

The Role of Social Network Sites in Creating Awareness Among Egyptian and Pakistani Women About Their Fundamental Rights

Safa Osman^{1,*} and Faiza Rafique²

¹ Radio &TV Program, College of Mass Communication, Ajman University. UAE

² Mass Communication, Forman Christian College A Chartered University. Pakistan

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Abstract: The study aims to identify the influence of social networking sites on Egyptian and Pakistani women by drawing on a survey from multinational cultural and linguistic environments that enrich the results and give us a chance for comparison according to education, age, and nationality variables. A Survey sample of (200) Egyptian women and (200) Pakistani women is designed to explore the impact. The most important result is indicating Facebook's importance as an essential information source for women, the study sample, whether Egyptian or Pakistani. Social Networking Sites are the most popular on the Internet because of the characteristics that distinguish them from other websites, encouraging Internet surfers worldwide to use them increasingly. Despite severe criticism of social networks, especially Facebook, due to their negative impact on the family and their contribution to its alienation and disintegration, many see them as an essential means of development and cohesion between communities. This study compares how Egyptian and Pakistani women understand social networking analytics, the convergence of concepts and perceptions about their fundamental rights, cultural relativism, and social practices. The paper further investigates these social networking sites' active and distinguished role as a means of effective communication and their significant contribution to the revolutionary movements of popular uprisings, digital activism, and cyber-feminism. The theoretical framework focuses on the concepts of digital activism and social networking theory.

Keywords: social networking sites, Egyptian woman, Pakistani woman, digital activism fundamental rights.

1 Introduction

The rise of information communication technologies (ICT) has given a twist to conventional communication methods. The increasing percentage of modern internet users has challenged the traditional platforms of interactivity, participation, and involvement. Social Networking Sites are the most popular on the Internet because of the characteristics that distinguish them from other websites, encouraging Internet surfers worldwide to use them increasingly while declining the demand for other websites. [1] Sometimes, the technology is not equally available at the level of societies, whether in Africa or Asia, and the use itself is different. Some restrictions limit access to sites that violate society's customs, traditions, and values.

This creates a state of inequality in the distribution of technology between a state and another state or within a single society, according to economic capabilities sometimes that enable them to have wider informational doors than others. Despite the difference in the distribution of technology and its availability to members of society, technology can form a cultural and intellectual framework, whether for Egyptian or Pakistani women. Many obstacles prevent individuals in societies (Egypt - Pakistan) from accessing information sources through social networking sites related to temporary political conditions such as revolutions or demonstrations, which prompt governments to close these sites until the country's conditions stabilize. Despite severe criticism of social networks, especially Facebook, due to their negative impact on the family and their contribution to its alienation and disintegration. Many see them as an essential means of development and cohesion between communities. There is the convergence of concepts and perceptions with the other, learning about the cultures of different peoples, and an active and influential role in communicating donations and public uprisings. It is also seen and used as an activism, empowerment, and change tool. Social networking sites even play a significant role in influencing public opinion.

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*Corresponding author e-mail: s.darwish@ajman.ac.ae

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Social networking sites (SNSs) are web-based communication platforms that support socially relevant interactions between contacts. The Internet and American Life Project by Pew Research Centre decided to examine SNS in a survey that explored people's overall social networks and the technologies related to trust, tolerance, social support, and community and political engagement. The Arab Social Media Report series produced by the Dubai School of Government's Governance and Innovation Program explored how the number of Facebook users in the Arab world increased by 30% in the first quarter of 2017. [2] This paper aims to examine and conduct a comparative analysis of the influence of Social Networking Sites on Egyptian and Pakistani women to increase their awareness of their rights.

2 Literature Review:

A- The Age of Social Media Technology:

Communication in the Internet revolution has developed a unique mechanism of flexible, accessible, and broader interactive network base, where people can communicate transnationally without fear of boundaries. As explained by (Horward, 2011)[3], the importance of social media lies in its being a "borderless, limitless platform that connects individuals around the world." Many studies indicate that Social Networking Sites have enabled communication everywhere with anyone who shares interests and activities across political, social, economic, and geographical boundaries (Rajesh et al., 2015)[4]. With globalization and the advancement of internet technology, Manuel Castells explains in his theory of a Network Society the multiple facets of a network society catering to the growing needs of human interaction. ". At the same time, the networking form of social organization has existed in other times and spaces, and the new information technology paradigm provides the material basis for its pervasive expansion throughout the entire social structure." Innovation and advancement in social media have created an enabling environment where people can be active users and benefit from multiple social networking platforms. Social media users can interact with various users, share information and socialize. (Ariel and Avidar, 2015)[5] Some studies indicated the relationship between "interactivity," "information," and "sociability," suggesting a model that interprets the level of participation as a determinant of the extent of "sociability." (Fotis, 2015)[6] The paper discusses how social networking sites are influencing the lives of Egyptian and Pakistani women.

B- The Role of ICT in Promoting Activism and Advocacy:

The existing activist movements have witnessed a breakthrough shift to the modern world of Information communication technologies, bringing about new ways for social and political groups, movements, and initiatives to mobilize. To organize and converge essential issues to be discussed on a more convenient, more participatory, and productive platform. (Dahlberg-Grundberg, 2016)[7]. Digital activism can be described as "involvement in action to bring about change, be it social, political, environmental or other change." Digital technologies fundamentally change activism in specific ways, removing traditional media gatekeepers and forcing corporations to respond faster to concerns to encourage corporate change (Hon, 2015)[8].

