

Research Article

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Digital Activism: An Analysis of #challengeaccepted Hashtag Activism Developed for Violence against Women *

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This study includes an analysis conducted in the context of “hashtag activism”, which is one of the digital activism forms. The research was performed on the #challengeaccepted hashtag activist movement that is conducted on Instagram and aims for raising awareness for violence against women. Posts shared by 51 local and foreign women for the #challengeaccepted hashtag activism were selected with the random sampling method. These sampling which is post shared by 51 local and foreign women was chosen by written #challengeaccepted hashtag activism developed for violence against women to the google research motor. The first two news links was chosen and the people who shared these hashtag was chosen and looked their personal instagram pages and added messages. Other hashtags, words, and mottos additional to the #challengeaccepted hashtag were categorized, interpreted, and inferences were made regarding the digital activism by reflecting the details of findings on the conclusion part. These posts that were grouped under specific themes were subjected to both descriptive and content analysis. These themes were created independent of each other and within the context of additional hashtags, date of the post, local-foreign women, support, courage, motivation, power, energy, leadership status. In this study, the concept of digital activism is scrutinized and tried to be analyzed through the social media campaign supported by celebrities in Turkey and around the world with the #challengeaccepted hashtag against violence against women within the concept of social responsibility.

Keywords: Digital Activism, Social Media, Violence Against Women, Content Analysis

1. Introduction

Activism, in the simplest terms, is a campaign developed for all kinds of movements started by society with the aim of change. As a philosophical definition; human is a struggling animal. Considering the expression of Camus (1997) stating that “Man struggling although it is meaningless” based on this definition, the meaning of life and the purpose of living is that victory can be reached by fighting and struggling in order to achieve the goal even though humankind is defeated over and over again. Regarded as the search of human for the better, right, and beautiful

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along with the search for a better world, activism can be described as a “philosophy of life”, an “action doctrine”, and a “social movement form” (Gurel & Nazlı, 2019, p.188). Today, activism is more qualified for new communication technologies compared to the past. The new media tools provide the individual with a more comfortable and free acting space and continuous access since they offer now and presence, immediate communication, and to reach masses as much as one wishes in an interactive way regardless of the time and space. Individuals create a joint platform of support through which they can raise their voices in unity with the growth and development of online social networks.

2. Digital Activism

The concept of digital activism has been used as the new activist movement in the place of traditional activist movements with the improvement in information and communication technologies, increasing importance of cyberspace, and the unity of time and space becoming a current issue in order to reach the masses rapidly, raise awareness, influence, and be organized.

The activist movements regarding the new and developing world are named digital activism. The defining characteristics of this era, also named “Activism 2.0”, is that activist movements are performed through the internet and social media. Digital activism can also be defined as an effort centered around changing, influencing, and inducing the ideas of persons about any issue as well as being supportive or unsupportive on the online platform in the communal, social, political, or religious sense (Coban & Inceoglu, 2015, s.13). Besides bearing examples of the traditional activist movements, digital activism has the characteristics of new era movements. Joyce (2010, p.2) emphasizes that digital activism has an importance in the instrumental sense. According to her, “digital activism refers both to the digital technology that is used in a given activism campaign and to the economic, social, and political context in which such technology use occurs. Digital technology infrastructure—the combination of networks, code, applications, and devices that make up the physical infrastructure of digital activism—is a starting point but not an ending point. Differences in economic, social, and political factors ultimately alter how activists use this technology”. Accordingly, dissimilarly from the traditional activist movements, it can be defined as the unity of individuals in line with an action, idea, opinion, or ideal in a specific platform within cyberspace in the global world.

According to Erben (2019, p.43), digital activism focuses on a socialized situation that reshapes and expedites the information transmission in a social initiative and also carries it to global communication. The concept of digital activism, which has a significant place in the world of researchers, activists, global enterprises of the internet, and entrepreneurs, is evaluated within the concept of many levels of society (economic, political, etc.).

Digital activism, as one of today's popular phenomena, enables the transfer of developments in the communication technologies and internet happening since the 1980s to the digital tools by transforming the traditional activism practices and by doing so, the simultaneous and consistent access to these by a larger target audience in various issues (Ispir, 2013, p.5).

These activist operations occurring in the new media platform are evaluated as a new and different way of acting besides being a concept of digital activism. Even though the space of the participation has changed, it is still considered as the same activist movement in terms of form and the expectation of reaching the goal. Accordingly, the communication methods in which the digital activist movements are performed without the unity of time and space present similar findings to the traditional activist movements. Particularly in the social structures that are in the transition stage into the information and communication societies such as Turkey, it can be expressed that they minimize the passiveness, operationalize, and motivate the participation (Cılızoglu & Cetinkaya, 2018, p.1945).

Since digital activism is relatively a newly encountered situation, an explicit definition is yet to be designated. Since an explicit definition is yet to be designated, it cannot be clearly understood how it will affect humanity. At this point, Svitanides divided digital activism perspectives into three main groups (2011: 4):

- a. Optimists
- b. Pessimists
- c. Persistents

These three groups respectively exhibit the natures of digital activists according to their characteristics. Optimists generally adopt an attitude towards raising awareness, invoking sensitivity, guiding to knowledge, and inducing positivity while pessimists try to provoke and incite a group against an event. The group proceeding on a specific line with no purpose of guiding

or provoking is called persistens (Svitanides, 2011, pp. 3-5). There are different groups with activist nature that belong to these characteristics occurring along with digital activism. Optimists generally exhibit characteristics centered around calling attention to an issue, raising awareness, and inducing sensitivity. Pessimists perform activist actions with the aim of provoking a group about any issue, opinion, and ideology. Persistents, on the other hand, consist of groups having a specific standing and opinion, but with no aim of guiding, inducing, or provoking.

