MISOGYNISTIC HATE SPEECH AGAINST FEMALE POLITICIANS ON NEW MEDIA IN PAKISTAN

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Abstract

Pakistan has been observed considerable rise in women's political representation similar to other nations, but along with this growing rate of misogynistic attacks have also been noticed. Under the umbrella of anonymity, social values of society constantly dishonoured, prominent political names Maryam Nawaz, Uzma Bukhari, Shiren Mazari, Hina Rabani Khar, Sherry Rehman, and others have faced hate speech, digital abuse that is irrelevant to their political performances. Such moral policing reflects unease of society to see women in leadership roles and holding authority in their hands.

New media platforms have important and central space for political discourse in Pakistan's changing digital landscape. While on one side digital advancement paving the way for global political communication, on other hand technology has led to increase digital abuse and hate speech particularly targeting women in online space. Digital spaces like YouTube, Twitter/ X, Instagram, tiktok, Facebook, and many other platforms become known as powerful tools of technology, at present all traditional media shifted to digital platforms according to the requirement of time. This study "Misogynistic hate speech against female politicians on new media in Pakistan" examines how online misogyny affects its interconnected aspects including perceived political authenticity, political affiliation, political participation, and public shaming. Four hypotheses were created to check the relationship of misogynistic behaviour with interconnected features. The study is descriptive nature study, quantitative research design used for data collection and survey questionnaire disseminated among 220 female political representatives who served at district, divisional, provincial and national level through convenient sampling technique. This research study aims to analyse and understand the perception of female politicians because these are the one who directly encountered misogyny on new media platforms. This study emphasizes how misogyny structured both public narratives and victim's attitude through digital spaces.

Keywords: Misogynistic Hate Speech, Female Politicians, Political Affiliation, Political Participation.

Introduction

In a present age technology has a great influence on our daily affairs; social, economic, educational, political and cultural almost every aspect of our life indebted to technology. Time requires that man keep himself aware of the new developments and incorporate them in his life in a positive and constructive manner because the whole world shifting from manual platforms to digital platforms. Just as other aspect of life shifted to digital world, media is also moving from traditional to advancement. Earlier access to mainstream media

including print and broadcast media were limited and only few actors participated in public debates but now digital platforms tore down these obstacles and open ground for everyone for generating content without any cost and control (Barroso & Barroso, 2023). Whether it is a newspaper or a movie, current affairs or entertainment programs or any other information is now just a click away on your mobile phone, in present time access to digital world is easier than ever before. This digital world has beautifully connected people through social platforms and given them freedom of expression without any restrictions. This study aims to explore the perspective that amelioration and advancements in technology assist masses to be more associated and connected than ever, but this may come at a price.

Being a powerful influential tool new Media especially digital world has potential to influence to empower women and facilitating them to participate socially, economically and politically (NCSW, 2023). Unfortunately in terms of gender discrimination and biasness, replication of physical world in to the digital world is an alarming situation for the globe (UNICEF, 2021) Internet become a facilitator of switching from traditional offline economic and social activities to modern form of communication and business but this modernism causes unlawful acts as well (Khan, N/A). Constant use of digitization and automation causes a corresponding and consistent rise in the amount of cybercrimes; As per the prediction of cyber security experts that by 2025. Cybercrime will result in a massive and staggering annual cost of 10.5 trillion USD per annum (Anees, 2022). Emergent use of technology along with the extended reach of smart phones and smart devices cause raising numbers of cybercrimes crossed 100,000 marks the Federal Investigation Agency (FIA) received from all over the country in year 2021. Director General FIA (Dr. Sanaullah Abasi) said we have received 102,356 complaints from January 2021 to December 2021; Facebook was used as medium in 23 percent complaints (DAWN, 2022).

