

Can Women Break the Glass Ceiling?: An Analysis of #MeToo Hashtagged Posts on Twitter

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Alyssa Milano ✓

@Alyssa_Milano

Follow



If you've been sexually harassed or assaulted write 'me too' as a reply to this tweet.

Me too.

Suggested by a friend: "If all the women who have been sexually harassed or assaulted wrote 'Me too.' as a status, we might give people a sense of the magnitude of the problem."

Figure: Alyssa Milano's Tweet



Figure: #MeToo

"I was 16. My middle aged male boss harassed me. I never talk about it. He wasn't the last"

- Women all over the world joined the movement.

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- More than 4.5 million posts within 24 hours.

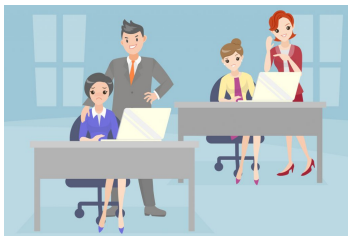
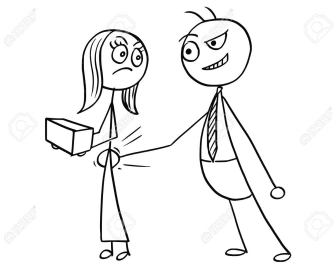


Figure: Sexual Harassment in Different Sectors

According to UN Women and WHO, 35% women of the globe have experienced sexual harassment

Related Works

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In December 2017, The ONDRP published that more than 220 thousand women were harassed in the public transport.

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Apps for security of women such as: **Hollaback, Safetipin, Protibadi, Circle of 6**

Roles of Social Media

Activism, Movements, and Politics.

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Arab spring, Shahbag
jagoron, Brexit

Roles of Social Media

Activism, Movements, and Politics.

Effects in virtual and real world

Arab spring, Shahbag jagoron, Brexit

Data Collection

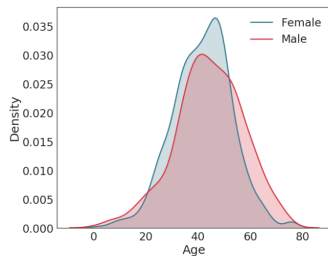
City	#Tweets	Male	Female	Female(%)
Dallas	1249	144	471	76.59
Dhaka	82	32	22	40.74
Indianapolis	1203	180	452	71.52
Kansan City	448	61	208	77.32
Karachi	250	44	55	55.56
Mumbai	2778	724	674	48.21
New York	1878	267	754	73.85
North Dakota	110	18	34	65.38
Portland	849	146	316	68.4
Saint Louis	619	92	224	70.89
Tehran	114	13	32	71.11

Data Analysis

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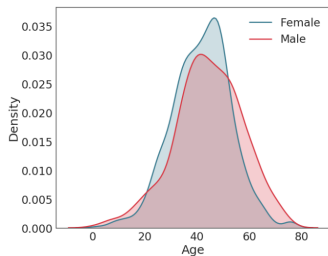
- **Age and Gender Distribution**

