
Prevention of Women Harassment and Fight For Human Rights-A Study on Me Too Movement by the Views of Media

NANDINI CHAKRABORTY¹, PROF. DR. TAPATI BASU²

¹Research Scholar, Department Of Journalism and Mass Communication, University Of Calcutta, Kolkata

²Retired Professor, Department Of Journalism and Mass Communication, University Of Calcutta
Email: chakrabortynandini009@gmail.com¹, tapatiindia@gmail.com²

Abstract: The Me Too movement focuses on the experiences of sexual violence survivors. Me Too movement works on empowerment through empathy by showing the planet just how common harassment is and by telling survivors that they aren't alone — and are supported. Various researches show, how media support uplifted a group movement into a social movement. The movement has provided a source of solidarity for ladies from all backgrounds who have experienced harassment.

Keywords: Women Harassment, Assault, Media Coverage, #Me Too , Activism, Protest

INTRODUCTION

“Can you better the condition of your women? Then there will be hope for your well-being. Otherwise you will remain as backward as you are now.”-- Swami Vivekananda said on women and womanhood. He also said, “There is no hope for that family or country where there is no estimation of women, where they live in sadness. For this reason, they have to be raised first.”

New York Times started an unlocking process on violations of women's rights and about women harassment in work places. With the allegations against movie producer Harvey Weinstein, the #Me Too movement has led to a big change within the way media covers stories about sexual abuse and harassment. Women's Media Center reported how media support uplifted a group movement into a social movement.

Overall, the amount of articles on sexual abuse is up over 30 percent at the top of the study, in August 2018, as compared with the primary month the research looked at, May 2017. When articles about just #Me Too are added, the total coverage is up 52 percent, according to the report, Media and #Me Too, which was released in 2017. “The world has permanently changed,” said actor and Weinstein accuser Ashley Judd. “We are in a new era. It is messy, imperfect, and urgent.”

The study found that even stories beyond those about sexual assault, and harassment—beginning with the day's story in October 2017—have been amplified by the #Me Too movement. After October 2017, media began to more commonly write on issues that particularly pertain to women—such as reproductive health and therefore the wage gap.

#Me Too allegations typically begin with individuals sharing private stories and anonymous accusations of sexual harassment and abuse on social media – which constitutes a grey zone between private and public – that are later picked up by media, creating many specific media challenges in reference to ethics and regulations.

The “Me Too” movement, which focuses on the experiences of sexual violence survivors, has earned an outsized response partially because harassment and sexual abuse impact people a day .By sharing their own experiences; the movement's proponents explain just how common harassment is. The hope is that, if people are more conscious of harassment and the way casually it's sometimes treated, then tolerance for it'll decrease and support for victims will rise is an attempt to effect social change, organized primarily through social media, where it's often expressed as #Me Too. Originally founded in 2006, it became prominent both online and within the mainstream in late 2017, when several high-profile actresses opened about their experiences with harassment within the movie industry.

Since then, the movement has provided a source of solidarity for ladies from all backgrounds who have experienced harassment, most frequently, though not always, perpetrated by a male colleague.

Tarana Burke, an American social activist, began to use the phrase “me too” on the social networking platform Myspace to spotlight the occurrence of harassment, particularly because it targeted women of colour. Burke argues that the Me Too movement works on empowerment through empathy by showing the planet just how common harassment is and by telling survivors that they aren't alone — and are supported.

In 2017, actress Alyssa Milano magnified Burke's rallying cry, turning it into the favored #MeToo, which continues to trend on social media platforms like Twitter and Instagram.

Now- a- days, the movement remains a source of solidarity for victims of harassment . The fact that tweets and Instagram posts bearing the hashtag #MeToo are still posted daily is a reminder of just how widespread sexual violence still is.

Legally, harassment within the workplace is roofed under the Civil Rights Act of 1964. However, the behaviors characteristic of harassment are inappropriate and wrong, regardless of where they're being exhibited.

Yet the violence, sexual assaults, and harassment continue despite having been exposed in every sector of life and work. But what's starting to change is that the ways during which the media is reporting it.

