

# Understanding Women's Experiences of Empowerment through Social Media in Pakistan

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## ABSTRACT

**Aim of the Study:** In Pakistan women are a significant part of the population and women play an important role in the economy of the country. The research study focused on the true sense of the women empowerment and researchers tried to find out that who are the truly empowered women are in Pakistani society.

**Methodology:** The researchers applied the theory of uses and gratification to find out how women use social media to gratify their needs. For the research purpose the researchers choose qualitative approach and conduct in depth interviews to 10 working women. The women were chosen by the simple random sampling.

**Findings:** Findings of the research showed that women who are financially independent and have the sense of their legal rights are the truly empowered women in the Pakistani society.

**Conclusion:** The study concluded that women of this digital age are much better aware of their abilities and capabilities, and they are very well aware of how to utilize social media for their personal and professional grooming.

**Keywords:** Social Media, Women Empowerment, Facebook, Instagram.

## Introduction

Women empowerment is one of the most important concepts of 20th century no country can be empowered without their women working by their side. Women play a very important role in the progress of the nation, and they need to work. Social media is the key part of educating women about their rights and social media tell women how they can use social media and empowered themselves and work in the comfort of their own home. In Pakistan women are submissive and most of them don't have their basic rights as well but social media brought the change and now women know how to raise their voices against any misbehave (ANYAWU, 2021).

Women are trying to be independent, and no one can be independent without the financial independence and with the help of financial independence. Many women are doing online business these days and they earn a significant amount to fulfill their desires and to help their family financially. When the women are financially independent, they have a sense of confidence that they are important equally and they can have their opinion in their house and society. Social media not only gives them a sense of satisfaction of financial independence but also tell them how to be financially stable (Zafar, 2019).

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Most of the women don't have the right to go out and work mostly women have many restrictions so social media provide them this facility to be at home and earn at the comfort of their home.

Many girls don't have much education for a regular job, but social media provides them a chance to earn and make their living for themselves and their families. The evolution in the women's life is just because of the social media who let them know that they can be financially independent, and they can be a useful citizen so that they can play an important role in the country people, and they can have their part in the progress of the country. Women empowerment is directly proportional to the progress of the society the more empowered women we have in our society the more progress we will witness in our society (Zafar, 2019).

Women are very important part of our society. Their education and their upbringing is very important for the wellbeing of the society and we must pay attention towards it (fardouly, 2019).

Most women in Pakistan are not empowered as don't know their basic rights because nobody talks about the basic rights of a girl or a woman in Pakistani society. As a third world country mostly, people don't even give proper information to girl education and women after being the biggest part of the society still don't have the proper rights. Most important part is most of the women are not even aware of their basic rights, so they don't even ask for it (Sajid Hussain, 2020).

Society thinks that working women are more privileged and they have more awareness about their rights, but study proves that most of the working women are not aware of their rights, and they also suffer because of it. According to the research single working women more suffer than the married ones and they must go through more difficulties. People tries to manipulate them for different reasons (Sajid Hussain, 2020).

Media is a powerful tool to contribute to the women empowerment, morning shows in Pakistan play a vital role in emerging the importance of women empowerment and bringing women into the light. Most of the women learn about their basic rights from the morning shows and also the morning shows highlight different issues regarding women and how they can have a better solution for their problem (sajid hussain, 2021).

Women are using social media these days to communicate with the people around the globe which gives them a liberty to explore more about the women rights in different areas around

### ***Statement of Problem***

The purpose of this research study is to analyze the role of social media in women empowerment and how it helps women to empower themselves. Social media is the biggest power of recent times so the researcher will explore how it helps women to overcome their problems. Mostly women don't know about their rights so whether the social media helps them to know their rights or not. The research study will focus on how social media help women to be financially independent and help them to know about their basic rights. The research study will also help out the researcher to find out the meaning of empowerment for women. The research study aims to highlight the importance of social media in the women empowerment.

### ***Rationale of the Study***

This study is designed to analyze the women experience of empowerment through the help of social media and how they can be financially independent. There is comparatively less research available on women empowerment through social media. Hence, this study will be a good addition to explore the women experience of empowerment through social media. The study will be handy for monitoring and making more effective rules and regulations for the better use of social media and how it can be used in better ways. The study will be helpful for policymaking in cyber wing and women's better and more secure experience of social media.

### ***Significance of the Study***

Women empowerment is one of the most important thing in every society no society can be a successful society without it and this study will help out to the authorities to make better polies for the social media and let them know about the struggles of women and what are the hurdles women face in the money making through social media so that they can help them and make better arrangements and this study will give them an honest review by the women who are using social media for money making and raise their voices for their rights so that the officials can do better policy making for a better experience for women of social media.

### ***Objectives of the Research***

The objectives of this study were:

- 1) To analyze the importance of social media in women empowerment.
- 2) Highlight the role of social media in financial growth of women.