Punjab, which is most populous province of Pakistan according to the census report of 2023, also reported for the extraordinary upsurge in cybercrimes, 31,930 complaints registered against financial and electronic fraud, 19749 cases of theft of public and private data had registered until Aug-2023. 19,551 incidents were reported on social media stalking and 2957 cases of cyber harassment and defamation has been reported from 2018 to Aug 2023 (TRIBUNE, 2023). Girls and women being excessive attacked in digital spaces and violence in digital world is irrepressible, violent behaviour in digital space is frequently sexual in nature and it effects often spill over into the real world. Approximately 60 percent of women face gender based violence facilitated by technology and digital world. Attacks range from verbal abuse to cyber stalking, threats and acts of sexual and physical violence that women encounter in their daily lives (United Nations Population Fund, 2023). Regardless of recent developments in the rights of women in Pakistan, Pakistani women face numerous security uncertainties while utilizing of technology, including online harassment, hate speech, and cybercrime. Growing rate of cyber harassment cases in Pakistan highlighting the rising issue of country that how digital tools and social media manipulated by individuals and how they use technology for threatening, bullying and deceiving others. During the year of 2022 almost 2700 people, mostly women approached cyber cell and lodged their complaints of harassment, financial frauds, and blackmailing. Age group, which has been suffered, is between the age of 18 to 30 and a maximum complaint has been registered from Punjab (DAWN, 2024)

Apparently, social media platforms are being used as a promoter or facilitator of misogynistic behaviour due to their user-friendliness and inconspicuousness of identification. Women are going through the old intimidation and hate now in new places. Countless reports, blogs, articles, protests have been in record as an evidence against offensive, sadistic and disrespectful behaviour against women on digital space (Nair & Yi-Ling, 2023). Digital media, in spite of its aptitude for positive impact, unfortunately can be used more negatively and harmfully against women due to diverse societal, cultural, and systemic aspects. Online misogyny has become a worldwide phenomenon extended extensively across social media platforms. Misogyny, abhorrence, discrimination and hatred against women, usually exercise by men in a male dominated cultures. The term has been used for centuries to describe the deep-seated prejudice, hostility and aversion directed specifically towards women and affects their rights, opportunities, and overall well-being (Kendall, 2023). Despite significant progress in gender equality, misogyny persists in various forms. It can be seen in online harassment, gender pay gaps, underrepresentation of women in leadership positions, and

cultural attitudes that objectify and belittle women. Discriminatory behaviour with females can be seen everywhere in Pakistan where women are struggling with having independent life, right of choice of career, right of free and safe mobility, right of claiming their property right, right of raising voice against atrocities of men etc. (Khalid, 2021). Society shows generous level of discrimination and male partiality begins with the day of when a woman is expecting a child.

In South Asian cultural societies, women are struggling for their basic human rights and independent status (Lee & Park, 2011). Pakistan has a multi coloured diverse culture; there are some definite cultural norms, faith, traditions and morals which build a connection amongst diverse sub cultures into one unit of national culture (Shehab, 1989). Pakistani folks are socially determined on the principal of gender segregation. In Pakistani society women are supposed to be the assistant of man and man's honour depends upon their female family members, so in terms of protection of men honour carry out of women, their movement, association and dealing with opposite gender supervised and regulated (Syed et al., 2005).

Women face numerous challenges and barriers, which have been shaped by cultural, religious, and social norms that reinforce gender inequality. Quaid-e-Azam Muhammad Ali Jinnah stated in 1940, "Women are supposed to create a sense of general political consciousness. They should stand shoulder to shoulder with men in practical politics".

Pakistani political power is undeniably is domain of men, bearing in mind to choose politics as a career is still unusual thing for women in Pakistan, women as candidate have always been fewer, number of issues like safety and patriarchy have limited opportunities for them. Entering in politics and become a public figure in Pakistan means that one has geared up mentally to deal with all situations including where security forces drag you on roads in case of any political protest and anarchy (Anees, 2023). To get better women participation in political activities, every person including women has the political rights to organize a union, or political party according to Article 17 of the Constitution. According to the legal framework order, which was passed in 2002 revised the reversed seats for women in both Parliament and Provincial Assemblies. Special provisions for women representation in local government are made in Article 32 (Kaneez, 2023). However, from past many years plentiful measures initiated to improve women political contribution but unfortunately broad gender gap is still exists in our society.

