

ROLE OF SOCIAL MEDIA IN CREATING AWARENESS ON THE PROTECTION AGAINST HARASSMENT OF WOMEN AT WORKPLACE ACT 2010

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ABSTRACT

Women are the soul of every nation. The paradigm of globalization has resulted in their increased participation in the workforce. The cases of women harassment in the workplace are being reported on daily basis not only in Pakistan but also across the globe. Pakistan with a 48.5 percent (around 100 million) women population has been ranked as the third most dangerous country for women to live in. Realizing the situation, the Protection against Harassment of Women at Workplace Act 2010 was promulgated. However, there was a serious issue of awareness. Social media has become a powerful tool for spreading information, but the increasing cases of women harassment in Pakistan is a question mark on the role of all social media platforms in creating awareness of the Act even after a lapse of 14 years. This study aims to measure the role of social media i.e., Facebook and Twitter in creating awareness about the Act in working women in public and private sectors. This study is quantitative. A survey questionnaire tool has been used to obtain data from Lahore (n=350). The Social Learning Theory (Albert Bandura, 1977) of media has been employed to conduct this study. The study results reveal that women working in the private sector are well aware of the PAHWW Act 2010 through Facebook, while, women working in the private sector are also well informed about the Act through Twitter. The study recommends further awareness campaigns about the Act and that the term harassment should be defined properly and clearly as in the USA and other European countries.

Keywords: social media, Facebook, Twitter, working women, awareness, harassment, workplace

INTRODUCTION

Harassment is a globally discussed issue, due to its adverse effects on the victims, organizations and the society. This is not limited to only gender issues, but most of the research attributed women to be the victim of harassment in different s. To manage the issue of harassment at workplaces was a significant task for all the stakeholders, because harassment in any forms i.e., sexual harassment once occurred could cause serious problems (Nauman & Abbasi, 2014).

Despite achieving better status and recognition in the society, women still have to face different kinds of discrimination, based on their gender. Gender disparity within homes is one of the forms of inequality women are facing in many countries across the world. Pakistan is also among the list of

those countries where gender biasness within homes, is a common practice (Rabia et.al, 2019).

However, it is fact that woman is essential part of society to build the economy of a country as man. In European countries, working culture of women was initially created and enhanced. Pakistani media has risen as large-scale industry with great amount of potential and various opportunities for women, to explore their qualities with suitable working conditions. As a result, women are acting energetically, in order to become the part of this succeeding market and working at different positions in public and private sectors of the country. But, on the other hand, traditional societal structure with male supremacy has raised concerns for physical, psychological and emotional threats of women

within their working cultures (Zia, Batool & Yasin, 2016).

Harassment might have been taken as discrimination when it is related to gender. Furthermore, it disregarded the admiration of a person who went over the activity as a casualty. It removed the individual's right of having a work environment where the wellbeing and equilibrium could be ensured (Fonesca, Portela, Frier & Negreiros, 2018). In the perspective on above setting, work environment lewd behavior could be named as a sort of working environment hostility that was characterized as "Lead as undesirable or unwanted, and which has direction or impact of being scary, unwelcoming, corrupting, humiliating or hostile" (McDonald 2012, p. 14).

The Protection against Harassment of Women at Workplace Act was approved in March 2010 in Pakistan. This bill affirmed harassment of women in the workplace and in public spheres a criminal offence. The purpose of this act was to construct a safe working environment for women, which could be termed as harassment free environment, abuse and threats to facilitate their right to work with self-esteem. It was likewise planned to work with higher usefulness and a superior personal satisfaction at work. This law isn't simply restricted to work environments, it is appropriate to all open arenas. Undesirable lewd gestures, demands for sexual blessings or other verbal or actual lead of a sexual sort which were related to work is made a state of business or made a compromising, threatening or upsetting work climate establish inappropriate behavior (PCSW, 2010).