### ***Research Questions***

**RQ1:** How important role social media play in women empowerment?

**RQ2:** How social media help women to be financially independent?

### ***Literature Review***

Women are one of the most important pillars of the society if women are well aware and empowered than the society can flourish more. In our society women are suppressed and they face a lot of gender discrimination according to studies the women in Pakistan don't even know about their basic rights and one of the biggest reasons of their downfall is that they don't have their financial independence and due to that they must surrender to the bread earner of the family.

### ***Women Role in Economy***

Women are the driving force for any country's economy and without them no country or nation can think of getting progress. In Pakistan women are more in number and they are also working for the betterment of the country In Pakistan there are women who work on smaller scale, and they help their family to earn bread and butter. Most of the women in small towns works in industries or they started their own small industries at their own home so that they can help their family as well as they can contribute their share in the economy of the country. Women of Pakistan are very hard working. The era is of internet and internet open many doors for the people specially women who are not allowed to go outside. The technological era will allow the women to do business online and help their family and also their economy. Social media is the new sensation of this time and mostly women and men are involved with the social media. Women these days use the social media as a tool of their business. Like many women do online shopping these days and other women make money out of it? Facebook and Instagram have thousands of pages where the women sell their articles like jewelry, clothes and other stuff. They also bring the dollars to the country, and they represent their products on an international level. Digital media is the way of communication with the world so with the help of social media they communicate with the world and sell their products (Zeeshan Zafar, 2019).

### ***Health Awareness in Women***

Health awareness is the basic right of every human, and most people are unaware of their basic health rights. Pakistan is a 3<sup>rd</sup> world country where people don't have mostly the basic health rights specially women. Social media brings a lot of information regarding everything in society and health is one of them. Many people came to know about their basic health rights through social media and they got to know that they can talk about it. In today's world many doctors and health professionals use the medium of Facebook or YouTube to spread awareness regarding health issues and there are many people who

don't know about polio drops and other vaccinations. Women don't have the proper knowledge about the polio drops and the vaccinations they should provide their children on birth. So social media provide that platform to get informed about the health rights and with the help of social media platforms the health practitioners are trying to tell people more about the health reforms we need to make for the better health facilities in our society. But there are some issues which are faced by the people due to some false information on social media. As we see in the pandemic some people try to manipulate some false information about covid-19 and due to that reason, most people don't trust social media for health information. But now a days there are many certified doctors who run their social media pages on Facebook or Instagram on which they are giving awareness about the legal health rights of citizens. There are some areas where the citizens don't have the facilities of hospitals and medicine. For that purpose, online information about basic health rights is very important. The researchers found out that social media gives the best possible opportunities to people with the help of digital learning we can teach people about their basic health rights. As far as women health is concerned, they also came to now about the new terminologies about their health and they will be in a better position to help them out (Partridge, 2016).

### ***Bad Perception of Independent Women***

In our society mostly people think that the women who are independent there are rude and very arrogant. This perception is built by the electronic media as they have portrayed in most of the dramas and movies. The liberal women are mostly depicted as the villain. The society thinks that a women cannot be a good mother and a good businesswomen at the same time and if the women is working then it will affect her house hold and she could not give the proper attention to her child and household. The research conducted by World Economic Forum showed that the gender equality is not in a good condition in Pakistan. The girls or the women who work and financially independent don't have a good reputation and people usually thinks that they are not good women. People perception about the working women is that they are earning their own money so they don't have their moral values and they cannot give proper time to the home and children. In Pakistan the women are the half part of the nation but still they must face the problem of gender in equality, and they also face the harassment as people consider them a soft victim.

People must know that the drama industry is directly making the people perception and most of the population of the country is not that well educated who can differentiate the facts and the fiction. On the one side the Pakistani drama industry try to raise voice for women empowerment but on the other hand the drama industry portrays the negative role of women. According to the research study there are two categories of the women in drama serials one is the good women who are always shown as the mother, sisters or the women who are ready to sacrifice their happiness for others and they don't want to get what is their right and they deserved. The other side of the women are the ones who earn and financially independent and they talk about their basic human rights and society call them bad as they always raise their voice against all the cruelty of society. As per research studies it is not only in the Pakistan but in the sub-continent the women who are more aware of their rights and they ask for their right are called as bad women. According to the study the society mostly thinks that a well-educated, modern and bold women as the villain or the anti- heroine. The research studies proves that the Pakistani drama industry makes such content from which the people are getting the perception that women who are more independent are more negative (Abbas, Are Independent and Liberal Women Villains?, 2018).

### **Theoretical Framework**

Uses and gratifications theory is presented by Elihu Katz and Jay Blumer in 1974. They purpose this theory to understand the relation between the audience and the usage of media. People use different Medias differently to gratify their needs. They both want to find out the answer to the question 'why do people use specific media to gratify their needs and what kind of gratification they get from it?' The theory of uses and gratification is great theory which explains the relationship between the active audience and media. The concept of the theory uses, and gratification is not that complicated and it can be very helpful in understanding the area of public relation. Communication itself is a complicated thing but

with the help of uses and gratification we can understand why certain decisions are made while dealing public relation. The theory started emerging in 1940 and then there were a lot of changes and additions were made in it till 1974.