LITERATURE REVIEW

- Ricarda Drueke &Elke Zobl wrote a piece of writing (Feminist media studies volume 16,2016, issue 1),“Online feminist protest against sexism: the German-language hashtag #aufschrei” (Pages 35-54). They said that, Twitter is becoming a discursive but also contested space for articulations of feminist protest. A hashtag that collected experiences with everyday sexism within the German-speaking world was #aufschrei, which became the 2013 hashtag of the year. In exploring the role of online feminist protest within the construction of other meanings, this paper draws on theories of the general public sphere. Specifically, they built a communication studies model that refers to mutually permeating spheres of discourse in three layers, the straightforward , intermediate, and sophisticated , each of which exhibits its own communication forms and forums. The methodology includes both a quantitative and a qualitative content analysis of #aufschrei tweets and of feminist blogs so as to grasp argumentation patterns and networking practices.

They have argued that Twitter adopts the function of an easy public, where values and norms are negotiated at an everyday level. Feminist blogs create an intermediate public; therein they generalize experiences and are oriented towards networking. However, the persistent number of anti-feminist and sexist messages on Twitter likewise shows that online debates on gender topics are increasingly infiltrated by these positions. Against this backdrop, within the conclusion, we discuss the feminist activist potential of #aufschrei.

- Candi Carter Olson wrote an article on #Bring Back Our Girls: digital communities supporting real-world change and influencing mainstream media agendas (Pages 772-787 Feminist Media Studies Volume 16, 2016 - Issue 5). The article describes; #Bring Back Our Girls shows the potential that cyber-communities have for setting the agenda for mainstream media sources around issues that are life-changing for women and girls around the world. The article examines the ways that social media communities sustained the hashtag #Bring Back Our Girls, bridging online and offline communities to form a united movement. The analysis is contextualized within the web community-organizing framework of Twitter Topic Networks, as theorized during a 2014 study by the Pew research facility Internet and American Life Project. This essay studies the evolution of #Bring Back Our Girls to analyze the ways that online communities can educate, organize, and mobilize publics.
- Suman Mishra in his article,“From #MeToo to #MeToo India: News Domestication in Indian English Language Newspapers”(Pages 659-677 | Published online: 03 Jan 2020,Journalism Studies Volume 21, 2020 - Issue 5).This study examines news domestication in an Indian context by analyzing the press coverage of the worldwide #MeToo movement in India. The findings were supported the textual analysis of 641 news articles from five prominent English newspapers published between October 2017 and October 2018. Accordingly, this study reveals that the press domesticated the worldwide #MeToo movement by highlighting similar concerns within the Indian show business. It also filtered the stories through the area of media logic, including market/commercial and cultural logic. The news which skilled this media logic resulted within the selection of certain sorts of celebrity stories over others. While this helped to boost the difficulty of harassment among educated middle-class Indians, it also trivialized it by that specialize in celebrity scandals and ignoring problems faced by ordinary and less organized women in marginalized communities.
- Jinsook Kim wrote, “I am a feminist as the “mother tag”: feminist identification and activism against misogyny on Twitter in South Korea” (Feminist Media Studies Volume 17, 2017 - Issue 5, Pages 804-820).This article explores feminist activism via the hashtag #iamafeminist on Twitter in South Korea. This hashtag became an important platform for feminist identification and activism against misogyny following its start in 2015 as the way to resist prevailing anti-feminist sentiment in Korea. In addition to opposing stigmas regarding identifying as a feminist, #iamafeminist affords an inclusive frame that can promote feminist identification by sharing personal motives for and stories about being a feminist. Although critics dismiss the potential of hashtag activism because of its ephemeral nature, I argue that #iamafeminist—which I call the “mother tag”—was able to persist for 3 months by continuing to attach with real-time gender issues and by initiating activism against misogyny both online and offline.
- Sara De Benedictis, Shani Orgad, Catherine Rottenberg wrote their research article on, #Me Too, popular feminism and the news : A content analysis of UK newspaper coverage(First Published July 2, 2019),that article examines the primary 6 months of #Me Too’s coverage within the UK press, revealing how newspapers played a crucial role in heightening the campaign’s visibility. Using content analysis, our study

demonstrates that the press contributed to expanding and reinforcing #Me Too's visibility in important ways. In terms of reach, The UK Press has expanded the movement's visibility beyond social media, addressing potentially new and different readerships. This attests to the pivotal role that journalism still play in disseminating global issues and debates for a national audience. Second, in terms of content, while the news coverage developed and consolidated stories that were originally revealed on social media, it also publicized new stories. However, our study also highlights how the press' role in enabling and expanding the visibility of #Me Too has been characterized by sort of crucial and, we argue, problematic factors. First, while #Me Too was covered positively altogether newspapers, there was significant variation within newspapers, which was largely according to their traditional ideological alignments. Second, the #Me Too coverage seems to possess followed and reinforced familiar patterns with reference to news coverage of both sexual violence and feminism, namely, support of feminism alongside a concurrent de-politicization, an individualizing tendency through attention on celebrity and thus the cultural industries, and thus the centering of the experiences of celebrity female subjects who are predominately White and wealthy.

