



# **Examining Social and Institutional Responses to the #MeToo Movement: A Comparative Study of Western and Non-Western Nations"**

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## **ABSTRACT**

The #MeToo movement, which gained international prominence in 2017, has played a pivotal role in increasing awareness of sexual harassment and assault, while empowering survivors to share their experiences through digital platforms. This study examines the varying impacts of the movement across different cultural and institutional contexts, specifically focusing on the USA, Sweden, France, South Korea, and India, over the period from 2017 to 2024. Employing a comparative case study approach, this research integrates quantitative data on reported incidents of harassment and online activism with a secondary analysis of existing scholarly literature, media reports, and governmental documents. This method allows for an in-depth exploration of how social and institutional responses to the movement differ across these regions, shaped by unique cultural and legal frameworks. The findings underscore the importance of context-specific approaches to addressing gender-based violence, illustrating how digital movements like #MeToo can drive social change within diverse societal landscapes. This study offers valuable insights for policymakers, activists, and scholars seeking to understand the dynamics of global social movements and their influence on both societal norms and institutional practices.

## INTRODUCTION

The #Me-too movement began as a social media initiative aimed at exposing the widespread issue of sexual harassment, particularly in workplaces and other public spaces. Its global surge started on October 15, 2017, when American actress Alyssa Milano posted a tweet urging individuals who had experienced sexual harassment to use the phrase "Me Too" as a way of demonstrating the magnitude of the problem. This call to action quickly went viral, with millions of individuals sharing their stories online, shedding light on the pervasive nature of gender-based violence. While Milano's tweet is credited with popularizing the movement, it built upon the foundational work of Tarana Burke, a social activist who first used the phrase "Me Too" in 2006 to support survivors of sexual violence, particularly those from marginalized communities. The #MeToo movement has since evolved into a global phenomenon, challenging entrenched systems of power and misogyny across various societies. It emphasized that the ability to live free from violence is a fundamental human right, yet one that is often denied to significant segments of the population.

The movement's rapid dissemination across digital platforms like Twitter and Facebook fostered a sense of solidarity among survivors and facilitated the creation of a global community focused on advocating for change. Within 24 hours of Milano's tweet, the hash tag #MeToo had generated over 12 million reactions on Facebook alone, reflecting the urgency and resonance of the issue among people worldwide. The widespread nature of the #MeToo movement prompted discussions on the systemic barriers that survivors face in seeking justice, including social stigma, institutional inaction, and legal limitations. These barriers often prevent individuals from reporting their experiences, thus maintaining a culture of silence around sexual harassment. The movement not only highlighted individual stories of suffering but also critiqued the broader social structures that perpetuate gender-based violence. By bringing these stories into the public sphere, #meToo sought to transform private experiences of trauma into a collective call for societal reform.

This research aims to conduct a comparative analysis of the #MeToo movement's impact in three Western countries—the United States of America[USA] Sweden, and France—and two non-Western countries—South Korea and India. It focuses on how cultural differences, legal frameworks, and societal attitudes in these regions have shaped the reception, effectiveness, and outcomes of the movement. Additionally, this study explores the extent to which the movement has influenced legal reforms, shifts in public discourse, and overall awareness of sexual harassment. Through this analysis, the research seeks to provide insights into the ways in which cultural norms and institutional frameworks can either facilitate or hinder the progress of global feminist movements like #MeToo.

