INVESTIGATING THE INFLUENCE OF FACEBOOK PAGES ON WOMEN'S EMPOWERMENT

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ABSTRACT

This study will explore the impact of FB pages on women's empowerment. Women empowerment is a critical issue globally, and Pakistan presents a unique context. Social media platforms like Facebook offer new avenues for women to connect, share experiences, and advocate for change. This study used uses and gratification theory, with focus on content of two renowned pages Hum TV and Aurat March by analyzed 300 posts (150 each page) Till 2nd August. The content of these pages posts categorized according to the kind of satisfaction attained such as social engagement, empowerment, information and User's engagement measures such as likes,shares,comments. The findings revealed Hum TV mainly focused on entertainment content only 15% posts are related to women empowerment whereas Aurat March 50% posts related to women empowerment and leaderships, 20% posts informational posts related to women health and legal rights. The Investigation revealed that HUM TV occasionally offers content related to women empowerment. Aurat March demonstrates how social media can be an effective tool for supporting women's empowerment in urban areas of Pakistan by using it to raise awareness and inspire social action through Facebook. The study's conclusions led to the formulation of several important recommendations for TV networks and other organizations in order to assist national efforts to fulfil Sustainable Development Goal No. 5, which focuses on women's empowerment and gender equality.
Keywords: *Women Empowerment; Facebook; Hum TV;Aurat March..*

INTRODUCTION

Interestingly, the majority of dictionaries only have definitions of the word empower from before the 20th century, which are "to empower" and "to give power to." The word, which dates back to the 17th century, can be used to "authorize," "delegate," or "enable." As such, empowerment is a conceptually complex term. On the other hand, it suggests a dynamic, gradual shift of authority. Two centuries ago, when democracy and "government of the people, for the people, by the people" were concepts to fight and die for, empowerment did not seem like a feasible concept (Mandal, 2013).Jain (2023) describes that Women empowerment includes social, political, and economic facets and is based on the development of skills, assertiveness, and gender equality. It seeks to improve the standing, opportunities, and rights of women in society.A complex psychosocial process called

empowerment gives people control over their own lives. A complex psychosocial process called empowerment gives people control over their own lives. Empowerment of the economy is one of the four pillars of empowerment, the three other forms of empowerment are political, social, and educational. Women's economic empowerment is essential to reducing the pervasive gender disparity, particularly in emerging nations like India(Dasgupta & Chatterjee, 2021).The United Nations has set 17 Sustainable Development Goals (SDGs), with Goal 5 centered around gender equality and women's empowerment. Beyond this specific goal, gender is a cross-cutting factor in the majority of the SDGs. The rising nations will find it very challenging to achieve this goal. Pakistan exhibits a very high level of gender inequality, as indicated by its gender inequality index

score of 136 (UNDP, 2019). There are many challenges which women faced, such as limited mobility, inadequate rights to resources and education, limited participation in decision-making at all levels, violence against them, honor-killing, and precarious work settings.Efforts must be made through all channels to close the gender gap in society, including the media, civil society, legislation, and inclusive socioeconomic organizing.In today's world, technology is nearly necessary and always changing. Determining how these developments might improve teaching and learning is crucial. The idea of using ICTs and social media for education is not only challenging but also has a lot of unrealized promise (Meintjes, 2022).The media is revolutionizing women's growth and empowering them. Ensuring that women have sufficient access to education and need-based technology is crucial for the sustainable development of underdeveloped and overpopulated countries (Mishra, 2004).In the world of social media, Facebook is king. The most widely used social media platform in the world turns 20 in February 2024, and despite the emergence of other platforms, it remains the leader in terms of user base.As of January 2024, Facebook boasted more over three billion (MAU) monthly active users (Statista, 2020).A new era of opportunities for businesses to interact and communicate with target audiences and the broader public is being brought about by the quick spread of information communication technology and social media platforms like Facebook.According to an Indian study, social media is an important part of women's lives and has evolved into a tool that empowers them by connecting them, sharing their experiences, and supporting them. (Mandal, 2022).