- Jooyeon Lee (Macau University of Science and Technology, Macao) wrote a piece of writing on, "Newspaper Coverage of Sexual Assaults in South Korea: Before and after #Me Too Movement". He said, this study highlights the differences in South Korean newspaper coverage associated with cases of sexual abuse on females before and after the #Me Too movement. to the present end, a content analysis was conducted to look at the framing of newspaper coverage of sexual abuse by politicians in 2014 and 2018. In total, 755 news stories were analyzed, revealing 10 times increase within the number of articles handling sexual violence cases after the #Me Too movement. Additionally, it had been found that the amount of newspaper articles representing the voices of girls who were victims of sexual assault or representing the position of women's organizations calling for social change and therefore the protection of women's rights increased significantly after the #Me Too movement. Especially, a significant increase in newspaper coverage discussing problems with the system and calling for an urgent improvement to its dealings with sexual abuse cases was found. Despite the #Me Too movement, however, the examined newspaper coverage still used an episodic frame more often than a thematic one in handling sexual violence against women and therefore the articles still contained many provocative words, like 'adultery' and 'infidelity', aimed toward arousing readers' curiosity and interest.

Method and material:

Sexual Harassment In The Workplace, Such As:

One co-worker making repeated unwanted sexual advances toward another, whether they were told to stop or not.

A superior asking for sexual favors from an employee in exchange for some benefit in the workplace, such as a promotion or a raise.

One employee touching another inappropriately.

A superior threatening an employee based on their unwillingness to engage in sexual or romantic activity

Non-physical and non-verbal actions, such as leering, staring, winking, blowing kisses, and eating or holding food provocatively.

Kinds of Sexual Assault, Such As:

Someone touching another person sexually, without that person's explicit consent. For example, one person groping another on a crowded train.

The perpetrator sexually penetrating the victim

A professor threatening a student's grades if that student doesn't engage in certain sexual behaviors

Several Media coverage:

Published	Name Of The Media	News Coverage Theme/Headlines
October 5, 2017	The New York Times	"Harvey Weinstein Paid off Sexual Harassment Accusers for Decades". The article that started it all. Kantor and Twohey spoke to the first of what would become over 80 Harvey Weinstein accusers, resulting in the loss of his job and the beginnings of legal action.
October 10, 2017	The New Yorker	"From Aggressive Overtures to Sexual Assault: Harvey Weinstein's Accusers Tell Their Stories". Ronan Farrow built upon Kantor and Twohey's work with additional accusers and details from Weinstein's decades of abuse.
October 29, 2017	BuzzFeed News	"Actor Anthony Rapp: Kevin Spacey Made A Sexual Advance Toward Me When I Was 14". Anthony Rapp, the first notable male victim in the #Me Too movement, came forward to Buzz Feed news' Adam B. Vary to detail alleged sexual abuse he suffered at the hands of Kevin Spacey, prompting over a dozen more accusers to come forward. Spacey was removed from his role on the final season of House Of Cards. Over the summer, one accuser dropped their lawsuit against the actor, and another died last month while in the midst of their lawsuit.
November 1, 2017	Los Angeles Times:	"Six women accuse filmmaker Brett Ratner of sexual harassment or misconduct". Olivia Munn was one of six women who came forward to the Los Angeles Times reporters Amy Kaufman and Daniel Miller to accuse director Brett Ratner, who was behind movies like X-Men: The Last Stand, The Revenant, and Horrible Bosses, of sexual misconduct.
November 6, 2017	The New Yorker	"Harvey Weinstein's Army of Spies". Farrow continued his Weinstein reporting with a detailed look at the sinister ways Weinstein attempted to silence his accusers.
November 20,	The Washington Post	"Eight women say Charlie Rose sexually