Furthermore, the patriarchal system in Pakistani societies is being practiced in which men is considered primary figures and they are supposed to take all the decisions of family. Particularly, decisions related to legal matters are controlled by male members of the family. But when they are dealing with legal matters of female family members, they made decisions in a way which do not compromise their supremacy, honor and ease. In such manner, they became the source of exploitation of many legal rights of women. Legal rights are the rights ensured by the legal system of the society (Campbell, 2017).

Sadrudin (2010) in his research article titled "Sexual Harassment at Workplace in Pakistan-Issues and Remedies about the Global Issue at Managerial Sector" discussed the status of women in Pakistani

society and how women rights were violated in Pakistan. The research revealed that women in Pakistan face harassment at workplace which had impacted their work effectiveness. By concluding it a global issue and women are facing such problems at work place where laws were made but not implemented. He examined that mostly women are aware of their basic rights but not aware about that what protection sexual harassment of women at the workplace act 2010 gave them.

Similarly, the study explored that sexual harassment is generally defined as unwelcome behavior in the workplace that had a sexual or sexist nature (Fitzgerald, 1993). United Nations characterized badgering as a sort of conduct that ruined work or advance aggressive work air. Quite possibly the most well-known sorts of provocation were inappropriate behavior which was characterized as a deceptive set of accepted rules which a lady discovered scary (Goonesekere, 2004). Furthermore, the author measured legal rights awareness among women through a survey. Study was conducted in four cities of Pakistan including Lahore, Rawalpindi, Gujranwala and Faisalabad. Legal rights measured in the study included property rights of women, choice if husband's right of *khula* (divorce) legal rights of women in Pakistani society's steps taken by government to safeguard legal rights of women. Majority of the women who participated in study were barely of their legal rights (Batool, 2018).

The investigation investigated those unsure conditions and unstable area hurried danger viewing ladies badgering at working environments as it has been uncovered in a report of the Alliance Against Sexual Harassment (AASHA) that about 93% females confronted provocation at their particular private or public area associations. The study showed that the workplace environment whether it was public or private, were not safe for women to work in public spheres (SPDC, 2009).

The researcher elaborated that woman usually did not practice their rights because they were not aware of the rights to which they were entitled. Awareness of the rights among women is necessary pre-condition for the exercise of their legal, economic, political, social and educational rights. It was recommended that policy makers should seriously consider need amass education campaign to disseminate information regarding women basic rights (Mukherjee, 1975).

The study revealed that women usually faced inappropriate behavior and harassment on the streets, at the workplace and in public places. They either confronted social limitations, or they are discouraged by a forceful workplace in this way, they didn't put forth attempts to get business. The individuals who were working, need to battle for their privileges and get little help. (AASHA 2002).

Ladies establish practically 50% of the number of inhabitants in Pakistan, however they are more smothered also, discouraged in our general public, The Constitution of Islamic Republic of Pakistan gives equivalent rights to both the men and the ladies; notwithstanding, practically speaking sexual orientation balance is missing and ladies are being segregated by men. As per UNDP Human Development Report 2014, Gender Inequality File (GII) rank of Pakistan among 149 nations is enlisted as 126th and as indicated by the Global Sexual orientation Gap Report (2014), Pakistan's position for Gender Gap Index is 141 among 142 nations (World Economic Forum, 2014).

Furthermore, the study commended that working women have high awareness about their rights as compared to non-working women. It was also depicted from the results that women with higher education level knew more about their rights. Another study acclaimed that education played instrumental role in enhancing legal awareness among women. Positive relationship was also found between income, profession and legal awareness of women (Ali et al., 2011).

All that, author explored that lawful awareness was high among those women who were better cultured have higher level of professions and have good income. Legal awareness among women in this study was measured by the knowledge level of different laws of India including decrees related to dowry, divorce, sexual harassment at workplace and protection of women from violence (Guru. 2015).