The birth of social media catalyzed the fourth wave of feminism, allowing women from all over the world to connect, share ideas and empower each other (Amy & Ebony, 2017)[9]. Feminist activists use social media networks to advocate for women's rights and fight against injustice. Sara explains the revolutionary tale of women's empowerment during the Arab Spring as "Cyber-dissidents" and "digital activism" (Sara, 2015)[10]. Women in the Arab world utilized social media platforms for financial empowerment and social influence. Tzuk discusses in his study how bloggers from Israel were changing their lives socially, politically, and economically (Tzuk, 2017)[11]. But other studies expressed their fear that Facebook could affect their relationship with their families and academic achievement (Al-Saggaf, 2011).[12] Saqr indicated in her study that Arab women's use of these sites is concentrated in consumer uses in terms of shopping, entertainment, and fun (Sakr, 2004).[13] In Pakistan, social media has significantly created a medium for voicing women's rights, justice, and inequality.

C- The Rise of Digital Movements and Hashtag Campaigns

Digital Activism worldwide is prevalent in many forms and practiced in blogging, pages, groups, etc. Hashtag activist campaigns create powerful impacts concerning specific issues and their proposed solutions. Therefore, social networking sites can be used as a tool for change. A kidnapping case in Northern Nigeria where an extremist group kidnapped 276 girls resulted in the online hashtag campaign #BringBackOurGirls. "The essence of the hashtag was to create awareness so that the whole country and the whole world will know what is happening in Northeastern Nigeria and then offer some assistance to the people, especially the children who are ... vulnerable in that area" (Gebreyes, 2014)[14]. Feminist activists used these platforms to address important issues, such as patriarchy, violence, and sexual abuse.

A similar hashtag movement started on Twitter as #MeToo to have a healing platform for victims of sexual abuse. The #EndMaleGuardianship hashtag also started on Twitter to examine the online communicative dynamics between women and men during the Saudi women's rights campaign to end male guardianship (Einar & Chindu, 2019)[15]. As (Jose, 2011)[16] explained about Twitter, this social medium is where various interests shape sociocultural meaning. The effective role of social networking sites in social justice movements includes the effective engagement of the broader public and the limitations of these platforms for social change.

Many previous studies have confirmed the vital role of social networking sites in social movements; The revolutionary wave known as the Arab Spring demonstrated the importance of social networking sites in social justice movements. Social networking sites are tracking interactions over time and location; they could see that conversations about revolutionary actions would intensify on social networking sites leading up to those events, then spread across international boundaries to other parts of North Africa and the Middle East, fostering "transnational links between individuals and groups. (Summer, 2012)[17] (Howard PN, 2011)[18]. In addition, the Occupy Wall Street movement showed the strategic potential for Twitter to enhance the visibility and symbolic power of social justice efforts. They have examined Twitter data during the two days of Occupy Wall Street. They found that users' strategic combinations of viral hashtags would mobilize public figures and other influential actors toward the movement. (Wang R 2016)[19]. The current paper also investigates the knowledge and usage of hashtags amongst Egyptian and Pakistani women.

D- Influence of Digital Innovation on Women's Empowerment

The innovation in digital media has played a significant role in empowering women. As Peggy Antrobus, founder of DAWN (Development Alternatives with Women for a New Era), explains, "most of all, (the Internet) has empowered us by giving us the information, the analysis, the sense of solidarity, the experience of shared achievements, the encouragement and moral support that comes from being part of a network, a movement with common goals and visions" (Harcourt, 2000)[20]. However, there are a few drawbacks and limitations to women using cyberspaces for activism, entertainment, self-expression, etc. Hilbert concludes his research paper that the difference between men and women using ICT "is the product of both socioeconomic differences and some combination of underlying, gender-specific effects" (Hilbert,2011)[21]. Many previous studies related to Egyptian women indicated that women are regularly exposed to social media, the most popular Facebook site used by Egyptian women. And The most important motives of Egyptian women from following social networking sites (Issues and topics of Egyptian political life, have fun and fill free time, News of Women's NGOs, the "women's health issues and fashion, etc.,) (Center, 2020)[22] (Hamed, 2016)[23] (Asaad, 2011)[24]

Pakistani is a young country with digital media usage at maximum uplifting, social enhancement, and social improvements. In Pakistan, according to a report published by Digital Rights Foundation, more than 70% of internet users are men (Bimber, 2000)[25]. Although, it was found that Pakistani women's social media needs positively correlate with bonding social capital. (Iffat, Mahmoud, Huma & Amira, 2020)[26]. The difference in social networking site use between Egyptian and Pakistani women is due to the uprising in Egypt, where women utilize the Internet as a source of information, entrepreneurship, socializing, and building relationships.

E- Digital Activism in Social networking sites:

Researchers emphasize the vital role of technology in priming and mobilizing people to make important decisions on all fronts. Digital activism is influenced by the widespread Internet, which is far-reaching and includes hundreds of millions of people. Unlimited content is created and consumed on the Internet (Ashli Q. and Wendy, 2018) [27]. There is now an important pivot in cultural thought which brings about a new wave of influencers and a new ecosystem, allowing for the discussion and creation of information and, therefore the ease of recent conversation that start locally with the potential of going global (Andrew & James, 2017). [28]

Digital activism is a two-dimensional axis consisting of digital technology and activism and finding the balance between media context and privacy. In addition to the rise of digital activism, there appears to be a rapid increase in social circles discussing protests and stating opinions on different topics. This allows for focusing on media and communication aspects of social movement (Dahlberg, 2016) [29]. Digital activism is a rapid and fast-paced system, and it gives the impression of "A rapidly changing tempo for social and political issues."