2017,		harassed them — with nudity, groping and lewd calls”. Journalists Irin Carmon and Amy Brittain detailed the accusations against Charlie Rose from women employees and aspiring employees that included unwanted sexual advances like groping, phone calls, and walking naked in front of them.
November 29, 2017	Variety	“Matt Lauer Accused of Sexual Harassment by Multiple Women (EXCLUSIVE)”.NBC fired Matt Lauer ahead of the publication of Variety reporters' Ramin Setoodeh and Elizabeth Wagmeister's two-month investigation into the alleged inappropriate behavior exhibited by the TV host.
July 27, 2018	The New Yorker	“Les Moonves and CBS Face Allegations of Sexual Misconduct”
9 October 2018	BBC News	#Me Too firestorm consumes Bollywood and Indian media
October 15, 2018	First Post	Amid #Me Too in India, The Times of India to not report sexual harassment charges posted anonymously on social media The Times of India said that amid the #Me Too movement, 'anonymous and unverifiable' allegations posted on social media platforms raise serious ethical questions.
Oct 24, 2018	The Times Of India	TOI respects and supports the spirit of the #Me Too movement.
Jan 17, 2019	Zee News	Me Too movement great, but there has to be some due process: Emraan Hashmi said in the context of Rajkumar Hirani. Hirani has been accused by a woman "assistant" who worked with him in "Sanju".
Jan 22, 2019,	Zee News	It's important to be responsible: Ajay Devgn on #Me Too. Actors Ajay Devgn and Kajol find it positive that the #Me Too movement has allowed people to open up about their unsavory experiences and be heard, but the former says it is important for people to know both sides of a story.
Jan 25, 2019	Zee News	Tanushree Dutta releases fresh statement against Nana Patekar, Ganesh Acharya and Rakhi Sawant. Several big names like Subhash Ghai, Sajid Khan, Vikas Bahl and now Rajkumar Hirani have been accused of sexual harassment by co-workers or former colleagues.
Feb 02, 2019	Zee News	Federation of Western India Cine Employees issues a six-month ban on Alok Nath over #Me Too row
Feb 06, 2019	Zee News	Behind every successful man's fall, is a woman: Shatrughan Sinha said. The #Me Too movement hit Bollywood last

		year and saw several women coming out with their horror stories of sexual harassment and rape by actors and filmmakers from the industry.
Feb 07, 2019,	Zee News	I stand by women's right to be treated with dignity, respect: Shatrughan Sinha He feels the Me Too movement is being misused within the entertainment industry.
Feb 07, 2019	Zee News	Accusing without formal complaint is not authentic: Kailash Kher on #Me Too
Jul 16, 2019,	Zee News	Farah Khan angers social media for lunch with Vikas Bahl Farah's guests for the Sunday feast included Hrithik Roshan, Kriti Sanon, Aditi Rao Hydari, Diana Penty, Patralekhaa, Bhumi Pednekar, Sonu Sood, Ayush Sharma, Sania Mirza, Punit Sharma, Neha Dhupia and Angad Bedi.
Oct 16, 2019,	Zee News	'Housefull 4' actress Kriti Sanon opens up on Me Too movement The movie is the fourth instalment of the superhit Housefull franchise.
Nov 07, 2019	Zee News	Flora Saini: There has been a definite change post #Me Too movement According to her, it was a milestone project in her career.
Nov 18, 2019,	Zee News	Tanushree Dutta blasts Neha Kakkar for judging Indian Idol with #MeToo accused Anu Malik—Read full statement She has also blasted singer Neha Kakkar for agreeing to be a part of the show as a co-judge along with Anu Malik.

Research methodology:

- Questionnaire preparation On Me Too movement
- Collection of primary data
- Sample Survey
- Analysis and Interpretation of Data by Statistical software

