hypothesis that “It is more likely that social media applications are not supporting women rights and freedom of choice” results are shown. These findings show that 66% are agreed to this statement, 30% denied and 4% gave neutral opinion. Based on the data presented in the table and graph obtained from the study participants, it can be concluded that the hypothesis “the social media applications are not supporting women rights and freedom of choice” is accepted.

Hypothesis # 2:

It is more likely social media applications portray negative image of women empowerment in eyes of public.

Table 7: *Portray negative image*

|                   | <b>Frequency</b> | <b>Percent</b> | <b>Cumulative Percent</b> |
|-------------------|------------------|----------------|---------------------------|
| Strongly agree    | 48               | 16             | 16                        |
| Agree             | 114              | 38             | 54                        |
| Neutral           | 7                | 2              | 56                        |
| Disagree          | 95               | 32             | 88                        |
| Strongly disagree | 36               | 12             | 100.0                     |

According to the above table 7 the hypothesis “It is more likely social media applications portray negative image of women empowerment in eyes of public”, the findings show that 54% are agreed to this statement, 44% denied and 2% gave neutral opinion. Based on the data presented in the table and graph obtained from the study participants, it can be concluded that the hypothesis positing that "social media applications project a negative image of women's empowerment" is supported.

Hypothesis # 3

It is more likely that majority of people are not aware about women empowerment.

Table 8: *Unaware of empowerment*

|                   | <b>Frequency</b> | <b>Percent</b> | <b>Cumulative Percent</b> |
|-------------------|------------------|----------------|---------------------------|
| Strongly agree    | 53               | 18             | 18                        |
| Agree             | 121              | 40             | 58                        |
| Neutral           | 5                | 2              | 60                        |
| Disagree          | 81               | 27             | 87                        |
| Strongly disagree | 40               | 13             | 100.0                     |

According to the above table 8 the hypothesis that “majority of people are not aware about women empowerment”, the findings show that 58% are agreed to this statement, 40% denied and 2% gave neutral opinion. Based on the data presented in the table and graph obtained from the study participants, it can be concluded that the hypothesis “Majority of people are not aware about women empowerment” is accepted.

Hypothesis # 4

It is more likely that that impact of women empowerment is more among heavy users of social media apps. The examination of the association between two variables is commonly conducted through the utilization of the chi-squared test, which assesses the degree of independence between the two variables.

Table 9: *Heavy user of Social Media apps\* Women empowerment*

|             |                | <b>Women empowerment</b> |                 |                |              |                       |
|-------------|----------------|--------------------------|-----------------|----------------|--------------|-----------------------|
|             |                | <b>Strong Disagree</b>   | <b>Disagree</b> | <b>Neutral</b> | <b>Agree</b> | <b>Strongly Agree</b> |
| More than 6 | Count          | 1                        | 9               | 4              | 21           | 6                     |
|             | Expected Count | 5.1                      | 9.4             | 2.6            | 15.7         | 8.2                   |
| 4-6 Hours   | Count          | 20                       | 33              | 3              | 39           | 20                    |
|             | Expected Count | 14.2                     | 26.5            | 7.3            | 44.1         | 23.0                  |
| 2-4 Hours   | Count          | 11                       | 17              | 8              | 40           | 22                    |
|             | Expected Count | 12.1                     | 22.5            | 6.2            | 37.6         | 19.6                  |
| 1-2 Hours   | Count          | 5                        | 10              | 4              | 15           | 12                    |
|             | Expected Count | 5.7                      | 10.6            | 2.9            | 17.6         | 9.2                   |



A cross-tabulation analysis can offer a comprehensive depiction of the interrelationship between the two variables under examination, highlighting the variations in each categorical variable with respect to the other variable.

Table 10: *Chi-Square Tests*

|                    | <b>Value</b> | <b>df</b> | <b>Asymptotic Significance (2-sided)</b> |
|--------------------|--------------|-----------|--|
| Pearson Chi-Square | 18.094       | 12        | .113                                     |
| Likelihood Ratio   | 19.849       | 12        | .070                                     |
| N of Valid Cases   | 300          |           |  |

Table 10, the calculation of the chi-square test gives a test statistic of 18.094 and a p-value of 0.113. This means that most young people are heavy media consumers when it comes to female empowerment. Therefore, the hypothesis was accepted due to the lack of evidence to reject it.

## **Discussion**

One of the main ways social media apps empower women in Pakistan is by giving them a space to speak out against issues like domestic violence, honor killings and other forms of gender-based violence. Women are now able to share their stories and experiences with wider audiences, which helps break the silence surrounding these issues.

Research Question 1 was what role do social media apps play in supporting women's rights and freedom of choice through their content in which the results revealed that social media has portrayed an impactful role for the women empowerment as social media tends to contain large amount of content which tend to give support to the women empowerment. Women empowerment is widely supported by the social media platform as it is accessible to every single individual around due to whom the awareness is reached to the people efficiently. Social media is a platform which is majorly accessed by almost majority of the individuals due to which it becomes easier to spread a message to large number of audiences in short time span which provides beneficial results for the public. Social media raises awareness regarding various social issues due to which in the modern times the social media platform is adopted by majority of individuals to portray their message. Social media platform instantly shares the information to its users living at different places through which similarly the message of women empowerment easily reached to every individual.