• Age and Gender Distribution

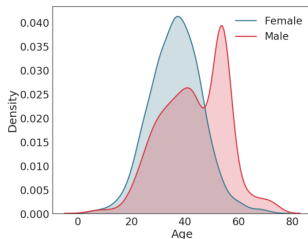


(a) US

• Age and Gender Distribution



(a) US



(b) Asia

Figure: Age distribution of female and male users

Harassment Claims in a Particular Form

Men used to catcall
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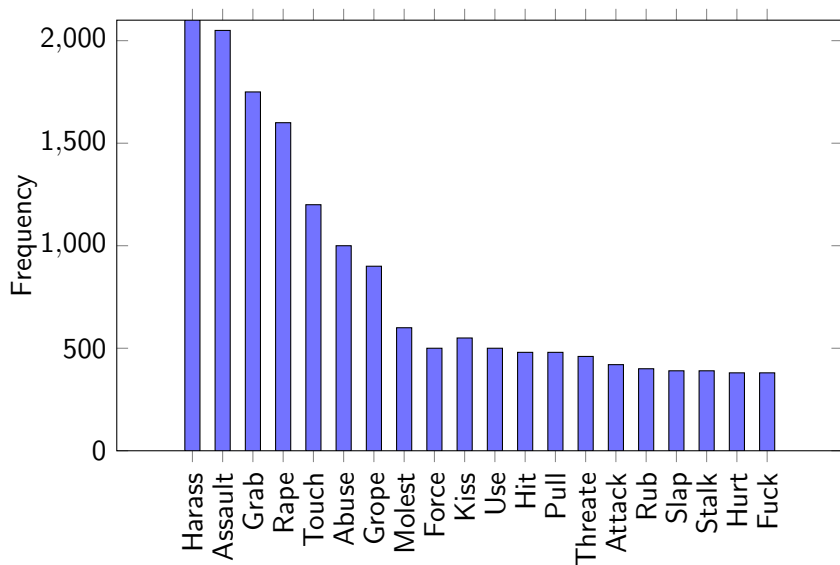
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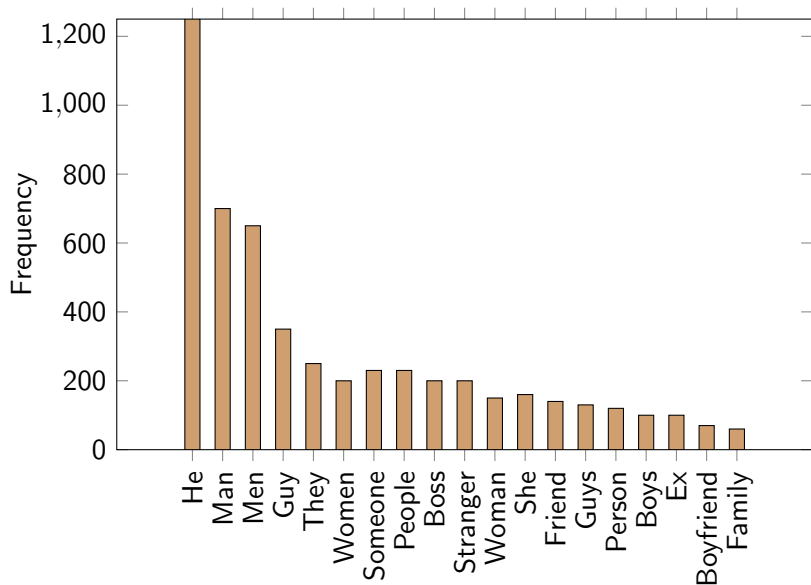
#MeToo
sex harassment charges
hit Silicon Valley. Robert Scoble says, 'I feel ashamed'.

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Harassment Categories



Frequency of Harasser Roles



Insecure Position of Women



Figure: vulnerable position of women in the society

Topic Distribution

Relevance of a word with respect to a topic, $r(w, k)$, is calculated using the following equation :

Equation

$$r(w, k) = \lambda * \log(\sigma_{kw}) + (1 - \lambda) * \log\left(\frac{\sigma_{kw}}{P_w}\right)$$

Here ,

σ_{kw} = The probability of word w for topic k

P_w = The marginal probability of term w in the whole dataset

λ = Tuning parameter

Dataset(1)



(a) Recognition

Dataset(1)



(a) Recognition



(b) Weinstein Effect

Dataset(1)



(a) Recognition



(b) Weinstein Effect



(c) Advertisement

Dataset(2)



(a) Nature and Location

Dataset(2)



(a) Nature and Location



(b) Young Victims

Dataset(2)