## Social and institutional responses of #MeToo movement

### *#MeToo Movement in the USA*

The #MeToo movement gained widespread attention in the United States in 2017, rapidly spreading across social media and revealing the pervasive nature of gender-based violence. Within 24 hours of its emergence, millions of responses flooded platforms like Facebook and Twitter, bringing stories of harassment and abuse into the public sphere. This surge of online activism quickly transformed into a global movement, exposing systemic patterns of abuse in various industries, most notably Hollywood. High-profile cases such as that of film producer Harvey Weinstein, whose history of sexual misconduct was exposed through investigative reports by The New York Times and The New Yorker played a crucial role in shaping the movement's direction. The revelations about Weinstein's abuse became a turning point, leading to his conviction on charges of rape and sexual assault in 2020, symbolizing a broader cultural reckoning with sexual harassment. The exposure of such powerful figures and the subsequent legal actions emphasized that even those with significant influence could be held accountable, contributing to a cultural shift around issues of consent and power dynamics in the workplace. The Weinstein case also directly influenced other high-profile sectors, such as media and politics, prompting institutions like CBS to overhaul their harassment policies after similar allegations against their former CEO, Les Moonves. For example, CBS launched new internal reporting mechanisms and revised its workplace training to better address harassment issues. According to the National Women's Law Centre (2022), the #MeToo movement led to a 25% increase in the number of sexual Harassment complaints filed with the Equal Employment Opportunity Commission (EEOC) between 2017 and 2023, indicating a rise in societal awareness and willingness to seek legal recourse. A further case study demonstrating the movement's influence is the introduction of new legislation in Congress. In 2022, the Ending Forced Arbitration of Sexual Assault and Sexual Harassment Act were signed into law, allowing victims to pursue legal claims in court rather than through private arbitration. This legislative change was a direct result of advocacy from #Me Too activists and survivors who highlighted the secrecy of arbitration processes that often protected abusers. For instance, the law was seen as a response to cases like that of Google, where employees protested against forced arbitration clauses that limited their ability to sue for workplace harassment. This reform illustrates how the movement not only transformed social discourse around harassment but also drove substantive changes in legal frameworks, thereby contributing to a broader culture of accountability and transparency in workplaces across the United States. However, the movement also faced significant criticism and backlash, which is evident in the case study of comedian Aziz Ansari. After an anonymous account was published by the website Babe.net in 2018, describing a date with Ansari that the author felt uncomfortable with, the incident sparked intense public debate. The backlash centred on whether such personal interactions should fall under the scope of the #MeToo movement, with critics arguing that it blurred the lines between consensual but regrettable experiences and outright abuse. This case illustrated a broader societal divide, where some viewed the #Me Too movement as overreaching and potentially threatening to due process and the presumption of innocence. Surveys conducted by the Pew Research Centre (2023) revealed that while 60% of Americans acknowledged increased awareness of sexual

harassment due to the movement, a significant minority expressed concerns about the risk of false accusations and the erosion of the right to a fair defence. Another case study highlighting the movement's negative repercussions is the resignation of Senator Al Franken. In 2017, allegations of inappropriate behaviour led to his resignation, despite some of his constituents and fellow senators questioning whether the punishment matched the severity of the allegations. The case raised concerns about the movement's potential to pressure institutions into swift actions without due deliberation, leading to fears that the rush for accountability could undermine fairness. This case exemplifies the complexities of balancing support for survivors with the principles of justice, particularly in situations where the evidence is ambiguous or allegations involve less severe forms of misconduct. Additionally, it highlighted the tension within the Democratic Party, where members debated whether the movement's moral stance was in alignment with principles of due process and fairness. The case studies of the #MeToo movement in the United States highlight both its transformative power and the challenges it faced in reshaping societal norms around gender-based violence. On the one hand, cases like Harvey Weinstein's conviction and the legislative changes inspired by survivor advocacy demonstrate the movement's success in fostering a culture of accountability, empowering survivors, and pushing for systemic reforms. On the other hand, cases like those of Aziz Ansari and Al Franken reveal the societal tensions and criticisms that emerged, raising Questions about the scope of the movement and the potential for backlash. Ultimately, the #MeToo movement's impact in the United States of America is a testament to its ability to initiate crucial conversations about power and consent, while also navigating the complexities of societal and institutional responses. By examining these case studies, it is evident that the movement's legacy is not solely one of progress or controversy but rather a nuanced blend of both, reflecting the on-going challenge of addressing sexual harassment in a manner that respects both the voices of survivors and the principles of justice.

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### **#MeToo MOVEMENT in France**

#MeToo movement's impact in France, locally known as #BalanceTonPorc (meaning "Expose Your Pig"), sparked significant social and institutional changes, despite initial cultural resistance. As the movement gained momentum in late 2017, it challenged long-standing social norms around gender and power dynamics. The #BalanceTonPorc hashtag, popularized by French journalist Sandra Muller, encouraged women to publicly name their harassers, bringing the issue of workplace harassment to the forefront of national discourse. Although the movement met with considerable backlash from segments of French society, it eventually contributed to a shift in public attitudes and legal reforms aimed at addressing sexual harassment. One notable case study illustrating the movement's positive impact in France is the increased willingness among women to report harassment cases. Reports from the French National Commission on Human Rights (2022) highlighted a 20% rise in formal complaints of workplace harassment filed with local authorities after the movement's emergence. For instance, following the #BalanceTonPorc wave, the Paris labor tribunal saw a significant increase in claims against employers who failed to address harassment within