The audience chooses media depending on their needs. They mostly choose a certain form of media which helps them to gratify their needs (Turney, 2018).

According to the researchers the theory works on two principles, the first one is media users are active users as they choose media as per their need and the second is people are aware of their needs and the reasons why they are choosing certain media. Due to these two principles the researchers found out that the usage of media is goal oriented, and people are using media passively. The selection of media is based on specific needs and desires. Therefore, people mostly use media as active users and use it according to themselves as they are not inspired by it all the time. The theory of uses and gratification unveiled several motives people have while using media. The motives include habits, companionship, relaxation, passing the time and the new research proves that people also use media to gratify high end needs like finding meanings and considering values. The researchers found out that new media have several attributes which the old form of media did not have so now the people have a lot of options regarding the media and they can interact with the media more than ever before. The new media is different from the old form of media so there are seven new aspects which are information seeking, aesthetic experience, monetary compensation, diversion, personal status, relationship maintenance, and virtual community (vinney, 2019).

The researcher wants to explore that how women use the new media to gratify their needs and use social media for their financial independence and how they get knowledge about their rights. The recent study wants to explore how social media help women to find out their way to empowerment and how women use social media for their betterment. The study wants to explore what are the aspects of social media which help women to enhance their abilities so that they can be a good entrepreneur and help their families and play an important role in the growth of country's economy. The study will also explore that how women use different features of social media in their business growth and what are the features which help more than the other one. The study will also explore that how much knowledge women get about their rights from the social media and then practice these rights in their daily life's and what are the benefits on these rights.

## **Research Methodology**

Research is a systematic way to find out the solution to a problem. Research is a combination of two words which means search again. Research methodology means the way the researcher solves the research problem and moreover it can be seen as the path of research from which researcher achieve the results. Every research is unique in nature and that's why every research problem has a different methodology. There can be different research methodology for one research problem, so the researcher chooses the best possible one (Pandey, 2015).

## ***Research Design***

The mass media research modifying day by day. The researchers considered logics while choosing the research methodology for the research study' understanding women's experiences of empowerment through social media in Pakistan' after considering the researchers chose to go with the qualitative method to analyze understanding women's experiences of empowerment through social media in Pakistan. The researchers used qualitative approach to find out how young girls and women utilize social media to empower themselves and their experiences of empowerment through the help of social media.

The current research study used the qualitative research approach with in-depth interviews. The researchers choose 16 participants for the in-depth interview. The researchers chooses them based on their income from social media, the knowledge they utilize in their life, their experiences of success they got in life. The researchers divided the participants into two categories based on age. The first category is from

age 18 to 30 and the other category is from age 30 to 50. The data gather from the in-depth interviews is collected from the questionnaire made for the in-depth interviews regarding women experiences of empowerment through social media.

### ***Research Tool***

The tool used for the present research study was designed by the researchers. The researchers designed a questionnaire for the in-depth interviews. The researchers used open ended questions in the questionnaire made up for the in-depth interviews.

### ***Population***

The population of the research study was selected randomly based on usage of social media and the researchers choose women who use social media for their earning purpose or for the purpose of awareness.

### ***Sample***

The recent research study is based on a qualitative approach and for the data collection the research took the sample size of 16 participants based on convenient sampling. The procedure of sampling starts with specifying the target population. The population is the women who use social media for their empowerment which include financial independence and awareness about their rights. The researchers selected the participants of in-depth interviews by using convenient sampling. Convenience sampling is the type of non- probability sampling. The researchers selected participants with the help of convenient sampling and concludes results.

### ***Data Collection Instrument***

To collecting data the researchers designed an in-depth interview questionnaire which is consist of 12 main themes and the first theme consist of the introduction of the participants and then the next one is based on the social media usage and preference, after this the perception of empowerment and personal stories and experience come. It is followed by building networks and connections and overcoming challenges or resistance. After that the researchers added the themes of personal growth and empowerment as well as financial independence. In the end the researchers uses the themes of engaging social media for business or career and the supportive communities and mentorship. Under the themes the researcher asks 2 to 3 open ended questions related to the themes and ask the personal and genuine opinion of the participants and ask them to elaborate their answer to find the results. The questionnaire was designed to understand the women perception about empowerment through social media in Pakistan. For that reason, the researchers developed the themes above and figures out their responses.

### ***Findings***

This chapter deals with analyzing the results of responses collected through the in-depth interviews from the participants. The researchers will interpret the finding and try to find out the results in the light of uses and gratification. The findings obtained through the in-depth interviews are presented in the form of themes.