Lewd behavior, misuse and separation in Pakistan's work environments, including colleges, are inescapable, generally unreported and disregarded by ranking directors, a Dawn review of 300 ladies found. Because of being found out if ladies were made to remain quiet about work environment provocation, 61% said their managers didn't force them to stay silent, yet a huge 35pc were advised to stay quiet by their associates and supervisors. Inappropriate behavior is an issue of force and authority over ladies. The Protection Against

Harassment of Women at the Workplace Act is pointed basically at conduct adjustment, it doesn't include courts or the police straightforwardly," states Khaliq. With its sanctioning and the change to Pakistan Penal Code Section 509, both in 2010, the genuine test is execution (Sethna, Masood & Jahangir, 2019).

The study revealed that with the revolution in means of communication and IT, media role has become more detrimental in empowerment of women. But unfortunately, nowadays, media is not playing its actual role for the development of women in India. It is not giving required information to masses about women issues and women's rights guaranteed by state. Study proposed that media should play proactive role in creating awareness among women and society about women's rights. Media should also devote good number of programs to advertise and discuss constitutional and legal rights of women. It would help in strengthening the equal status of women in India (Ojha, 2011).

Likewise, the author found through survey that media is creating awareness among women regarding Pakistani laws which provided them security at workplace and domestic level. Media is the major source of information among women who are aware about their rights under protection laws of the country. Electronic media is the first major source and print media was the second major source from where women had got information regarding women pro-laws of Pakistan. Results of the finding showed that Pakistani media was playing significant role in educating women about the laws which secured women's rights (Quddoos, 2019).

The authors indicated that, though, globally, social media is one of important avenues in creating public awareness about certain issue, according to Pakistani people, social media was not an effective tool as compared to must be aware about their legal rights no matter from which literature that women must be aware about their country or region they belong. Otherwise, there is no advantage of community, society, Laws for the well-being of women. It is necessary to tell them what privilege they have in their country. For that purpose, media could be a pivotal tool to create awareness (Zaheer & Mubeen, 2016).

Objectives and Research Hypothesis of the Study

The research hypothesis of the study were:

H1: There is a difference in the mean awareness about the Act between women working in the public sector and women working in the private sector in terms of the role played by Facebook.

H2: There is a difference in the mean awareness about the Act between women working in the public sector and women working in the private sector regarding the role played by Twitter.

H3: There is a correlation between the use of social media (Facebook and Twitter) and awareness of the Act among women working in the public and private sectors.

Objectives

The objectives of the study were:

- To measure the awareness about the act between the women working in the public sector and women working in the private sector through Facebook
- To measure the awareness about the act between the women working in the public sector and women working in the private sector through Twitter.
- To explore the relation between the usage frequency of (Facebook & Twitter) and awareness about the act

METHODOLOGY

Research Design

This study was quantitative in nature and a research survey method was conducted to fulfill the objectives of the study. A questionnaire, comprised of closed-ended was used as a tool to collect the data. The population of the study was working women in the public and private sectors of Lahore. The sample size of the study was 350 working females from the public and private sector of Lahore. A purposive sampling technique was used to collect the data.

Survey was a research method which was used to determine public perception. In survey, list of questions was distributed among respondents and requested them to answer the asked questions. The results were analyzed with the help of SPSS version 21.

The working females from public and private sectors of Lahore were taken from age group 18-25, 26-32, 33-39, 40-46 and 47-55. The qualification of working females was categorized into three major groups MPhil/PhD, Bachelors/Masters and Matric/Intermediate accordingly.

Measurement

The following constructs were measured on the 5-point Likert Scale where (1=strongly disagree) and (5=strongly agree).to the private sector.

3.4 Measurement

The following constructs were measured on the 5-point Likert Scale where (1=strongly disagree) and (5=strongly agree).

Construct I: Role of Social Media

This construct was measured with help of following 6 items asked in questionnaire.

1. *Do you have an account on Facebook?*
2. *How frequently do you use Facebook in a day?*
3. *For what purpose do you use Facebook?*
4. *Do you have an account on Twitter?*
5. *If yes, how frequently do you use Twitter in a day?*
6. *For what purpose do you use Twitter?*

Construct II: Awareness about Protection against Harassment of Women at Workplace Act 2010

This construct was measured with the help of the following questions asked in the questionnaire.

5: Do you think Facebook as a social media tool highlighted the (Protection against Harassment of Women at Workplace Act 2010)?