Traditional activist movements create a space for actions directly performed on the streets while digital activism enables individuals to change things, support the change, unite with the ones who are of the same mind, and criticize the opposite ideas as handling other things in their comfort zones. It is observed that virtual activism increases as the effects of social media platforms such as Facebook, Blogs, Instagram, YouTube, and particularly Twitter are being recognized. In this virtual world, one of the best examples regarding the importance of the activist movements is the #MeToo campaign started to raise awareness against the sexual harassment events prevailing in the movie industry. This campaign has gained wide currency with the hashtag on Twitter, a social platform (Gedik, 2020, p.127). Mendes et al. (2018, p.1) emphasize that “even though the #MeToo hashtag is one of the examples of the high-profile digital feminist activism encountered before, people follow the increasing trend of desire for protesting against challenges, sexism, patriarchy, and other forms of oppression through the digital methods of feminism.” Similarly to this example, the #challengeaccepted hashtag, along with the black and white pictures of women and additional #womensupportedwomen and #womenempowerment hashtags, is one of the world-shaking activist campaigns occurring in order to raise awareness against violence against women and put an end to it.

Through this study, it can be observed that the originality of digital activism is not implicit in the definitions of digital or activism, but in the fact that the digital local generation, who are the executives, is quite different from the previous generations. In addition, the case study has a significant role in the studies conducted on the definition of digital activism. The concept is usually explained with an example (Turhan, 2017, p.27). Any issue is expressed through a designated hashtag or various names of it such as sign or tag. In this study, violence against women is defined and analyzed through the #challengeaccepted hashtag. The #challengeaccepted hashtag actually

came to the fore as challenges for reading, juggling a soccer ball, and spending time at home with hobbies shared between the individuals of society during the quarantine period due to the Covid-19 pandemic in Turkey, however, it has evolved to its most popular form after the murder of Pınar Gültekin in July 2020 when women started to share their black and white photographs in order to support one another.

3. Hashtag Activism

Hashtag activism is a type of digital activism. This type of activism is performed by adding a hashtag sign before an idea or opinion subjected to the activism and using it on microblogs or social networks. According to Yang (2016, p.13), hashtag activism, one of the most interesting developments in digital activism in recent years, means posting a word or phrase under a common hashtag on social media in order to raise a protest or awareness. The word hashtag is composed of ‘hash’ and ‘tag’ words. The “hash” word creating the root of word hashtag is defined in Oxford English Dictionary (2019) as “the symbol # on a phone, keypad, or computer keyboard used as a symbol or before a number”. In the Oxford English Dictionary (2019) the word hashtag is defined as “a word or phrase preceded by a hash sign used on social media, websites and applications, especially Twitter, to identify the messages on a specific topic.”

Hashtags are quite effective since they call attention to specific issues by categorizing the messages. As well as allowing multiple uses of the same expression through tags, hashtags also enable activists to create expressions beyond the originating dialogue (Stache, 2014, p.162).

Many activist movements and social sensitivity campaigns such as #MeToo, #TimesUp, #BringBackOurGirls, #IceBucketChallenge, #BlackLivesMatter, #heforshe, #LikeAGirl, #BanBossy, and #JeSuisCharlie are among the important hashtag examples in social media in recent years. The current “Me Too” movement that has achieved to be the precursor of social change sets an example of important hashtag activism. Hashtag activism can be defined as advocacy/awareness activism besides creating a social sensitivity. Turhan defines this type of activist movement as follows (Turhan, 2017, p.31):

“The type of activism named advocacy covers all kinds of activities performed individually or as a group in order to influence the decisions of institutions or persons inside the social system. People attempt some activist actions as advocacy in order to declare their opinions, raise

awareness, protect their rights, and avoid things they perceive as threats. Petitions, social media accounts and groups, campaigns for being the trending topic on social media (especially on Twitter), media campaigns, and similar activities are the main activity topics of advocacy activism.”

4. Violence against Women

Violence against women has been an increasing issue in recent years both in Turkey and in the world, or an issue that has started to be seen and heard with the activeness of social media. Although the human rights organizations, the ministry of family, and other political authorities are working on this issue, let alone getting a result, it is witnessed that more murders are being committed each passing day.

Violence against women is an important social problem violating the fundamental human rights of women such as the right to live, health and food, education, improvement, participation in social and economic life, and freedom. Gender-based violence, which intends to place a strain on women and plans to establish superiority over them, occurs under the influence of male-dominant social structure. Gender roles starting with “Like a woman...” or “Like a man...” currently exist and the ones who do not obey these roles are being excluded and punished by society. The inequality that is experienced by women regarding participation in education, paid employment, and decision-making mechanisms negatively affects their chances to reach economic and social resources. The social conditions, which make women vulnerable against violence, render women powerless and men powerful and power holders. In the gender order rendering men superior to women, violence allowing a man to maintain his power over a woman can be used as the continuity of unequal gender relations (Acar, 2013, p.196).

The concept of violence against women is often identified with physical violence actions performed towards women. Studies conducted on violence against women indicate that women are often subjected to violence by their close partners. Physical violence is not the only type of violence to which women are subjected; emotional, psychological, and verbal violence are types of violence encountered frequently. Extension of the perception of violence in recent years is visibly effective on the studies conducted on violence against women. In the context of violence

against women, verbal, economic, and sexual violence actions must be taken into consideration as well as the physical violence actions within this framework (Akkas & Uyanık, 2016, p.37).

Violence against women is defined in the Declaration on the Elimination of Violence against Women by the United Nations General Assembly as; “any act of gender-based violence that results in, or is likely to result in, physical, sexual or psychological harm or suffering to women, including threats of such acts, coercion or arbitrary deprivation of liberty, whether occurring in public or in private life.” (United Nations, 1993). Accordingly, violence is not only regarded as physical; restricting the ideas, beliefs, actions, and economic freedom of women and depriving them of freedom by force or by implication can be regarded as humiliation, vilification, and derogation of women.