(a) Nature and Location



(b) Young Victims

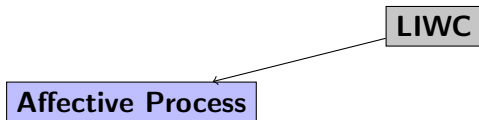


(c) Media Coverage

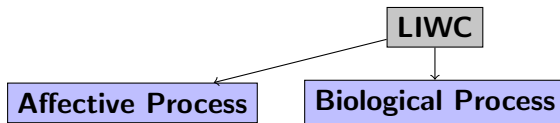
Psychological Constructs Analysis

LIWC

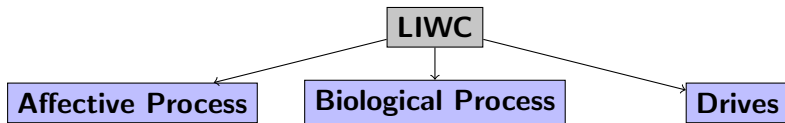
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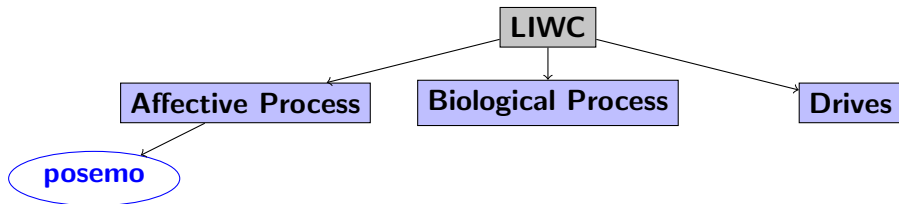
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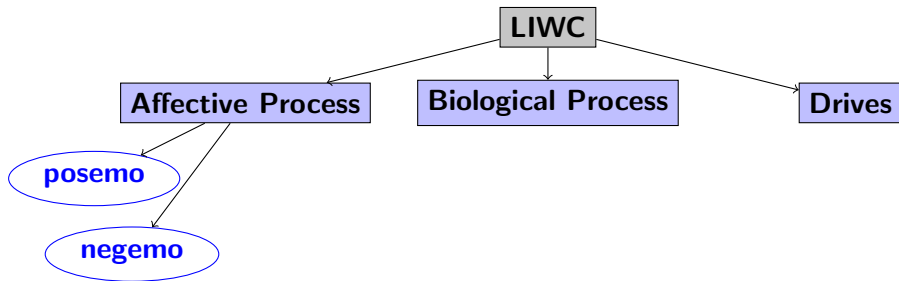
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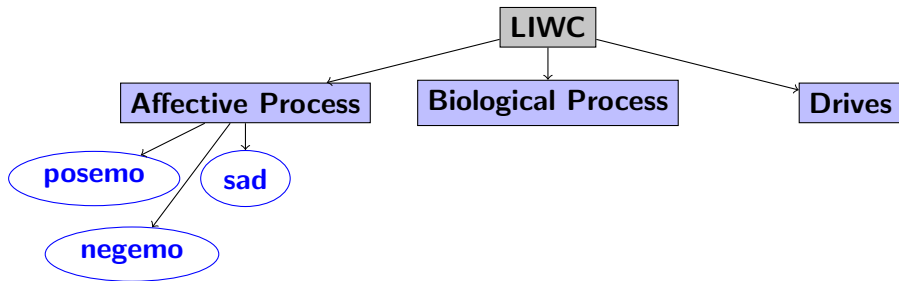
