



## DYNAMIC OF SOCIAL MEDIA AND SEXUAL HARASSMENT AWARENESS

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**ABSTRACT-** Social media has been used as a major platform for acquiring awareness on various aspects. It continues to shape and grow the global conversation around the sexual harassment awareness. As such the social media plays an influential role in shaping how we see ourselves and each other. We do believe that the narratives created by social media affect our attitudes towards gender, Sex and relationships. Messages that equal manhood with dominance and violence, that portray girls and women as objects, and pervade the culture. This paper covers the definition and purpose of social media and the online communication shows that how are the attitude and awareness is met out.

**Keywords:** Social media, sexual harassment, awareness

### I. INTRODUCTION

Social media has become a primary communication in the developed world over the past decade (Leiner et al, 2009), Due to increased globalisation, facilitated in past by widespread use of the internet and social media, the medium allows for the sprawling and quick dissemination of information and ideas (Briggs@Burke; 2010). Several works have been done in the past several years to use social media to raise awareness around social and political uses, such as sexual violence. Social media is the most popular online activity used by individual today. This is proven by the increasing number of social media users from time to time. Statista.com (2018) gets social media uses data increasing from 2010 to 2021. The obtained data shows that social media users in 2017 totalling 2.46 billion are expected to increase sharply to 2.77 users in 2019. The increased number of users has an impact on the popularity of social media in turn acquires an awareness on the sexual assault/ violence/ harassment.

### SOCIAL MEDIA

Broadly speaking, social media an internet based medium for communication used for personal, business, political purposes. For the past two decades, this communication medium has integrated on passion interactions with glowing capabilities of the internet to become a normal component of everyday life of number of individuals. Social media has the innate ability to communicate information in real time. Accordingly, today's most effective public- health driven social marketing campaigns use or incorporate social media technologies to amplify awareness, and impact attitudes and health behaviours. In the past few years, Social media has become a much more widely accessible tool due to the advent of internet era.

### TYPES OF SOCIAL MEDIA

Social media can take on many different forms, including online applications, forms including online applications, forms and message boards, blogs, social networking sites such as face book, twitter. Snapchat, Instagram, Pinterest, viral image and video campaigns and mobile applications that provide constant direct contact to a target audience.

### USING SOCIAL MEDIA TO BUILD AWARENESS ON SEXUAL HARASSMENT

Bandura explained how social cognitive theory to helpful in describing how media impacts behaviours. Social cognitive theory analyses social diffusion of new behaviour patterns on terms of three constituent processes and the psychological factors that govern them. These include acquisition of knowledge about innovative behaviours, the adoption of these behaviours in practical, and the social networks through which they spread and are supported (Bandura, 2001, 287). Applying the above, we can see how social media, with its reliance on social networks, be tightly knit. Social media could misuse the "mobilization of pro—social behaviour" through effective social networks.

### SOCIAL MEDIA AS A TOOL FOR AWARENESS ON SEXUAL HARASSMENT

Social media can serve as a way to know about the sexual harassment by diffusing and disseminating ideas, attitudes and knowledge among a large population or target audience social media can also allow the

voices of survivors and perpetrators to be heard. It can foster safer spaces to share stories and engage in conversations about awareness on sexual violence. Harassment is unwelcome words or behaviour that is sexual or sex based in nature from students or adults. That interface with your ability to learn, study, work or participate in school college or work activities. The harassment can be in the form of words said or written something visual or some form of unwanted physical touching that is sexual or targets you for your gender. The conduct can make individual feel embarrassed, scared, sad, pressured, upset, discomfort, humiliated, angry and interferes with your ability to focus on what you are doing or to feel safe at school, college or work. It can happen anywhere in person or through other ways such as mail on social media

### **ANTI-HARASSMENT POLICY**

It includes the following

- The definition of sexual harassment
- Your zero-tolerance policy
- Reporting procedures
- Investigation process
- Disciplinary action
- Anti-retaliation details.

## **II. PREVENTION OF SEXUAL HARASSMENT (POSH) ACT**

The POSH Act has been enacted with the objective of preventing and protecting women against workplace sexual harassment and to ensure effective redressal. (Prevention, Prohibition and Redressal Act 2013). This act is a legislative act in India that seeks to protect women from sexual harassment at their place of work. The Act came into force from 9th December 2013. This has superseded the Vishaka guidelines for prevention of sexual harassment (POSH) introduced by the Supreme Court of India. It has to be implemented at any workplace where more than 10 employees work. This Act was essentially derived from the Vishaka Guidelines. This POSH Act defines sexual harassment at the workplace and creates a mechanism for redressal of complaints

. Sexual Harassment Act gives protection against sexual harassment. And the right 15 working with the dignity are universally recognized human rights by international conventions and instruments such as the Convention on the Elimination of All Forms of Discrimination Against Women. This act will ensure that women are protected against sexual harassment at all the work places. This will contribute to realization of their right 15 gender equity, life and liberty and equality in working conditions everywhere. The sense of security at the workplace will improve women's participation in work, resulting in their economic empowerment and inclusive growth.

Article 19(1) g of the Indian Constitution affirms the right of the citizens to be employed in any profession of their choosing or to practice their own trade or business. This has established their actions resulting in a violation of one's rights to 'Gender Equality' and 'Life and Liberty' are in fact a violation of the victim's fundamental right under Article 19 (1) g. Major features of this act are, this act defines sexual harassment at the workplace and creates a mechanism for redressal of complaints. It also provides safeguards against false or malicious charges. This act also covers concepts of hostile work environment as forms of sexual harassment if it occurs in connection with an act or behaviour of sexual harassment. Every organization which has more than 10 employees has to form an Internal Complaints Committee (ICC). This committee is required to complete the inquiry within a time period of 90 days. On completion of the enquiry, the report will be sent to the employer or the district officer. This act requires employers to conduct education and sensitization programmes and develop policies against sexual harassment among the obligations. Penalties have been prescribed for employees for non-compliance of the provision of the act. Under this act every school, college, hospitals of the employees will have to set up the committees to investigate all the complaints. Through the Criminal Law Amendment Act 2013, section 354 A was added to the Indian Penal Code that stipulates what constitutes a sexual harassment offence and what the penalties shall be for a man committing such an offence. Penalties range from one to three years imprisonment and for a fine.

### III. CONCLUSION

Sexual harassment is a form of harassment that makes individuals uncomfortable and disturbed. The in this paper has discussed about the communication of the users through internet and how the social media acts as the platform of receiving informations. It also acts as a tool for imbining informations on awareness of sexual harassment. The overview of the sexual harassment is also discussed along with the POSH Act and the Antiharassment policy.

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