5. Digital Movements against Violence against Women

Women struggle for existence in a structure shaped by social gender policies in all aspects of social life. This is not only a struggle that finds meaning within the framework of equality discourses for women. The struggle for being accepted as a citizen during the historical process has started to find meaning in the different demands and different identity politics of women coming from various classes, races, nations, cultures, and religions today. The main problem in the women’s struggle for claiming their rights is the fact that the impressions that are tried to be created in order to prove that there is not any problem have to be made apparent also by women (Terkan, 2010: 52). A perception stating that violence is almost a deserved punishment is created by implicating that women already own the things that they try to claim as ‘rights’, normalizing the subjected violence, refusing to see their fight against inequality as a problem in some segments of society or accusing the victim of the incident, and criticizing women within the framework of certain roles and stereotypes along with the reasons such as their whereabouts, clothes, time of going out, etc.

Schuster (2013) investigated the effects of digital activism of young women on the visibility of feminist engagement in New Zealand. It was determined that since digital activism is the main form of participation for many young women and is only visible to those who use it, this form of participation hides many young women’s activities from the wider public and women of older generations. It was also observed that young women use new media to connect with and support each other, to have political discussions, and to organize events in the ‘real world’.

Based on this data, we can express that online activism is a new media movement performed by the target masses by rapidly gathering and supporting, motivating, encouraging, and empowering one another.

Women and Democracy Association (KADEM) gives a message stating; “No room for violence if you are with us!” through a public service announcement prepared as part of 25 November-International Day for the Elimination of Violence against Women and calls attention to the fact that being responsive to violence is a humane and conscientious responsibility. Violence has never been a situation welcomed in the culture and values of our society by families, neighbors, or friends. However, weakened relations among families, friends, or neighbors cause people to spend lives separate from each other. Based on this approach, KADEM emphasized that one should not remain unresponsive against violence with the slogan stating; “No room for violence if you are with us!” in the public service announcement prepared as part of 25 November-International Day for the Elimination of Violence against Women (Kadem, 2019).

16 Days of Activism against Gender-Based Violence is known as an awareness movement performed on an international scale each year since 1991. 16 Days of Activism start on 25 November-International Day for the Elimination of Violence against Women and continue till 10 December-Human Rights Day. In this context, the UNiTE to End Violence against Women campaign led by United Nations (UN) calls for global action in order to raise awareness, empower the advocacy efforts, and share information and innovations across the world with the aim of preventing and ending violence against women and girl children. Many institutions willing to call attention to violence against women support this campaign by emphasizing orange color in their communication campaigns or illuminating their buildings with orange lights (BCSD Turkey, 2018).

Vodafone has started a new communication campaign in order to raise awareness for combating violence against women. In the campaign with the message; “Don’t mask the pain, raise your voice against violence with the hashtag #BenVarım/#IamHere”, Vodafone shows that it stands against violence and supports women with the “Red Light” application developed by Vodafone Turkey Foundation. The aim of the campaign released to the public on all channels as of early July is to invite people to raise their voices to combat violence against women with the hashtag #BenVarım.

As one of the campaign's supporters, famous actress Doga Rutkay supports the campaign with her voice (Suel, 2020).

UN's Campaign against Violence against Women: #HearMeToo. The UN Women has decided the theme of this year's "UNITE" campaign organized each year on 25 November-International Day for the Elimination of Violence against Women as "#HearMeToo" (UNWomen, 2018).

Many activist movements, digital or non-digital, have been organized in the last five years in order to raise awareness for combating violence against women. The most influencing ones can be summarized as #BenVarim and #HearMeToo as hashtag activism. However, the most influencing and spreading hashtag activism in the shortest time is the sharing of black and white photographs of women with hashtag #challengeaccepted.

6. Analyzing the Concept and Practices of Digital Activism through the Example of #challengeaccepted Hashtag Activism Developed against Violence against Women

6.1.Aim

This study aims to analyze and try to understand the concept and practices of digital activism through the #challengeaccepted hashtag activism developed against violence against women. The intermediaries of the concept and practices of digital activism such as #MeToo, #TimesUp, #BringBackOurGirls, #IceBucketChallenge, #BlackLivesMatter, #heforshe, #LikeAGirl, #BanBossy, #JeSuisCharlie, and now #challengeaccepted hashtag that has come to the fore are all social enterprises raising awareness for social events. Besides being an Instagram campaign, #ChallengeAccepted, which is also known as the Challenge Accepted campaign, is an awareness campaign for empowering women by sharing black and white selfies.

Posts shared on Instagram by using the #challengeaccepted hashtag has rapidly spread with the effect of the global Covid-19 crisis. People started to post their own photographs with "Challenge accepted" caption and hashtag and call their friends to do the same by tagging them in the comments section (Pehlivan, 2020). The black and white women photographs posted with the #challengeaccepted hashtag starting with Turkey in order to raise awareness against violence against women have created reactions all over the world in a short time. The whole world has witnessed that the majority of people, celebrity or not, is now a part of this campaign.

The research questions towards analyzing the concept and practices of digital activism and prepared in line with the literature are as follows:

- Around which other digital activist hashtags the #challengeaccepted hashtag posts developed against violence against women are shaped?
- Which theme among support, courage, motivation, power, energy, and leadership status comes to the forefront considering the #challengeaccepted hashtag posts developed against violence against women?
- Which points are highlighted for ending violence considering the captions shared along with the #challengeaccepted hashtag posts developed against violence against women?