According to Global Gender Gap Report 2023, Sadly Pakistan widest gender gap has been observed in political empowerment, which is 15.2% till the year of 2023. A country where a female head of state managing over the 50 years state affairs has lasted for only 4.7 years and women make about one-fifth of legislator and a tenth of minister, in year 2024. Pakistan ranks 112th in terms of political empowerment with 6.3 percent equality at the cabinet level 19.3 percent equality in legislative seats (World Economic Forum, 2024). Misogynistic hate speech against female politicians on new media has become a destructive phenomenon which enables gender based violence, silencing women voices and undermining democratic participation. Hate speech especially misogynistic hate speech has become an integral part of social media; Anonymity on the platforms of this new medium of communication has allowed most people to write hateful and disrespectful comments, dispersion of misinformation and misguiding people (Daily Times, 2023). Female politicians face significant barricades to political participation, Female politicians face significant barricades to political participation, and online hate speech can further make them silence and reserved because of constant public shaming, their lives affected due to political affiliation and misogyny affects perceived political authenticity.

Present study intended to examine affects of misogynistic hate speech through new media on female politicians in different interconnected aspects. Addressing this predicament requires a detailed understanding the involvement of complex dynamics, including political affiliation to political participation. Researcher tried to find the repercussions of misogynistic hate speech on female politicians that how this problem discriminate them their basic rights and with the passage of time and advancement of technology how things enter from offline space to online space but with the same old school of thoughts.

Research Objectives

- To find out the Misogynistic hate speech on new media effects on political affiliation among female politicians

- To evaluate the Misogynistic hate speech on new media effects on female participation in politics.

Literature Review

Public figures, journalists, politicians, content creators, women rights advocates, and supporters are gradually more exposed to human rights violations, particularly girls and women are more under attack. Most of the aggressors are anonymous, most of them are insistent misogynist towards women, and they tried their best to make women silent. 80 percent of women have witnessed online violence, and approximately 40 percent personally encountered it. Online violence is just as real as physical violence, which creates sense of panic and fear of unease, it fosters a sense of powerlessness furthermore origin of long lasting damage in women lives, this digital violence also often turned to exploitation and sexual violence in the real world (United Nations Population Funds, 2022)

Both explicit and implicit expressions of individuals or group of people hold religious hatred, ethnicity, physical disability, sexual orientation, race, and gender, which can manifest in various forms including, humiliation, provocation, false accusation or defamation, sedition and derision is actually an expression of hate speech (Ibrohim & Budi, 2023). In political communication multimodal features (verbal, sonic, visual and digital) of the online environment enable harmful and unpleasant speech, for example through visual and other forms of non-verbal communication such as hyper linking, speakers can convey biased and inequitable messages in ways that are perceived socially acceptable.

Social Media has become the town square where current affairs are discussed and political opinions hashed out. Now online democratic deliberations happen on Facebook, twitter, YouTube etc. that are owned by private corporations, which have their own terms and conditions. In the past ten years, hype of social media platforms and their content moderation policies have transformed the debate of hate speech. Now in era of social media the gate keeping has been transformed as well, Governments are still trying to regulate content through gate keepers of social media platforms but they are no longer primary regulators of speech the way they were earlier in case of mainstream media. Now in case of digital media, content is operational through algorithmic process (Wilson & Land, 2021) Social media has assist to improve the accountability of government institutions by providing evidences in form of videos of violence and disobedience of law and infringement of human rights performed by the security personnel (Gregory, 2019). Most common and trendy digital platform is Twitter (X) offered to share life experiences in real time (Anderson, 2016) Scholars have argument that twitter should not call social media but the news media (Kwak et al., 2010). Due to its massive recognition celebs, opinion makers, and leading voices make use of twitter to communicate their thoughts, vision, and analysis about any particular issue and sharing information about ongoing happenings and future events (Zarouni, 2022)