Table 1: *Themes and indicators of the study*

<b>Themes</b>	<b>Indicators</b>
<b>1.The two most used social media apps</b>	Use of social media, Reasons of using social media, Reasons on which usage depends
<b>2.Huge time consumption</b>	Time consumption of users, the purposes of using social media
<b>3.Empowering and inspiring content</b>	Different kinds of content, effects of the content on the users

<b>4.Varying use of social media</b>	Different kind of usage of social media, different needs of using social media
<b>5.Gratification attained via various social mediums</b>	The kinds of satisfaction users getting from the social media
<b>6.Learning new skills</b>	Learning process, new dimensions of learning
<b>7.Sharing personal achievements and the responses</b>	The sense of achievements, motivation to do more
<b>8.Connecting with like-minded people</b>	New interactions, global village
<b>9.social media and business growth</b>	Use of social media in business, new era of business
<b>10.Negativity on social media</b>	Problems faced by the users, inconvenience of different types

### ***The Two Most Used Social Media Apps***

Social media is the most important tool of the digital world. Social media brought a revolution in every field of life. Whether it is business or health there is social media everywhere and the revolution of social media helped humans very much. Facebook and Instagram are the two most used apps by women in Pakistan and women used these apps for various pursuits like some women use it to learn new fashion skills such as dress designing or make as participant A states that.

*“I have learnt all my fashion skills from Instagram, and it gives me the confidence to embrace my sense of fashion. Before using Instagram, I was not aware of the new trends in fashion, and I was not up to date about the fashion industry but with the help of Instagram I have learnt a lot of new things about fashion, and it helped me a lot in my profession. Today I am a growing beautician, and all the credit goes to Instagram.”*

Facebook was one of the earliest apps that launched on social media and makes its place as it is considered the most used app in the word. Men and women use this app for many purposes. Some use it for recreation and some use it for learning purposes and there are some people who use it for business purposes. There are many women who are not allowed to go out and work. Those women use this app as their working tool, and they work on Facebook and start living their independent lives. Facebook provides them a chance to be independent person financially and they earn money as well as the respect of a person in society. Women become more powerful when they are financially independent. There are many women who get their clients from the Facebook and it's their source of income. As the participant B told the researcher that;

*“I was very new in the field of content writing, and I don't have any clients but when I started working on Facebook and I join some groups of freelancing on Facebook then I get my clients who gave me work for the first time and then I got some permanent clients and till now I get my 90 percent clients get from Facebook.”*

Women use Facebook and Instagram for the source of information as well. Social media has become the fastest source of information. Now people don't wait for the news bulletin to get news. In today's age people have their mobile phone in their hands and they are very aware of what is happening in the world. Many people use social media as their voice, and they have a right to give feedback. One of the biggest difference in the modern age media and the traditional media is that the people have a right and access to have an opinion about anything and everything and people do give their opinion in the form of comments and some small videos like if there is something happening in the world the people will have an opinion and that opinion will be shown on the platform of social media. As the participant C said that;

*“I always feel that after coming on Facebook I have become more aware of what is happening and it allows me to have an opinion which is listened by millions of people and before social media we just have TV and newspaper from which we get the information but we cannot record our response but Facebook gave us an opportunity to record our opinion on the worldly matters and it became our voice”*

There are other apps such as twitter and WhatsApp which is used by women, and they also help women to explore new things and grow their business but there are two most used app Facebook and Instagram which help women to groom their selves as well as expand their business day by day to be a progressive person for the society and their own identity as an individual. The power of social media is truly becoming the power of women who help them to be their best version of themselves and help them to communicate with the people who are trying to either getting inspiration or giving the inspiration.

### ***Empowering and Inspiring Content***

There is variety of content on social media which is very inspiring for young girls and women to move forward in life. Social media provides a wide range of content in terms of pictures, videos and written content. There are success stories of women who start from zero and make their success journey and walk alone on the path of success. Those women make content related to their journey which is very inspiring. As the respondent C stated that;

*“I was a very under confident girl and I never thought of building such a good self-confidence, but I always watch success stories of different women on social media which inspire me to do something good with my life.”*

The women in villages and backward areas also get inspiration from the content on social media as they don't have much physical examples in their nearby but social media reach those women and provide them the confidence to excel in life. Women are now content creators and the content they create is example for the young girls who want to join the profession of content creation. Women need some physiological support to kick start the journey of self-independence.

Inspiration can come from anywhere and it's not necessary that women get inspiration from something big sometimes the small things inspire to do something big.

### ***Varying Use of Social Media***

Digital world has a variety of usage. It allows its users to multitask under the roof of the digital world. Like one can do online shopping of dresses and shop medicine from the social media there are many app which provide this solution. There are women who are using social media to teach their children. In the modern era the education is getting complex day by day and many women don't have that eligibility to teach their children, so they are taking help from social media. There are many students who seek help to complete their assignment from the tutorials and that is one of the biggest uses of YouTube tutorials. People are learning new skills and earn money from it or completing their tasks. As the participant H told that;

*“My economic situation was not so good and I was not much educated so I was not thinking of doing job but my cooking skills was good and one day I was watching a cooking channel that's how I get the idea to start my own cooking channel but I was not aware of how to make a YouTube channel so I learn it from YouTube and then create a YouTube channel and start working. It was very helpful for me to learn from there as I don't have to pay any fee and now, I started earning.”*

Some people only use social media for the purpose of their recreation and there are plenty of options available on social media to consume. Facebook and Instagram are the most used app in the world by women. Women use Instagram for the fun purpose as it provides many options to entertain oneself like there are reels which is one of the most famous feature of Instagram and after the success of Instagram



reels the Facebook shorts are also introduced and there are many people who are making content and they are called content creator as they make content for Instagram and they also earn money from it.