6.2.Method

This study includes an analysis conducted in the context of “hashtag activism”, which is one of the digital activism forms. The method of the study was performed through the #challengeaccepted hashtag activist movement centered around raising awareness against violence against women conducted on Instagram. Posts shared by 51 local and foreign women for the #challengeaccepted hashtag activism were selected with the random sampling method. Other hashtags, words, and mottos additional to the #challengeaccepted hashtag were categorized as support, courage, motivation, power, energy, and leadership status, interpreted, and inferences were made regarding the digital activism by reflecting the details of findings on the conclusion part. These posts that were grouped under these themes were subjected to both descriptive and content analysis. In this study, the concept of digital activism is scrutinized and tried to be analyzed through the social media campaign supported by celebrities in Turkey and around the world with #challengeaccepted hashtag against violence against women within the concept of social responsibility. The study is concluded with the reflections of digital activism in Turkey and suggestions for further studies.

6.3.Evaluation of Findings





The research findings were compiled and interpreted in accordance with the categories listed as support, courage, motivation, power, energy, and leadership status through the other hashtags, words, and mottos posted about the issue that is shaped around #challengeaccepted black and white women photographs shared against violence against women. These data compiled with the #challengeaccepted hashtag are presented all together in Table 1, Table 2, Table 3, Table 4, Table 5, and Table 6.

Qualitative research is a research method that focuses on the qualities that are hard to be assessed such as words or observations and is based on the interpretation and analysis of the qualities (Glesne, 2015, p. 385). There are some main characteristics of qualitative research. Qualitative research has distinctive features such as ‘focusing on meaning and understanding’, ‘natural environment’, ‘researcher-based context’, ‘multiple methods’, ‘inductive reasoning’, ‘design appearing in time’, and ‘holistic explanation’ (Yıldırım & Simsek, 2013, p.54-71; Creswell, 2018, p. 45-47; Meriam, 2018, p. 14-19). Concordantly, in this study, which has a descriptive nature, the posts shared by local and foreign celebrities on Instagram with the #challengeaccepted hashtag were approached through an inductive method and the categories created with reference to the campaign titles were used during the evaluation of findings. The messages were put into categories by considering the words and emojis used by female celebrities in their posts. On the other hand these posts took minimum 1668 like.


Table 1. Posts Shared with the Aim of Support as part of the #Challengeaccepted Campaign Developed against Violence against Women

	<u>Hashtags Used Other Than #Challengeaccepted</u>	<u>Message of Support</u>	<u>Number of Likes</u>
khloekardashian (verified)	#womensupportingwomen	To all my Queens- Let’s spread love and remember to be a little kinder to one another	74.581
cindycrawford (verified)		Love this simple way to lift each other up.	234.020
claregrant (verified)	#WomenSupportingWomen	Cherishing, supporting, and believing in women is one of my greatest joys. Women loving me, supporting me, and understanding me is one of my greatest strengths. ❤️ Big love to the women who nominated me, all of whom I am enormously in awe of and inspired by.	1668
jessicalba (verified)	#womensupportingwomen	spreading love #womensupportingwomen these last few weeks have been incredibly fulfilling and heart wrenching and all the things as I’ve shut down my norm work life and hunkered down w fam... at the end of the day, no matter which hat you are wearing at any moment, #mom #boss #daughter #wife #homegirl #sister #granddaughter	274.357



		#coworker -it feels good to know that you aren't alone on this journey. Very appreciative of my peoples	
jennifer.garner (verified)	#womensupportingwomen	I'm sending love back to you and heaps to all women looking after their sisters. That's how it's done, ladies 	225.682
reesewitherspoon (verified)	#womensupportingwomen	Thank you to all the magical women in my life for the endless love and support. ✨ May we all continue to shine a light on one another. This is what sisterhood is all about.	407.244
ivankatrump (verified)	#womensupportingwomen	Gratitude for the sisterhood – the women who have held me up and pushed me forward!  Each day brings countless opportunities, large and small, to spread light and uplift those around us. Let's be kind to each other. Let's choose to love, support and strengthen one another. We are ALL mothers — we each bring something unique and beautiful into this world. Let's  each other. I challenge all of my followers to lead with love. You create the future as you live.	394.210
selinsekerici (verified)	#womensupportingwomen #womanpower		52.841
hazalkaya (verified)	#womenempoweringwomen #kadınlarkadınlarıdestekliyo r		625.778
sedasayan (verified)	#challenge	I have been careful to choose who I think will meet this challenge, but first of all there are a few criticisms among women because I know who shares this kind of thinking; we should pay attention to each other instead. We are beautiful as we are. Just send a black and white photo and write "challenge accepted" and tag my name Specifically identify 50 women who will do the same. I chose you because you are beautiful, strong and incredible. Come on to each other 	49.743
ambermidthunder (verified)		Your turn beauties	3.943



michellevisage verified	women supporting women		56.950
themarkmatlin verified			4.892
didemsoydan verified	#istanbulsözleşmesiyaşatır #womensupportingwomen		32.906
cobiesmulders verified	#womensupportingwomen	<p>Women supporting women. Always. I am nothing without the love and support of the women in my life. Thank you to the women who challenged me to post this picture(it took a minute Mama hates a selfie) and the ones in my life who challenge me to be my best.</p> <p>Let's continue to uplift each other and inspire the next generation of little women to reach even further.</p> <p>Please go to @auturkishculturalclub to learn more about what is happening in Turkey that started this movement and how you can help. See stories as well. Seek out the women who need a help in your community and around the world. I'd like to send this challenge to the kick ass women in our Stumptown writers room</p>	357.107
xtina verified	#istanbulsözleşmesiyaşatır #womensupportingwomen	<p>Upon learning the origin of this trend, let's stand together and put an end to violence against women everywhere</p> 	777.730
oliviawilde verified	#womensupportingwomen #istanbulconventionsaveslives	<p>We are linked. Oppression of women anywhere is oppression of women everywhere. I have learned how this challenge originated and want to express my complete support for the women in Turkey who are fighting for their lives. We see you.</p>	142.410
florencepugh verified	#istanbulconventionsaveslives #womenempowerment #womensupportingwomen	<p>- I've been told that the true meaning of this hashtag and this b&w photo- 'It is to shed light onto the Istanbul Convention, women are being subjected to violence and this convention is to end forgiveness for the attacker/murderers.'</p> <p>With that in mind, adjust your hashtags if you didn't already do so. Let's ride gals.</p> <p>Post your b&w in support of this movement, these women need the world to hear.</p>	355.835



