

# GENDER EQUALITY through SOCIAL MEDIA

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# INTERSECTIONAL FEMINISM

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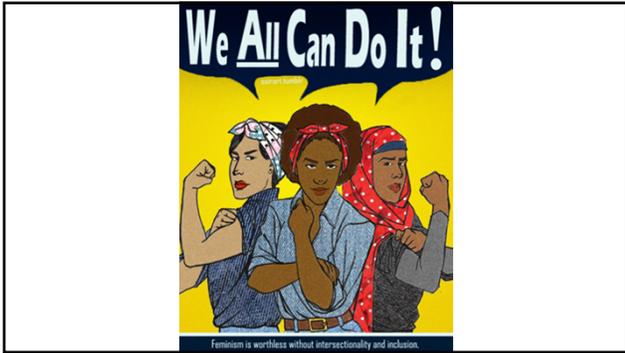
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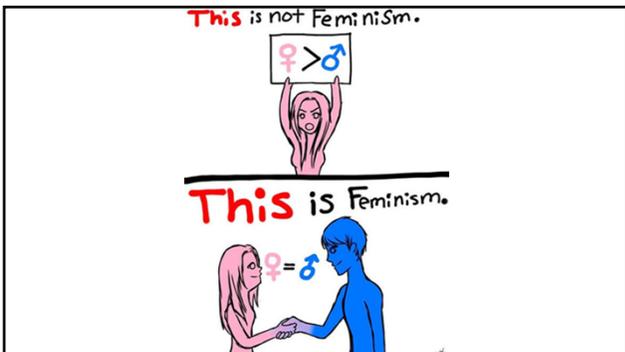
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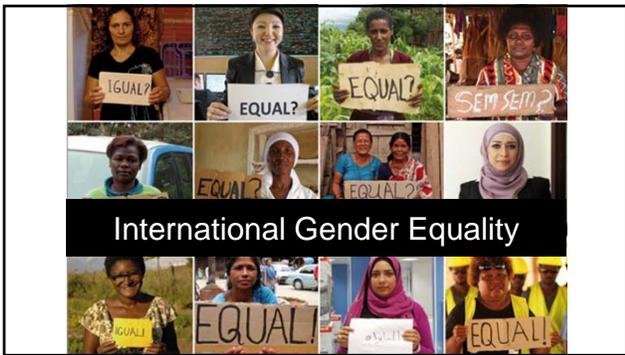
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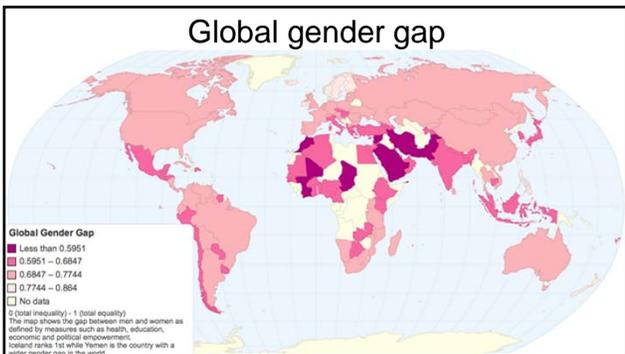
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**7.8%** The number of girls and women alive today who have undergone some form of FGM. **140 MILLION**

The proportion of countries with a female head of government

Men in the UK still earn on average... **19.1%** ...more than women

Two thirds of the 714 million illiterate people in the world are female

Globally, women make up... **22%** ...of parliamentarians (This figure rises to just 28% in Westminster)

The proportion of women on management boards in the FTSE 250

**INVEST IN EQUALITY**

WOMEN MAKE UP HALF OF THE WORLD'S POPULATION AND YET REPRESENT **64%** OF ILLITERATE ADULTS ARE WOMEN. **THAT'S 2 OUT OF 3**

**70%** OF THE WORLD'S POOR.

Women work 2/3 of the world's hours yet earn 1/10 of the world's income.

**VIOLENCE**  
ONE IN FOUR WOMEN is physically or sexually abused during pregnancy.

EVERY DAY, **39,000 GIRLS** ARE FORCED INTO EARLY MARRIAGE.

**INCLUSION & PARTICIPATION**  
Women make up only 21% of parliamentarians, heads of state, and all world governments.  
95% of countries have a male head of state.

Globally, **NEARLY 40%** of murders of women are committed by an intimate partner.

More than 100 countries have laws on the books that restrict women's participation in the economy.

**WOMEN IN POWER = GREATER OPPORTUNITIES FOR GIRLS' EDUCATION, HEALTH, AND EQUALITY**

WOMEN BELIEVE AND NOT EVERYBODY

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**Barriers Worldwide**  
What are legal differences?

This includes barriers women face that restrict their full economic potential. Some of the many examples are...

