

#IWillGoOut

...

A Social Media Campaign

What led to the campaign?

- 2016 New Year's Eve incident at M G Road in Bangalore
- Happened despite the deployment of 1500 police personnel
- Reported by the media in the first week of January
- Police initially claimed that this was concocted by the press¹, only after cctv footage statement changed
- Comments made by politicians Abu Azmi and G Parameshwara fuelled the anger

1-<https://www.hindustantimes.com/india-news/no-evidence-of-new-year-s-eve-mass-molestations-says-bengaluru-police-chief/story-gLKQVR2Z5gqt2rBrA4ZNjP.html>

Going online

- Angered by number of reports and lack of action and accountability
- Coalition of various feminist organisations and individuals formed a collective
- Account of the timeline given in a paper by Divya Titus, one of the founders, started with a message on her tl:

Hey everyone. I've been horrified by what happened over New Years in Bangalore and even more by the comments being made by the likes of Abu Azmi and G. Parameshwara. I think it's awful that as women we have to deal with daily assault and then put up with these politicians shaming us in public with their comments after assaults such as these. I want to start a petition to have these people publicly apologise for their comments. I think it's important that the narrative post sexual assault changes and that as a society we become more sensitive to this issue. I wanted to check in with all of you if either you or those in your network would be willing to start the petition with me. Feel free to answer or post your thoughts here. (Sent through Facebook Messenger, Bengaluru, 4 January 2017)

Continued

- Her message received immense response, 100 people in less than four hours
- Created a petition on change.org

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Sexual Assault in Bangalore: We want an unconditional apology



41,084 have signed. Let's get to 50,000!

 Neel P signed this petition

☒ Display my name and comment on this petition

[Sign this petition](#)

 Divya Titus started this petition to Abu Azmi and 1 other

What happened to women in Bangalore on New Year's Eve was absolute horror. But listening to the comments of politicians like Mr. Abu Azmi and Mr. G. Parameshwara who either lay the blame on the women assaulted or bizarrely on western culture is a grotesque reminder of the acceptance of rape culture in this country. It is this insensitivity and victim blaming by those in positions of power that contributes to women hesitating from reporting these crimes. Worse still, it leads to perpetrators being as brazen as they are when committing crimes of sexual abuse against women. Many politicians, through their public speeches, have been actively encouraging the continuation of a hostile environment against women where women are blamed for attacks against them.

After December 16, 2012, we were told that action would be taken. Many of us work at the grassroots to effect a change in mindsets through systematic efforts. However, three years later, we continue to have leaders who blame women for sexual assault, disregard the right of women to personal agency and deny them control over their own bodies.

We refuse to accept this as the state of affairs in India and call on Mr. Azmi and Mr. Parameshwara to issue unconditional public apologies for the comments they have made in the media in response to the series of sexual assaults in Bangalore. It is high time we treat women's right to their bodies and to safe public spaces with the sensitivity that these issues require; and not with public soundbites that shame them further.

Signed:

Team #IWillGoOut

#IWillGoOut on Social Media: The intent and use of affordances:

- Reclaim public and digital spaces for women by mobilizing online
- Social media and its global spread has democratised the access to a large swathe of people. This access can be leveraged, as done with the #IWillGoOut campaign, to exert pressure on those in authority and to push for legislative change to ensure women's safety in public in India.
- Translating this online activity to offline mode to bring about change vis a vis the march on 21st January

Facebook page





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Aarathi



I Will Go Out

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About

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#IWillGoOut was a nationwide gathering on 21st January, 2017 in solidarity against sexual harassment and misogyny, and to reclaim women's rights to safe public spaces. We're a collective of individuals and organisations across various cities in India.