serenay sarıkaya	#challengeaccepted #womensupportingwomen #istanbulsözleşmesiyaşatır		633.920
demet özdemir	#istanbulsözleşmesiyaşatır		799.686
özge özpirinçci	#istanbulsozlesmesiyaşatır #womenempoweringwomen #kadinlarkadınlaridestekliyo r		138.121
sibel can	#womensupportingwomen		54.621
türkan şoray	#kadındayanişması #istanbulsözleşmesiyaşatır		52.809
gulsebir verified	#womenempoweringwomen #kadinlarkadınlaridestekliyo r #istanbulsözleşmesiyaşatır		188.138
gulsen verified	#istanbulsözleşmesiyaşatır		33.153
carolinekoc verified	#womensupportingwomen		13.151
arzusabanci verified	#togetherwearestrong #womensupportingwomen #istanbulsözleşmesiyaşatır	Women's solidarity, not only today, we should support their fellows throughout life ... spiritual support 🌈 much more important and valuable ..	27.964
dmermerci verified	#womenempowerment		6.362
sirenertan verified	#WomenSupportingWomen #KadınlarKadınlarıDestekliyo or #istanbulsözleşmesiyaşatır	#Repost @hellodergisi • • • "If a society is content with only one of the sexes achieving what our century requires, that society will be half weakened. The reason for the failures of our society is negligence and flaw towards our women. " Mustafa Kemal Atatürk 👩👧👦👨👩👧👦 In order to end violence against women and protect women's rights We call @eleledegisi 'to join forces against violence against women as #ChallengeAccepted. All our readers	4622
aslisen_1907 verified	#womeninspiringwomen #kadındayanişması #igwomen		6.605
silagencoglu verified		Woman understands woman's condition. #challengeaccepted Is not it?	75.324

cigdembatur verified	#womensupportingwomen	Challenge accepted    @tove_maja	18.873
aycininci verified	#kadınaşiddetehayır #istanbul sözleşmesi yaşıdır #kadınkadınkorur #kadıngücü #kadınhakları #womensupportingwomen #womanpower #womenrights		2.480
benguofficial verified	#womansupportingwomen	Because we are beautiful as we are ... It's your turn 	31.313
cansukurcuofficial verified	#togetherstronger #womensupportingwomen #challengeaccepted	I accepted your challenge .. we have to take care of each other. We are beautiful as we are. I also @doarutkaykamal I chose you because you are beautiful, strong and incredible. Come on	1.964
berrocks verified	#istanbul sözleşmesi yaşıdır #womenempoweringwomen #kadınlarkadınlarıdestekliyor #womensupportingwomen		35.300

When the posts shared in order to support the #challengeaccepted campaign developed against violence against women and given in Table 1 are analyzed, it is observed that 15 foreign and 21 local women shared a post for support. 12 of 15 foreign celebrities shared the #challengeaccepted hashtag and a black and white photograph along with a support message. 7 of 21 local celebrities included support messages in their posts. Considering the additional hashtags apart from the #challengeaccepted hashtag, it is observed that 26 #womensupportingwomen hashtags were used and this is the most-used hashtag after #challengeaccepted. The second most-used hashtag is #istanbulsozlesmesiyasidir with 14 posts. Hashtags following these are #womenpower, #kadındayanışması, #togetherwearestrong, #womeninspiringwomen, #igwomen, #kadınasiddetehayır, #kadınkadınkorur, #kadıngücü, and #kadınhakları. The additional support messages posted by 12 of 15 foreign celebrities are; “To all my Queens- Let’s spread love and remember to be a little kinder to one another”, “Love this simple way to lift each other up”, “Cherishing, supporting, and believing in women is one of my greatest joys. Women loving me,

supporting me, and understanding me is one of my greatest strengths. Big love to the women who nominated me, all of whom I am enormously in awe of and inspired by”, “spreading love #womensupportingwomen these last few weeks have been incredibly fulfilling and heart wrenching and all the things as I’ve shut down my norm work life and hunkered down w fam... at the end of the day, no matter which hat you are wearing at any moment, #mom #boss #daughter #wife #homegirl #sister #granddaughter #coworker -it feels good to know that you aren’t alone on this journey. Very appreciative of my peoples”, “I’m sending love back to you and heaps to all women looking after their sisters. That’s how it’s done, ladies ❤️❤️❤️”, “Thank you to all the magical women in my life for the endless love and support. ✨ May we all continue to shine a light on one another. This is what sisterhood is all about”, “Gratitude for the sisterhood – the women who have held me up and pushed me forward! ❤️ Each day brings countless opportunities, large and small, to spread light and uplift those around us. Let’s be kind to each other. Let’s choose to love, support and strengthen one another. We are ALL mothers — we each bring something unique and beautiful into this world. Let’s ❤️ each other. I challenge all of my followers to lead with love. You create the future as you live”, “Women supporting women. Always. I am nothing without the love and support of the women in my life. Thank you to the women who challenged me to post this picture(it took a minute Mama hates a selfie) and the ones in my life who challenge me to be my best. Let’s continue to uplift each other and inspire the next generation of little women to reach even further”, “Upon learning the origin of this trend, let’s stand together and put an end to violence against women everywhere ❤️”, “We are linked. Oppression of women anywhere is oppression of women everywhere. I have learned how this challenge originated and want to express my complete support for the women in Turkey who are fighting for their lives. We see you”, “- I’ve been told that the true meaning of this hashtag and this b&w photo- ‘It is to shed light onto the Istanbul Convention, women are being subjected to violence and this convention is to end forgiveness for the attacker/murderers.’ With that in mind, adjust your hashtags if you didn’t already do so. Let’s ride gals. Post your b&w in support of this movement, these women need the world to hear.” The most frequently used words in these messages are love, light, liveliness, togetherness, and support. In addition, the roles of women and the necessity of supporting these roles without any discrimination are highlighted in these messages. It is emphasized that this