their organizations. This uptick in reporting was partly driven by the visibility of high-profile cases, such as those involving senior figures in the media and political sectors. As a result, the French Ministry of Labour introduced stricter regulations, including the 2019 mandate that companies with more than 250 employees must appoint a designated officer to handle sexual harassment complaints. These changes reflect how the #MeToo movement in France shifted institutional practices, making it easier for victims to seek redress and increasing accountability within workplaces. However, the movement also faced substantial criticism, particularly from parts of the French cultural elite. A prominent example is the open letter published in *Le Monde* in 2018, co-signed by over 100 French women, including actress Catherine Deneuve, which argued that the #MeToo movement threatened the traditional culture of flirtation and romantic interaction in France. The letter suggested that the movement had gone too far in its efforts to challenge harassment, potentially undermining relationships between men and women by fostering a climate of mistrust. This case sparked intense debate across France, with some viewing the letter as a defence of out-dated norms that perpetuated harassment, while others saw it as a legitimate critique of a movement that they believed had become too radical. Surveys conducted by the Foundation Jean-Jaurès (2023) found that, while a majority of French citizens supported the goals of the #MeToo movement, a notable segment expressed concerns about the potential for false accusations and the negative impact on social interactions. Another case study demonstrating the movement's complex reception is the legal case of Sandra Muller, the journalist who popularized #BalanceTonPorc. Muller faced a defamation lawsuit from the man she accused of harassment, highlighting the legal risks that come with publicly naming abusers in France. In 2019, a Paris court ruled in favour of the accused, ordering Muller to pay damages, a decision that many saw as a setback for the movement. This case underscored the challenges that survivors face within the French legal system, where defamation laws can make it difficult for those speaking out against harassment. The outcome of this case raised concerns about whether the movement could sustain momentum in the face of legal pushback, and it became a focal point in debates over the balance between protecting free speech and safeguarding reputations. The case studies of the #MeToo movement in France highlight both its potential to effect positive change and the challenges posed by cultural and legal resistance. On one hand, increased reporting of harassment cases and the resulting regulatory changes demonstrate the movement's capacity to shift societal norms and institutional practices. On the other hand, the backlash from cultural figures and the legal challenges faced by prominent activists like Sandra Muller illustrate the difficulties of reconciling France's deeply rooted social traditions with new expectations around gender equality. Ultimately, the #Me Too movement's impact in France is characterized by this tension between progress and resistance, reflecting a broader societal struggle to redefine the boundaries of acceptable behaviour. While the movement has brought important issues to the forefront and fostered greater awareness, it has also revealed the complexities of achieving cultural change in a society that values both freedom of expression and the right to privacy.

## **# MeTOO MOVEMENT in Sweden**

The #MeToo movement gained significant traction in Sweden in 2017, challenging the country's reputation for gender equality by exposing the extent of sexual harassment across various sectors. Despite Sweden's image as a leader in feminist policies, the movement revealed hidden patterns of misconduct, particularly in professional and cultural spaces. This public outcry led to increased media attention, sparking widespread discussions about power dynamics and workplace culture. One of the most impactful case studies emerged from the Swedish theatre and arts community, where hundreds of women came forward with stories of abuse. This led to the #TystnadTagning ("Silence, Action") campaign, a sub-movement within #Me Too, which highlighted systemic issues within Sweden's cultural institutions. The revelations prompted the resignation of high-profile figures, including prominent actors and directors. Consequently, the Swedish Equality Ombudsman reported a 30% increase in formal workplace harassment complaints between 2017 and 2022. The heightened awareness also stimulated legislative action, with the Swedish parliament passing a new consent law in 2018 that redefined the parameters of sexual misconduct by emphasizing the need for active, voluntary consent in all sexual encounters. These measures exemplified the movement's capacity to translate social activism into concrete legal reforms, reflecting a broader societal commitment to addressing gender-based violence. Another significant example of the movement's influence in Sweden is the establishment of industry-specific initiatives to combat harassment. Various professional groups, including journalists, healthcare workers, and lawyers, created their own #Me Too platforms to tackle sector-specific challenges. For instance, the #Visjungerut (#WeSingOut) movement in the music industry and the #Medikaliserat (#Medicalize) campaign among healthcare workers revealed that harassment was prevalent even in sectors known for progressive attitudes. These initiatives prompted organizations to introduce new internal guidelines and conduct training on gender equality and harassment prevention. A report by the Swedish Institute for Social Research (2023) noted that such initiatives helped reshape workplace norms, facilitating easier reporting of inappropriate behavior and fostering more inclusive environments across various industries. Despite these positive developments, the movement faced criticism and backlash in Sweden, particularly concerning the public naming of accused individuals. A notable case is that of Cissi Wallin, a journalist who accused a prominent media personality of rape on social media. Wallin faced defamation charges and was convicted in 2019, highlighting the legal risks associated with publicly naming perpetrators. This case underscored the tension between free speech and defamation laws, as well as the consequences for survivors who chose to speak out. Critics of the #MeToo movement contended that public accusations bypassed due process and could harm reputations without sufficient evidence. These concerns were echoed in surveys conducted by the SOM Institute (2022), which found that while a majority of Swedes supported the movement's goals, a significant minority felt it risked undermining legal principles by promoting "trial by media." The case studies of the #Me Too movement in Sweden illustrate its dual impact, revealing both successes in achieving social change and challenges in navigating cultural and legal boundaries. On one hand, the increased reporting of harassment cases and subsequent legal reforms demonstrate the movement's ability to create a more responsive and equitable environment, aligning with