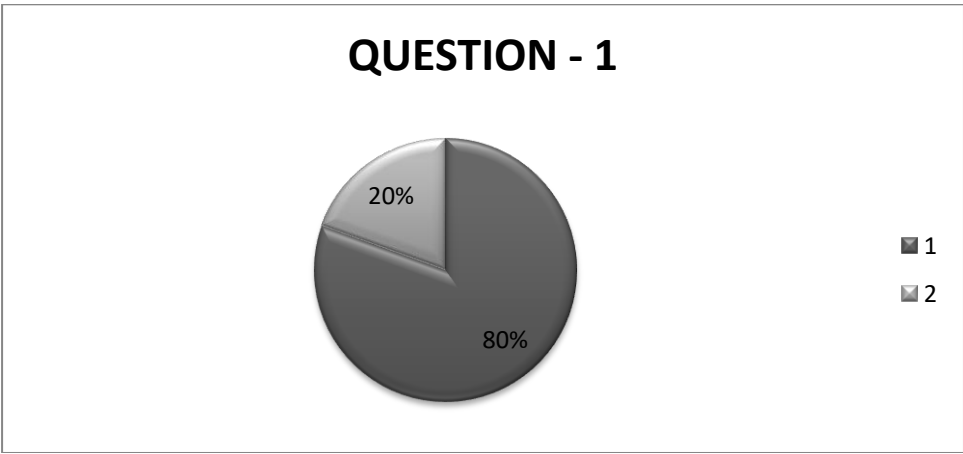
Questionnaire

1. Do you heard about me too movement especially through mass media?
Yes/No
2. Do you think me too movement is essential for protection of women’s rights?
Yes/No
3. Do you think that mass media of first world countries are more effective and vocal in that movement?
Yes/No
4. What do you think that society and media of third world countries are aware of me too movement?
Yes/No
5. Do you think Elite class women are main activist in me too movement?
Yes/No

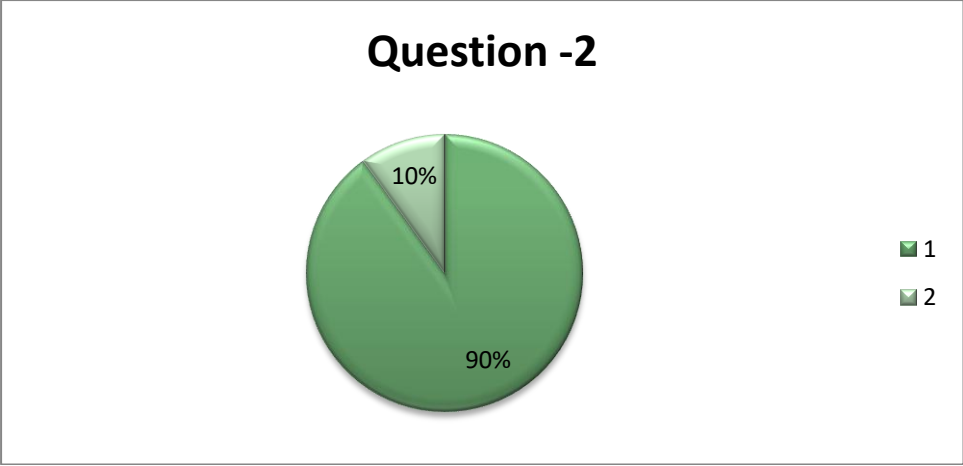
Table 1. Me Too Movement

Sample Size: 200 *(persons)

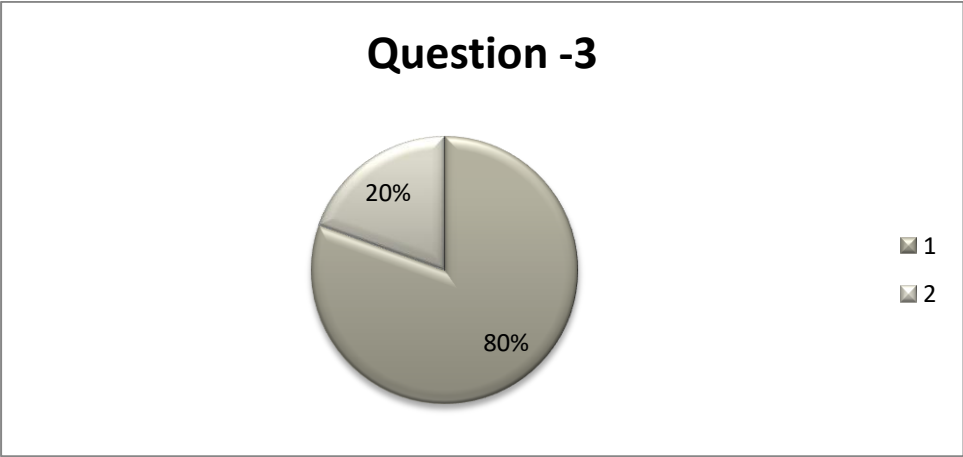
Question number	Yes*(1)	No* (2)
1.	161	39
2.	180	20
3.	161	39
4.	127	73
5.	145	55