campaign is supported as soon as its meaning is understood in order to end the remission of murderers and abusers. One of the foreign celebrities stated that her mother hates selfies but showed effort for a minute in order to take and share this photograph and support the campaign. In addition to all these, 7 local celebrities showed their support with additional words. These are; “I tried to select the person whom I challenge carefully, however, before anything else, I know who agrees with this kind of opinion and I know that there are some criticisms among women; instead of this, we should be supporting each other. We are beautiful as we are. Just post a black and white photo, write “challenge accepted”, and tag my name. Designate 50 women that will do the same particularly. I chose you because you are beautiful, strong, and incredible. Let ❤️ each other”, “Women’s solidarity 🤝 we must support each other not just today but for life. Emotional support 🙌 is more important and valuable...”, “If a nation contents itself with the achievement of only one of the sexes to the requirements of our century, that nation weakens by half. The reason for the failures experienced by our nation is neglect and failure against our women.” Mustafa Kemal Ataturk. “Women sympathize with women.”, “Because we are beautiful as we are”, “I accept your challenge. We should support each other. We are beautiful as we are”, “I challenge you @doarutkaykamal because you are beautiful, strong, and incredible. Come on.” It is observed that local celebrities show their support through famous quotes and reposting some formulaic expressions. There are ones who support that women’s solidarity must continue all the time without limiting it to only one day. There are some celebrities who criticize this campaign by thinking that people are promoting themselves and it is not serving the purpose. Therefore, there are some celebrities who avoid mentioning their name and state that they particularly chose the people who will support this campaign. The most frequently used words in the messages of local celebrities include support, united beauty, and solidarity.

Table 2. Posts Shared with the Aim of Courage as part of the #Challengeaccepted Campaign Developed against Violence against Women

	<u>Hashtags Used Other Than #Challengeaccepted</u>	<u>Message of Support</u>	<u>Number of Likes</u>
feliaday verified		Be confident no matter how much makeup you have on. You rock exactly the way you fucking look!	39.599
candiscayne verified	#sisters #womensupportingwomen		2887
ava verified	#womensupportingwomen	Pretty sure this is just a cool excuse to post pix, but I'm gonna always roll with whatever @janineshermanbarrois and @thevioletnelson ask me to do no matter what - so here goes!	50.168
acelyaakkoyun verified	#kadındayanışması #şiddetehayır #güçlüyüz #sisterhood	For all of us. Come on, share your black and white photo.	10.412

When the posts shared with the aim of courage as part of the #challengeaccepted campaign developed against violence against women and given in Table 2 are considered, it is observed that 4 different celebrities shared a post about courage. One of these celebrities is local and 3 of them are foreign. The most-used hashtag after #challengeaccepted is #womensupportingwomen. This is followed by #sisters, #kadındayanışması, #şiddetehayır, #gucluyuz, and #sisterhood hashtags. 2 foreign celebrities shared additional messages apart from the support messages. “Be confident no matter how much makeup you have on. You rock exactly the way you fucking look!”, “Pretty sure this is just a cool excuse to post pix, but I’m gonna always roll with whatever @janineshermanbarrois and @thevioletnelson ask me to do no matter what - so here goes!”, “For all of us. Come on, share a black and white photo of yours.” The first message supports women by stating that they always look good whether they have makeup on or not. She encourages her female friends to be always as they are and trust themselves by saying that no matter how they look, they always light up the place they are at. In the second post, even though she criticizes the campaign by stating that it is an excuse to share a photograph, she also supports the campaign in a proper way by saying that she will always do whatever her female friends ask her to do. 1 local celebrity encourages everyone to share their black and white photographs.

Table 3. Posts Shared with the Aim of Motivation as part of the #Challengeaccepted Campaign Developed against Violence against Women

	<u>Hashtags Used Other Than #Challengeaccepted</u>	<u>Message of Support</u>	<u>Number of Likes</u>
halleberry verified	#WomensupportingWomen	“Each time a woman stands up for herself, without knowing it possibly, without claiming it, she stands up for all women.”	99.661
tarajiphenson verified		I accept the challenge @moniqueidlett We are all we got. I appreciate my sisters. It is NOT a challenge to love my sisters but a gift and a bond that we have and should cherish as long as we walk this earth. WE WALK THIS EARTH TOGETHER NO MATTER WHAT!!! So honored!!! Thank you to all my sisters! 🍌	136.147