Hate speech which is expanding globally has been identified as a threat for peace and human rights by the United Nations, Gendered sexualize hate speech are specifically risky and destructive for the women especially for those who are raising voice for the rights of other women (UNPF, 2022). Meanwhile it is unquestionable that this new media is being exploited by populist politics around the world, once populist political leaders attain their political goals and become in a power they start taking advantage of social media often to strengthen their hold on government. From Trump to Modi and Duterte to Erdogan had passed misogynistic remarks in their speeches and aggravate the existing patriarchal customs (Vox Media, 2021). Mr. Donald Trump had a history of making offensive and disrespectful comments about women even prior to becoming a president. His comment about "grabbing woman by the pussy" was dishonourable and made headline in 2016. "The kind of things that he said about Hillary Clinton, Carly Fiorina, Elizabeth Warren, Heidi Cruz - the list goes on, he talks about women, any prominent, powerful woman, in the most demeaning of ways, trivializing them." Trump said, "Hillary Clinton doesn't have the look. She doesn't have the stamina, I said she doesn't have the stamina, and I don't believe she does have the stamina." Furthermore, he bullied Carly Fiorina "Look at that face! Would anyone vote for that? Can you imagine that, the face of our next president?" (Prasad, 2019).

User friendly access of digital media platforms offered its users the opportunity to discuss or communicate; passing a remarks in shape of comment on social, political and economic dimensions but the consequences of this democratic exercise has come out with negative, sexiest, stereotypical and intolerant

behaviors. Same as Indian Prime Minister Narendera Modi faced international criticism for his sexist remarks against Bangladeshi Prime Minister Sheikh Hasina, he said "Despite being a woman she has declared zero tolerance for terrorism" (Kapur, 2015). Turkish President Tayyip Erdogan has been also accused for his misogynist statement that "Women are not equal to men" (Spark & Tuysuz, 2014). Not only politicians but their troll armies also activate in society especially on social media with disinformation and hate content for targeting their political opponents and defending their favourite leaders. Trolling has impacted the language of politics itself and Politicians itself endorse and give their support to trolls' prejudiced language on Twitter (Bulut & Yoruk, 2017) Female politicians are often under attack by online abuse. Hillary Rodham Clinton the former first lady and former United States Secretary of State, following Benghazi or email mess accusation for operating a paedophile ring out of a pizza parlour experienced a deluge of misogynistic hate on social media, 4.27 million tweets mentioning her name and 2.08 percent tweets were found abusive (Hunt et al., 2016). The moment she announced her presidential movement throughout the campaign her team received sexiest comments. Cyber harassment encountered by Hillary Clinton is not a single case; a survey study of 235 councillors from Australia it was discovered that 49% of female councillors experienced offensive and derogatory comments based on their gender during their tenure, as opposed to 35% of men (Weaving et al, 2016)

Since Pakistan got independence political power kept by representatives having feudal mind set, who diminished women position from public domain and discouraged their politically involvement as well. Fatima Jinnah to Rana Liaquat Ali Khan to Benazir Bhutoo to Sherry Rehman, Shireen Mazari, Firdos Ashiq Awan, Hina Rabani Khar, Mariam Nawaz, Mariam Aurangzaib, Uzma Bukhari and many other names encountered this brutality of misogyny (Azeem, 2020). There is unclear narrow margin between both freedom of speech and freedom of molestation, different scholars addressing this rational fight about moral framework of independence and impartiality by categorize that what sort of communication is destructive and damaging, how both speech and harm interlinked and understanding the nature of damage and destruction speech can produced (Maitra & McGowan, 2021). Both misogynist and sexist abuse is on rise in digital media. In current digital era, it is common to receive thousands of insulting and abusive messages under a single post, now it is essential to classify and clarify the diversity of toxic and hostile communication and their collective public tasks (Sakki, 2023).