The term "digital activism" includes the hashtag activity in different societal causes and spread across social media platforms primarily for political and social discussion and mobilization. The study of digital activism looks at technological media channels and their influences on digital activism, with the certainty of thinking about different causes and helping the population make and adopt specific points of view. It helps with the dispersion and management of information, the use of other points of view, and the introduction of different opinions and ways of discussing (Rajesh & Devam, 2015).[30]

The above points are the main role of social media platforms in digital activism. The argument points to a vaster understanding of the importance of digital platforms in showing the social causes that matter to specific groups. This includes discussing social media platforms' role in activating social movements and stimulating them to fight for their rights in a non-biased society (Anne & Julie, 2018) [31]. In addition, social networking sites usage plays a meaningful role in women's psychological health. (Iffat, Mahmoud, Huma & Amira, 2021)[32].

F- Uses and Gratifications Theory

The uses and gratifications theory (UGT) asserts that the public can actively use the media to obtain information that meets their needs. It indicates that preferences in media content depend entirely on personal needs and desires and benefits derived from the provided content (Kaur, P. Dhir, A., & Chen, S. 2020)[33]. Uses and gratifications arose as a method of analysis of traditional media, but with the emergence of digital media and the spread of these new tools and platforms, the theory evolved in application to better understand the use of social network sites (SNS) (Lee, Y., Chen, A. N. K., & Ilie, V. 2012)[34] (Leung 2013)[35].

Several recent studies have demonstrated the appropriateness of UGT to study audience use of social media and social networking sites. It has a potential explanatory power to predict personal behavior: "Social networking sites have special gratifications in the public because it allows individuals to use social media, interact and share content media and miscellaneous information" (Xi Chen, Xiangdong Shen, Xiangmeng Huang, and Yu Li, 2021)[36].

This study seeks to better understand the patterns of public follow-up to topics of interest to them and the motives for their use of Facebook, particularly in understanding the community's culture and their rights. Specifically, this research examines Egyptian and Pakistani women through the following research questions:

RQ1: To what extent do Egyptian and Pakistani women use social networking sites?

RQ2: What social networking sites do Egyptian and Pakistani women prefer to use?

RQ3: What are the contents directed at women that Egyptian and Pakistani women follow?

RQ4: How satisfied are Egyptian and Pakistani women with social networking sites' handling of women's issues?

RQ5: What is the nature of the participation of Egyptian and Pakistani women in the topics raised on social networking sites?

RQ6: What are the methods of social networking sites addressing issues related to women and their rights?

RQ7: What are the attitudes of Egyptian and Pakistani women on women's issues?

RQ8: What are the most discussed issues from Egyptian and Pakistani women's view and their contribution to solving their problems?

RQ9: How do social networking sites reflect the image of women?

Hypotheses:

- There is an influence of motives in using the study sample of social networking sites on women's awareness of their rights.
- There is a significant correlation between the intensity of the use of both Pakistani and Egyptian women of social networking sites and their awareness of their rights to social empowerment.
- There is a significant correlation between the extent of the interest of both Pakistani and Egyptian women in following up on women's issues and topics and their participation in issues related to women on social media.
- There is a significant correlation between the digital activism of women's issues by Egyptian and Pakistani women and their vision of how digital media deals with issues related to women.
- There is an influence of the independent variables (intensity of social networking sites use, motivations for using them, evaluation of the study sample to coverage digital media with women's issues, stereotyping of women's image, digital activism of the study sample to women's issues) on the dependent variable (women's awareness of their rights).

3 Methodologies

This study is descriptive and designed to study the current facts about the nature of the phenomenon, such as behavior, direction, and other elements in the context of a given society. (Scott 1980)The data seeks to identify the nature of the relationships between the components of the phenomenon under study and the strength and frequency of occurrence,

which give accurate information about it in terms of composition, characteristics, and factors affecting them. The study seeks to understand how Egyptian and Pakistani women understand their rights through exposure to social networking sites and publications dealing with them.

A- Survey design:

The survey tool was designed to answer the study's questions and test its hypotheses. The survey accurately identifies the factors influencing the formation of women's knowledge of their rights, using the public survey method, divided into the study of Egyptian women and Pakistani women. The study investigates current facts regarding the nature of the phenomenon, such as behavior or direction, and other elements in the context of a given society based on quantitative methods and statistical analysis in the interpretation of data (without changing the nature of the data phenomenon). It seeks to identify the nature of the constituent relationships of the phenomenon studied, which gives precise information about the phenomenon in terms of composition, characteristics, and factors affecting it.

B- Comparative Method:

This approach focuses on comparing the similarities and differences between the different communities and highlights the causal relationships between the differences and similarities between societies. This approach is linked to studies of cultural and social differences. There is a comparison between browsing and continuation of the social networking habits of Egyptian and Pakistani women concerning awareness of their rights, image, and role in society. (Hantrais 1995)[37] (Azarian, 2011)[38].

C- Sample of Study:

The study represents all the categories the paper aims to study, using the available sample method to select the field study community represented by Egyptian and Pakistani women from different cities in Egypt and Pakistan. The questionnaire was applied to 200 Egyptian women and 200 Pakistani women respondents, representing different ages and educational groups, from (18 to 60). Social networking sites have become a focus of interest for other age groups, and these sites are no longer the monopoly of a specific age group.

This study aims to examine the Egyptian woman whose culture is a mosaic of African and Arab cultures, and the Pakistani woman who represents part of the Asian continent.

Egyptian and Pakistani women played crucial historical roles in the independence and advancement of their countries. For instance, women's participation in the freedom and prosperity of Pakistan is no less than the role played by Egyptian women in the revolution of 1919. They both participated in exercising their right to vote in the election. The names of many Pakistani women have emerged in various assemblies and legislative bodies. On the other hand, Egyptian women have had a tremendous role in government institutions and women's associations as well as civil society organizations to serve and develop community members. Moreover, the Egyptian and Pakistani constitutions recognize the right of women to work and earn the same as men.