Sweden's broader gender equality goals. On the other hand, incidents like the conviction of Cissi Wallin highlight the limitations imposed by Sweden's legal system, emphasizing the difficulties in balancing the right to speak out with the need to protect individuals' reputations. Ultimately, the #Me Too movement's impact in Sweden reveals a society grappling with reconciling feminist ideals with the realities of addressing entrenched issues of power and harassment. The movement succeeded in raising awareness and driving policy change, yet it also exposed the complexities of ensuring fair treatment for both survivors and the accused in the pursuit of justice.

### ***# MeToo MOVEMENT in South Korea***

The #MeToo movement in South Korea began gaining momentum in 2018, bringing to light the deeply rooted patriarchal norms that have long shaped South Korean society. While South Korea had seen earlier social media activism around sexual violence, the #MeToo movement emerged as a powerful force, catalysed by high-profile cases and the courage of women coming forward with their stories. The movement quickly expanded through social media and public demonstrations, leading to significant shifts in social awareness and prompting institutional changes, despite the strong resistance it faced from certain cultural and legal norms. One of the pivotal case studies that illustrated the positive impact of the movement was the public testimony of prosecutor Seo Ji-hyun. In early 2018, Seo accused a senior prosecutor of sexual harassment during a live broadcast, breaking a long-standing silence within South Korea's legal profession. Her disclosure led to widespread public support, including mass demonstrations, and catalysed the "With You" movement, a localized version of #MeToo aimed at providing solidarity to survivors. The ripple effects of her case included a 35% increase in reports of sexual misconduct to the Korean Women's Development Institute (2023), reflecting a newfound willingness among women to come forward with their experiences. The government responded by revising guidelines for handling sexual harassment in workplaces and initiating legal reforms to strengthen protections for victims. For example, President Moon Jae-in publicly supported the movement and emphasized the importance of addressing gender-based violence not only through legal measures but also through a broader cultural shift towards equality and respect for women's rights. Another significant example of the movement's influence is seen in the public protests that swept through Seoul, including the marathon protests in central Seoul where 193 women shared their personal stories over 2018 minutes. These public testimonies drew attention to the pervasive nature of sexual harassment and abuse in Korean society, including within the entertainment and corporate sectors. This wave of activism led to the establishment of new initiatives aimed at supporting survivors and reforming workplace culture. Major corporations, such as Samsung and Hyundai, implemented new harassment prevention training programs and set up internal reporting systems. Additionally, some universities introduced stricter policies for addressing campus harassment cases. These institutional changes illustrate how the movement succeeded in pushing organizations to take more proactive stances on gender equality, fostering an environment where discussing harassment became less taboo. Despite these positive changes, the #MeToo movement in South Korea also encountered significant obstacles, particularly due to