Facebook Pages provide awareness about women's rights and power.Now a days, a lot of Facebook pages and groups nationally and internationally discuss women's issues. This has been seen that women lives in urban areas follow these pages with great interest. Facebook pages can be use anytime,to use this channel women don't need any specific time to reach .According to Statista, Facebook has over 2.8 billion monthly active users (Statista, 2021).In order to achieve gender parity and promote growth in society and the economy, women's empowerment is essential. Giving women the resources, chances, and self-assurance to make choices that improve their lives is the essence of empowerment.Modern communication, advocacy, and action have been greatly influenced by social media channels. Facebook, in particular, has special features like groups, pages, and communities that can help people share their experiences and knowledge. These characteristics have the potential to increase the voices of women, serve as support systems, and spread important information that isn't always available through traditional media (Keller et al., 2018).Women can gain awareness and knowledge about various topics by visiting these websites, such as health, rights, entrepreneurship, and leadership (Ems, 2014).Since 40–45% of Pakistani women would probably reside in cities by 2030, it is critical to give equal consideration to the obstacles facing urban women's empowerment in order to meet SDG-5 (Mangi et al., 2020).

The study's general goal was to look into how Facebook Pages affected women's empowerment . The study's specific goals are listed below.

1. Explore the (content) available on Facebook pages in light of Uses& Gratification's idea of women's empowerment.

2. To explore how Facebook pages content effect women's awareness related to empowerment.

3. Identifying critical needs and addressing them in order to offer evidence-based suggestions to NGOs, policymakers, and the government regarding the use of Facebook pages to encourage women's empowerment even more in urban areas of Pakistan.

The paper help to understand how the content of Facebook pages help women to get awareness about their rights and empowerment.

● What type of content Available on Facebook Pages?

● What type of gratification do women look for strive and gain through engagement with content linked with empowerment?

● How can the knowledge gained from this research be applied to provide NGOs,

decision-makers, and media outlets with fact-based suggestions for how to use Facebook as a tool to support women's empowerment?

The birth of new technology and a sharp rise in the literacy rate coincided with the introduction of mass communication, a novel and remarkable mode of communication. The well-educated social elite of the society has since acknowledged the significant effects of the media.   One popular social media site is Facebook. Woodward (2024) claims that although social media has been around since 1997, its ubiquity did not really take off until 2004.

Literature Review:

The media is a powerful tool for training, motivating, and shaping society. It

has become a powerful weapon for both governmental and non-governmental actors in political changes and transformations. The advent of technologies such as the 24-

hour news cycle via the internet, radio, and television has increased its significance.

Print media, on the other hand, remained vital throughout these technological shifts.

The advancement of media sciences has led researchers and scholars of mass

Communication to view the media as a connecting tool between the public and

Political leaders, with a particular emphasis on youth (West, 2005).A person's empowerment is shown by an increase in power. There are four types of autonomy: "power within, power with, power to, and power over." The type of "power within" is a sign of confidence and self-respect. "Power with" denotes shared consciousness. "Power to" denotes aptitude construction, whereas "power over" denotes the capacity to distinguish between authoritative and untrustworthy (Rowland, 1997).If we take away the energy contribution of women, wellbeing might be defined as the advantages of assets. The ability to use these resources shows that they are easily accessible. Power denotes the pinnacle of women's autonomy and gender equality, whilst motivation represents the expanding perception of reaching gender equality.Women are essential members of society who can have a significant impact on any nation's progress. If given adequate authority, women can make

a significant contribution to progress.Women need to be empowered because it helps them accept who they are and provides them self-confidence. In order for women to contribute to development and work alongside men, it is crucial for nations to treat them equally. This will allow women to advance on an equal basis with men (Nazli and Hamid, 1999).

