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Examining the role of social media on online gender activism in South Asia - Breaking stereotypes

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ABSTRACT:

South Asia, a region deeply influenced by cultural, religious, and patriarchal norms, has long struggled with systemic gender inequality. Historically, gender activism in this region addressed issues such as women's suffrage, education, domestic violence, and LGBTQ+ rights through grassroots efforts and physical mobilizations. However, the advent of social media has transformed the landscape of activism, providing a powerful platform to amplify marginalized voices, challenge entrenched stereotypes, and foster regional and global solidarity.

This paper examines the rise of online gender activism in South Asia, with a particular focus on how social media platforms such as Twitter, Instagram, Facebook, and TikTok are being leveraged to deconstruct harmful gender stereotypes. Campaigns like #MeToo, #WhyLoiter, and #GirlsAtDhabas have effectively used digital spaces to question societal norms, promote inclusivity, and demand gender equality. The paper also explores the concept of stereotypes, their socio-cultural origins, and their impact on perpetuating inequality, including the restriction of opportunities, normalization of violence, and marginalization of LGBTQ+ individuals.

By analyzing real-life examples of social media-driven movements, this study highlights the role of digital platforms in creating counter-narratives, educating communities, and mobilizing collective action. While acknowledging the challenges posed by digital divides and online harassment, the paper concludes that social media has emerged as a critical tool for dismantling patriarchal systems and breaking stereotypes in South Asia, paving the way for a more equitable and inclusive society.

Introduction:

Social media has become a powerful tool for addressing women's rights issues and reaching larger audiences. It has brought attention to gender equality, sparked protests worldwide, and influenced policymakers to act. The #MeToo movement is a strong example of social media's impact. It shed light on widespread misogyny in various sectors, including humanitarian work, and

gave survivors of sexual assault a platform to share their stories. The growing use of social media and the increasing adoption of technology by women offer new opportunities to bring gender equality and women's rights into public discussion and media focus.

In South Asia, social media has transformed how people fight for gender equality. In the past, these movements depended on in-person protests and word-of-mouth communication. Today, platforms like Twitter and Facebook allow messages to spread faster and reach more people than ever before. Social media helps activists connect, create awareness, and mobilize communities in ways that were previously impossible.

However, online activism also faces challenges. Women often face online harassment, trolling, and abuse, which can discourage participation. Additionally, the digital divide limits access for women in rural areas or those without internet and digital literacy. While social media raises awareness, it sometimes lacks the power to create real, lasting changes in policies or societal norms. Looking ahead, social media has the potential to play an even bigger role in advancing gender equality in India. By addressing challenges such as online safety, digital access, and misinformation, these platforms can be used more effectively. Combining online campaigns with offline efforts like protests and policy advocacy can bring about meaningful change. Social media has already reshaped the fight for gender equality, and with thoughtful strategies, it can continue to empower women and drive progress.

Social media has changed how people fight for gender equality in India. Before, these movements relied on in-person protests and word of mouth. Now, platforms like Twitter and Facebook help spread messages faster and to more people. This article looks at how social media has helped gender equality movements in India. It also talks about the problems these movements face online and what the future might hold.

Internet and technology use among South Asian women:

In South Asia, women's online activism has had limited and inconsistent impact on policymaking, even when such efforts gain significant attention and demonstrate effectiveness. This limitation is partly due to the substantial gender disparity in access to technology. South Asia has the widest gender gap globally when it comes to mobile phone ownership and internet usage. Women in the region are 28% less likely to own a mobile phone and 58% less likely to use mobile internet compared to men. This digital divide reflects broader issues of marginalization in public and political life and highlights the challenges grassroots women's movements face in influencing decision-makers.

Even when women manage to access the internet and technology, numerous barriers hinder their ability to fully utilize social media for political or social activism. These include high rates of illiteracy, language barriers, and a lack of reliable digital infrastructure, especially in rural areas.

While literacy rates in South Asia have improved significantly—from 46% in 1990 to 72% in 2016—the region still accounts for half of the world’s illiterate population, and women form most of this group. This educational gap severely limits women’s ability to engage with digital platforms effectively.

