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Globalization and digital violence against women in new media

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Abstract
New Media is now an important and positive component in the era of globalization. This became an integral part of the socio cultural and economic development of the society. Especially, for women it is a new arena to explore and it also provide space for them in this digital age. But, with the expansion of this internet world, it's increasing and instant reach to individuals has also opened up a new door for violence. As this fast technology has also given rise to new forms of sexual abuse and exploitation through the use of new media. So, this paper attempts to discuss about the digital violence faced by women in the presence of New Media. It is a study of the impact of social media and new communications technologies on violence against women. This study discussed about why new media and social media platforms are so attractive to women end users, how they present dangers and can contribute to violence against women in the digital sphere and real life, and the ways in which new and emerging platforms can offer digital spaces for intervention, violence prevention and community building. With this the study also suggested the preventions and cures of the digital violence.

Keywords: Women, globalization, digital violence, sexual abuse, exploitation

1. Introduction
In the age of globalization shrinkage in time and space of the world became possible. In this digital technology has played an important role. In the developing countries like India is also enjoying this technology for their expansion and growth. As India share a bigger stake in the utilization of digital technology in the world and also helps in giving a new shape to the digital revolution. Media has also utilizes this technology for the expansion of media industry in the form of social media or the digital media. Especially in India, citizens were using the technological media for pointing out the enormity done against women in the society.

Digital media is the platform which is usage for sharing knowledge, information, ideas, views or opinion related to societal problems. This is a place where each of its users has the same hold; no one is the owner of this media. That's why in last few years people were following a trend of using the social networking websites. Normally, those stuffs are restricted to publish or broadcast in print media or the electronic media can be published on these websites. Sometime information is just a scoop but through this space serious journalism is also be done by the citizens.

There is no proper channel of restriction on the information or views putted on the social networking websites. People were using fake identity and posts vulgar photos or comments on these social websites without any fear. These nasty photos and videos are in the trend beside this, content which help in spreading religious insanity also present in abundant amount.

So, with the spread of digital technology the expansion of digital violence has also increased. Because of this digital violence, women are facing a new challenge in their life. Women are not feeling safe even in this virtual world. In fact it is solicitude for the society as the photos of women are used by people in vulgar way.

Cyberstalking, non-consensual internet pornography, exposing private information, reputation damage, impersonation or false representation, and other online attacks carried and amplified by networking technologies constitute the new face of violence against women. Technology-based violence also includes using Facebook to monitor, track and harass victims' children, friends and family members.

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Such pervasive and intimate abuses of trust further isolate victims from their social supports – especially when victims are compelled to close down or withdraw altogether from social media. In India, the law is yet to catch up with this new form of networked digital abuse against women. This is especially the case with "revenge pornography" disseminated via social media. Facebook has become a powerful tool for perpetrators to maintain power and control in new, ubiquitous and targeted ways–for example, by posting intimate photos of a victim on her work webpage. In the social media age, when image and reputation are everything, perpetrators can devastate their partner or ex-partner psychologically, socially and financially, while remaining cloaked in anonymity from cyberspace.

Research conducted in the US found more than one in four stalking victims reported suffering some form of cyber stalking. The majority of these victims identified the stalker as a former intimate partner. The US-based Pew Research Centre reports that 66% of internet users who have experienced online harassment said their most recent incident occurred on a social networking site. This is by far the most common form of online harassment.

Only 16% of those surveyed experienced harassment and abuse in online gaming environments. While gaming culture's hegemonic masculinity has received extensive critique, the abuse hosted on social media platforms like Facebook is relatively uncharted. It is really a matter of concern that so much digital technology regulated violence occurs on social networking websites like Facebook, Twitter, Linkedin. New Media has been changes as a dangerous place for women which are the half population of the society. Facebook's pervasiveness in present social life means women can feel like victims who are constantly under spying or under intrusion. This can exacerbate existing anxiety and hyper-vigilance.

A report on "Cyber violence against Women and girls" released by the United Nations Broadband Commission (2015), report that almost three quarters of women online have been exposed to some form of cyber violence, and urges governments and industry to work harder and more effectively together to better protect the growing number of women and girls who are victims of online threats and harassment.

Millions of women and girls around the world are subjected to deliberate violence because of their gender. Violence against women and girls knows no boundaries, cutting across borders, race, culture and income groups, profoundly harming victims, people around them, and society as a whole.

The growing reach of the internet, the rapid spread of mobile information and communications technologies and the wide diffusion of social media have presented new opportunities and enabled various efforts to address VAWG. However, they are also being used as tools to inflict harm on women and girls. Cyber-violence against women and girls is emerging as a global problem with serious implications for societies and economies around the world. The statistics pose risks to the peace and prosperity for all enshrined in the Charter of the United Nations, and, in particular, to the goals of inclusive, sustainable development that puts gender equality and the empowerment of women as key to its achievement.