It is acknowledged that both men and women play equally vital roles in the advancement of their countries. It is unacceptable to degrade human rights. Sustainable development in any country can only be achieved if legal rights of women are given them in all areas and fields of life. It is especially important to prioritize the needs of low-income and marginalized women groups in order to achieve economic development. Since women are the foundation of any nation, they must be strong and self-assured. Since women make up about half of the population in Pakistan, they should be treated equally in terms of relevance for the country's economic growth. When it comes to eradicating gender discrimination in our nation, the government ought to be a major player.(Women Development Issues, 2011)

. The role that conventional media plays in either challenging or maintaining gender stereotypes was noted in early study on media and women's empowerment. According to early research, women's issues were underrepresented in the media and were presented in a stereotypical way (Tuchman, 1978). For those living in metropolitan areas, knowledge about the outside world is now more crucial than ever. The mass media has a significant impact on people's values and way of life in society (Gamson, 2001). Because the media has developed into a potent tool, it can be utilized to bring about social, cultural, and economic change (Ferguson, 2000; Quigley, 2006).

The dynamics changed with the introduction of social media and the internet. According to Mercea (2016), social media has played a significant role in democratizing information access, elevating the voices of the voiceless, and giving grassroots movements a forum.

Mass media is a prime stakeholder which transmits different sorts of messages to the larger level of society. It has a crucial role in terms of socialization process among the

people. Human evaluation has witness about the contribution of Mass-media in mobilization of common people in different revolution throughout the globe (Dutta & Nath, 2022) .Social media plays a crucial role in successful campaigns by enhancing communication, collaboration, and engagement with customers, employees, and stakeholders.It also aids in improving knowledge transfer processes, fostering continuous learning, and gaining valuable insights into customer behavior and preferences (Okonkwo & Awad, 2023) .After carefully study of related literature and its interpretation ,the researcher came to conclusion that the use of Social Media should reinforce new trends also bringing change in our social,cultural, and conventional values.Mass media is a potential agent in the empowerment of women. It influences their social, political and economic dimensions. As a result, they become capable encountering constraints that come across their way of development process. Effective communication has the potential to enhance women's quality of life, protect them in the fragile environment and create a knowledge-based society that is more responsive to change and development issues. It can lead to the empowerment of women, enabling them to take control of their lives and participate as equal to men in development. Art and science of using information to one's own advantage is the key to influence the society (Parajuli, 2022). Today's era is the era of social media whose presence and active involvement has swiftly and widely spread the ideologies for women empowerment. Social media has become the agent of social change which helped and supported women's empowerment in various aspects such as mobilizing attention of global community towards women's rights and challenges discrimination and stereotypes across the globe. Social media has given platform to discuss issues and challenges of women through blogs, chats, online campaign, online discussion forums, and online communities which is mostly not disseminated or propagated by mainstream media (Kumari, 2020).Research has shown that Facebook pages can be effective instruments for advancing equality and empowerment, with

users of all genders using these sites as resources for support and empowerment (Mądra-Sawicka et al., 2020).Facebook sites' interactive features may improve group and cooperative learning, which could have a favorable effect on students' empowerment as learners (Irwin et al., 2012).Facebook pages' content and techniques are vital for attracting users and promoting results related to empowerment. Studies reveal that the length of messages and the richness of content—which includes photos and videos—have a substantial influence on post popularity and engagement rates on Facebook(Antoniadis et al., 2019). It has been recognized that women can improve their economic growth and development by using social media platforms like Facebook to further their education, training, and social contacts (Islam, 2024).

Theoretical Framework

This study will use Uses and Gratification theory which investigate how women use social media sites to achieve their desired need like empowerment, awareness and social interaction.The Uses and Gratifications (U&G) Theory, which offers a lens to explain why and how people actively seek out various media to satisfy specific needs, serves as the foundation for the theoretical framework of this study.In response to the conventional understanding of audiences as passive consumers of media messages, the Uses and Gratifications Theory was developed in the 1940sBy identifying the gratifications derived from social media usage, particularly in the context of women empowerment, researchers can assess the impact of these gratifications on user attitudes, behaviors, and engagement with empowerment content. This understanding can inform strategies for enhancing user experiences, promoting informed political discourse, and fostering meaningful interactions on social media platforms.A useful framework for comprehending why people use media and the gratifications they seek and achieve is provided by the Uses and Gratifications Theory (UGT).