Cultural and societal norms further exacerbate these challenges. According to research by GSMA, women in South Asia often face restrictive norms that view mobile internet usage as a potential threat to their family’s reputation. Women are frequently seen as more vulnerable to “online corruption,” such as exposure to inappropriate content or online harassment. These perceptions lead to strict limitations on women’s access to mobile technology and the internet, often imposed by families or communities. As a result, even when women have the tools to participate in online activism, they are frequently unable to use them freely due to societal pressures and fears of reputational harm.

Ultimately, these barriers not only limit women’s ability to engage in online activism but also reflect deeper structural inequalities in education, technology access, and gender norms in South Asia. Overcoming these challenges will require targeted efforts to address the digital divide, improve literacy, and challenge restrictive cultural norms that hinder women’s full participation in the digital world.

Impact of social media on South Asian women:

The eight countries of South Asia, home to a quarter of the world’s population, have diverse legal and political systems governing media and differing attitudes towards free speech and the use of new technologies like social media. Despite these differences, social media has become a powerful tool for women to express themselves, build skills, and participate in decision-making processes.

For example, the 2012 Delhi gang rape triggered widespread protests on social media, which pushed the Indian government to take quick action and reform laws. Similarly, the Mumbai-based NGO She Says India used the #LahuKaLagaan campaign in 2017 to advocate for the removal of the Goods and Services Tax (GST) on sanitary pads. The campaign succeeded in 2018 when sanitary napkins were made tax-free.

In Bangladesh, women have used social media to challenge the culture of violence. The #RageAgainstRape movement, co-founded by Umana Zillur and Ms. Mortada, brought many women to the streets and online platforms to demand stronger anti-rape laws. As a result, on October 12, 2020, the Bangladeshi government approved a proposal to introduce the death penalty for all four types of rape under the country’s legal framework.

In Nepal, the Occupy Baluwatar movement was an early example of using social media for activism. The hashtag #OccupyBaluwatar gained traction on Twitter and Facebook, turning a small

protest into a major campaign against violence and impunity. This 107-day movement drew widespread support from the public, women's rights activists, civil society, and political groups. Although these social media movements have led to significant changes and victories, their impact has not always been long-lasting.

Historical Context of Gender Equality in India: The Digital Evolution of Activism:

Early Online Activism: Laying the Foundation:

With the arrival of the internet in India during the late 1990s and early 2000s, advocacy for gender equality found a new digital frontier. Activists and organizations began utilizing websites, blogs, and online forums as spaces for discussion, organization, and information-sharing. This period marked a shift from traditional activism, as digital tools such as online petitions, email campaigns, and early social networks enabled movements to reach a wider audience beyond physical protests and meetings.

Women's rights groups, including the Forum Against Oppression of Women, started incorporating digital communication strategies to enhance their outreach and solidarity efforts. While these early forms of online activism lacked the immediacy and virality of today's social media-driven movements, they laid the groundwork for future digital mobilization by proving that the internet could be a powerful tool for advocacy.

The Social Media Era: A New Wave of Digital Mobilization:

The late 2000s saw the emergence of social media platforms like Facebook, Twitter, and Instagram, which drastically transformed gender activism in India. These platforms provided activists with faster, more dynamic, and more interactive ways to disseminate messages and mobilize support. Unlike static websites and forums, social media enabled real-time engagement, allowing individuals to share personal narratives, foster collective dialogue, and challenge entrenched gender norms with unprecedented reach.

Pivotal movements such as the 2012 Delhi Gang Rape Protests demonstrated the power of social media in driving public discourse and collective action. Hashtags like #JusticeForNirbhaya became digital rallying cries, uniting voices across the country and compelling policymakers to address gender-based violence. Similarly, the #MeTooIndia movement empowered survivors to share their experiences, holding influential figures accountable and reshaping workplace harassment policies.

Beyond awareness, social media also facilitated intersectional activism by amplifying the voices of women from diverse caste, class, and religious backgrounds. The visual and interactive nature of these platforms—including videos, infographics, and live streams—enabled more inclusive and engaging forms of advocacy. This digital revolution not only democratized activism but also ensured that grassroots movements could gain national and even global visibility, making gender

equality a central issue in India's evolving social and political landscape.

Alternative Digital Feminisms: Indigenous and Rural Women's Online Activism:

The rise of digital platforms has transformed feminist activism, providing a space for marginalized voices, including indigenous and rural women in South Asia, to advocate for their rights. While mainstream online feminism is often dominated by urban perspectives, indigenous and rural women are increasingly using social media and digital tools to highlight their struggles, challenge systemic oppression, and create alternative feminist narratives.