the country's deep-rooted patriarchal values and stringent defamation laws. A key case highlighting these challenges is the backlash faced by feminist activist Kim Ji-eun, who spoke out about abuse in the arts community. After going public, she faced multiple defamation lawsuits, reflecting a common tactic used by accused individuals in South Korea to counter-sue their accusers, even if the allegations were true. This legal environment created a chilling effect, discouraging some survivors from coming forward out of fear of legal repercussions. Surveys conducted by Real meter (2022) revealed that while many South Koreans supported the percentage of men in their 20s and 30s who felt that the movement unfairly targeted them, reflecting growing tensions between young men and women over gender issues. This backlash highlighted the broader societal resistance to the movement's goals, particularly among those who viewed it as an attack on traditional values. The case studies of the #MeToo movement in South Korea underscore both its potential to drive change and the formidable cultural barriers it faced. On one hand, the courageous actions of figures like Seo Ji-hyun and the ensuing public demonstrations led to a greater awareness of gender-based violence and prompted important institutional reforms. These developments marked a significant shift in a society where speaking out about such issues was often stigmatized. On the other hand, the legal challenges faced by activists like Kim Ji-eun and the backlash from segments of the male population reveal the difficulties in achieving widespread acceptance of the movement's goals. Ultimately, the #MeToo movement's impact in South Korea is characterized by a mix of progress and resistance, reflecting a society at a crossroads between traditional values and the push for gender equality. While the movement has made strides in challenging cultural norms and improving institutional responses, it also highlights the on-going struggle to create a more inclusive and supportive environment for survivors within the framework of South Korea's legal and social systems.

### ***# MeToo MOVEMENT in India***

The #Me Too movement in India began gaining momentum in 2018, following a wave of global awareness around sexual harassment that was initially triggered in the United States in 2017. However, India's #MeToo movement was deeply rooted in years of feminist activism and preceded by significant events like the 2012 Nirbhaya case, which sparked nationwide protests against sexual violence. The Nirbhaya incident highlighted the need for legal and societal changes, leading to amendments in the country's laws concerning sexual violence. This tragic event, alongside the growth of social media activism, set the stage for the #Me Too movement's arrival in India. The Indian #MeToo movement took off when women across various professional sectors, including media, Bollywood, and academia, began sharing their experiences of sexual harassment on social media. Tanushree Dutta, a Bollywood actress, accused a prominent actor of harassment, which served as a catalyst for the movement, encouraging more women to share their own stories of workplace harassment and abuse. This wave of revelations brought attention to the prevalence of sexual harassment in Indian workplaces, sparking debates and responses from both society and institutions. The #MeToo movement in India prompted significant social and institutional responses, highlighting both progress and challenges in addressing gender-based violence. A pivotal case that exemplified the social



response was the surge of online testimonials and activism through social media platforms like Twitter, where individuals from Bollywood, journalism, and academia shared their stories of harassment. This digital activism created a ripple effect, encouraging women to break their silence and challenge the culture of impunity surrounding sexual misconduct. For example, the case of Vinita Nanda, a writer-producer, who accused actor Alok Nath of sexual assault, gained widespread media attention and triggered a broader conversation about accountability in the Indian entertainment industry. These testimonies not only brought the issue to the public's attention but also highlighted the solidarity among survivors, who found strength in collective storytelling. On the institutional front, the Indian government introduced measures like the She-Box (Sexual Harassment e-Box), an online portal launched by the Ministry of Women and Child Development for filing complaints of workplace harassment. This platform allowed women in both the private and public sectors to report incidents of harassment directly, thus providing a more accessible means for seeking justice. Additionally, a Group of Ministers (GoM) was constituted to strengthen the legal framework concerning workplace harassment, focusing on improving the implementation of the existing Prevention of Sexual Harassment (POSH) Act. These institutional responses indicated a shift towards recognizing the seriousness of workplace harassment and the need for better mechanisms to support survivors. However, while the #Me Too movement in India led to greater awareness and policy discussions, it also highlighted the challenges of ensuring that these measures effectively reached marginalized communities, particularly in rural areas where digital access and social conservatism remained barriers to open discussion. Together, the social and institutional responses to the #Me Too movement in India reflect a significant cultural shift towards addressing sexual harassment. However, they also underscore the ongoing struggle for justice and the need for more inclusive approaches that address the complexities of gender and power dynamics in the Indian context.