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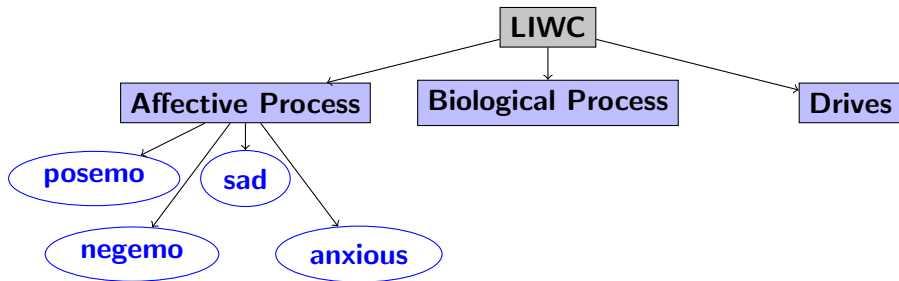
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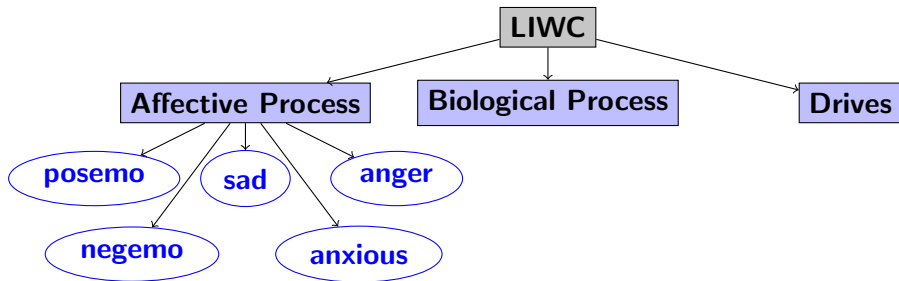
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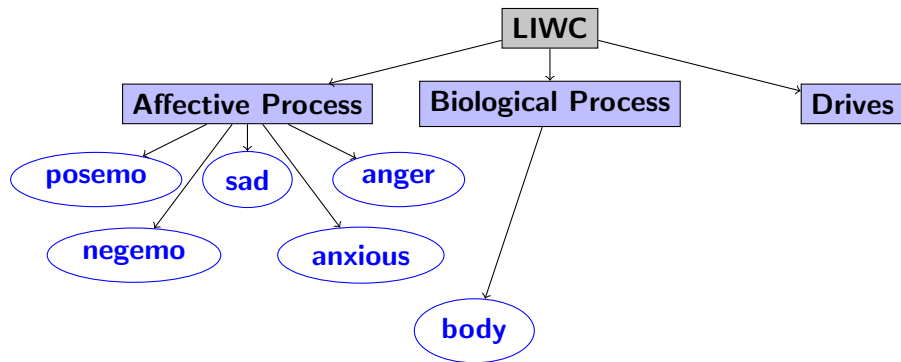
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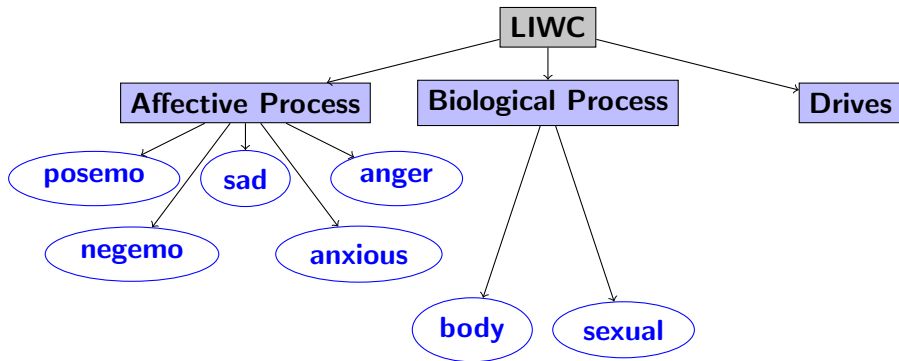
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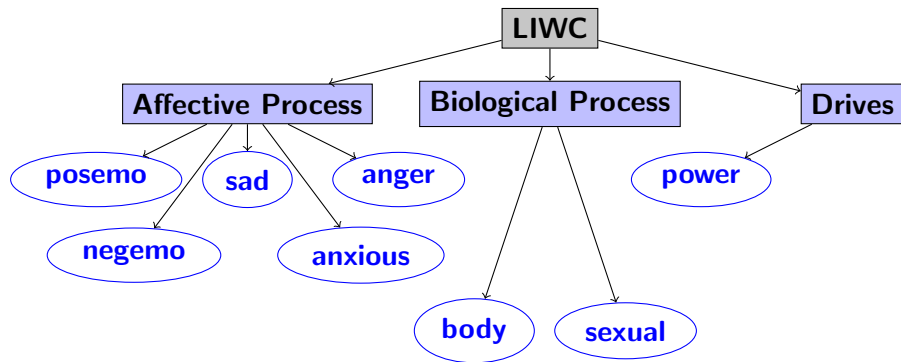
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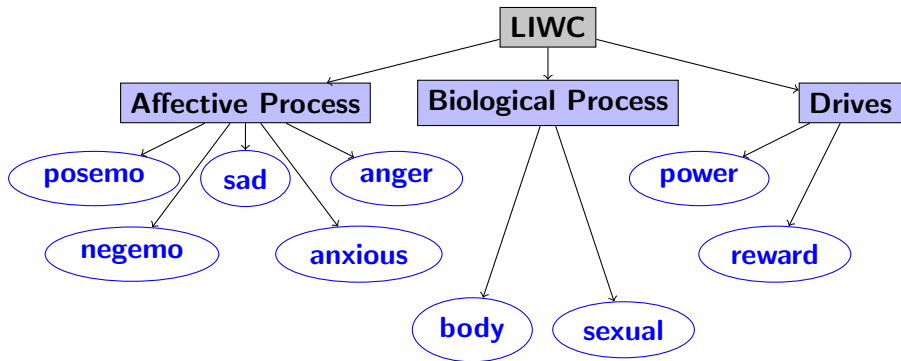