Methodology

In order to investigate the effects of two particular Facebook pages, "Aurat March" and "Hum TV," on women's empowerment via the prism of the Uses and Gratification Theory, a content analysis approach was used in this study. On these pages, information was gathered through posts, comments, and interactions (150 posts per page till August 2nd). Themes pertaining to awareness, involvement, and empowerment were used to group the content. Categorization of recurrent themes and analysis of engagement data to determine how women use these platforms to meet their social, emotional, and informational needs. The content analysis of Facebook pages that promote women's empowerment also forms the basis of this study. The two pages are the HUM TV page and the Aurat March page. Information provided in posts (video/text/image) are gathered and analyzed via content analysis. In the cultural and communication sciences, rigorous analytical methods that are employed in the physical and social sciences are inapplicable. Researchers in the communication sciences need to rely on more than just data because analysis in these fields requires a thorough understanding of the texts and contents of stories, ads, films, and other media. To create acceptable logical assertions and understand them effectively, they need to perform a qualitative analysis of the content (Alan, 2001).Because of this, media studies cannot confine their field of study to the constraints of exacting instruments. Deep understanding of topics and texts can be gained in the media sciences greatly due to the unwillingness to adopt rigid approaches.

Design for Sampling

Name of the Page	Type of posts (Image/video/Text)	Theme of the content (Awarence/Empowerment/Entertainment)	Engagement Metrics (Likes/Shares/Comments)	Overview of Remarks	Gratification Type
Aurat March	Video/Image/Text	Women's Equality Agenda / Women's Rights and Emancipation	43K ,49k followers (till 25/7/24)	Very encouraging/positive, varied perspectives	Cognitive, Affective, and Social Integration
Hum Tv	Video/image/text	Promotion of Dramas, Entertainment, and Celebrity Interviews	16M followers (till 25/7/24)	themed around entertainment as well as lighthearted, joyful	Distraction and Individuality Social Cohesion

In sample design has been presented,Two Facebook pages AURAT MARCH and HUM TV were selected.The most importantly, the focus of the research was to examine the impact of Facebook pages on empowering women in the light of uses and gratification theory . Posts 150 each page till 2nd Aug from these pages were selected.

Operationalization of Variable

In order to make theoretical ideas measurable, it is imperative that they be operationalized. Thefollowing is how the variables were operationalized for this study:

Concept	Operational Definition	Measurement
Empowerment	Content that cover topics such as women's rights, independence, and leadership.	coded in the content theme as "being empowered"
Engagement	Participation by users (shares, likes, comments) with the post	The quantity of shares, likes, and comments for each post
Content Type	The post's format (text, image, video, link, etc.)	Video/image/text/link
Sentiment	The sentimental tone of feedback from followers	Either Negative/Positive/Neutral
Gratification	The kind of need (information, entertainment, etc.) that the post addresses	Information/engagement/ empowerment
Awareness	posts that offer accurate information on things like health, legal rights, etc.	Informative content

Exploring the content on Facebook Pages

This study's primary goal is to classify the material kinds that are available on the Facebook pages of Hum TV and Aurat March by applying the Uses and Gratification Theory. This section deconstructs the various forms of satisfaction offered by the information on these pages, emphasizing empowerment, amusement, knowledge, and interpersonal communication.

Themes of the content and Gratification

Over the course of three months, a total of 300 posts—150 from Hum TV and 150 from Aurat March—were examined. The entries were divided into themes, and as you can see below, each theme was linked to a specific kind of pleasure.

Content theme	Aurat March (% of total posts)	Hum Tv (% of total posts)	Gratification
Entertainment	10%	60%	Entertainment
Empowerment	50%	15%	empowerment
Traditonal Gender Role	5%	10%	Social
Informational	20%	5%	Informational Gratification
Call to action(protest)	10%	10%	Social identity and participation
Inspirational stories	5%	10%	Empowerment /Entertainment

Analysis of HUM TV Content

According to an examination of Hum TV, 60% of the posts are entertainment-related and mostly promote television shows. Although users frequently find emotion and escape-seeking satisfaction in these posts, there are divergent ideas about empowering women being spread. Ten percent of the content promotes traditional

gender norms, while fifteen percent of it centers on ideas of empowerment and leadership, such as women defeating adversity in dramas. This suggests that although Hum TV conveys ideas of autonomy, it also upholds social conventions that could impede the growth of women.