Globalization and New Media
Globalization is an ongoing process which operates at world level. Globalization refers to the process which spread through out of the national boundaries, integrating or connecting communities and organizations in space-time combinations, making the world in reality and in experience more inter connected (Mc Grew, 1992). It generally bridges linkages and interconnections between the countries. It suggests a deep shift of time and space in social life. It is generally conceptualized as a one dimensional process of economic growth or alliances that has been materialize at very rapid pace in the current times.

Due to the Globalization process, Society has been changing so fast that globalization seems to be the only way for maintaining pace with it. Revolution in information technology and an ever-increasing role of mass media have strengthened the ideology put forward by enlightenment and modernity (Doshi, 2003) [2]. Different scholars sight globalization through different lenses. Some scholars taken it as a postindustrial paradox where communications Technologies like new media are the key players for defining character. Many researchers defined globalization with the perspective of western society. They equate globalization with westernization or modernization (Choudhuri 2006) [1]. Globalization in this way is occasionally described as imperialism of west.

Communication Information Technologies like New Media plays a very important role in the process of globalization. Because of these new forms of media which is technology driven makes possibility of interaction between the people staying away from the place. Through satellites, internet, telecommunication linkages and other digital technologies such interactions are made easy. The expansion of ICT (Information and Communication technology) has brought about a 'time-space compression'.

People can use these technology and chat online through the internet with any person of this world at any point of time. They can also work with any multinational company that is located in any part of the globe through the New Media. Apart from this, one can get information, share thoughts, and experience any world event through the satellite transmission at the time of happening. New media creates a new world in which every person of the world can be part of that global community.

According to Anthony Giddens (2001), this shift to global outlook has two dimensions – first as a global community, people increasingly perceive that social responsibility does not stop at national borders. Secondly, people are forging their identities through communication network across boundaries. Some scholars also think that liberalization and globalization appear as deeply contradictory, indeed, even as negative paradigms. The most frequently heard and strongest voices within the women's movement have condemned and attacked the New Economic Policies launched in India in 1990s, right from their inception. Their basis is that globalization can only inaugurate a widening of disparities across and within nations and regions, leading to a deepening of processes of impoverishment for the majority (John, 2008) [3].

Two important and related processes in the 90s – liberalization and globalization – have restructured the Indian society. Especially the media industry has changed beyond the expectation. The entry of Information Technology started a new set of alarms for Indian Policy

makers, media scholars, and people related to it. They are not only alarmed about the incursion of the western culture but also care about the impact of commercialization and globalization on the media industry and subsequently on Indian society.

New Media and Society
Media called as a fourth pillar of society. As it is never exist in vacuum. This institution always works around the ground reality of society and thus become very powerful institutions with a specific mission and role. And they survive because of an equally powerful institutional interest (Behera, 2001). That's why media plays a role of a product and a reflection of the history of the society by hand in hand. As a part of society, they serve interest of society and are highly conscious about the domestic, political, social and economic realities as much as to the demands of their audiences. In reality, the media do contribute to the political, social and economic well-being of the society, whatever the extent of this contribution. The media, therefore, should be accountable to the society in which they operate.

In some counties of the world, Media's accountability and responsibility may be written in constitution but in Indian society, its answerability has emerged in practice. No media person would disagree with the belief that only a socially responsible media institution can perform its prescribed 'watchdog' function (Behera, 2001). Because of this the responsibility of media in Indian society has been increases. With this the media also hold a custodian position in the democracy and worked as a fourth pillar. It also keeps an eye on the other three pillars - Legislative, Executive and Judiciary of democracy. Here the perspective is social and media functions are social.

So, the outreach uptake of information technology driven New media construe that society and technology have become "interdependent and are evolving in a dialectic process of cultural and social appropriation" (de Bruijn, Nyamnjoh, Brinkman 2009:12). New media works as a social and communicative tool and it is used as techniques to overcome status quos and experiences of distance posed by immobility and/or marginality.

The usage of New Media and processes of involvement enable individuals to strengthen their social status through providing them access to information. They, therefore, enable them to confer social positioning in the society. The social world of people can be extended with the help of New Media which challenging the foundations of space, place and territory. Web enabled New Media work as a unique gateway that has the potential of reestablishing the structure of human communication and social life.

New Media also devote largely to an adaptation of social rules for sharing thoughts and expression, providing new medium for accessing and avoiding relationships, as well as for formulation of new connections. As Ling and Horst (2011) note, "Seen through the lens of power, the mobile phone changes the rules regarding who can interact with whom" (2011:370). This has an important connotation to the prospects for gender relations in society as well as promotion for women through networking and information exchange. As Buskens and Webb (2009:206) note, "We have to realize ICTs in and of themselves do not empower, that it is the use of them which can be empowering or not." They also said that, "For there to be sustainable change and 'real empowerment', women have to be the agents of their own processes, in charge and in control of their process of change and empowerment."