Research Question 2 was what is the impact of women empowerment content on social media-heavy and light app users in which the results reveal that the heavy users of social media are much deeply affected by the awareness regarding women empowerment whereas on the other side the lights users of social media give less attention towards the women empowerment. The light users get less access to the women empowerment due to which they lack of interest in the women empowerment which further results into not understanding the phenomena of women empowerment and less sharing of the content which tends to support the content of women empowerment which is necessary in order to provide the necessary rights to the women and to empower them as an individual. Whereas the heavy users of social media tend to share more information and content for women empowerment through which it helps the individuals to be more knowledgeable and it also plays a significant role in providing the awareness regarding women empower to more people living at different places while use the modernized medium of media which is social media.

Research Question 3 was how social media app portrays women's empowerment differently in the eyes of the public in which the results specified that majority of individuals tend to deny the fact of social media applications portraying women empowerment in the eyes of public differently as the majority of individuals tend to evaluate and collect the data by themselves through which they tend to get actual information of women empowerment through social media. Social media is a platform which shares all the information instantly whereas social media has been seen as the major platform which tends to promote the women empowerment. Users tend to depend on social media to collect the information as the

users believe that majority of the social media content is authentic which helps the public to know about various issues instantly and authentically. Social media contains several of the personalities in it which tend to have the trust of the public due to which they also play a helpful role by sharing the content regarding women empowerment through which the authenticity of the social media platform is also authorized for the public.

Research Question 4 was how women empowerment content can be separated from people's narratives about social media women's rights in which the results show that the image of women empowerment which is portrayed on social media is quite different from the reality as the women empowerment on social media is portrayed as modernizing women in their fashion trends. The social media makes the women empowerment through the wearing of women and their fashion trends while on the other side the real image of women empowerment is to provide equal rights to the women in comparison to any other gender. Women empowerment promotes the idea of giving women proper chance in every department through which it makes a common woman an independent individual. Social media women empowerment is completely opposite to its real essence as the women empowerment mobilizes the women to strive for their rights and opportunities to have a secure future. Women empowerment helps a woman in gaining social status in life as well.

Hypotheses 1 was it is more likely that social media applications are not supporting women rights and freedom of choice in which the results revealed that 66% are agreed to this statement, 30% denied and 4% gave neutral opinion. Based on the data presented in the table and graph obtained from the participants, it can be concluded that the hypothesis "the social media applications are not supporting women rights and freedom of choice" is approved.

Hypotheses 2 was it is more likely that that impact of women empowerment is more among heavy users of social media in which the results revealed that 54% are agreed to this statement, 44% denied and 2% gave neutral opinion. Based on the data collected from the participants and the graphical representation, it can be concluded that the hypothesis positing that "social media applications present a negative portrayal of women's empowerment" has been substantiated.

Hypotheses 3 was it is more likely social media applications portray negative image of women empowerment in eyes of public in which the results revealed that 58% are agreed to this statement, 40% denied and 2% gave neutral opinion. Based on the data presented in the table and graph obtained from the participants, it can be concluded that the hypothesis "The majority of individuals lack awareness regarding women's empowerment" is supported.

Hypothesis 4 posited that a majority of individuals lack awareness regarding women's empowerment. The findings indicate that the chi-squared test yielded a test statistic of 18.094 and a p-value of 0.113. This indicates that a significant proportion of young individuals exhibit high levels of media consumption with respect to the topic of women's empowerment. Therefore, based on the absence of evidence to refute the hypothesis, it can be concluded that the hypothesis is supported.

## **Conclusion**

Women empowerment is a phenomenon which is undeniable as the success of country is carried out by every single individual living in that certain country through which it becomes necessary to make every individual empowered. Women Empowerment is a concept through which the rights and power of the women is served to them. Women empowerment is also considered as a major issue as it also shows the gender discrimination whereas the path of success of any country is possible through giving the women their rights. Women Empowerment tends to provide and confidence and opportunities to the women through which they tend to show their capabilities and skills. Women Empowerment is considered as an essential part of every society as it makes the women empower. Women Empowerment is also considered as the problem which needs to be resolved whereas it is also considered as the concept which is not properly understood by the majority of the public due to which it is important to educated and aware the

public about women empowerment. Women Empowerment does not only empower the women whereas it empowers the community collectively. Women Empowerment is a concept which is promoted on different mediums among which social media are also a considerable platform for sharing the information regarding women empowerment. Social media is modernized mean of media in which the communication has been modernized and evolved through which people tend to interact with one another in different ways. Social media tends to help people in collecting information and knowledge regarding different concepts whereas social media is also considered as an online community in which people tend to communicate with one another and get familiar about things which are out of their reach physically. Social media is also a platform which plays a major role in educating as well as providing awareness regarding different issues revolving around the public. Social media plays several roles in the lives of the people due to which it has the dependency of the public on it.

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### **Conflict of Interest**

Authors declared no conflict of interest.

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