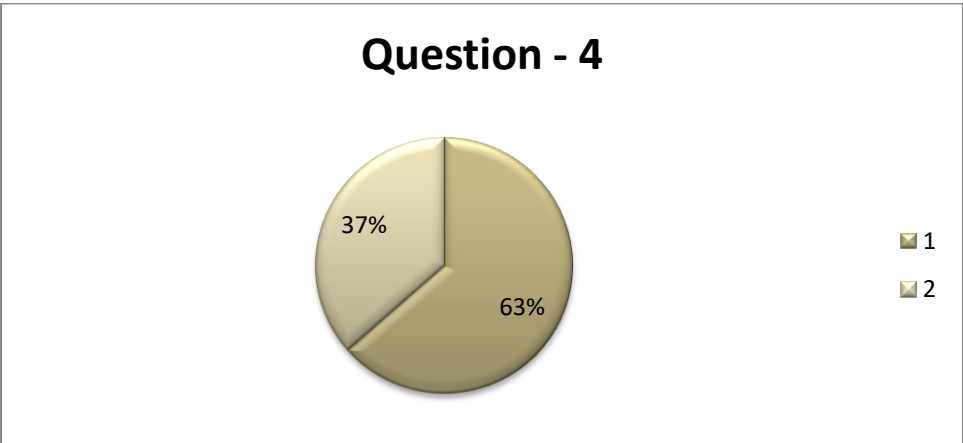
In question number 1; 161 respondents said that they have heard about Me Too Movement especially through mass media. And 39 respondents said they don’t hear about Me Too movement only through media. It means 80 per cent respondents said yes to that question and 20 percent respondents said no to the same.



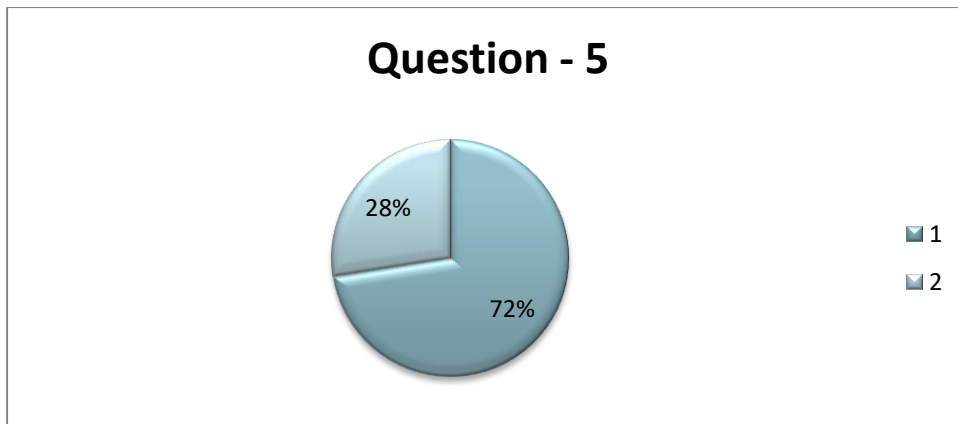
According to question number 2; 180 respondents said that Me Too movement is essential for protection of women’s Rights and 20 respondents said No to that question. It means, 90 per cent of respondents said Yes and 10 per cent said No to the same.



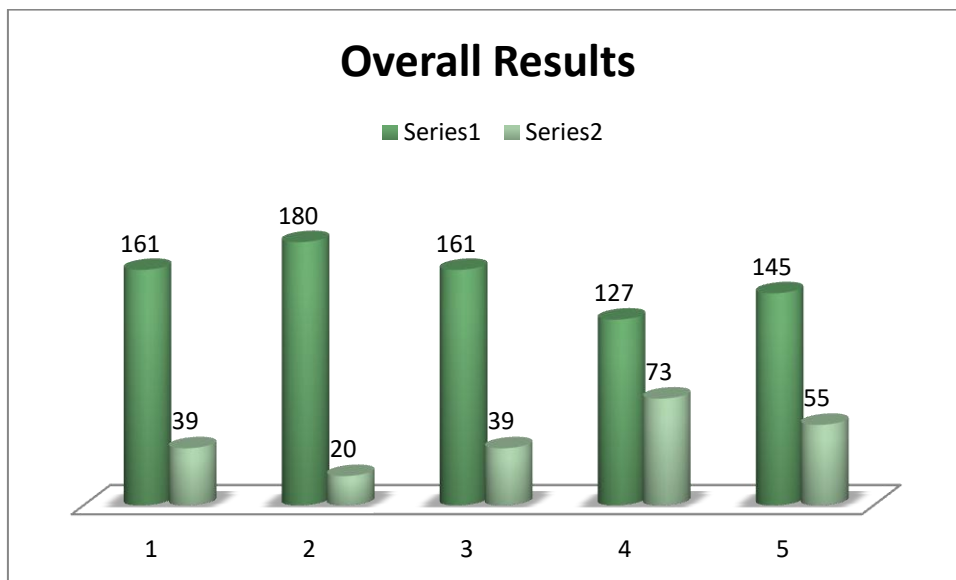
According to question number 3; 161 respondents said that the mass media of first world countries are more effective and vocal in Me Too movement. 39 respondents said No to that question. It shows that, 80 per cent respondents said Yes and 20 per cent said No to the same question.