Women and New Media
New media have become also an interesting area of research for gender researchers and feminist scholars. As New Media has the potential to break down or flatten social hierarchies (Friedman, 2005) in more general terms. For example, Williamson suggests that digital media have already begun to challenge socio-cultural and political norms in Britain (Williamson, 2009). The structure of ownership and nature of participation creates a difference between the traditional media and new media. New media also challenges the monopoly of traditional media producers on the mass communication sector. 'The internet has fragmented and decentralized the context in which communication occur' (ibid, 2009).

Geniets (2010) also suggest that new media has given a potential break with old social hierarchies: 'new technologies give individual producers of media content more freedom, and empower them to expose, interact with and reveal backstage behavior related information about themselves as well as others to a mass media audience'. However, while new media, overall, is identified as an agent for (generally positive) social change, its effects are not gender neutral.

That's why in the Fourth world conference on women in Beijing in 1995; Information Communication Technology was identified as a critical tool to attain women's empowerment and gender equality. But due to work of gender advocacy, after eight years of the conference, the World Summit on the Information Society (WSIS), fortified that the development of ICTs will provide opportunities for women's full and equal participation in every sector of the society. According to the International Union of Telecommunications, the number of internet users has doubled between 2005 and 2010. However this increase affected developed countries more than developing ones: 71% of people in developed countries are online against only 21 per cent of people in developing ones. As a percentage of global internet users, women are still slightly in the minority: nearly 46% of the global web population is female.

Besides this, there are lots of factor such as gender discrimination, power relation are work together which restrain women by getting opportunity to exploit the potential of new media. Apart from this the other constrains includes: lack of technical infrastructure, connection costs, location of public access points, poverty, disability, ethnicity, region, geographic location (i.e. rural/urban), education and computer literacy, age, time availability and gender-based cultural attitudes.

Digital Violence and Women with theoretical perspective
According to General Recommendation 19 of the Convention on the Elimination of All Forms of Discrimination against Women (CEDAW), violence against women is defines as: "violence directed against a woman because she is a woman or which affects a woman disproportionately. It includes physical, mental or sexual harm or suffering, threats of such acts, coercion and other deprivations of liberty."

Again in Article 2 of the CEDAW Declaration further it is mentioned that violence against women where and how takes place

- Physical, sexual and psychological violence that occurs in the family (battering, sexual abuse of female children, dowry-related violence and early marriage, marital rape, non-spousal violence, and violence related to exploitation).
- Physical, sexual and psychological violence that occurs within the general community (rape, sexual abuse; sexual harassment and intimidation at work, in educational institutions and other places; trafficking in women and forced prostitution; pornography; violence against women migrant workers).
- Physical, sexual and psychological violence perpetrated or condoned by the state, wherever it occurs (custodial violence against women, violence against women in situations of armed conflict, violence against refugee and displaced women). CEDAW also finds that VAW is a form of discrimination that prevents women from enjoying other human rights and fundamental freedoms.

Basically, the root of Violence against women (VAW) is in gender inequality in all societies and cultures across the world but the way in which it is evident depends on the specific social, economic, cultural and political context. Frequently a new form of VAW may boost up when the society experiences a paradigm shift in demographic, political and economic changes, or social and Cultural situations.

Generally, violence has been taken in the perspective of physical violence only, but it takes place in different manners. As technology related violence is not restricted to physical violence only, rather because of technology, victim commonly experience sexual, psychological, or economic abuse. Within the category of technology related VAW, there are differences in the prevalence of violence and how it manifests due to a combination of factors. This includes but is not limited to:

- Who the perpetrators are (e.g. intimate partner, parents, strangers, community, and state)
- The technology platform used by perpetrators (e.g. mobile phone, social networking platforms, chatting, email, website, webcam)
- The nature of the violence (e.g. online harassment and stalking, intimate partner violence, culturally justified VAW, sexual assault & rape, violence targeting communities)
- The type of violent act (e.g. threats, blackmail, stealing someone's money or property, identity theft, surveillance of online and/or offline activity, unauthorized recording and/or distribution)
- The harm faced by the victim/survivor (e.g. physical harm, psychological harm, sexual harm, economic harm, or privacy harm)
- The social and bodily characteristics of the victim/survivor (e.g. class, ethnicity, nationality, race, age, or physical and intellectual abilities).