6: Do you think campaigns on Facebook about (Protection against Harassment of Women at Workplace Act 2010) provided you with awareness?

11: Do you think Twitter as a social media tool highlighted the (Protection against Harassment of Women at Workplace Act 2010)?

12: Do you think campaigns on Twitter about (Protection against Harassment of Women at Workplace Act 2010) provided you with awareness?

FINDINGS AND ANALYSIS

Demographic Profile Information

Demographics profile of respondents included age, qualification, sector, department, designation and marital status.

Age wise distribution of respondents

The age wise distribution of 350 working females in Government, Semi-government and Private sector is following. The age groups were divided into five main groups. 172 (49.14%) working female respondents were from 18-25 age group, 112 (32%) were from 26-32 age group, 25 (7.14%) were from 33-39, 36 (10.28%) were from 40-46 age group, and

only 5 (1.42%) working female respondents were from age group 47-55.

Table1

Age wise distribution (n=350)

Sr.	Age Groups	Frequency	Percentage
1	18-25	172	49.14%
2	26-32	112	32%
3	33-39	25	7.14%
4	40-46	36	10.28%
5	47-55	5	1.42%
Total		350	100%

Qualification wise distribution of respondents

The qualification group was divided into three main groups i.e. M.Phil/Ph.D, Bachelors/Masters and Matric/Intermediate. Out of 350 working females from Lahore, 42 (12%) were MPhil/PhD, 254 (72%) were Bachelors/Masters degrees while 54 (15.42%) were only Matric/Intermediate.

Table2

Qualification Wise Distribution (n=350)

Sr	Qualification	Frequency	Percentage
1	MPhil/PhD	42	12%
2	Bachelors/Masters	254	72.57%
3	Matric/Intermediate	54	15.42%
Total		350	100%

Sector wise distribution of respondents

Out of 350 working women, 207 (59.14%) participated from the government sector and 143 (40.85%) were from the private sector.

Table 3

Sector Wise Distribution (n=350)

Sr.	Sector	Frequency	Percentage
1	Government Sector	207	59.14
2	Private Sector	143	40.85
Total		350	100%

Department wise distribution of respondents

The department wise distribution of the working female is following.

Table 4

Department Wise Distribution (n=350)

Sr.	Department	Frequency	Percentage
1	Judiciary	23	6.6%
2	Health	101	28.9%
3	Sales and Marketing	54	15.4%
4	Education	80	22.9%
5	Media	67	19.1%
6	Population and Welfare	25	7.1%
Total		350	100%

Designation wise distribution of respondents

The designation wise distribution of the working female is following. Out of 350 respondents, 23 (6.6%) were lawyer, 23 (6.6%) were doctor, 75 (21.4%) were nurses, 46 (13.1%) were teachers, 50 (14.3%) were journalists, 54 (15.4%) were sales girls, 43 (12.3%) had their own business and 36 (10.3%) were working as assistant.

Table 5

Designation Wise Distributions (n=350)

Sr.	Designation	Frequency	Percentage
1	Lawyer	23	6.6%
2	Doctor	23	6.6%
3	Nurses	75	21.4%
4	Teacher	46	13.1%
5	Journalist	50	14.3%
6	Sales girls	54	15.4%
7	Self-business	43	12.3%
8	Assistant	36	10.3%
Total		350	100%

Marital status wise distribution of respondents

Out of 350 working females 163 (46.6%) were married, 181 (51.7%) were unmarried while 6 (1.7%) were divorcee.

Table 6

Marital status Wise Distributions (n=350)

Sr. #	Marital status	Frequency	Percentage
1	Married	163	46.6%
2	Unmarried	181	51.7%
3	Divorced	6	1.7%
Total		350	100%

Facebook Account

Out of 350 working females, 336 (96%) were having their accounts on Facebook while 14 (4%) did not have Facebook accounts.