Digital Advocacy by Indigenous Women in South Asia:

Indigenous women in South Asia, particularly in Nepal, India, and Sri Lanka, are leveraging digital platforms to mobilize communities and bring attention to issues such as land rights, environmental justice, and gender-based violence. Platforms like Instagram, Facebook, and YouTube are used to share testimonies, organize protests, and amplify grassroots movements. For example, indigenous women in India's Northeast have used social media to campaign against displacement due to large-scale infrastructure projects. Similarly, Adivasi activists in central India use digital storytelling to document human rights violations and cultural erasure.

Challenges of Access: Bridging the Urban-Rural Digital Divide in Gender Activism:

Despite the potential of digital activism, rural and indigenous women face significant barriers to access. The urban-rural digital divide in South Asia is shaped by limited internet connectivity, financial constraints, and socio-cultural restrictions that hinder women's access to technology. In many rural areas, patriarchal norms discourage women from using digital tools independently. Additionally, digital literacy remains a major challenge, preventing many women from fully engaging in online activism. Efforts to bridge this divide include community-led digital literacy programs and initiatives like mobile-based advocacy campaigns, which allow women to participate in feminist activism even with basic mobile phones.

Role of Vernacular Languages in Online Feminist Discourse:

Language plays a crucial role in making digital feminist activism more inclusive. Much of the feminist discourse on social media is dominated by English, which alienates non-English-speaking women, particularly in rural and indigenous communities. However, activists are increasingly using vernacular languages to reach a wider audience. In Nepal, feminist campaigns in Nepali and indigenous languages have gained traction, addressing issues such as domestic violence and reproductive rights. Similarly, in Sri Lanka, Tamil and Sinhala-language feminist pages challenge gender stereotypes and provide resources for women. The use of local languages makes feminist movements more accessible and culturally relevant, allowing women from diverse backgrounds to engage in digital activism.

By addressing digital accessibility challenges and incorporating vernacular languages,

alternative digital feminisms are expanding the reach of gender activism in South Asia, ensuring that indigenous and rural women are not excluded from the broader feminist movement.

The Impact of Social Media in Amplifying Gender Activism

Hashtag Movements: Uniting Voices for Change:

Hashtags serve as digital rallying points, uniting individuals behind a shared cause. Campaigns like #MeToo and #TimesUp have shed light on issues of harassment and abuse, encouraging survivors to break their silence and fostering global conversations on gender justice. These movements illustrate how a simple tag can transform into a powerful tool for social change, mobilizing communities and influencing policy discussions.

The Power of Virality in Advocacy:

Social media enables rapid dissemination of messages, allowing compelling narratives to gain traction almost instantly. A single post, tweet, or video that resonates with audiences can go viral, drawing widespread attention to gender-related issues. This digital momentum often translates into tangible action, sparking legal reforms, corporate policy changes, and grassroots activism that challenge systemic inequalities.

Influencers as Catalysts for Awareness:

Public figures and social media influencers leverage their reach to amplify gender advocacy efforts. By using their platforms to discuss gender equality, promote awareness campaigns, and collaborate with organizations, they help bridge the gap between activism and the broader public. Their endorsement not only boosts visibility but also encourages engagement from diverse audiences, driving meaningful discussions and actions.

Social Media: A Tool for Empowerment and Solidarity:

Digital platforms have empowered individuals, particularly women and marginalized communities, to share their lived experiences and advocate for their rights. Through collective storytelling, awareness campaigns, and online mobilization, social media has become an indispensable force in the fight for gender equality. It fosters solidarity, builds networks of support, and ensures that issues once silenced are now heard on a global scale.

Case studies of the successful social media campaigns:

1. #PinjraTod movement, which translates to “Break the Cage,” began in 2015 and focused on challenging the discriminatory and restrictive hostel rules imposed on female students in Indian colleges and universities. The campaign sought to fight against curfews, dress codes, and other gender-specific regulations that limited the freedom of women in educational institutions. The campaign’s central message was that the autonomy of female students should not be dictated by outdated, paternalistic rules that treat them as incapable of making their own decisions.

Social media was instrumental in spreading the movement, as students used it to document

the unfair rules and share personal stories about the restrictions they faced. The movement brought attention to how women were often punished or shamed for their natural behaviors (like staying out late) while male students were given far more freedom.