The nationalities of the two researchers, one Egyptian and the other Pakistani, motivated the study sample selection, making access to the intended sample somewhat more accessible, especially in dealing with women while there are sometimes a number of caveats that prevent women from expressing their thoughts clearly.

Despite the cultural difference between the two samples, they both consider Facebook as their preferred means for following up on current issues and events. This is an important factor in knowing the nature of the issues and rights that they pursue through one means.

4 Results:

Our results indicate the intensity of the follow-up of the study sample on Facebook, the follow-up of the women's issues published on Facebook, and the interaction with these pages specialized in covering the news & issues, and problems related to the women. The study results showed the importance of social media and its high use by both Egyptian and Pakistani women and agreement on the importance of Facebook, which occupies the first place. Which shows the position that Facebook tops among users, despite the diversity of means of communication that followed it, but it still occupies the forefront, which was confirmed by studies measuring the uses of social networking sites in 2022. (Reports 2022) [39].

First: The Habits of Women's Use of Social Networking Sites:

The data shows that the study sample from Egyptian and Pakistani women uses SNS "always," whoever follows daily for more than an hour is always following. Sometimes, the following does not mean follow-up for the whole week and does not mean daily follow-up.

- Table (1) indicated that (81.3%), while (16.5%) of the study sample uses social networking sites "irregularly." The segment using SNS "rarely" represented (2.2%) of the sample.
- In comparison, Egyptian women use SNS by a higher percentage of (88.5%). Pakistani women who use them "always" represented (74%) of the sample, as shown in the following.
- Table (2) shows the intensity of social networking sites for women in the study sample, where the results indicated that (83.2%) use social networking sites heavily, followed by (16%) who used them moderately. There were statistically significant differences between Egyptian women and Pakistani women in the study sample and the intensity of their use of social networking sites, at a significant level (0.001) where the value of (9.73) and degrees of freedom (398), for the benefit of Egyptian women with an average of (3) compared to (2.6) for Pakistani Women. About (1%) of the sample of those who use social networking sites is low; there are a rise and intensity in the rates of use and follow-up of social communication sites by both Egyptian women and Pakistan women, as revealed by the T-test.
- "Facebook" ranked first among the preferences of Egyptian and Pakistani women, and there were some agreements between them. "WhatsApp" ranked second in terms of their preferences, but in the third place, "YouTube" appeared as the Egyptian women's preference, while "Instagram" was the preference of Pakistani women. (Table 3)
- As displayed in Table (4), the study results show that 58.5% of the study sample is concentrated in the medium motives for using social networking sites, followed by (38.8%) of the study sample. Finally, (2.7%) of the sample of the study motives are low in using social networking sites; there is a state of moderation in the motives of Egyptian and Pakistani women during the use and follow-up of social networking sites.
- The relative weights of the phrases from which the measure of motivation was conducted are as follows: "I got used to using social networking sites in general" with an average of (76.9), "to follow the latest decoration and clothing" (67.5), "I do not find anything else to do" (66.5), "Learning to do new things I did not know before" (65.4).
- With a relative weight of (61.5), the phrase "to learn how to deal with others in my daily life." The relative weight of (60.5) was "to relax, be entertained, and escape from life's problems." With a relative weight of (56.1) was "to care for the most important issues and topics for women." Relative weight of (51.2) was "to learn to identify healthy feeding methods."
- As revealed by the statistical analysis used, there were no statistically significant differences between Egyptian and Pakistani women in the study sample and their motives for using social networking sites at a significant level (0.06), where the value of (1.01) and degrees of freedom (398). These previous results indicate a similarity in the habits and motives of following social networking sites and their order according to their importance to Egyptian and Pakistani women.

Second: Women's Interest in Following-up the content of women through Social Networking Sites:

The extent of interest to follow up the contents addressed to women.

The study results show that (72%) of the study sample are interested in interacting and consuming the contents of the study. This means that about (98%) are keen to follow the contents and issues of women through social networking sites. (14%) do so occasionally, followed by (11.5%) who "rarely" consumed these online interactions. Finally, a segment of (1.8%) did not consume this kind of content directed to the reader through social networking sites.

- Comparing Egyptian with Pakistani women, Egyptian women were keener to follow up these contents by (79.5%). The percentage of Pakistani women was less than (64.5%), as shown in the following. (Table 5)
- This difference is due to the benefit of Egyptian women in their follow-up to women's issues through SNS more than Pakistani women, due to the presence of a large number of women's movements and associations in Egypt, as well as the National Council for Women and the National Council for Motherhood and Childhood. These institutions raise topics and debate issues related to women, their role, and rights in society on the pages of SNS.
- **Methods of participation in women's topics on social networking sites, as detailed in Table (6):**
 - o The results reveal how women participate in women's issues on social networking sites. It also answers the theoretical question about whether women participate in discussions about social networking sites that emphasize enough digital activity. The women participate in women's issues on the social networking sites, with (41.3%) interacting through "comment by opinion." In comparison, 18.8% interacted through "approval

or opposition without comment," followed by (16.3%). "Participation in all pages expressing the opinion of women," (10.5%), and (9%) "Downloading articles supporting the opinion on the page," then (4.3%) "Creating my page and interacting with other users interested and participating in women's issues on social networking sites."

- o A comparison between Egyptian and Pakistani women showed that Egyptian women participated by commenting on women's issues on social networking sites with (46%), and Pakistani women participated with (36.5%). It means that Egyptian women are more interactive with SNS than Pakistani women.