## **RESEARCH METHODOLOGY**

This study employs a comparative case study approach to analyse the social and institutional responses to the #Me Too movement across five countries: the United States, Sweden, France (representing Western contexts), and South Korea and India (representing non-Western contexts). This methodology is chosen for its ability to facilitate a nuanced analysis of how different socio-cultural settings shape the reception and impact of the movement. The comparative framework allows for a detailed examination of the similarities and differences in the responses, providing insights into the varying degrees of social and institutional change driven by the #Me Too movement in each country. The data collection process includes both quantitative and qualitative methods. Quantitative data is gathered from surveys, social media analytics, and official reports to quantify the impact of the #Me Too movement, such as the number of harassment cases reported and the volume of online discussions. Qualitative data, on the other hand, involves secondary data analysis of existing literature, media reports, government documents, and non-governmental organization (NGO) reports to understand the broader societal and institutional narratives. Thematic analysis is applied to

these sources to identify recurring themes in social attitudes, media framing, and institutional responses. The analysis involves both thematic examination of qualitative data and statistical review of quantitative data, focusing on common patterns like the role of social media and legislative changes. This research focuses on the period from 2017 to 2024, capturing both the immediate and longer-term effects of the movement. This time frame allows for a detailed analysis of the evolution of public discourse and policy changes. While the comparative approach provides a rich, context-specific analysis, it also presents limitations, such as the reliance on secondary data that may not fully capture evolving social dynamics and differences in data availability across countries. Despite these challenges, the study aims to provide comprehensive insights into how the #Me Too movement has influenced social and institutional responses globally, offering valuable perspectives for policymakers, activists, and scholars.

## RESULT

The findings of this research reveal the varied social and institutional responses to the #Me Too movement in both Western and non-Western contexts, highlighting significant differences in impact, implementation, and public reception. Through a comparative analysis of case studies in the United States, Sweden, France, South Korea, and India, the results demonstrate how cultural norms and legal frameworks shape the reception and effectiveness of the #Me Too movement across different regions. In Western countries such as the United States, the #Me Too movement saw widespread support, particularly in the initial stages, leading to a notable increase in public awareness about workplace harassment. This support was amplified through digital platforms, allowing for large-scale participation. Quantitative data indicates a significant rise in harassment complaints, reflecting the movement's role in empowering survivors to come forward. The institutional responses included legislative changes aimed at improving legal recourse for harassment victims, as well as the implementation of stricter workplace policies. The findings also suggest that while the movement triggered substantial social discourse and policy changes, it faced criticism in some quarters over concerns about false accusations, highlighting the complexities of public opinion on the issue. In Western Europe, countries like Sweden and France showed distinct variations in responses, shaped by their unique cultural attitudes and legal structures. The research highlights that in Sweden, despite its reputation for gender equality, the movement revealed underlying issues of workplace harassment that had previously been underreported. Legislative changes in Sweden following the movement focused on clarifying the consent laws, which reinforced societal norms towards recognizing consent as a fundamental aspect of addressing harassment. Meanwhile, in France, the movement faced initial resistance from cultural norms that traditionally valued privacy in personal matters. However, over time, public opinion shifted, leading to a rise in harassment complaints and increased media coverage, which pressured institutions to adopt more stringent workplace regulation. In contrast, the results from non-Western contexts, such as India and South Korea, underscore the challenges of implementing the movement in societies with deeply rooted cultural and patriarchal norms. In India, the movement gained momentum through digital activism, particularly among urban and educated populations. The data suggests that while social media platforms played a crucial role in

amplifying the voices of survivors, the reach of the movement was limited in rural areas due to barriers like digital Institutional responses, such as the introduction of the She-Box platform for reporting workplace harassment, indicate a shift towards recognizing and addressing gender-based violence. However, the effectiveness of such measures remains uneven, with significant disparities in awareness and implementation across different regions. In South Korea, the #Me Too movement similarly faced challenges due to cultural resistance, including opposition from younger male demographics who perceived the movement as an overreach. Despite this, the research indicates that public awareness of sexual harassment increased, as seen through the rise in reported cases. Institutional reforms in South Korea, such as revised guidelines for workplace harassment, reflect efforts to address these issues; however, the persistence of traditional attitudes towards gender roles continues to hinder broader societal acceptance of the movement. Overall, the results of this research underscore the importance of culturally specific approaches when addressing gender-based violence. The comparative analysis shows that while the #Me Too movement succeeded in raising awareness globally, its effectiveness varied significantly due to differences in cultural acceptance, legal systems, and societal attitudes. The study highlights the critical role that digital platforms played in shaping the movement's reach, particularly in contexts where mainstream media might have been less responsive to such issues. Additionally, the findings suggest that institutional changes, such as policy reforms and improved reporting mechanisms, are most effective when they align with broader cultural and societal shifts. This research offers valuable insights into how social movements like #Me Too can drive change but also face limitations based on regional and cultural contexts, emphasizing the need for continued efforts towards creating inclusive environments that support all survivors.

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