The #PinjraTod collective not only sparked protests and discussions at various campuses but also achieved policy changes. Several universities and colleges, including those in Delhi, modified their hostel rules, offering greater autonomy to female students. The campaign also contributed to broader debates on women's autonomy, gender equality, and the need to reform institutional policies that perpetuate patriarchy.

2. The #HappyToBleed campaign began in 2016 as a response to a ban imposed by the Sabarimala temple in Kerala, which restricted women of menstruating age (usually between the ages of 10 and 50) from entering the temple. The ban was based on the belief that women were impure during menstruation, a practice that reflects the widespread cultural taboos around menstruation in India.

The hashtag was coined by women who took to social media to openly challenge the stigma associated with menstruation and to speak out against the restrictions placed on women's religious and cultural freedoms. The campaign received overwhelming support, with women sharing their experiences of menstruation and the discomfort they faced in public spaces, schools, and religious sites.

#HappyToBleed aimed to normalize menstruation and fight against the widespread notion that menstruating women should be shamed or kept out of religious spaces.

The campaign also addressed broader menstrual taboos and advocated for better menstrual hygiene products, as well as greater awareness about women's health.

The movement was a major push for gender equality, and it encouraged women to embrace their bodies without shame. It led to public conversations on social media platforms, media outlets, and feminist groups advocating for the removal of discriminatory practices.

While the temple's ban on menstruating women was eventually lifted by the Indian Supreme Court (though later stayed), the campaign played a significant role in questioning and challenging the larger societal norms surrounding menstruation.

3. The Nirbhaya case, a brutal gang rape and murder of a young woman in Delhi in December 2012, became a focal point for gender activism in India. The case sparked widespread protests and discussions about gender-based violence, safety, and women's rights. Social media played a significant role in this activism, offering a platform for public outrage and mobilizing support for justice. Social media platforms such as Facebook, Twitter, and YouTube allowed people to share news, videos, and opinions about the case in real-time. Hashtags like #Nirbhaya and #JusticeForNirbhaya became viral, creating a global conversation about gender violence in India.

Social media served as an organizing tool for protests. Activists and ordinary citizens used it to coordinate demonstrations, particularly the mass protests in Delhi and other parts of the country. These online movements helped amplify voices of anger, grief, and demands for justice. The case triggered a wider public conversation on sexual violence and gender inequality. Social media helped break the silence surrounding issues like rape, victim-blaming, and institutional apathy. It allowed women to speak out about their own experiences with harassment and assault, contributing to the broader discourse on gender rights. The protests, amplified through social media, led to changes in laws regarding sexual violence. In 2013, the Indian government passed the Criminal Law (Amendment) Act, expanding the definition of sexual offenses and increasing punishments for rapists. This legal shift was influenced by the online activism and the sustained pressure from the public. The case garnered attention from around the world, with international activists and organizations joining in solidarity. Social media allowed for the creation of global networks of support, highlighting that gender violence is a universal issue. Overall, the Nirbhaya case marked a pivotal moment in India's gender activism landscape, with social media emerging as a powerful tool to challenge societal norms, demand justice, and push for change in laws and policies.

Intersectionality in Social Media Activism: Gender, Caste, and LGBTQ+ Issues in India:

Gender and Caste:

In India, gender equality movements are significantly shaped by caste dynamics, illustrating the intersectionality of oppression. Women from lower castes often experience compounded forms of discrimination that are rooted in both their gender and caste. This intersectional marginalization makes it difficult for these women to access opportunities for empowerment. Social media has provided a crucial platform for these women to share their experiences, engage in activism, and demand justice. Despite this visibility, they continue to face systemic discrimination both online and offline, where caste-based prejudices often manifest in digital spaces. Thus, while social media offers empowerment, it also amplifies the need to challenge entrenched social hierarchies.

LGBTQ+ Rights and social media:

Social media has emerged as a vital tool for the LGBTQ+ community in India, enabling activists and individuals to organize, raise awareness, and advocate for equal rights. Digital platforms allow marginalized sexual and gender identities to break free from traditional social constraints, fostering online communities that provide support, information, and solidarity. However, the path toward full equality is still fraught with challenges. Online harassment, hate speech, and the stigmatisation of LGBTQ+ individuals persist in digital spaces, hindering the overall effectiveness of social media activism. Despite these challenges, social media serves as an essential conduit for continued advocacy and organizing efforts, enabling greater connectivity and broader outreach for LGBTQ+ rights.