- Owning, using & inheriting property
- Obtaining an ID card or passport
- Having access to maternity & paternity leave
- Opening bank accounts & accessing credit
- Earning equal pay with men for work of comparable worth
- Accessing justice for domestic violence & sexual harassment

Countries with at least one legal difference restricting women's economic opportunities\*

**128**

**28** number of economies with 10 or more legal differences restricting women's economic opportunities.

**15** number of economies where husbands can object to their wives working and prevent them from accepting jobs.

\*Numbers based on a World Bank study of 143 economies

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**The Problem**

- Around the world **62 million** girls are not in school.<sup>1</sup>
- Globally, **1 in 3** women will experience gender-based violence in her lifetime.<sup>2</sup>
- Only **22 percent** of all national parliamentarians are female.<sup>3</sup>

**The Potential**  
Investing in women and girls can unlock human potential on a transformational scale

For every extra year a girl stays in school, her income can increase by **15 to 25%**<sup>4</sup>

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## Malala Yousafzai

Lived in Pakistan, where the Taliban banned girls from receiving an education

Anonymously blogged for BBC about life under Taliban control

Was shot by the Taliban at age 14



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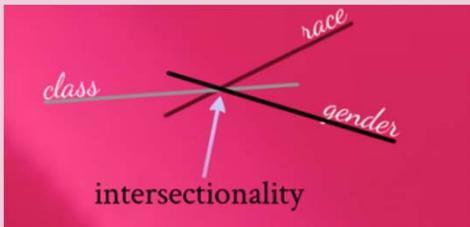
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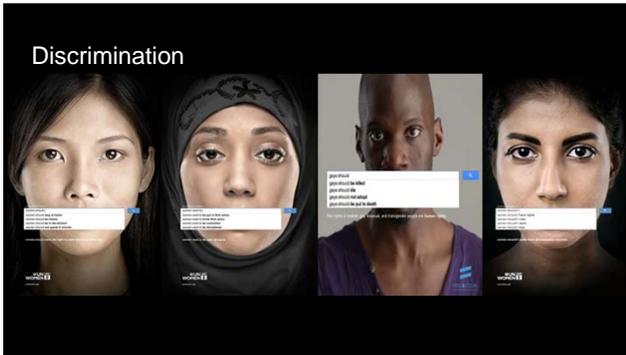
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**Discrimination against people of color**

We see people of color being discriminated against in:

- Media (ex: role of Tiger Lily being passed to Rooney Mara)
- Education system
- Workplace (ex: gaps in wages)
- Society and its impact on children



Rooney Mara as Tiger Lily in "Pan"

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**Discrimination based on race in Justice System**

While people of color make up about **30 percent** of the United States' population, they account for **60 percent** of those imprisoned.

According to the Bureau of Justice Statistics, **one in three black men** can expect to go to prison in their lifetime. (African Americans and Hispanics are 3 times more likely to be searched during a traffic stop)

Black and Hispanic students represent more than **70 percent** of those involved in school-related arrests or referrals to law enforcement.

Once convicted, **black offenders** receive longer sentences compared to white offenders. In the federal system black offenders receive sentences that are **10 percent** longer than white offenders for the same crimes.

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## Slide 16

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- 1 these pictures are soooo on point  
Esther Smith,

## Discrimination against genders



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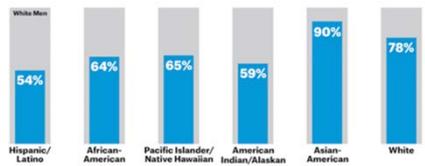
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## The Gender Pay Gap for Women of Color



Source: American Association of University Women

NEW REPUBLIC

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## Discrimination based on social class

All these prejudices against people of color and different genders take a huge toll on the distribution of social class.

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## The Pros and Cons of Social Media

Social media can be a wonderful platform to educate other on feminism, however movements such as "meninists" are established through social media and derail the conversation.

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## cultural appropriation

Empowerment:

- hijab is not a fashion statement and Muslim women are targeted for wearing it
- awareness that appropriating hair styles that black men and women are discriminated against for having is wrong (insert Zendaya's response to racist remarks regarding her locs)

Disempowerment:

- at music festivals like Coachella, we see the appropriation of hijab, niqab, bindi, etc
- Ronda Rousy, Kylie Jenner, and Lady Gaga wearing braid and dreads

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## body positivity

Empowerment

- Skin color positivity
- many South Asian, East Asian, and Western media outlets promote women with a lighter complexion and twitter has a hashtag to empower women to love their skin color
- #thighreading is a hashtag that encourages girls to post pictures of their stretch marks as if they were to be read like a palm

Disempowerment:

- the promotion of an unrealistic body image, and lack of plus size representation
- Mindy Kaling's lightening of her skin
- Zendaya's photoshopped magazine cover

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