- **The most prominent topics that women are following on social networking sites, as detailed in Table (7):**

- o The most prominent topics that women follow through social networking sites are "political issues," which topped the list by (31.8%), followed by "follow-up of the new constitution" by (22.5%), then (19.3%) related to "marital relations," followed by "women's health issues" at (7.3%). At the same time, (3%) favored "traditional women's themes of decor Home, Furniture and Clothing."
- o In comparison, Egyptian women follow political issues in an overwhelmingly high percentage, amounting to (50%). Pakistani women came in with a significantly different percentage, which amounted to (13.5%). This significant difference is due to the nature of women's culture and political activity in Egypt, where there is the highest participation rate in political life, whether in candidacy for parliamentary elections or voting for the benefit of Egyptian women. But Facebook has become a popular tool amongst women entrepreneurs in Pakistan and is an excellent source to earn their livelihood while staying at home. (Wajid Zulqarnain 2020)[40]

- **The extent of satisfaction with the treatment of social networking sites for women's issues: (Table 8)**

- The study results show that (56%) of the study sample were "somewhat satisfied" with the treatment of social media sites for women's subjects, and (25%) of the study sample "Are not entirely satisfied" with the treatment of social networking sites for women's issues. Only (19%) are "completely satisfied" with the treatment.
- In comparison, Pakistani women were "somewhat satisfied" with (59.5%). Egyptian women came in a close ratio of (52.5%).

- **The digital activism measure of women to their issues through social networking sites, as detailed in Table (9):**

- o The results show that (46.8%) actively follow women's subjects – to a certain extent – followed by (41.5%) following women's issues with social networking sites. They devote themselves entirely to follow-up, discussing with others through social networking sites, and remembering the opinions of public figures dealing with women's issues dealing with them. The T-test revealed statistically significant differences between Egyptian and Pakistani women and the digital activism at a significant level (0.001), where the value was (4.28), and the degrees of freedom were (398), in contrast to (2.1) for Egyptian women. We can explain this result in light of the intensity of Egyptian women's use of social networking sites. Egyptian women use websites and are exposed to them intensely, but without concentration or interest, in leisure time or for amusement while doing other activities. Pakistani women set a specific time for follow-up and social networking sites.

- **Third: Digital Media Dealing with Issues Related to Women:**

- **Methods of Addressing Social Networking Sites for Women's Issues and Rights:**

- The data compiled in Table (10) reveals the methods of addressing social networking sites of women's issues and rights as reflected in the study sample. At the forefront was "presenting all aspects of the issue and providing solutions" by (53.8%) as a method of addressing social networking sites of women's issues and rights, then (13.5%) "negative aspects and solutions, then (10%)"negative aspects without solutions, and finally (8.8%) for "information and figures only without opinion" as a way of addressing social networking sites for issues of women's and their rights.
- According to the different issues and topics they follow on SNS. In comparison, Egyptian women believed that the social networking sites follow the "presentation of all aspects of the issue and provide solutions" by (58%). Pakistani women came at (49.5%).

- **The contribution of social networking sites in solving daily problems of women: (Table 11)**

- o The results of the sample of the study showed that (44%) confirmed the contribution of social networking sites in solving daily problems for them. (29.3%) believed that their contribution was non-permanent in solving their problems. (26.8%) regarded them as non-participating in solving their daily problems. The previous result reveals part of the theoretical framework of the social influence of digital activity on women. It has a positive influence shown in the contribution of digital treatment in solving women's daily problems.
- o In reading the results, we conclude that (75 %) of the study sample of Pakistani women indicate that social networking sites contribute to solving their daily problems, compared to (71.5%) of Egyptian women who believe that they contribute to the solution, as shown in table (7). In comparison, Pakistani women pointed to the contribution of addressing the social networking sites that dealt with women's issues in solving their daily problems by (44.5%). Egyptian women came in with a close ratio of (43.5%).
- **The predominant tendency to address social networking sites for women's issues:**
- The study sample results regarding their opinions on the predominant trend towards social networking sites dealing with women's issues. It is clear from the results that (64.5%) of the study sample indicated a negative attitude towards women and their entitlement to exercise their rights. The positive attitude towards women and their practicing of rights was (27%). Finally, the study sample indicated that the balanced trend towards women asserting their entitlement to exercise some rights and refusing to exercise other rights came at a low rate of (8.5%). In comparison, Pakistani Women thought there was a negative trend towards women and the extent of their eligibility to exercise their rights by(69%), while Egyptian women came with a similar rate which amounted to (60%), according to table (12).
- **The nature of dealing with social networking sites concerning women's issues** shows (53.2%) indicated that social networking sites deal extensively with women's issues and topics. In comparison, (40%) indicated that women's attention to the issues is moderate. Finally, (6.8%) of the sample showed that the treatment was weak. A T-test revealed statistically significant differences between visions of Egyptian and Pakistani women in the study sample to the extent of interest and dealing with the issues related to them, at a significant level (0.024). Where the value of "T" (7.99) and degrees of freedom (398), for the benefit of Pakistani women with an average of (2.5) compared to (2.3) for Egyptian women. (Table 13).