The field of content creation is very popular these days and people are trying to find new ways to read on social media.

Some people are using social media for religious purposes, and they consume religious content on social media. Participant D stated that.

*“I am using Facebook to learn and preach my religion. I always learn new things and then I authenticate it and if I find that it is authentic then I shared it as well I feel happiness when I learn new thing about my religion and I think it’s my duty to tell other people as well when I learn something new about our religion but there are some people who try to manipulate things and they post fake things about religion so it’s very important to variety everything before you post it on Facebook or any other social media platform”*

With the help of social media, the world is a global village now and people are connected with each other around the globe. There are people who deal in different countries and it is all possible with the help of social media and it is also noticed that people use social media most of the time to communicate with people and communication open the new doors to explore about the new traditions of different countries and there are people who learn from other countries and the search for new education opportunities for themselves and there are people who try to communicate with the professionals who are working in the same field so that they can learn about the new technologies.

Women are also using social media as a business tool. The modern age has its own new ideas, and it completely changes the dimensions of business. In the traditional times the business were manual only but now a days the business is getting digital day by day and there are many women who got the idea of digital business. There are plenty of example of women who started their online business and now they are running a successful business and it also improve their self-confidence and self-esteem which help them to be an independent person of society and the true sense of empowerment comes with the financial independence. With the help of financial independence, the women get the true sense of an empowered individual.

### ***Gratification is attained via Various Social Mediums***

Social media not only provide different forms of enjoyment and business perspectives to the women but also groom their personalities in different ways. Women learn a lot of new things regarding personality grooming from Instagram and face as the participant F stated that.

*“As an individual I was very under confident about my appearance, but social media help me a lot to groom myself physically. I learnt a lot of new fashion trends and use them in my daily life and see a lot of positive results and I am very thankful to social media for the transformation.”*

There are so many areas where social media gives the awareness and help women to grow as sources full persons and groom themselves in every aspect of life as women before social media women mostly don’t have the access to groom themselves. But now the world is digital women uses the medium of digital world and gratify their needs as they want. According to the theory of uses and gratification the people can use media to gratify their needs and in the recent research the researcher explore that women are using the digital platforms to groom their personalities as an individual as well as professionals. The women explore new ways to start business and all that knowledge come from social media. Women get help to find out the help to fulfil their dreams from social media. Many women get inspiration from other women and there are examples on social media how women start their own business from screech and develop the complete empire.

Social media is the most important tool for women to condition their abilities at its best. Women get free of cost information on social media to make themselves more up to date according to the society. There are people who learn how to appear in an interview with the help of social media and they get jobs like the participant A stated that.

*“I got my first job with the help of Instagram as I was not very well groomed before using social media. I worked on myself as a beauty influencer and then I apply in a high-end beauty parlor, and I got the job that was my first experience of working as a beautician.”*

As social media also allows people to hide their identity, so people have an open space to get educated about anything without having the fear of being judged. There are certain people who still think that it is a taboo for young girls to come out and earn for themselves so sometimes it is not easy for women to come and learn new skills to earn their bread and butter.

Social media also plays an important role to build the strong mindset of women and realize them that they are the strongest part of the society as they are considered as the 2<sup>nd</sup> class citizen of the society. Social media give them awareness about the importance of their existence. Social media also change the perception that women are lower than men and give them the equal right to raise their voices against the problems faced by women.

Before social media there were ideas like women cannot earn like a man and they are not capable of doing different things but social media help women to realize that they are not less than men and they can do anything and everything with the help of education and appropriate grooming, as the participant H responded that;

*“Before social media people even feel unhappy on girl child but social media bring the awareness that even a girl can bring honor to the family and the girl child also deserve the same amount of love and respect from the family.”*

This is one of the biggest achievements of the social media to change the perception of people regarding specific things and with this change the social media bring the biggest revolution of mankind here the women are asking for their rights, and they are very well aware of their rights as a human which help them to move forward in life with so much pride and dignity.

### ***Learning New Skills***

The world is progressing day by day and there is something new invention in every field every other day for that reason women must keep their knowledge up to date to stay in the market so social media help them a lot in learning new skills which help them to enhance their abilities and also prove themselves in the market and there are plenty of things which can be learned by the social media. It can be said that now a days everything can be learned on social media either it is car driving or cooking or graphic designing. There are many women and men who learn new skills online and start earning money from them there are some apps which help in editing and otherwise the courses are very expensive, but one can learn the editing on social media free of cost as the respondent E told the researcher that.