In question number 4; 127 among 200 people, said that, society and media of third world countries are aware of Me Too movement. 73 people said No to that question. It means, 63 per cent people said Yes and 37 per cent said No to the same question.



According to question number 5; 145 persons said that Elite class women are main activist in Me Too movement. 55 people said No to that question. It means, 72 per cent people said yes to that question and 28 per cent said No the same question.



Overall results show that, Me Too movement is very much famous; due to mass popularity and huge coverage by media throughout the world. The media of first world countries are more effective to enhance the fire of that movement. Third world countries are also aware and vocal for women’s rights and they also cover news on Me Too movement. At large number of respondents agreed that Me Too movement is the other name of fight for women’s rights, and protection of self respect. But, at the same time, many respondents said that Me Too movement activists are coming from the elite class society.

Chi-Square Test: Me Too Movement and Role Of Media

According to chi-Square test our hypothesis as follows

H0: THERE IS NO RELATIONSHIP BETWEEN CATEGORICAL VARIABLES

H1: THERE IS DEFINITE RELATIONSHIP BETWEEN CATEGORICAL VARIABLES

Chi-Square contributions are printed below expected counts:

	Yes	No	Total
1	161	39	200
	154.80	45.20	
	0.248	0.850	
2	180	20	200
	154.80	45.20	
	4.102	14.050	

3 161 39 200
154.80 45.20
0.248 0.850

4 127 73 200
154.80 45.20
4.993 17.098

5 145 55 200
154.80 45.20
0.620 2.125

Total 774 226 1000

Chi-Sq = 45.185, DF = 4, P-Value = 0.000

According to the p value we can reject the null hypothesis because p value .000

So there is definite relationship between the categorical variables of Me Too movement, which means we have statistically identified that media plays important role to protect women's Rights as well as Human Rights.

CONCLUSION:

Mass media throughout the world shows that Me Too movement has several approaches. Various aspects arise in that movement. Many of the activists said that, Me Too has a single ideology; that, it is a cultural movement. It has exposed a broad area of women harassment, assault and bad behavior across so many industries and disciplines.

With the discussions of media coverage about Me Too movement, some important features have been found. These are as follows;

- Hard headed
- Grounded in ideals of pragmatism
- Realism
- Self sufficiency
- Social movements
- Individualist and social feminism
- Collective liberation

Negative approaches or drawback are also highlighted by the Media Researchers and some male personalities, of the world. They claimed that, Me Too movement become very silly and monotonous matter. It has only one way communication. Self announced Feminists are leading that movement, with their personal views on male co workers and famous male personalities.

Fighters and Protestants of Me Too movement have expressed their views; and raised a voice of protest; against women harassment and assault; with the help of mass media. Through that movement, women empowerment has got a new idea of revolution. The goals achieved by the women, are very much important and vital for their fight for equality, justice, honor and dignity. Outcome of that movement are;

- An individual women can makes herself a part of a broader group
- Woman can chooses to stand with other women, who have been harassed
- Together demanding that the 'bad male' forces be defeated
- Large group of women feel their suffering as women's suffering
- Powerful solidarity of women activists
- Individual empowerment

The #Me Too movement is a historic breaking point for women. The rise of #MeToo movement in first world and third world countries ; set to ensure a structural change in work culture and gender equations. Activists are lauding the voice that, through that social movement, women are entering a new era of liberty and equality.

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