Fourth: The Image of Women as Reflected by Social Networking Sites:

- **The Opinions of the Study Sample on the Hashtag of "Strong Independent Woman."**
 - The results reveal the study sample's opinions on the hashtag "strong independent woman," which has recently spread through social networking sites. Opinions that reflect a positive image of women are (38%), and opinions that reflect a negative image of women are (29.7%).
- (14.5%) supported this Hashtag, asserting that it showed the truth. (9.3%) said that this Hashtag indicated the strength of women, and (8.5%) considered that the Hashtag indicated the aggressiveness of women.
- In comparison (Table 14), the sample indicated that Pakistani women supported the hashtag "strong independent woman" with (61%). Egyptian women increased by (15%), reflecting a positive image. In comparison, (51.5%) of the sample of Egyptian women indicated that this Hashtag is a negative image of Egyptian women, as it spread recently to ridicule women, not to support them.
 - **The Role of Social Networking Sites in Deforming the image of women: (Table 15)**
 - (50.4%) thought that social networking sites distorted the image of women.
- (41.8%) thought that social networking sites severely distorted the image of women, and (7.8%) thought that social networking sites did not distort the image of women. The study indicates that social networking sites contribute in one way or another to distorting women's image in general.
- The answer to the question of the theoretical framework "What is the perception of the digital media content on women?" The results revealed that the perception is negative because they contributed to distorting the image of women significantly according to the opinions of the study sample.
 - In comparison, Pakistani women confirmed that social networking sites contributed to the distortion of the image of women by (54%). Egyptian women came close to supporting the same result with (47%).

- Moreover, (46%) of the sample of Egyptian women confirmed that social networking sites had significantly eroded the image of women compared to (37.5%) of Pakistani women.

Fifth: Women's Perception of Their Image, Role, and Rights in Society:

Opinions on the Nature of the Roles Suitable for Women, as Shown in Table (16):

- The results of the study sample showed us the following:
- Who is responsible for choosing the life partner? Both Egyptian and Pakistani women agreed that women were responsible for their choice.
- Pakistani women thought that the main reason for marital disputes was the man only with 40%. With a slight difference, (39.5%), Egyptian women confirmed that both parties were responsible.
- Both Egyptian and Pakistani women agreed that the man's primary responsibility is raising children, with (38.5%) and (45.0%) respectively.
- For those, the women of Pakistani and Egyptian women agreed similarly concerning responsibility for the deviation of children. Egyptian women reached (24%) for women, (30.5%) for men, and (45.5%) for both. Pakistani women reached (27%) for women, (35%) for men, and (38%) for both. This means that they agree on who is responsible.
- Concerning spending on the family, the results showed that Egyptian men bore the responsibility with the highest percentage of (68%) and Pakistani men with (56.5%).
- On the management of business within the country, Pakistani and Egyptian women agreed on the highest percentage of the role of Pakistani women by (49%) and Egyptian women by (41%). (41.5%) voted for the role of Pakistani men and (36.5%) for the role of Egyptian men.
- The results showed that they both voted for Egyptian women by (56%), while Pakistani women received a small percentage of (7%).
- The responsibility to go for shopping home requirements came with (60.5%) as the responsibility of Pakistani women, and (51%) as the responsibility of Egyptian women.
- Regarding who has the right to receive training courses to improve the professional and scientific level, (67%) thought it was Pakistani women's responsibility. In comparison, (55.5%) believed that it was the responsibility of Egyptian women.
- Responsibility for children inside and outside the home: (42.5%) thought it was the responsibility of Pakistani women, while (35%) thought it was Egyptian women's responsibility.
- Causes of domestic violence: the results showed that men were the cause of domestic violence by (61.5%) in Egypt, while Pakistani women pointed fingers at both of them by (56%).
- Causes of the phenomenon of harassment: the results showed that Egyptian men were the cause of the harassment phenomenon by (60%). In comparison, Pakistani women pointed at the women and men by (54%).

Women's Awareness of Their Rights in Society, As Shown in Table (17):

- The study results showed that (64.2%) enjoyed high awareness of their rights in society, followed by (27%) aware of their rights but not significantly, and finally (8.8%) with low awareness. The sample showed a high rise in the awareness of women's rights, whether Egyptian or Pakistani. The most significant expressions of the scale: "I must have the right to choose who represents me in the parliament or presidency, women have the right to promotion in work, women have the right to attend training courses for the development of itself, the law to do justice to women," with the relative weights of (77.8 - 77.62- 77.62- 76.98) respectively.
- The T-test revealed that there were statistically significant differences between Egyptian and Pakistani women concerning their awareness of their rights in society: (0.001) where the value was (3.95), and degrees of freedom (3.98) for the benefit of Egyptian women with an average of (2.7) compared to (2.4) for Pakistani women.

Hypothesis Test Results:

- **The Study Sample's Influence of Motives for Using Social Networking Sites on Women's Awareness of Their Rights. (table 18)**

- It was found that there was a statistically significant influence of the motivations for using the study sample for social networking sites on the perception of Egyptian women of their rights. The coefficient of determination was ($R^2 = 0.059$). The changes occurred in Egyptian women's perception of their rights, P-value (0.001), the value of "F" is (12.33), and the simple linear regression equation is Perception Egyptian women for their rights.

$$Y = 51.18 + (0.142) * X$$

- The higher the motivation for using social networking sites by the study sample of Egyptian women by one degree is, their awareness of their rights increases ($B = 0.142$). Correlation (0.242) and that is at a significant level (0.001), which means that the higher the motivations for using social networking sites are, the higher the level of Egyptian women's awareness of their rights is.
- There was a statistically significant influence of the motives for the study sample's social networking sites on Pakistani women's perception of their rights. The coefficient of determination was ($R^2 = 0.026$). The independent variable (the motives for using social networking sites) explains about 2.6% of Pakistani women's awareness of their rights changes. The P-value of less than 0.05 confirms the significance of this influence. Its value is (0.022), the value of P is (5.139), and the simple linear regression equation is:

- Perception of Pakistani women's rights $Y = 74.39 + (-0.156) * X$

- It means that the higher the motivation for using social networking sites by the study sample of Pakistani women by one degree is, their awareness of their rights increases ($B = 0.156$). By using Pearson correlation analysis, it was found that there was a weak inverse relationship between both variables. The value of Correlation (-0.162) and at a significant level (0.022) means that the higher the motivations for using social networking sites are, the lower level of Pakistani women's awareness of their rights is.