Table 7
 Facebook Usage (n=350)

Sr	Facebook Account	Frequency	Percentage
1	Yes	350	100.0%
	Total	350	100%

Facebook Consumption Frequency

Out of 350 working females, 62 (17.7%) were used for half an hour, 81 (23.1%) consumed for one hour, 48 (13.7%) consumed for two hours and 145 (41.1%) used to consume for more than two hours daily.

Table 8
 Facebook Consumption (n=350)

Sr	Consumption Frequency	Frequency	Percentage
1	Half hour	62	17.7%
2	One hour	81	23.1%
3	Two hours	48	13.7%
4	More than two hours	145	41.4%
5	Not users	14	4.0%
	Total	350	100%

Facebook Usage Purpose

In this section working females in government, semi-government and private sector were asked about the Facebook usage purpose. Out of 350 working females, 170 (48.6%) respondents that they were using this platform for news information, 19 (5.4%) used it for education purpose while, 113 (32.3%) stated that they used it for the sake of entertainment and only 34 (9.7%) used it for self-branding.

Table 10
 Facebook Usage Purpose (n=350)

Sr	Facebook Usage Purpose	Percentage	Frequency
1	News Information	48.6%	170
2	Education	5.4%	19
3	Entertainment	32.3%	113
4	Self-branding	9.7%	34
	Missing	4%	14
	Total	100%	350

Twitter Consumption Frequency

It included the consumption frequency of Twitter by working females in government, semi-government, and private sectors. Out of 350 working females, 119 (34%) were used for half an hour, 27 (7.7%) consumed for one hour, 9 (2.6%) consumed for two hours and 54 (15.45%) used to consume for more than two hours daily.

Table 12
 Twitter Consumption (n=350)

Sr.	Consumption Frequency	Frequency	Percentage
1	Less than half hour	119	34.0%
2	One hour	27	7.7%
3	Two hours	9	2.6%
4	More than two hours	54	15.4%
5	Not users	141	40.3%
	Total	350	100%

Twitter Usage Purpose

In this section working females in government, semi-government and private sector were asked about the Twitter usage purpose. Out of 218 working females, (156) 44.6% responded that they were not using this platform for news information, 10 (2.85%) used it for education purpose while, 46 (13.1%) stated that they used it for the sake of entertainment and only 6 (1.7%) used it for self-branding.

Table 14
 Twitter Usage Purpose (n=350)

Sr	Twitter Usage Purpose	Percentage	Frequency
1	News Information	44.6%	156
2	Education	2.85%	10
3	Entertainment	13.1%	46
4	Self-branding	1.7%	6
5	Not users	38.6%	132
	Total	100%	350

Faced Harassment

In this question, the working females were asked to reveal that whether they had faced harassment or not. Out of 350 respondents, 298 (85.14%) revealed that they were harassed while 52 (14.86%) remained silent by saying no.

Table 15

Faced Harassment (n=350)

Sr	Faced Harassment	Percentage	Frequency
1	Yes	85.14%	298
2	No	14.86%	52
	Total	100%	350

How many times Faced Harassment?

In this question, the working females were asked to reveal that how many times they had to face harassment. Out of 350 respondents, only 273 working women revealed that they had to face harassment at workplace. Out of 273 respondents, 28 (8%) revealed that they were harassed for once while 245 (70%) said that they had been harassed many times and 52 (14.86%) did not disclose their personal matter. However, 25 (7.14%) women disclosed that they had never faced harassment at workplace.

Table 16

How many times Faced Harassment (n=350)

Sr	How many times Faced Harassment	Percentage	Frequency
1	Once	8%	28
2	Many Times	70%	245
3	Don't want to disclose	14.86%	52
4	Never harassed	7.14%	25
	Total	100%	350

Which sector is safe?

The respondents were asked about the safety of environment of government, and the private sector for working women. Out of 350 respondents, 254 (72.6%)

claimed the private sector is safe for working women, while 62 (17.71%) said that the government sector is more suitable for them. Unfortunately, 34 (9.7%) of working women disclosed that no place is safe for working women.