Rural vs. Urban Dynamics in Social Media Activism:

A significant challenge in the effectiveness of social media activism for gender equality and other social justice causes in India is the urban-rural digital divide. While urban areas benefit from better internet infrastructure and access to technology, rural populations often lack reliable access to digital resources, which hinders their participation in online movements. This disparity creates an imbalance in the representation and reach of social media activism, with rural voices being underrepresented in the digital discourse. Activists and social movements must therefore account for these disparities in their strategies, aiming to bridge the gap through offline engagement, low-cost digital solutions, and inclusive campaigning methods.

Intersection of Digital Rights & Online Gender Activism in Nepal, Bhutan, and Sri Lanka:

Digital platforms in Nepal, Bhutan, and Sri Lanka have become vital for gender activism, enabling marginalized voices to challenge societal norms. However, activists in these countries face restrictions on digital rights, including censorship, surveillance, and legal barriers. This article explores these challenges and how activists navigate restrictive digital policies.

Challenges to Digital Rights and Online Freedom of Speech:

In Nepal, ambiguous digital laws such as the Electronic Transactions Act (ETA) 2008 have been used to suppress online activism under vague morality clauses. Activists advocating for LGBTQ+ rights and gender equality face legal threats, cyber harassment, and arrests.

In Bhutan, a traditionally conservative society, digital activism remains limited due to self-censorship and stringent laws. The government closely monitors online content, and discussions on gender rights are often framed as threats to cultural values, leading to content takedowns and account suspensions.

Sri Lanka has witnessed a rise in government surveillance and online attacks against gender activists, particularly under broad laws like the Cybercrime Act and the International Covenant on Civil and Political Rights (ICCPR) Act. Women's rights advocates and LGBTQ+ activists face doxxing, online harassment, and legal persecution.

Despite these challenges, activists in these countries use alternative digital platforms, encryption tools, and international advocacy networks to bypass restrictions and sustain their movements. The article further explores their strategies and the broader implications for digital rights in South Asia.

Digital Rights & Online Gender Activism in Pakistan & Afghanistan:

Pakistan: Digital Rights & Activism:

In Pakistan, social media has become a vital tool for gender activism, with movements like #MeTooPakistan and Aurat March challenging societal norms. However, online activism faces significant legal and structural challenges. The Prevention of Electronic Crimes Act (PECA)

2016 criminalizes cyber harassment but also enables broad surveillance and censorship, often targeting activists. Women and LGBTQ+ communities frequently face online harassment, with inadequate legal protection and inconsistent enforcement.

Afghanistan: Digital Repression & Censorship:

Afghanistan's digital landscape has drastically worsened since the Taliban's return in 2021. Previously, social media provided a platform for women's rights advocacy, but increased censorship, surveillance, and gender-based restrictions have silenced many activists. Unlike Pakistan, Afghanistan lacks a legal framework protecting digital rights, and online activism now carries extreme risks, forcing many to use encrypted platforms like Telegram to evade repression.

Legal Challenges & Comparative Outlook:

While Pakistan has flawed but existing digital rights laws, enforcement remains selective, often suppressing feminist movements. Afghanistan, under Taliban rule, operates with near-total control over online spaces, making digital activism highly dangerous. Despite these obstacles, activists in both countries continue to use online platforms to resist oppression, seek international solidarity, and push for gender rights.

Pseudofeminism refers to a misrepresentation of feminist ideals, often reducing feminism to a set of superficial or selective beliefs that contradict its core objective—gender equality.

The Intersection of Pseudofeminism and Online Gender Activism in Nepal, Bhutan, and Sri Lanka:

Nepal: The Rise of Digital Feminist Movements and Their Challenges:

Nepal has witnessed a growing feminist presence online, with movements such as #RageAgainstRape and #PeriodPoverty gaining traction. However, pseudofeminism has also surfaced in:

The commercialization of feminism by influencers who use feminist rhetoric to market products without supporting real activism.

The silencing of dissent within feminist spaces, where alternative viewpoints on gender equality (such as intersectional approaches) are often dismissed.