Join the movement #IWillGoOut. Contact us at: iwillgoout2017@gmail.com

20,417 people like this

21,000 people follow this

<https://iwillgoout2017.wixsite.com/iwillgoout>

Send message

iwillgoout2017@gmail.com

Community



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I Will Go Out

17 August · 🌐

via @latinxparenting

[#traumarecovery](#) [#childabuse](#)



Stacey Patton
@DrStaceyPatton

LATINX PARENTING

Parents who hit their child and say, "fix your face," are really saying: "Fix your face so I don't have to see how I



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2017



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11 Jan 2017 · 🌐 · There's something very wrong about a significant section of audaciously vocal men, if the first reaction to violence isn't to condemn the act and join hands to find solutions, but to get DEFENSIVE. Tired of such men refusing to grow up, and always being on the defensive while #YesAllWomen have to deal with the offensive all the time. We meet today at...



15

2 shares



I Will Go Out ▶ I Will Go Out | Mumbai Chapter



18 Jan 2017 · 🌐 · In support of #IWillGoOut march, Kamla Bhasin has written new some slogans and adapted some old ones. On 21st January 2017, in more than 20 cities and towns in India,...

youtube.com

I Will Go Out -- Slogans by Kamla Bhasin (English)



28



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25 Jan 2017 · 🌐 · #IWillGoOut National Coverage · "They will go out!" - The Goan, 25.01.2017 , #IWillGoOut Goa Chapter



- FB became main platform for communication.
- Posted regular updates here
- Group and message thread created
- Admins made, city specific admins and pages linked to the main FB page
- Created events for each city
- Email ID with access given to all admins



← 🔍 "#IWillGoOut" (#IWillGoOut) until:2017-01-20 since:2016- ⋮

← **I Will Go Out**
1,177 Tweets

← 🔍 "#IWillGoOut" (#IWillGoOut) until:2017-01-20 since:2016- ⋮

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ge women & girls to reclaim public and digital spaces in

og/iwillgoout/... 📅 Joined January 2017

wers

human 🌈💜

ets & replies

Media

Likes

Igoout2017 · Jul 3, 2019 ⋮

you @UN Women and all the movements online and

Natasha ناثشا @nuts2406 · Jan 17, 2017
An empty beach. Sunrise a couple of miles away. #IWill women have the right to leave footprints on the sand. (

💬 ↺ 2 ❤️ 5

Sanjukta Basu @sanjukta · Jan 16, 2017
#IWillGoOut simply because i like the way air smells at i need better reasons.

Why Loiter? @whyloiter · Jan 16, 2017
#IWillGoOut because I like the way the city looks at nig
@samjourn0123 @tariqftandon @cyberdivalives! @s
#WhyLoiter

💬 ↺ 1 ❤️ 5

Sunita Wazir a.k.a Seemaw @Seemaw · Jan 17, 2017
#IWillGoOut because Mumbai has the sea face which b early enough to see the sun rise #whyloiter

💬 ↺ 1 ❤️ 5

Partha @parthasa · Jan 14, 2017
#IWillGoOut campaign 2 use men against themselves. Real molestation in thr meeting in Cubbon Park In.is/themalefactor....
#FeminismIsAntiMen



Exclusive: Yes, I Have Seen Molestation In Bangalore
The mass molestation story of Bangalore resulted in a feminist march called #IWillGoOut. They organized a meeting at Cubbon Park, Bangal...
@themalefactor.com

💬 ↺ 46 ❤️ 7 ⬆

Partha @parthasa · Jan 14, 2017
Men! Why to say #IWillGoOut to save some drunk, characterless and abusive women? In.is/themalefactor....

#FeminismIsAntiMen
💬 ↺ 43 ❤️ 8 ⬆

← #IWILLGoOut ...

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Kokila @Kokila8 · Jan 21, 2017
#ihopai women & folks reclaiming public streets along with 30cities
#WillGoOut
@willgoout2017 #fearless



ANSH Happiness Society and 7 others

2 93 102

Nita Bhalika @nitabhalla · Jan 22, 2017
Women chant for freedom and demand safety in public spaces at a march in New Delhi on Saturday. #WillGoOut #WomensMarchDelhi



5 299 643

← #IWILLGoOut ...

