

A Comparison of the Impact of Social Technologies on Empowerment: Poland and Turkey

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Abstract:

Women face disadvantages in the workplace stemming from social, economic, cultural and regional issues. In recent years, information and communication technologies (ICTs) have been viewed as potential empowerment tools for minority groups such as women. The main purpose of this study was to explore and compare the impact of ICTs on empowerment in Turkey and Poland. Researchers administered a survey to 236 participants—105 from Poland and 131 from Turkey—to determine what social technologies platforms are used, purposes used, and benefits realized. Results revealed that the internet and social technologies are indeed powerful tools for empowerment. Furthermore, Facebook is dominating the social technologies arena, and communicating and collaborating are the main purposes for using social technologies in the workplace. Finally, similarities and differences between the two countries are discussed including social, economic, cultural and regional factors.

Keywords: social technologies, women, empowerment, internet; Poland, Turkey