*“As a professional photographer I have learnt a lot from the Instagram and YouTube because there are clients who want to follow the specific trends and with the help of both the applications, I can manage my knowledge about the recent trends up to date and most of my clients know about my work through Instagram.”*

There are some women who are not educated by they join e learning courses which help them to be educated digitally and due to that course, they are able to earn their bread and butter. Some women are doing great in digital world there are many apps which provide the freelancing services and the Pakistani freelancers considered as one of the best freelancers in the world and the reason is that there is a great number of women who are doing it as their full-time job. Also, social media provides information of apps which help them to earn more money with the help of free lancing just like the app which help them to

check grammar and there are some apps which help to check the plagiarism. These apps make the work easy for the women who work as content. As the participant F elaborate that;

*“As a content creator “Grammarly” and “Quiltbolt” help me a lot with my work. These two apps help me to check my grammar mistakes and help me to paraphrase the sentences as a freelancer I think these two apps help me in my work every time and it made my work easy.”*

The learning from social media is not limited to the women who do content writing the women also learn skills like photography, cooking, make up and dress making these are some most common things which women learn from social media.

Women also learn how to operate new gadget from the social media, and they can fully operate the gadget with themselves. The most important thing in this learning process that women need to follow the right people and some women face the online scams as well there are some women who got some frauds on social media as well, so it is very important to follow the right people and do a complete check before trusting anybody online.

There are women who got a chance to win online sessions of different things like yoga and exercise classes as the respondent A shared her experience that.

*“I am very fond of yoga, and I won a session of free yoga classes in an Instagram give away and I was so happy to attend that session I learnt a lot as a beautician it is very necessary for me to be updated about different kind of exercises. Because now a day the beauty world is attached with the world of fitness.”*

Women these days are having a great learning experience with the help of social media it is the new school which has a lot to offer to the students who want to learn something new every day and they have the passion in them to explore new dimensions. Women are learning and progressing day by day as the participants reported that progressive approach is the key to success when it comes to the women empowerment and empowered women must have the urge to learn something new every day to groom themselves and make themselves more aware of what is happening all around the world.

### ***Sharing Personal Achievements and the Responses***

Women these days are using digital media to get inspiration and some of them are inspiration for the women who want to do something in life. There are many women who started their journey all alone and they become an inspiration for others.

There are some women who are achieving their milestones, but they are not posting it online as they give the argument that most of the people who are watching us are not our fan there is a lot of envy and jealousy in the people and people use the information against you so it's better to keep your good things private as the participant F responded that.

*“I think the people who follow us on Instagram either they are our peers or business fellows who mostly do not want us to do well in our field and some of them are unknown to us. The people who are strangers those can be get some inspiration but the people who are known to us they just criticizing or making fun to our little efforts, so I don't like to post about any of my accomplishment until it's done.”*

There are some women who post everything that happened in their life to inspire the other women and they make money out of daily blogging. Some women shared their transformation stories and those stories sometime become a big hit and people are very much aware of the struggle a woman goes through while on the road to success.

Social media has a unique power to store things for lifetime and Facebook also shows a memory when somebody posts anything about them. So, it is a great way for women to communicate messages to the

others and leave their legacy behind. Some women ask for help by watching some inspiring story and with the help of skilled people the women get to know that it is not their duty to suffer in silence they can ask for help and it's okay to ask for help.

Posting personal achievements on social media also gives a sense of validation and tells people about the real struggles of the journey.

Many women only want a kick start to start their own journey of empowerment and with the stories of women who already walking on the path give them a sense of confidence and it becomes easy for them to start their own journey.

### ***Connecting with Like-minded People***

There are many people who think alike and in digital world it's easier to find such people who have similar thoughts. Women are working in every field of life, and they are making online and offline. When they meet some people who have similar mindset then they have a chance to groom themselves as a person and research proves that a person is the average of the 5 persons with whom the person spent most of their time.

Facebook provides the options to connect with the people who have similar taste in many things there is a feature of Facebook which is called suggestions and in that feature a person can find out the person have some similar taste in anything. Social media allow women to connect with each other. There are many communities and groups on Facebook where women find some like-minded people who help them to grow as an entrepreneur and this activity help them to grow together.

When women find some like-minded women or men then there is high chances of collaboration which is good for both of them and with this kind of collaborations both the parties get benefits as the participant A responded that;

*“I need models very often for shoots and there are young girls who need to enter the industry but they don't have any exposure so I always try to hire those girls for my make-up shoots so that it will help them to understand how this industry work and it also benefit me because it is economical.”*

The online world is based on collaborations. Everybody is collaborating with somebody somehow. There are content creators who collaborate and earn money with those collaborations and there are some groups on Facebook who help the content creators to find work and the content creators advertise those Facebook pages in return. This kind of content creation helps social media to prove its worth.

The collaborations are not just online collaborations but there are some brands related to offline world also hire the social media content creators to advertise their work and they pay a good amount of money to them. Social media mad this world a global village and there are women who are sitting in different countries and collaborating with each other and there are some success stories who work so hard that even world recognize their work. Social media also give the liberty to raise voice about different things in which women have the same mindset and with the help of social media women can record their voice and bring change in society.