There are two posts shared with the aim of motivation as part of the #challengeaccepted campaign developed against violence against women and they are given in Table 3. Each was posted by foreign celebrities. There is only one additional hashtag and it is #womensupportingwomen. Additional motivation messages are; “Each time a woman stands up for herself, without knowing it possibly, without claiming it, she stands up for all women”, “I accept the challenge @moniqueidlett We are all we got. I appreciate my sisters. It is NOT a challenge to love my sisters but a gift and a bond that we have and should cherish as long as we walk this earth. WE WALK THIS EARTH TOGETHER NO MATTER WHAT!!! So honored!!! Thank you to all my sisters! 🍌” As it is understood from the first message, the expressions of “without knowing” and “without claiming” are quite important. If something is mentioned knowingly and willfully, it is because it is absent and this absence is felt. Otherwise, it would develop by itself without being known or claimed. It means that there is a reason why these campaigns are performed knowingly and willfully. These imposed sanctions can be distorted by some people since their absence is felt,

however, there is a particular meaning in announcing these. The more they are absent and lack, the more announcing must be performed. There is a similar meaning in the second message. Loving, caring, understanding, standing by, and supporting should never be a challenge. They are about creating a gift, friendship, back up, and bond in this road we walk together. Therefore, supporting each other should not be forcefully and designedly, but it should arise from togetherness. Only if this natural and common togetherness and spontaneity are provided, the necessary actions will occur by themselves. The main necessity here is women supporting each other. As long as this is the case, the necessary laws can be enacted. Even if they do not, they can be surpassed with the power of togetherness.

Table 4. Posts Shared with the Aim of Power as part of the #Challengeaccepted Campaign Developed against Violence against Women

	<u>Hashtags Used Other Than #Challengeaccepted</u>	<u>Message of Support</u>	<u>Number of Likes</u>
ddlovato verified		To all the strong women who've nominated me...	1.273.647
gupseo verified	#womensupportingwomen	My mother and I also call it #istanbulcontractyaşadır. #Istanbulsözleş to protect women from violence of all kinds, to eliminate violence and murders of women in order to end the ratified by Turkey in 2012, is the first international agreement that is binding on violence against women. #Istanbulconvention for an equal, fair and non-violent life for all	178.138
demetsener77 verified	#kadınasiddetehayır #kadındayanışması #kadıngüçlüdür #istanbulsözleşmesiyadır	strong women @linearli and @bgmsn invite women to awareness of violence	25.781
ebrusalli verified	#kadınasiddetehayır #kadındayanışması #womenempowerment #kadınasiddetehayır ❤️❤️❤️ #challenge	My dear, I accept your Challenge👍Successful and creative woman @gupseo I invite you to be aware of violence against women	143.428
onanarzum verified	#womensupportingwomen #womenpoweringwomen #istanbulsözleşmesiyadır #kadındayanışması	The power within us ...	129.426
kerrywashington verified		Thank you for nominating me @vanessabryant ❤️ I am awed by the power of women loving each other	83.185

		and lifting each other up!!!! And I adore you Xo	
ezgi mola	#istanbulsozlesmesiyasatir	This convention has 4 basic principles: the prevention of all kinds of violence against women and domestic violence, protection of victims of violence, prosecution of crimes, punishment of criminals and implementation of policies that include holistic co-ordinated and effective cooperation in the field of combating violence against women. SO FRIENDS THIS AGREEMENT IS THE LIFE ASSURANCE OF WOMEN, IT SHOULD NOT BE TAKEN FROM US	275.472
ayşe özyılmazel	#womensupportingwomen #istanbulsozlesmesiyasatir #togetherwearestronger	We are strong together , Let the word 'woman is the wolf of a woman' corrupt, it should not be used again. @meldakamhikosif and @guloguz_ accept the challenges, strong, self-loving, hardworking, aware of their values, beautiful women who look, write and produce beautifully, I invite @handealtayli and @ eceyorenc01 to this challenge I love you girls👍😊	4671

The posts shared as part of the #challengeaccepted campaign developed against violence against women stand out in this category after the support messages. It is observed that the most-used hashtag after #challengeaccepted is #womensupportingwomen in this category, too. This is followed by #istanbulsozlesmesiyasatir, #togetherwearestronger, #kadindayanismasi, and #kadingucludur hashtags. The additional support messages are; “To all the strong women who’ve nominated me...”, “My mom and I, too, say #istanbulsozlesmesiyasatir. #istanbulsozlesmesi is the first international convention that has a binding nature regarding violence against women and it was legalized by Turkey in 2012 in order to protect women from all kinds of violence, to end violence, and to end femicides. #istanbulsozlesmesi for a fair, equal, and nonviolent life for everyone”, “I accept your challenge @ceydaseckin 🙏 I call strong women @ebrusalli and @bgmsn on awareness against violence against women”, “To the power inside us...”, “Thank you for nominating me @vanessabryant ❤️ I am awed by the power of women loving each other and lifting each other up!!!! And I adore you Xo”, “There are 4 main principles of this convention: Preventing all kinds of violence against women and domestic violence, protecting the victims of

violence, prosecuting the crimes, punishing the offenders, and implementing the policies including holistic, coordinated, and effective cooperation in combating violence against women. That means, my friends, this convention is the life assurance of women and must not be taken away from us”, “We are strong together 🤝 Let the words like “Woman is the worm of another woman” wither away. Let’s not use these anymore. I accept the challenges of @meldakamhikosif and @guloguz_, and challenge @handealtayli and @eceyorenc01, strong, self-loving, hardworking women who are conscious about their values, think good about life, write, and produce ❤️ I love you girls 🤝 😊.” There are supporting messages including features attributed to women such as “to strong women, to the power inside us, self-loving, hardworking, conscious about their values, thinking good about life, writing, producing, amazing women.” It is also emphasized that cliché statements like “Woman is the worm of another woman” should not be used anymore. It is observed that they support and empower one another on the fact that the biggest harm is the harm done to a woman by another woman and women should support and should not hinder one another because only this way the barrier of inequality can be overcome.

Table 5. Posts Shared with the Aim of Energy as part of the #Challengeaccepted Campaign Developed against Violence against Women

	<u>Hashtags Used Other Than #Challengeaccepted</u>	<u>Message of Support</u>	<u>Number of Likes</u>

It was found out that there is not any post shared with the aim of energy as part of the #challengeaccepted campaign developed against violence against women. It is observed that the shared messages are mostly about support, power, courage, and motivation due to the significance and sensitivity of the issue.