Regional analysis of sexism, harassment, and violence faced by European female parliamentarians conducted a research study, which revealed alarming results, as per this study Female MPs under the age group of 40 were more frequently targeted psychologically and sexually. Unfortunately the culprits are included both political opponents and colleagues from the same party, as well as the ordinary citizens, such exercises made have an effect on political participation of females. Electoral violence often has sexist dimensions, manifesting threats against women candidates, compromising the security of their families, and attacking their moral dignity (European Conference of Presidents of Parliament, 2019). In this age of advancement where our females are exploring space but on other side, online misogyny restricted them to step forward. Political communication shifts from offline space to online space women are finding themselves insecure and politically frequent targeted by online social judges. Politics as a profession affected by gender based misogyny where decision is based on gender identity that whether women should enter this profession or not? Being a women she can survive or not in politics? Is politics respectable profession for females in terms of pursuing it as a carrier? These are basic concerns of our society. Social media platforms considered powerful tools for communication and campaigning but these platforms also facilitate narrow and unfriendly environment for females in politics. The impact of misogyny pushed back women from politics, which is not in favourable situation for democracy (ECPR, 2025).

Concerning about the online political communication for example on one side the multimodal characteristics of virtual environment allows for making destructive communication for example through visual and further nonverbal elements of communication. On the other side online environment, face-to-face communication is absent which do not impose the social barriers and often allows anonymity as well. Furthermore humour in terms of jokes plays significant task in both producing and legitimating of racist conversation, irony is where saying one thing but means to communicate something different, humour can be

used to humiliate, mock, embarrass and exclude individuals (Petterson et al., 2023)

Language is a focal point and central component of mental framework and symbol of the psychologically sustainability of survival of foundation of a society and participation of institutions in social reality is an important aspect (Searle, 2009). Persistent hate speech can lead women to self-censor, avoid controversial but much needed topics, or adopt overly cautious public personas. Sadly, bad language makes them appear less spontaneous or genuine because some female politicians pull out themselves from political and public appearance, which reduces perceptions of authenticity. Communication is a key whether to bring people together or whether make them isolate (UN, 2021) Systemic inequality in which individuals and group of people compare their social status with others is an emerging element of spills out of hate speech in society, institutions, and individuals. This jealousy and dissatisfaction leads towards spreading hate against female who holding power of policy making in their hands (Dias & Mbasalaki, 2021)

Power groups often adopt different political strategies and plans through political communication to achieve the praise of public and winning their hearts and language act as a primary source in politics to reach the audience and resolve their conflicts and problems. When women are targeted especially with moral or sexual accusations, it become permanent stain on their public image, In Pakistan, misogynistic hate speech is a deliberate and powerful tool used to erode the perceived authenticity of women in politics. It works by targeting their gender and moral legitimacy, not their policies or achievements. This leads to a cycle where women have to over-perform just to be seen as "genuine," while constantly battling narratives that label them as "imposters." Political discourse can be identified in functions and implication of communication through its actors (Politicians) and recipients such as general public and other interested groups or stakeholders (Masroor et al., 2019

Female activists and politicians have experienced physical harassment at some point in their political careers. However, the most prevalent type of harassment at the moment was internet harassment. Negative behaviours that are frequently written off as "the cost of doing politics" happen to both men and women, but the mechanics of these actions vary depending on the gender (NDI, N/A) Type of abuse, language which has been used during spreading hatred content and tone depends on the political affiliation of female politicians. Justification of the abuse which female's representatives received on their social media depending on their political identity, beliefs and political perspective of anonymous attackers and the environment in which they operate. Mostly sexism occurs in shape of political criticism when gender and political ideology interrelate in online world (Daniele, 2024) Such morphed sexual content against female politicians most of the time result of political jealousy from opposition parties, their affiliation to specific political party could be a cause of their political character assassination. Misogynistic discourse hold illocutionary power of quiet women who can raise their voices against injustice, violence, fundamental rights and they have power to report their experiences (Langton, Unspeakable 299) Along with text, images and visual form of political communication have always been impactful particularly with the rise of political communication at social media platforms. As compared to text people tends to believe more what they see in pictures or videos, and both pictures and visual communication is often more memorable and retain due to its ability to transmit information more precisely and impactful that is little bit difficult to grab the attention in verbal form of communication (Farkas & Bene, 2021). Character assassination and make female politicians publically shame both in virtual and physical world leads towards emotional, psychological, and democratic loss. This multimodal format of misogyny can affect both the active political participation of female in political activities or pursuing politics as carrier as well (Daniele et al., 2023)