Before social media women don't have access to connect with people of different areas and they don't know much about their mindset, but social media allow women to have access that they can connect with people and learn new things and groom their personality with grace.

### ***Social Media and Business Growth***

Most of the women till now don't have the liberty to go outside and work. Social media provides them with the liberty to work in the comfort of their own home and with this feature they can earn money and make their business big. In traditional ages women have the tradition terms of business but now a day's

women are doing online business and there is no limit of variety. Women are growing their business in every field.

Modern age has the modern rules of business, and it also requires no money or less money to start the work as the participant C responded that.

*“I was very worried about how to start a business because I don’t have many resources and I want to be financially independent but then I got some ideas to start my business in a very limited resources and how to advertise my work so that I can build my business. I was a great idea and today I am running my business successfully.”*

Social media allow women to expand their business in all over the world. Now a day’s women provide their services from one country to another. Most of the women who are content creators are working for the other countries and it also helps the economy of our country. There are some students or even professional workers who need to have some other people to write their work and help them to write their work and women these days provide them these services so that’s how they build a working community and grow together. As the participant F stated that;

*“There are ae times when I get a lot of work and I need to hire more women to handle the work. It helps those women as well as me, so I am happy that we are growing together. The women get experience and money for their better future.”*

### **Negativity on Social Media**

The time is changing but still there are some people who still think that women are capable enough and there are factors who push back women to be an independent person for society. Unfortunately, this bashing comes from educated and non-educated people both. The researcher came to know that sometimes the people on social media who use bad words about women are educated people and they still have this negative mindset that women are inferior to men.

There are so many cases reported to the cybercrime that women get harassed on social media. There are so many fake profiles from which people do bad comments on the posts of women who are trying to be independent for themselves and to be a better person for their country.

Facebook has that feature to block or restrict such comments or people but most of the women don’t have that much understanding, but the time is changing, and women are learning day by day. The people who bash women on the Facebook or Instagram are mostly the one who do not do anything for themselves, but some cases are reported that the people who are educated but still they do bad comments on women profile. Participant A shared her experience of that.

*“I have faced some negativity on Facebook when I started working as a fashion blogger and people say bad words about my personality which was very horrible, but I keep my moral high and keep moving forward.”*

Everything has its pros and cons when there are so many benefits of the social media the negative commenting on women profile is also there, but women can control it to the maximum level by using right privacy option and women are now a days learning about the privacy setting and there are women who tried to help other women with their past experience as participant F responded that;

*“As a content creator I always tell people specially women to learn about the privacy setting and it gives a sense of power that you know about who can contact you and who cannot.”*

Social media has a lot of benefits and if women learn to use the privacy setting properly then the world can ensure that the negative bashing will be limited to very low level and there are some people who do that kind of negative comments. The need of hour is to educate people about the women rights and educate them that our world will be a better place or everyone only and only if women are empowered

and secure both in online world and offline world. Women has taken charge of their life, and the change is becoming more common, but it will take some time to spread.

### ***Meaning of Empowerment for Women***

Empowered women mean the empowered society so it's very important for a nation to have empowered women. For women empowerment means when they have a right to choose. They can make their own decisions of their life.as the respondent F replied that.

*“The women who are earning for their families are not independent fully they also face a lot of pressure from the family and society. Women are only fully empowered when they have full knowledge of their rights, and they are financially independent.”*

### ***Overcoming the Barriers and Social Stereotypes***

Before the social media there are many stereotypes and social barriers for women whether its education or job or marriage but social media help women to understand that women are way more capable of things women must know their worth. Before social media the body sharing was on its peak and women must go through it. There were so many types of body shaming like if somebody is too tall or too short then it's not their fault, but people use to make fun of women on their skin color or on their body weight. Social media educate women to raise voice against such things and there are many women who raise their voice against the child marriage and the right of education as the respondent B stated that.

*“Social media allow women to speak up for their rights and tell women that they are equal human beings, and they have their right of choice what they want in their life.”*

Social media also break the illusion of marriage in Pakistan. Before social media it was a stereotype thought that women must marry before the age of 25 and it is necessary for her wellbeing, but social media educate women that they must marry to whom they want to marry and there is not specific age to get married.

Social media also help women to stand against the body shaming and tell people that everybody is beautiful in its own way and as human it's okay to have flaws. As human's women have a right to own their bodies as they are. Nobody has a right to body shame any girl or women. The confidence that social media gave the women is the power women have it. There are many other stereotypes which social media broke like women can't be entrepreneurs, but women prove themselves as great business makers and they are doing their business with such pride.

Women now a days have the confidence to face anything that comes in their way and that confidence is given to them by social media.

Social media also break the stereotype of divorce and raise women voice if they face the domestic violence. Before the digital age women face a lot of trouble and there were no reports but now, they have a platform where they can come, and they can tell the whole world from the problems they are going through. Many women have gone through the abortions if they are carrying the girl child, and nobody came to know about it but now social media has created a sense of awareness that it is illegal to kill a child in womb.

Many women don't have a right to ask for their inheritance part and they can't do anything about it. Now social media not only give education as well to speak up if the women are facing any hardships.

