Digital Feminism in Fiji

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About the research

Research collaboration between La Trobe & USP

Participants – from Fiji’s young women’s rights movement.

Intersection between online and offline activism

Digital feminism in Fiji

This research project explores how feminists and women’s rights activists in Fiji are using digital technologies. It is a collaborative project with researchers at the University of the South Pacific.

During Fiji’s 2014 elections, social media – especially Facebook – was widely used as a campaigning tool by candidates. A recent study (Finau et al. 2015) has shown how social media in Fiji is also evolving as the ‘new and safe’ space for political discourse: young, technologically savvy citizens are using social media to engage with information that is restricted in the traditional media by political constraints and reporting restrictions. Young people in Fiji increasingly turn to social media for information.
FIJI
A SNAPSHOFT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

TOTAL POPULATION: 900 THOUSAND
URBANISATION: 54%

INTERNET USERS: 430 THOUSAND
PENETRATION: 48%

ACTIVE SOCIAL MEDIA USERS: 430 THOUSAND
PENETRATION: 48%

MOBILE SUBSCRIPTIONS: 1,198 THOUSAND
VS. POPULATION: 133%

ACTIVE MOBILE SOCIAL USERS: 390 THOUSAND
PENETRATION: 43%

SOURCE: POPEULATION, UNITED NATIONS, US CENSUS BUREAU, INTERNET, INTERNET ESTATS, FIJI INTERNET ESTATS, CIA WORLD FACTBOOK, FACEBOOK, NATIONWIDE REGULATORY AUTHORITY, SOCIAL MEDIA AND MOBILE SOCIAL MEDIA: FACEBOOK, TWITTER, YOUTUBE, INTERNET AB, KAMAO, BAVER, NAI, MOBILE CAPIFABRICATION, SIMULATION, ECONOMIC EXTRAPOLATION OF SMARTPHONE AND MOVIE DATA.
Creating space for connections & contestations

Global Connections

“Growing up in Fiji you get made fun of for being Indo-Fijian. I found my niche on social media. Social media allowed me to find people who may have gone through things that I have gone through as well.”

Virtual Communities of Accountability

“I think if you’re a feminist you should be constantly questioning ideas, thoughts and people… I unlearn a lot of behaviours…and I love those conversations because I am constantly evaluating how I see things…none of us are the same and all of us come with different types of privilege.”

The Developmental Leadership Program  www.dlprog.org
‘Slacktivism’ vs Activism

One more Status liked,
One more problem solved.
Catalysts for change

Take Back the Streets (2012)
Online campaign against street harassment.
Mobilised ‘offline’
Influencing Policy

Bottom-Up
- Generating digital momentum
- Mobilising public support
- Public demonstrations
- NGO activities & statements

Top-Down
- International media coverage
- Domestic media coverage
Explore DLPs work at dlprog.org

Thank you for listening!