Table 17

Which Sector is Safe? (n=350)

Sr	Sector	Percentage	Frequency
1	Government Sector	17.71	62
2	Private Sector	72.6%	254
3	No Place	9.7%	34
	Total	100	350

Tend to Report Harassment Cases

The respondents were asked to share their opinions on reporting harassment cases at any forum. 348 (99.4%) working women said yes by supporting the statement that they tend to report harassment cases. 2 (0.6%) working remained silent over this matter by saying no.

Table 18

Tend to report Harassment Cases (n=350)

Sr.	Tend to Report Harassment Cases	Percentage	Frequency
1	Yes	99.4%	348
2	No	.6%	2
	Total	100%	350

H1: There is a difference in the mean awareness about the Act between women working in the public sector and women working in the private sector in terms of the role played by Facebook.

Group Statistics

	Sector:	N	Mean	Std. Deviation	Std. Error Mean
FBawareness	Government	98	5.7449	1.72496	.17425
	Private	67	7.0299	1.62341	.19833

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
FBawareness	Equal variances assumed	1.138	.288	-4.067	163	.002	.26704	.26704	-.81226	-.24236
	Equal variances not assumed									

The independent samples t-test results suggest a statistically significant difference in mean awareness scores about the Act between women in the public and private sectors concerning the role played by Facebook. Women in the private sector ($M = 7.0299$) exhibit significantly higher awareness compared to those in the public sector ($M = 5.7449$), $t(163) = -4.067, p = .002$. The result shows that the alternative hypothesis was accepted. Therefore, there is a statistically significant difference in mean awareness scores about the Act between women in the public and private sectors concerning the role played by Facebook.

H2: There is a difference in the mean awareness about the Act between women working in the public sector and women working in the private sector regarding the role played by Twitter.

Group Statistics					
	Sector:	N	Mean	Std. Deviation	Std. Error Mean
Xawareness	Government	98	6.6122	1.72688	.17444
	Private	67	8.7612	1.59630	.19502

Independent Samples Test										
		Levene's Test for Equality of Variances			t-test for Equality of Means					
		F	Sig.	t	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Xawareness	Equal variances assumed	1.366	.244	-5.561	163	.006	.26556	.26556	-.67334	-.37544

The independent samples t-test results demonstrate a statistically significant difference in mean awareness scores about the Act between women in the public and private sectors regarding the role played by Twitter. Specifically, women in the private sector exhibited significantly higher awareness than those in the public sector. Women in the private sector ($M = 8.7612$) demonstrate significantly higher awareness than those in the public sector ($M = 6.6122$), $t(163) = -5.561, p = .006$. The result shows that the alternative hypothesis was accepted. Therefore, a statistically significant difference in mean awareness scores about the Act exists between women in the public and private sectors regarding the role played by Twitter.

H3: There is a correlation between the use of social media (Facebook and Twitter) and awareness of the Act among women working in the public and private sectors.

Correlations

		Social_use	Awarenestotal
Social_use	Pearson Correlation	.530	
	Sig. (2-tailed)	.000	
	N	165	165
Awarenestotal	Pearson Correlation	.530	1
	Sig. (2-tailed)	.000	
	N	165	165

A Pearson correlation analysis examined the relationship between social media use and awareness of the Act among women in the public and private sectors. The correlation coefficient between social media use and awareness of the Act was $r = 0.530$, indicating a strong positive correlation. This correlation was statistically significant at the $p < .001$ level (two-tailed), with a sample size of $N = 165$. These findings support hypothesis H3, suggesting a significant positive correlation between the use of social media (Facebook and Twitter) and awareness of the Act among women in both the public and private sectors.

DISCUSSION

The basic purpose of the study was to find out the role of social media in creating awareness on the Protection against Harassment of Women at Workplace Act 2010. The objectives of the study

were to measure the role of Facebook and Twitter in creating awareness among the working women from public and private sector of Lahore. Furthermore, it has also explored that which medium created more awareness among working women. To achieve these objectives, a quantitative study was conducted with the help of related literature review. In the first part of the literature review, we studied the mediums of awareness i.e., Facebook and Twitter and then enlightened how these mediums were used in the past as social media tools to spread this important information. The working women from various departments of Lahore were taken as population. Data from 350 working women was collected through online survey.