Hypothesis

H1: To find out the Misogynistic hate speech on new media effects on political affiliation among female politicians.

H2: To evaluate the Misogynistic hate speech on new media effects on female participation in politics.

Methodology

Nature of present study is descriptive, to determine the responses to the research questions researcher adopt quantitative form of methodology. Survey method used to explore the impact of misogynistic hate speech against female politicians of Pakistan in different aspects through new media platforms. Data has been

collected from female politicians serving at District, Divisional, Provincial and National level Total number of sample size is 220 female politicians from four provinces of Pakistan with the sampling technique of convenient sampling. Data has been collected through questionnaire by using 5-point Likert scale.

Data Analysis

Demographic analysis, descriptive analysis, normality, and reliability analyses conducted. Alongside, correlation analysis is also performed. Finally, a hypothesis testing is done through regression analysis.

Demographic breakdown of the sample population, which consists entirely of female respondents from four provinces of Pakistan (220, 100%) In terms of age distribution, the largest group falls within the 33-39 age range (97, 44.1%), followed by those aged 26-32 (61, 27.7%), 40-46 (42, 19.1%), and above 47 years (20, 9.1%). Regarding education levels, a majority of the respondents hold a Bachelor's degree (90, 40.9%), while a similar proportion have obtained a Master's degree (88, 40%), and the remaining 19.1% (42) have other educational qualifications.

Table 1

Demographic Characteristics

	Factors	Frequency	Frequency percentages
	Female	220	100
Age	26-32	61	27.7
	33-39	97	44.1
	40-46	42	19.1`
	Above 47	20	9.1
Education	Bachelor	90	40.9
	Master	88	40
	Other	42	19.1
Province	Punjab	63	28.6
	Sindh	60	27.3
	Khyber Pakhtunkhwa	51	23.2
	Baluchistan	46	20.9
Services level	District level	71	32.3
	Divisional level	66	30
	Provincial level	43	19.5
	National level	40	18.2

Normality Analysis

For statistical tests such as regression and ANOVA, it is necessary that the data must follow a normal (bell shaped) distribution (Field, 2018). This is measured by the term's skewness and kurtosis. A data with normal peak and tails has a Kurtosis close to zero. The distribution of Political Affiliation (PA), Political Participation (PP) is demonstrated in the table. Skewness tells us whether the data have been shifted to one side and kurtosis shows whether the data have extreme values.

Table 2

Descriptive Statistics

	N	Skewness		Kurtosis	
	Statistic	Statistic	Std. Error	Statistic	Std. Error
PA	220	.440	.164	.140	.327
PP	220	.334	.164	-.176	.327

Table 3
Reliability Analysis

Variables	Cronbach's Alpha	No. of items
Political affiliation (PA)	.882	6
Political participation (PP)	.932	10
Misogynistic hate speech (MHS)	.904	5

When evaluating a particular construct, a measurement tool's consistency and stability are referred to as reliability (Hair et al., 2010). Cronbach's Alpha is a widely used measure to determine internal consistency, where values above **0.70** indicate acceptable reliability, values above **0.80** suggest good reliability, and values above **0.90** reflect excellent reliability (George & Mallery, 2016). The reliability coefficients for Political Affiliation (PA) are 0.882, which indicate high internal consistency. Political Participation (PP) has the highest reliability score, 0.932, the highest level of internal consistency. Likewise, the Cronbach Alpha of Misogynistic Hate Speech (MHS) is 0.904, indicating high reliability. Overall, these findings show that the measurement tools for these constructs are internally consistent, thus the data collected are reliable. Because the data collection instrument used for this study is robust and suitable for research purposes, all constructs met or exceeded the recommended threshold (Kline, 2013).