Bhutan: A Niche Digital Feminist Space Under Threat:

As a country with relatively low internet penetration, Bhutan's digital feminist activism remains nascent. However, pseudofeminism is seen in:

Elitist Feminist Narratives: Online feminist discourse is often dominated by urban, English-speaking youth, alienating rural women.

Limited Legal Protections: Bhutan lacks a robust legal framework for digital rights, making it harder for activists to challenge pseudofeminist misinformation.

Sri Lanka: The Double-Edged Sword of Digital Feminism:

Sri Lanka's feminist digital activism has been shaped by movements such as #RepealSection365 (decriminalization of LGBTQ+ identities). However, challenges include:

Hyper-visibility of Performative Activism: Social media influencers often engage in feminist discourse for personal branding, overshadowing grassroots activists.

Government Censorship and Online Harassment: Feminist voices, especially those countering mainstream narratives, face state repression and organized digital attacks.

Civil and Legal Rights in Gender Activism on Social Media:

Freedom of Speech and Expression (Digital Rights & Censorship)

Freedom of speech is a constitutional right in most South Asian countries, with legal protections such as Article 19 of India's Constitution and Article 27 of Nepal's Constitution affirming this right. However, in practice, gender activists—especially those advocating for LGBTQ+ rights, gender justice, and feminist movements—frequently encounter restrictions in online spaces.

Several countries, including Pakistan, Sri Lanka, and Bangladesh, use broad cyber laws to regulate online discourse, often suppressing gender activism. Laws related to defamation, blasphemy, and national security are commonly employed to silence activists speaking out on issues of gender-based violence and social inequalities.

On the other hand, Nepal and Bhutan have relatively progressive legal frameworks concerning digital rights. However, challenges persist due to conservative social norms and state-imposed restrictions on online discussions. While the laws may not be explicitly repressive, cultural and political dynamics still limit open discourse on gender activism.

Gender activists in South Asia frequently experience online abuse, including doxxing, cyberstalking, trolling, and targeted harassment. Women and LGBTQ+ activists are particularly vulnerable to such attacks, which aim to intimidate and silence their voices in digital spaces.

Although most South Asian countries have enacted legal provisions against cyber harassment, their enforcement remains inconsistent:

India: The Information Technology (IT) Act, 2000 and Section 354D of the Indian Penal Code criminalize cyberstalking. However, many activists struggle to obtain effective legal protection due to bureaucratic and legal hurdles.

Bangladesh: The Digital Security Act (DSA), 2018 includes provisions against online harassment but has been widely criticized for being misused to suppress dissent, including gender activism.

Pakistan: The Prevention of Electronic Crimes Act (PECA), 2016 criminalizes various forms of online harassment. However, its vague wording has led to selective enforcement, sometimes targeting activists rather than protecting them.

Nepal: The Electronic Transaction Act, 2006 includes regulations against online abuse, yet

enforcement is inconsistent, leaving activists vulnerable to digital threats.

Despite legal protections, gender activists across South Asia continue to face obstacles in securing justice for online harassment. The gap between legal provisions and their practical implementation remains a significant challenge in ensuring safe and open digital spaces for activism.

Conclusion:

In conclusion, social media has emerged as a powerful tool for online gender activism in South Asia, enabling individuals and groups to challenge traditional gender norms and break stereotypes. Through platforms like Twitter, Facebook, and Instagram, activists have been able to amplify marginalized voices, promote gender equality, and raise awareness about issues such as gender-based violence, LGBTQ+ rights, and reproductive rights. Social media has democratized the space for activism, offering a platform for both grassroots and high-profile campaigns to thrive.

However, while social media has facilitated the breaking of stereotypes, it also poses challenges, such as online harassment and misinformation, that can hinder the progress of gender equality movements. The digital divide and issues of accessibility also limit the impact of online activism in rural or economically disadvantaged communities. Despite these challenges, the role of social media in reshaping gender perceptions and fostering a more inclusive and equal society in South Asia remains significant, marking a shift in how gender activism is understood and practiced in the region.

Overall, social media plays a pivotal role in advancing gender equality by challenging entrenched stereotypes and creating new avenues for dialogue and change.

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A large, faint watermark of the IRJHIS logo is centered in the background. It features a circular emblem with a globe and the text 'International Research Journal of Humanities and Interdisciplinary Studies' around it. Below the emblem is a banner with the acronym 'IRJHIS' in bold, purple capital letters.

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