The results revealed that women working in government, and the private sector seemed active users of Facebook. As all the respondents ($n=350$) were active users of Facebook. Most of the respondents were using Facebook for the sake of infotainment. The results showed that women working in the private sector were well aware about the (PAHWW Act 2010) through Facebook as compare to the working women in public sector. While talking about the Twitter, all the participants ($n+=350$) were taken active users of Twitter. The study revealed that most of the respondents were using Twitter for the sake of news information. The results showed that women working in the private sector were well aware about the (PAHWW Act 2010) through Twitter as compare to the women working in public sector.

Contrary to this, the working women respondents were also asked about the harassment. If they ever had to face harassment at workplace, then how many times they faced. Out of 350 working female respondents, 229 had to face harassment at workplace while 122 respondents did not disclose whether they were harassed or not. The results revealed that usually women had to face harassment at workplaces. Out of 228 working female respondents, 170 stated that they had been harassed many times in their lives, and 52 respondents did not disclose that how many times they had to face harassment and only 7 working women respondents were harassed for once in their career.

Similarly, the working women respondents were asked about the safe environment of government, and private sectors for women. Mostly working

women respondent marked the private sector for a safe environment. The results also revealed that was government sector had no safe environment for working women respondents in Lahore. On the other hand, a few of the working female respondents revealed that there was no safe place for women in this world.

In the last question working female respondents were asked whether they wanted to report the harassment cases at any forum or not. So, the results revealed that almost 99.4% of the working female respondents were willing to report the harassment cases at any forum.

Conclusion

The purpose of the study was to find out the role of social media in creating awareness on the Protection against Harassment of Women at Workplace Act 2010. The objectives of the study were to measure the role of Facebook and Twitter in creating awareness among the working women from public and private sector of Lahore. Furthermore, it has also explored that which medium created more awareness among working women. There were three hypothesis of the study which revealed the results as following.

H1: There is a difference in the mean awareness about the Act between women working in the public sector and women working in the private sector in terms of the role played by Facebook.

The H1 of the study showed that women working in the private sector were more informed about the Protection against Harassment of Women at Workplace Act 2010 through facebook as compared to the women working in Public sector. Similarly, the H2 of the study also revealed the same results about the Twitter.

H2: There is a difference in the mean awareness about the Act between women working in the public sector and women working in the private sector regarding the role played by Twitter.

The results showed that women working in the private sector were found well aware about the Protection against Harassment of Women at Workplace Act 2010 through Twitter as compared to women working in the public sector.

H3: There is a correlation between the use of social media (Facebook and Twitter) and awareness of the Act among women working in the public and private sectors.

The H3 of the study dealt with correlation between the social media (Facebook & Twitter) and awareness about the Protection against Harassment of Women at Workplace Act 2010. The results H3 also revealed that it is quite evident that if Facebook will highlight the Protection against Harassment of Women at Workplace Act 2010 extensively, it will create more awareness among the working women. Similarly, if Twitter will highlight the Protection against Harassment of Women at Workplace Act 2010 extensively, it will create more awareness among the working women.

Limitations of the Study

This study has following limitations.

- The sample size of the study had to keep limited due to COVID-19
- It was hard nut to crack the societal taboo like harassment where there is no research culture on these bold topics
- This study is subjected to only educated women while uneducated women have not included in this study for their take.
- In the country like Pakistan, women feel uncomfortable to talk about the harassment issues, so it was quite difficult to dig out the factual data.
- In this study women's perception is taken while men's point of view is negated.
- Findings of this study are based only on the perception of women, as the analysis of social media content has not been done.
- This research study is limited only to urbanized population while rural population has not been added in the inclusion criteria.

Suggestions

- The harassment needs to be defined properly in Pakistan as it is in the USA and other European countries.
- After conducting this study, it has been found out that such kind of studies should be conducted on men harassment too.
- Government authorities should address this issue on a serious note.
- The women protection laws and acts should be translated in layman language so that it could be understandable.

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