### ***Knowledge of Women Rights***

Social media has given women a sense of education and it educate them almost in every field of life the scope of social media is very large. One of the biggest benefits of social media is that it gives women sense that they are humans, and they have human rights and women rights as well. Women are not 2<sup>nd</sup> class citizen they have equal rights.

Before the digital age people use women because women don't know about anything even the educated women don't raise voice against anything that happened to them, and they just bear it with patience. It was a ritual that women are bound to give sacrifice for their family or the society in many ways. Many girl's children don't get education just because they are girls and women don't even ask for their permission for marriage and it was all normal back then but now social media educate women that it is not permeable to do anything like that. It is a right of every girl child to get education and women must have their will in marriage.

The women don't get their part of inheritance and mostly people do this, but social media has spread the knowledge that it is illegal to do such things. After the digital awareness there are some pages on Facebook and Instagram who educate women about the legal rights and women are working as an independent individual as participant F stated that;

*“It is very important for a woman to know about her legal rights so that she can have a sense of honor. Religion Islam give full rights to women to live their life with their free will and social media help women to know about their right.”*

Women who are well aware of their legal rights prove very productive in nation building and those are the women who can contribute to the progress of the nation. The concept of women empowerment is not competed without the women who are aware of what they want in their life. Empowered women always know what their right is and how they will claim to get that right.

### ***Concept of Financial Independence***

Social media give the concept of financially independent women and without financial independence there is no concept of women empowerment. Women are only empowered when they know that they have the financial security and with that financial security women can claim to be empowered citizens. He women who earn for themselves and for their families are way more empowered than the ones who don't earn money. Financial independence is directly proportional to the women empowerment.

In the traditional times people even kill the girl child just because they think the girl child is not worthy enough as the male child and they have to give the dowry to the girl at the time of her marriage but today social media educate people that it's a crime to kill girl child and it is not the right thing to ask for different things from the girl side in the name of dowry.

Many women have face acid attacks and the torture just because they don't bring enough dowry, but today social media give the enlightenment to the women that it's in their hands to make their own money and don't depend on anybody in terms of financial matters. It does not matter where the woman came from, but she must know that she should be financially independent so that nobody can harm her.

If a woman is financially independent, then she can ask for her rights and with the awareness which social media brought I the society women can build a secure society where they can be a first-class citizen and enjoy equal right just as me. Women who are not financially independent suffer more than the women who are financially independent.

Financial independence gives women a sense of security as the respondent B stated that.

*“When you are financially stable and independent you don't have a fear. When you are fearless only then you can achieve your dreams and following your dreams are very important.”*

The women who are financially independent also have a lot of sense of respect in their own family. They will get more attention in decision making and they are more confident and they Are more empowered to making their own decision they don't need any validation from the society and there are people who bully women who are financially independent or they are trying to be financially independent but those people

are not making any win because the women who are financially independent and they are well groomed and have knowledge of their rights are not coming down anyway.

Financial independence plays a very important role in women empowerment and without financial stability and independence there is no concept of empowered women. The credit of making women know about the importance of financial stability goes to social media. Social media influence women to be financially independent and it also provide them knowledge of how they can be productive and make money from the comfort of their own home. Many women are earning money from the social media platforms, and they are not going out.

Social media is conditioning the society to accept the women who are well groomed and independent in every way possible because there are the inventors of new world in which women are working side by side to make is world a better place to live. From the homemakers the women are going to be the world makers, and this is possible because of social media which allow them to be at ease and work to prove their identity.

## **Conclusion**

In the light of uses and gratification theory, presented by blumber and katz in 1974 the study shed lights on how social media help women in their journey of empowerment. Modern age women need to understand their importance in the progress of any society and social media realize them that they can achieve any milestone by just believing in their self. Social media not only realize the women that how important they are for the economic growth of the country, but it also let them explore the new ways to improve themselves as a person and as professionals.

In every profession these day's social media help women to explore the new technologies and the allow them to be the better version of their self. The confidence given by social media give women the liberty to explore the new dimensions of their life and enhance their abilities to the next level. Social media provide plenty of chances to grow women as an entrepreneur and as a human. There is no field these days where women don't have their participation as professional.it is due to the digital revolution so that women can raise their voice to improve their lifestyle.

In the past women bear a lot of hardships and problems even in their basic rights and people don't consider them as first-class citizens but social media has given them a liberty to explore and follow their dreams.

The results of the study show that women of this digital age are much more well aware of their abilities and capabilities, and they are very well aware of how to utilize social media for their personal and professional grooming. Women now a days utilize social media as a weapon against the old traditions which were just made to bund women but with the invent of social media and the development of social media women realize their true power and explore the new opportunities which help them to prove that women are the backbone of the society. Without them there is no progress in society.

The results of the recent study show that there are many stereotypes of society which are criticized openly just because of social media. Like child marriage and the abuse after marriage. Women are now more aware of their rights, and they raise voice of themselves if there is some problem with them. But before social media there was no concept of raising their voices against the problem.



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