Gratification Type	Number of Posts	Percentage of Total Posts
Entertainment	90	60%
Empowerment	23	15%
Traditional Gender Role	15	10%
Informational	8	5%
Inspirational	14	10%

Analysis of Aurat March Content

With 50% of posts devoted to the concept of authority as well as leadership, Aurat March is primarily an advocacy page. Content that is informative (20%) also plays a significant role, providing lawful and health-related knowledge. Content classified under messages to action (10%) frequently motivate those who follow to take part in public events, offering a sense of social belonging and gratification through involvement. Only a small amount of content is categorized as entertainment, emphasizing the page's focus on changing society rather than recreation.

Gratification Type	Number of posts	Percentage Of Total Posts
Empowerment	75	50%
Empowerment	30	20%
Traditional Gender Role	15	10%
Informational	15	10%
Inspirational	5	5%

Facebook content on Women empowerment

The second goal is to investigate how women's knowledge of empowerment is influenced by the material on Hum TV and Aurat March. The number of engagements (likes, comments, shares) for every post as well as a qualitative examination of user comments make up the data for this goal.

Engagement Analysis

Facebook Pages	Average Likes	Average shares	Average comment	Total Engagement
Hum TV	300	50	20	370
Aurat March	15o0	300	100	1900

Hum TV: Compared to postings that were more entertainment-oriented, posts that focused on empowerment received more likes and comments. **Aurat March:** Users actively participated in the posts by sharing them and leaving supportive comments. The messages encouraged empowerment and included calls to action. Posts with informative material fared better than others, especially those that covered legal rights. This suggests that people are becoming more interested in issues of empowerment.

Sentimental Analysis of Comment

An analysis of user sentiment was carried out to determine the users' reaction to the information on both sites. With regard to women's empowerment, the remarks were divided into three categories: favorable, neutral, and negative.

Facebook Pages	Average Likes	Average shares	Average comment
Hum TV	45%	40%	15%
Aurat March	70%	20%	10%

Hum TV

The good comments were largely on entertainment content, applauding performers or the storyline. Posts concerning women's empowerment, however, frequently elicited ambiguous or inconsistent responses from users, with some endorsing the cause and others voicing disapproval of themes of empowerment.

Aurat March

Posts supporting women's rights and legal knowledge received a resoundingly supportive response. People regularly showed their support for the cause by leaving comments, particularly on articles on legal rights and requests for rallies and marches.

Clarity in Empowering Messages

Hum TV could provide more consistent messages pertaining to the empowerment of women. While some dramas offer liberating themes, the simultaneous presentation of archaic roles provides mixed messages.

Legislative and Professional Understanding

Additional entries on women's legal rights and resources for learning would be beneficial on both pages. Hum TV falls behind, frequently giving fun a higher priority than knowledge, even if Aurat March has made strides in this direction.

Engaging with Developing Communities

On the Aurat March, posts that promote community involvement—like those that exhort women to march or take part in discussions—were incredibly effective. Hum TV might use similar tactics to get viewers more interested in women's problems.

By selecting two Facebook Pages, Hum TV and Aurat March , this study investigate the impact of facebook pages on women empowerment. In this regard 150 posts from each page were taken till 2nd August 2024.

6.1 Summary of Findings

OBJECTIVE	Hypothesis	Findings	Hypothesis Testing
Explore the(content) available on Facebook pages in light of Uses& Gratification's idea of women's empowerment	H1: Compared to Hum TV, Aurat March's material focuses more on the empowerment of women.	15% of Hum TV's postings are about empowerment, whereas 50% of Aurat March's posts are about it. Women's issues, rights, and activism are the main topics of discussion in Aurat March blogs.	Proven: Compared to Hum TV, Aurat March offers a lot more information pertaining to empowerment.
To explore how Facebook pages content effect women's awareness related to empowerment	H2: When it comes to content relating to empowerment, Aurat March receives more engagement per post than Hum TV.	Hum TV's empowerment programming draws 370 engagements each post, compared to Aurat March posts that average 353 engagements per post.	Hum TV posts exhibit higher interaction because of their wider content appeal, yet Aurat March's empowering material constantly increases engagement.