Table 6. Posts Shared with the Aim of Leadership Status as part of the #Challengeaccepted Campaign Developed against Violence against Women

	<u>Hashtags Used Other Than #Challengeaccepted</u>	<u>Message of Support</u>	<u>Number of Likes</u>
raykakumru	#whatshappeningtowomeninturkey #istanbulsozlesmesiyasatr	Has anyone passed a day challenged by becoming a woman? You woke up You are alive! You went out on the street? You are in the fight! You made love You beat the Patriarchy by a few points! Not just what we can do, our existence is our struggle. There is no need beyond. Wherever you are, what you do, what you cannot do, what you want and desire ... While ready-made womanhood is at stake: trans women are women, flowers are fathers, sexual pleasure is right, woman is the homeland of women!	21.063

There is only one post shared with the aim of leadership status as part of the #challengeaccepted campaign developed against violence against women and it is presented in Table 6. Additional hashtags are #whatshappeningtowomeninturkey and ##istanbulsozlesmesiyasatr. The additional support message is; “Is there any woman who spends a day without any challenge? You just woke up? You are alive! You are struggling! You had sex? You have just defeated the patriarchy by a few points! Not only what we can do, but our very own existence is our struggle. No need to go further. No matter where you are, what you do, what you cannot do, what you want or desire... Now that womanhood is of concern: trans women are women, the flower is your old man, sexual pleasure is a right, a woman is the homeland of another woman!” This message was placed under the leadership status category since it touches on a different issue other than raising awareness and support messages. It emphasizes that the very existence and survival of women are challenges by

themselves. It also states that a woman is not the worm of another woman, but her homeland, just like the messages in other categories.

7. Conclusion

Developments emerging in communication technologies and the spread of the internet in a way that covers all living spaces have also transformed the activist movements. The activism perception of the new era is named “digital activism.” The unity of time and space has disappeared with the emergence of the information and communication era and online activism forms have started to influence people more and in a quicker way. Digital activism is the embodiment of people’s dreams of a better, more beautiful, and more equal world in this modern world and it is realized through digital networks. Therefore, each activist aiming to raise awareness of an idea, opinion, and ideal prefers the digital world.

The findings obtained through the research present parallelism with the literature review. For example; the support, motivation, and unity messages of women are of great importance because it is highlighted that we can only be of one heart against violence through unity. There is a need for supportive laws to eliminate all kinds of violence and it is supported that these laws are essential. It is verbally argued that these laws can only be enacted if women support each other and become their homelands, not worms and even laws can be surpassed and power can be seized in this way.

The most prominent data during the general evaluation of the research findings is the given message stating that women are valuable and important independently of the roles formed on themselves and they are beautiful no matter what happens. It is emphasized that women deserve to be valuable and equal by their existence without attributed roles, cliches, taboos, stereotypes, and aesthetic concerns. It is highlighted that women criticize and tyrannize one another through words such as “woman is the worm of another woman” or “femme fatale.” For example; the fact that the ones who criticize this campaign are also women saying that supporters of the campaign are trying to promote themselves with their nice photographs or an actress who married a celebrity is accused of being ugly by women again has the nature of proving the “woman is the worm of another woman” cliché. It is important to support this issue through messages stating that these

stereotypes should be eliminated and women should embrace, support, motivate, empower, and unite one another.

Another important data obtained from the research findings is the fact that foreign celebrities try to learn about this hashtag activism, share posts stating that they admire Turkish women and support the campaign until the end, and give messages of sisterhood, equality, and unity also brings along the message of intercultural unity and equality. A foreign celebrity taking a selfie with her mother in order to support this campaign and posting it even though her mother hates it has an important nature of support.

Another important data obtained from the research findings is that women's every day is a challenge. It is underlined how much distance individuals of a sex who struggle even for their existence and their primary right, which is the right to live, have to cover for their ideals and freedoms.

When the campaign titles are evaluated in terms of discourse, it is observed that the most frequently used concepts are support, unity, wholeness, ability to become a power together, love, admiration, gratitude, empathy (that women can understand women), light, beauty, and power. Even when mentioning violence, they manifest their struggle by using democratic, tame, non-provocative, and right-claiming words such as right, law, justice, equality, unity, togetherness, wholeness, struggle, awareness, and preventive measures against violence.

Another data obtained from the research findings is that campaigns are designed in accordance with the personal areas of interest of campaign starters. In other words, the campaigns in question are limited to the personal action and range of the campaign starters. This situation indicates that individuals support the campaign relevantly, however, they also direct it to their ways of thinking apart from its purpose. For example; the message of Halle Berry stating, "Each time a woman stands up for herself, without knowing it possibly, without claiming it, she stands up for all women" and the message of Taraji P. Henson stating, "I accept the challenge @moniqueidlett We are all we got. I appreciate my sisters. It is NOT a challenge to love my sisters but a gift and a bond that we have and should cherish as long as we walk this earth. WE WALK THIS EARTH TOGETHER NO MATTER WHAT!!! So honored!!! Thank you to all my sisters! 🍷" emphasize

that this campaign will achieve its goal only when it is performed by being conscious of the fact that it is not an obligation but a normal and common action. They underline that awareness will be raised and somethings will start to change when they start to be their own solution without letting themselves be tyrannized over and support women because it is the right thing to do, not because it is a challenge.

In line with all these findings and conclusions, the following suggestions are offered for further studies and research:

- Activist movements for women, like Doga Rutkay's work for Vodafone, should be used in the campaigns that have more influence.
- More basic and creative digital activist campaigns that raise awareness similar to this should be carried out and more messages should be given one after the other without allowing them to be forgotten.
- Campaigns should be repeated in certain periods, not only in certain days and weeks and their memorability should be increased.

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