- **There is a significant correlation between the intensity of the use of both Pakistani and Egyptian women on social networking sites and their awareness of their rights to social empowerment.**

Table (19) shows no statistically significant correlation between Egyptian and Pakistani women's use of social networking sites and awareness of their rights to social empowerment, at a level of significance (0.084), as well as the absence of a statistically significant correlation between Pakistani women's use of social networking sites, and their awareness of Their rights to social empowerment. There is a statistically significant correlation between the Egyptian women's use of social networking sites and their awareness of their rights to social empowerment. The more use of social networking sites equals the more Egyptian women are aware of their rights, and vice versa.

- **There is a significant correlation between the extent of the interest of both Pakistani and Egyptian women in following up on women's issues and topics and their participation in issues related to women on social networking sites. (Table 20)**

- There is a statistically significant correlation between the interest of both Pakistani and Egyptian women in following up on women's issues and topics and their participation in issues related to women through social networking sites. The value of the gamma coefficient shows that it is a positive, weak relationship, as the more significant the interest of Egyptian and Pakistani women in following up women's issues is, the greater their participation in issues concerning women on social networking sites and vice versa.

- **There is a significant correlation between the digital activism of women's issues by Egyptian and Pakistani women and their vision of how digital media deals with issues related to women. (Table 21)**

There is a statistically significant correlation between the digital activism of women's cases by Egyptian and Pakistani women and their vision of how digital media deals with issues related to women at a significant level (0.001). It is also clear from the value of the Pearson coefficient (0.524) that it is a medium strength expulsion relationship. The value of the Pearson coefficient for the study sample of Egyptian women is (0.618). Indicating that it is a strong positive relationship: the more actively Egyptian women follow up on women's issues, the more positive they see how digital media deals with issues related to women and vice versa. As for Pakistani women, the relationship is positive of medium strength.

- The independent variables (intensity of social networking sites use, motivations for using them, evaluation of the study sample concerning covering digital media of women's issues, stereotyping of women's image, and digital activism of women's issues) influence the dependent variable (women's awareness of their rights).

The multiple models are in the following form:

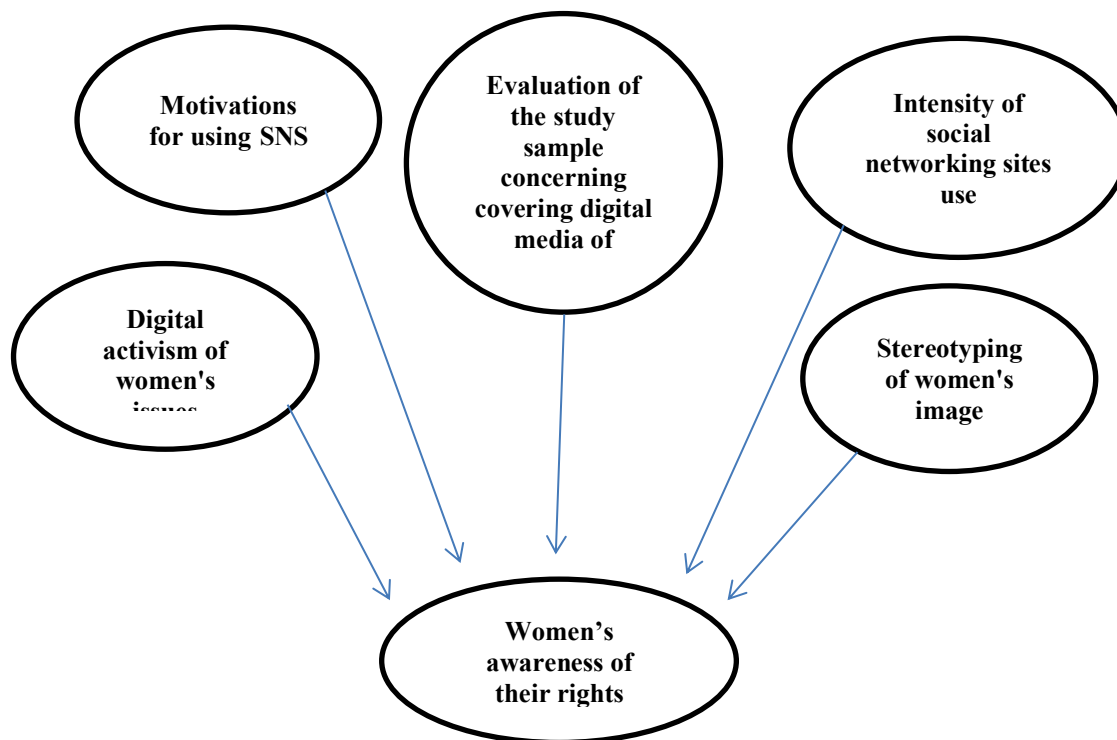


Fig. 1: The independent variables that influence the dependent variable (women's awareness of their rights).