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Nikita Saxena @nikita_saxena22 · Jan 21, 2017
Charts fill the air at #WillGoOut Delhi Chapter at Barakhamba Road. @hazzy @t4tnews



3 22 46

Ulrika Ehrensvärd @ulrikaer · Apr 27, 2018
Yes, I am #WillGoOut! Now, the times of #metoo has come to Japan Great "short-video", when you can see actions happening. More men being accused. #italancartoparc #willgoout

Mis Kohiyama @Mikohiyama · Apr 27, 2018
Japan rape laws don't address consent or date rapes. Only 4% of victims go to the police. #MeToo #WeToo #FightorShout #TimesUp
twitter.com/giphy/status/...
Show this thread

1 5 5

Johnson @Johnson2u · Jan 22, 2017
A woman shouts slogans as she takes part in #WillGoOut rally, to show solidarity with the #WomensMarch in Washington, Ahmedabad, #India.



← #IWILLGoOut ...

Top Latest People Photos Videos

Rossalyn Warren @RossalynWarren · Jan 21, 2017
A protest in India against harassment and to reclaim public spaces happened today too #WomensMarch #IWILLGoOut



17 6K 9.4K

ANI @ANI · Jan 21, 2017
Pan India women's protest #WillGoOut: Protest in Delhi over violence against women (earlier today)



Website

HOME

Join The Movement

#IWillGoOut

Indian Women Take Back The Night

ABOUT THE EVENT /

As Indian women, we have had to deal with the constant reminder that we do not have control over our own bodies in this country, and that it is our responsibility as women to protect ourselves from sexual assault and harassment. When men leer at us or grope us, we are blamed for allowing this to happen, and not the men who perpetrate these crimes. What happened to women in Bangalore on New Year's Eve was absolute horror.

We know. These movements. These protests. These hashtags. Just another brick in the wall? Sure. Why not? Let's keep adding these bricks, we say. Until we have the whole wall. So once more into the patriarchal breach, our friends! Bengaluru is the latest incident in a deluge of horrific ones, but every city is an abode for harassment, and anyone feminine an easy target. Sexually violent incidents are taking place even as we type this. We are mobilizing organizations, institutions and individuals for #IWillGoOut – an event that boldly states exactly that. I, a woman, will go out. I, a girl, will claim the nights as our own.

On January 21st, India experienced it's first ever #IWillGoOut national movement. In the days leading up to the big event, citizens took the initiative to start #IWillGoOut collectives in their community and took to the streets at 5pm, the empowering message of #IWillGoOut spread across 30+ cities and towns.

[The Petition](#)

HOME

See The Movement



Protests in J&K and Chennai

Hostile environments in both states

Arrest of Burhan Wani in J&K

Jallikattu protests in Chennai

Social media afforded protests online using the hashtags #ValleySpeaks and #ChennaiSpeaks

What does the campaign show us

- Effective use of social media to gain mass mobilization effects across the country within a span of slightly more than two weeks.
- Diffusion of mobile technology was critical to the campaign - 2016s India was becoming the world's largest smartphone market
- Social media was critical to the success of the campaign:
 - Allowed organisers to connect and communicate remotely
 - Allowed growth of the campaign without formal fundraising
 - Provided a platform to address women's issues, breaking the physical barriers that restrict this
 - It was also used to gain attention from authorities and police permissions (the Tweetathons as an example)

Media Logic:

- Choice of hashtag:
- Language used: how it plays a role in the popularity of the campaign
- Role of social media: Social media could enhance women's participation in economic and political life, and allows them to increase their self expression and promote social change, and this is a strong belief that has risen up in the society (Daher, 2012)
- “Hashtag Activism”: “These hashtags give social media users the ability to learn from and join conversations that can expand our feminist consciousness” (Weiss, 2016)
- Online to offline

References:

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- *Social media as a gateway for young feminists: Lessons from the #IWillGoOut campaign*, Divya Titus (2018).
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- <https://www.bustle.com/articles/191626-8-twitter-hashtags-every-feminist-should-follow>
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