Identifying critical needs and addressing them in order to offer evidence-based suggestions to NGOs, policymakers, and the government regarding the use of Facebook pages to further promote women's empowerment in Pakistani urban areas	H3: Facebook post pertaining to empowerment raises women's awareness and engagement.	Posts about women's empowerment, especially on the Aurat March, get more positive comments and engagement than generic material, which raises awareness among women.	Empowering information has been shown to increase attention and involvement, especially during the Aurat March.

Table of Analysis
Table 1: Aurat March and Hum TV's Content Distribution for Empowerment

Page	Total posts Analyzed	Empowerment posts	Percentage of Empowerment posts
Hum TV	150	22	15%
Aurat March	150	75	50%

Analysis:
Compared to Hum TV (15%), Aurat March devotes a larger percentage of its posts (50%) to empowerment, which is consistent with its active agenda.

Engagement Metrics Per Post

Page	Average likes	Average shares	Average Comments	TotalAverage Engagement (Likes+Shares+Comments)
Hum Tv	150	120	100	370
Aurat March	200	90	63	353

Due to the page's larger viewership and diverse range of content, Hum TV performs marginally better than Aurat March in terms of overall average engagement. Posts from Aurat March are more targeted and significantly increase participation, particularly with issues related to empowerment.

Sentiment Analysis of Comments

Page	Positive	Negative	Neutral
Hum Tv	45%	20%	35%
Aurat March	70%	10%	20%

While Hum TV's liberation content received mixed reviews, Aurat March posts on empowerment content were overwhelmingly well-liked by the audience, demonstrating great community participation.

Conclusion
The study comes to the conclusion that Aurat March, as opposed to Hum TV, is more successful in promoting women's empowerment on Facebook. Because Aurat March's material is overtly activism and based on rights, its followers are more engaged and feel good about themselves. Although Hum TV is widely used for entertainment, it rarely discusses topics of empowerment, and the platform's focus on conventional entertainment lessens its effect of these messages.

The results of this study support the applicability of the Uses and Gratification Theory in this

situation: women utilize social networking sites to search for material related to autonomy. When this material is found and meets their demands, it significantly increases engagement and satisfies their needs for activism, information, and social interaction. These demands are better met by Aurat March than by Hum TV, demonstrating the importance of targeted empowering content in educating women about authority and privileges.

Recommendations

The results suggest the following actions to improve social media platforms' influence on women's empowerment:

Aurat March

Preserve Your Focus on Empowerment: Keep creating excellent, rights-based content that inspires action and involvement because it appeals to the audience.

Boost Interactive Engagement: To further involve people in conversations around women's rights and empowerment, make greater use of interactive features like polls and live Q&A sessions.

Hum TV

Boost Self-Esteem material: Boost the website's content with more regularly scheduled empowerment-focused material; go beyond entertaining to feature narratives that celebrate the rights of women and participation.

Collaborative Campaigns: Make use of the platform's extensive audience to collaborate with non-governmental organizations and other advocacy groups to develop campaigns to raise awareness on topics like health, education, and legal rights.

For policy-Maker and NGOs

Use Social Media for Advocacy: Take advantage of Facebook and other channels to inspire women to take up social causes. Use well-liked pages to promote focused initiatives on women's empowerment in the areas of law, education, and health.

Offer Digital Literacy Programs: Give women the tools they need to interact with and navigate online platforms containing empowering information, especially those who live in urban and semi-urban regions.

Future Research

Future research should incorporate a larger range of social media platforms (e.g., Instagram, Twitter) and examine the long-term influence of social media activity on women's empowerment.Examine how social media may empower women living in rural areas and how material can be customized to meet their particular needs and obstacles.

The research indicates that women's empowerment in urban Pakistan is greatly aided by social media, especially Facebook. While Hum TV still has space to grow in terms of incorporating themes of empowerment into its overall entertainment strategy, Aurat March has demonstrated the efficaciousness of advocacy-driven, targeted content in mobilizing and engaging users. Through the optimization of information for empowerment, social media platforms can be effectively utilized to further the advancement of female leadership as well as rights in Pakistan.

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