A stepwise multiple regression analysis was used with the following results:

There is a statistically significant influence of the variables (intensity of social networking sites use, motivations for using them, evaluation of the study sample concerning covering digital media of women's issues, stereotyping of women's image, and active follow-up of women's issues). The coefficient of determination is ($R^2 = 0.369$), which means the model explains about 36.9% of the changes in the perception of "Egyptian and Pakistani" women of their rights. The significance of this influence is confirmed by the fact that the P-value is (0.0001). The value of "F" is (77.109), and the equation of the form is:

$$Y = 35.06 + (0.26) * Deal + (-0.24) * \text{the stereotyping of the image} + (0.35) * \text{digital activism.}$$

The Model Reveals the Following Points: (Table 22)

- The more digital activism of women's issues through social networking sites by one degree, the more women's awareness of their rights is by ($B = 0.399$), at the significance level (0.0001).
- The more a woman stereotypes her image by one degree, the less her perception of her right ($B = -0.253$). By using Pearson correlation analysis, it is found that there is a weak inverse relationship between both variables, where the value of the correlation coefficient is (-0.247) at a significant level (0.0001).
- The more the study sample evaluates the digital media of dealing with women's issues by one degree, the more women's awareness of their rights is by ($B = .353$). By using Pearson correlation analysis, it is found that there is a moderate strength direct relationship between both variables, where the value of the correlation coefficient is (0.456) at a significant level (0.0001).
- The variable of "digital activism of women's issues through social networking sites" has more influence than the variable of "the scale of digital media dealing with issues related to women," and then "the scale of stereotyping of the image of women," where the value of β is (0.353) for the first, (0.267) for the second, and (0.247-) for the third.

Multiple regression analysis excluded the existence of an influence of two variables: "the intensity of use of social networking sites, and the motives of the study sample's use of SNS," on women's awareness of their rights in light of the limitations of many other variables that it mentioned previously. However, the Pearson correlation coefficient proved the existence of a correlation relationship directly between the two variables.

5 Discussion:

- The degree of Facebook use was intense, indicating Facebook's importance as an essential information source for women, the study sample, whether Egyptian or Pakistani. So, the study sought to reach in-depth to reveal this relationship and know its dimensions, especially in the field of women's awareness of their rights.
- The study sample agreed on the nature of use, as it became clear that there is a degree of moderation in the motives of Egyptian and Pakistani women while using and following up on social networking sites.
- It is noted that the incentives that prompted the study sample women to follow social networking sites were primarily recreational and by the communicative habit and the desire for entertainment and relaxation. And in the second place came exposure to issues related to women, which casts a look at the nature of dealing with social networking sites for the study sample as non-recreational tools. This does not conflict with being an important information source, whether in private issues or women's public affairs, which is the case with using these means with various social segments. The statistical analysis confirms this in more than one case.
- Women are concerned with the issues that concern them with a relative variation due to different societal conditions, the nature of the topics raised, and the strength and influence of civil society. This is clearer in the Egyptian society than in the Pakistani, and this was clear through the results indicators, and their follow-up was not negative. Still, it went beyond that to express an opinion, comment, and share the most issues related to the women. which means the importance of what is presented and that the issues presented on social media provoke a vital degree of interaction among the study sample.
- In addition, women's interest in public affairs preceded their interest in private matters, as interest in political issues, freedoms, constitution drafting, and social problems preceded other topics related to fashion and decoration. This was reflected in the study sample's satisfaction with dealing with issues through social media and the degree and nature of follow-up. And it reflects a degree of awareness and interest in community issues away from a female nature only.
- This reinforces the effective handling of women's issues, which is not limited to exposure to them only but also attempts to assist in a presentation of possible solutions, which has made social networking sites a window to extend a helping and support women's daily events in facing the challenges they are exposed. Despite looking at the Social networking sites as they did not play their role as expected when exposed to women's issues and the dissatisfaction of the study sample with how they dealt with their issues.
- According to the study sample, social networking sites could not reflect the Reality of women on the ground. Their real gains have exceeded the image in which they are addressed on social networking sites platforms. This makes us ask the old question renewed with all means of communication, which is whether these means reflect Reality or is it for considerations of follow-up and participation may make a reality of its own.
- There is awareness of the role of women in society and the family, even if its degree differs in favor of Egyptian women from the roles that both women and men must play in society and the responsibilities that each of them must bear as well as the woman's confidence, capacity to assume responsibility and contribute to the development of her society and achieve a degree of developing her skills.
- Although the results indicated the power of social networking sites in attracting Egyptian and Pakistani women, as evidenced by the intensity of social networking sites and the importance of the following content. This is due to the freedom to disseminate information, expression, and opinion in dealing with some topics.

6 Conclusion

- The study results concentrated on the power of social networking sites in attracting Egyptian and Pakistani women, as evidenced by the intensity of the use of both social networking sites and the importance of follow-up content for women published on these sites, with individual differences between Egyptian and Pakistani women in favor of Egyptian women in terms of usage density.
- The results favored Pakistani women in the digital activism of content related to women's issues through social networking sites. It is also apparent from the various forms of interaction on social networking pages. This can be

attributed to the freedom to disseminate information, reflected in the freedom of expression and opinion in dealing with some topics. In addition to the benefits from the spread of modern technology, they reflected the digital environment's ability to stimulate activity in the follow-up of social networking sites and interaction with the published content. These sites enable the ability of communication between individuals. In addition, they have allowed Egyptian and Pakistani women to express their opinion in different ways as they prefer and to identify different viewpoints, gaining a lot of information and awareness.

- Somebody expressed opinions on social networking sites from the point of view of both Egyptian and Pakistani women concerning how these sites address women's issues and the image of women they presented. The study sample found that the social networking sites contributed in one way or another to distorting women's image, especially with the spread of many hashtags.
- On the other hand, the sample of the study confirmed the ability of these sites to solve women's daily problems, increase their awareness of their fundamental rights, and draw a mental image of women through the published contents.
- The results also showed that working and divorced women are more aware of their rights in society.

7 Recommendations:

The study recommends focusing more broadly on knowing how much women rely on social networking sites to obtain information that helps them make a fateful decision during a crisis or an important societal event.

It also recommends knowing the role of social networking sites for women in acquiring self-learning skills in all vital fields.

8 Conflict of interest

The authors declare that there is no conflict regarding the publication of this paper.

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