

THE STATUS OF SOCIAL TECHNOLOGIES AS A PLATFORM FOR EMPOWERING WOMEN IN POLAND

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Abstract:

Women in countries worldwide face gender equality challenges and Poland is no exception. Women's empowerment is a critical goal of international development initiatives. What role can social technologies play in advancing this goal? This study addresses the status of social technologies--facebook, Twitter, LinkedIn, YouTube, and Google+--as a platform for empowering women in Poland. Over 100 women in the workplace were surveyed regarding the use of technology--specifically social technologies--and the benefits. Knowledge acquisition, improved communication, product promotion, and professional relationships were among the positive outcomes listed by those using social technologies. Detailed graphics of the results will be presented followed by a discussion of how access to the internet and social technologies provides women with a window to the world of education and empowerment.

Keywords: information technology, social technologies, social media, social networking, women's empowerment, Poland