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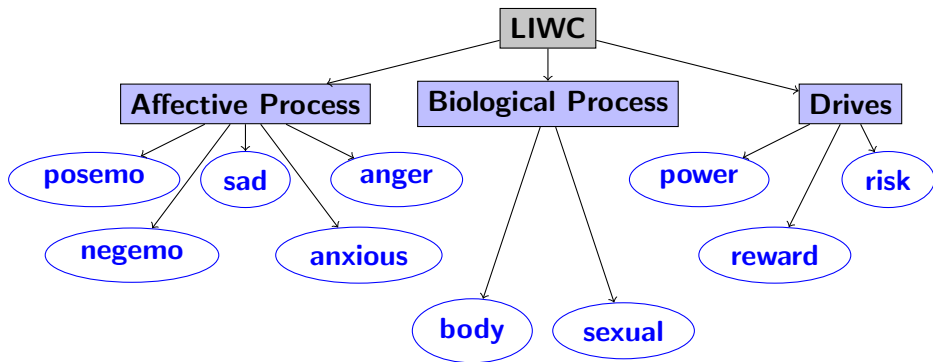
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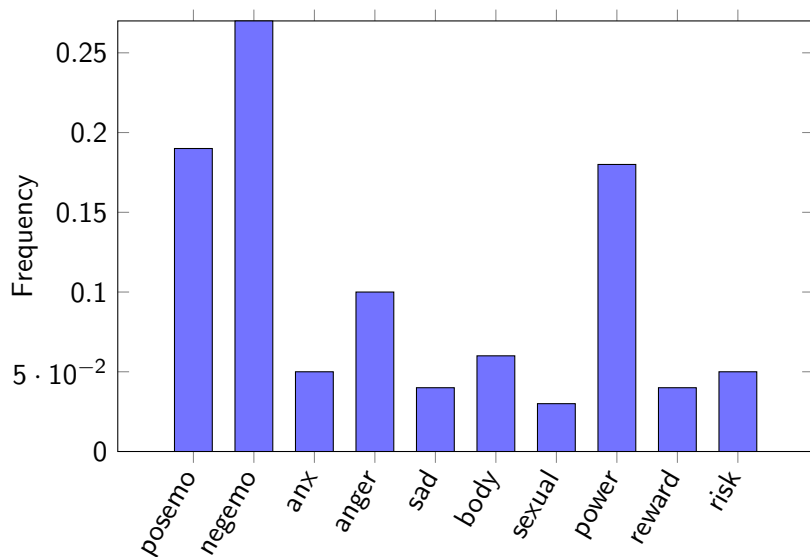
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Psychological Constructs Analysis



LIWC Term Distribution in Asia



Limitations

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- Not the representation of the whole movement

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- Misrepresentation on social media

Conclusion



Figure: #MeToo Movement

Thank You