Further, VAW is divided into five major categories:

- Online harassment and cyberstalking, which constitutes one of the most visible forms of technology related VAW. This ranges from harassing SMS messages and online comments to tracking women's networks, friends, movements and activities through mobile phones, social networking spaces like Orkut and geo location tools.
- Intimate partner violence, where technology is used in acts of violence and abuse in intimate or spousal relationships. For example women are afraid to leave abusive relationships due to threats of disclosure of private and intimate communications by their partners.
- Culturally justified violence against women, where culture or religion is used as a reason to justify, ignore or accept acts of VAW, or when technology plays a role in creating a culture of VAW. It can be something as thoughtless as forwarding a sexist joke that supports the idea that women are less valuable than men, to starting a Facebook group that promotes different ways to rape girlfriends.
- Rape and sexual assault, where technology is used to track the movement and activities of a victim/survivor, to provide location information or when an act of violence is digitally recorded and distributed. In other cases the internet is used to lure women into situations of sexual assault.
- Violence targeting communities, where communities face targeted online attacks and harassment because of their gender, sexual identity or political views. For example, the websites of many women's rights organizations have been hacked because of their stance on gender equality and feminism. Women bloggers who are outspoken about discrimination have also faced overwhelming attacks and messages that aim to disrupt their ability to express themselves online.

Hypothesis
On the basis of present literature related to the occurrence of digital violence with women, the following hypothesis is proposed. They are as:
1. Digital violence generally faced by women users of New Media.
2. Digital violence occurs with women because of their own willingly participation.
3. New Media is a safe place for women for sharing their expression.

Research Methodolgy
The methodology which is used for the study was survey. It is the most extensively used technique to analyze any opinion, impact and effect of any new changes taken place in society. Besides this, questionnaire was used as a research tool which is filled by 200 the extensive users of New Media, especially the users of Facebook, in equal ratio of male and female. For the purposes of this study, Facebook was identified as the most useful social media site for analysis. It is categorized as a social platform where users are encouraged to express themselves and share their opinion, humor, current events, and live status updates by textual or pictorial updates. It is an almost entirely public forum where a post can be seen by anyone who follows a user or searches a topic or hashtag, allowing users to interact with both niche and broad audiences. In a study, market research developers *We Are Social* showed Facebook as the most popular social media platform in India with 52% of social media users claiming to have logged on in the last month, followed by Google+ and Twitter at 35% and 30% respectively.

Analysis

The results are shown with the help of data interpretation as follows:

Hypothesis 1: To test hypothesis 1, the Facebook users were asked did they think that women face any kind of digital violence while using it. Here the digital violence has been divide into three categories - cyber stalking, online harassment and account hacking.

Respondents	Cyber Stalking	Online Harassment	Account Hacking	No
Male	24	12	32	32
Female	34	21	26	19

From the above table it can be said that new media users agrees that women face digital violence while using it. In which cyber stalking and account hacking is faced more by them than online harassment. So, the data provide support to our first hypothesis.

Hypothesis 2: To test second hypothesis, the participation of users is classified on the basis of using the social media. There are four categorizations which are done, actively participated, moderately participated, rarely participated, and never participated in conversation with unknown people.

Respondents	Actively	Moderately	Rarely	Never
Male	13	25	32	30
Female	01	09	46	44

It is evident from the table that in comparison of women, male are actively participated in getting in touch with unknown people. As data shows, more than 40% of women never participated in conversation with unknown people. The above table not supports our second hypothesis which states that "Digital violence occurs with women because of their own willingly participation."

Hypothesis 3: To test third hypothesis, the opinion of respondents are collapsed in three categories; trust worthy place where women can share their opinions freely, this platform has an uncomfortable environment where women cannot share their personal felling and a risky zone as sometime they may face any kind of digital violence.

Respondents	Trust worthy	Uncomfortable	Risky Zone
Male	46	23	31
Female	38	21	41

The above table indicate that 46% male thought that new media provides a trust worthy space to women whereas only 38% women supports this statement. On the other hand 23% male agreed that it is an uncomfortable environment for women whereas only 21% women go with this. Besides this, according to 31% male and 41% female new media is a risky zone for women to express their expression openly. This indicates that there more people supports new media as a trustworthy medium for women. But, women have to think before posting any post as in future it would harm her too.

Conclusion

The result indicates that Digital violence has been generally faced by women users of New Media. Data also suggests that women faces violence like cyber stalking, online harassment and account hacking simultaneously. Then, women should take care while using this medium as it would harm her. As Fredrickson & Roberts postulates an objectification theory. In which they suggests that self-objectification will be related to various psychological consequences, and these psychological consequences will mediate the relationship between self-objectification and disordered eating, depression, and sexual dysfunction.

Besides this, women has to be cautious while using the New Media as majority of people believed that New Media is a safe place for women for sharing their expressions and feeling but with this there are some people who believe, New Media is a risk zone for women. So, women have to decide what they want to do and how they want to utilize this new medium for their development. As Miller (1999) has also pointed out that "the Internet is accessible and popular among youth, and evidence is suggesting that people often make online choices that are contrary to their offline behaviors."

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