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The role of social media in women's empowerment: comparison of Turkey and Poland

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Abstract

A gender gap exists in every country worldwide with women in some countries facing extreme inequality. This study investigates the use of social media by women in the workplace in Turkey and Poland as a means of empowerment for women. The gender gap rankings published by the World Economic Forum (2016) reveal that women in Turkey face much more severe inequality than those in Poland. Turkey falls in the bottom 10 percent of 144 countries while Poland is in the top quartile of all countries ranked based on economic, political, education, and health criteria. A comparative analysis of the results reveal similarities and differences between the countries with respondents in both countries being optimistic about the idea of empowerment through social technologies. Social media platforms used, purposes, and benefits realized are analyzed and reported confirming that social media provides a powerful platform for users both inside and outside the workplace.