Table 4
Descriptive Analysis

	Minimum	Maximum	Mean	Std. Deviation
Political affiliation (PA)	1.00	5.00	2.9955	.85459
Political participation (PP	1.00	5.00	3.0105	.85823
Misogynistic hate speech (MHS)	1.00	5.00	2.9655	.91576

The descriptive statistic table presents the distribution of responses of the study's key variables, PA, PP, and MHS. The values listed in this example include, from lowest to highest, the mean, and how much responses vary (standard deviation). Political Participation (PP) ranges from 1.00 to 5.00, with a mean of 3.0105 and a standard deviation of 0.85823, indicating a relatively balanced distribution of responses. The PA is 2.9955, which range from 1.00 to 5.00. The standard deviation of the variables is 0.85459, shows that the responses are moderately dispersed around the mean. Misogynistic Hate Speech (MHS) has a mean of 2.9655, with a standard deviation of 0.91576, indicating slightly more variability in responses compared to the other variables.

Table 5
Correlation analysis

	PA	PP	MHS
PA	1		
PP	.977**	1	
MHS	-.906**	-.970**	1

The correlation analysis examines the interrelations between Political Affiliation (PA), Political Participation (PP). Pearson's correlation coefficient (r) is used to establish the direction and magnitude of the interrelations, where values closer to 1 or -1 indicate stronger correlations, and a p-value < 0.01 showing statistical significance (Field, 2018) The results demonstrate a strong positive correlation between PA and PP (r = 0.977, p < 0.01).

Table 6
Regression Analysis

	B	Std. Error	T	Sig
MHS ⟶ PA	-.838	.028	-30.317	.000
MHS ⟶ PP	-.909	.015	-58.941	.000

The regression analysis evaluates the relationship between Misogynistic Hate Speech (MHS), Political Affiliation (PA) and Political Participation (PP). The regression coefficients (B values), standard errors, t-values, and significance levels (p-values) are provided to assess the strength and significance of these relationships. A significance level of $p < 0.05$ indicates that the relationship is statistically significant (Hair et al., 2019) As such, MHS is significantly and negatively associated with PA (B = -0.838, $p < 0.001$, t = -0.317). H2 is reinforced, that Political affiliation has been influence by misogynistic hate speech on new media, further supporting H1. The strongest negative relationship is observed between MHS and PP (B = -0.909, $p < 0.001$), with a t-value of -58.941. This indicates that misogynistic hate speech on new media significantly decreases political participation, further supporting H2.

Conclusion

The findings demonstrate that misogynistic hate speech on new media has a strong negative impact, both political affiliation and political participation affects with the contact of misogyny. Media is a reflection of any society and considered as a backbone of any democracy in entire democratic world but in the light of findings in the field of politics and especially in matter of female gender, new media plays a negative role in terms of being a facilitator of misogynists. Overall, we can conclude that this study contributes to the growing body of evidence indicating that misogynistic hate speech against female politicians on new media is a major obstacle to gender equitable political participation in Pakistan.

Recommendations

Considering the study results the following are the recommendations to encounter

- Pakistan telecommunication authority should revise regulator partnership with all international digital platforms. All new media platforms working in jurisdiction of Pakistan should make them accountable for content restraint.
- Digital platforms need to review their own privacy policies. To prevent the growing misogynistic hate speech on social media platforms they need to introduce content filters in Urdu and other regional languages in Pakistan.
- Political parties should adopt zero tolerance policy against their own members in case of proliferation of inappropriate remarks against any female member. For secure and peaceful political environment all parties should focused on political communication, for this purpose they need gender sensitize sessions with their members at national, provincial, district and divisional level.

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