

# Toplum ve Sosyal Hizmet

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## Strategic Social Work Management in Digital Violence Against Women

### *Kadına Yönelik Dijital Şiddette Stratejik Sosyal Hizmet Yönetimi*

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#### ÖZET

*Bu çalışma, kadına yönelik dijital şiddette stratejik sosyal hizmet yönetimi ilkelerinin belirlenmesine odaklanmaktadır. Bu çalışmanın amacı, dijital unsurlar vasıtasıyla kadına karşı şiddetin ortaya koyduğu sebep ve sonuçların sosyal hizmet tarafından tespit edilmesi, yönetilmesi, tedbirlerin uygulanmasında stratejik unsurların belirlenmesidir. Çalışmada sistematik derleme yöntemi benimsenmiştir. Araştırmanın sonuçları, kadına yönelik dijital şiddetin davranış kalıplarının yıkıcı davranış, zorbalık, taciz, takip etme, göz korkutma, kontrol etme olduğunu göstermektedir. Stratejik sosyal hizmet yönetiminin analiz ve planlama, uygulama, kontrol, rekabet gücü, geri bildirim ve stratejik yenileme aşamalarından/adımlarından oluştuğu belirlenmiştir. Diğer bulgulara göre kadınların bilgisayar oyunları, siber taciz, siber savaş, internet dolandırıcılığı, sosyal medya, akıllı telefon uygulamaları, e-makaleler aracılığıyla dijital şiddete maruz kaldığı belirlendi. Sosyal hizmetin uygulama aşaması için önerilen uygulamalar ise e-cinsiyet ayrımcılığı önlemleri, kadın e-sığınağı / e-sığınma evi, kadın elektronik sporudur.*

**Anahtar kelimeler:** Sosyal hizmet yönetimi, dijital şiddet, siber zorbalık, kadın e-sığınma evi, kadına şiddet

#### ABSTRACT

*This study focuses on determining the strategic social work management principles in digital violence against women. The aim of this study is to determine the strategic factors for the implementation of measures in the determination and management of the causes and effects of violence against women by social work through digital elements. The systematic review method was adopted in the study. The results of the study showed that the behavioral patterns of digital violence against women were disruptive behavior, bullying, harassment, stalking, intimidating, controlling. It was determined that strategic social work management consisted of analysis and planning, implementation, control, competitive power, feedback, and strategic renewal stages/steps. According to other findings, it was determined that women were exposed to digital violence through computer games, cyber harassment, cyber warfare, cybercrime fraud, social media, smartphone applications, e-articles. Recommended applications for the implementation phase of social work are e-gender discrimination measures, women's e-refuge / e-shelter, electronic sportswomen.*

**Keywords:** Social work management, digital violence, cyberbullying, women's e-refuge, violence against women

## INTRODUCTION

Violence against women is one of the most important and current issues of today's world. Despite the increasing role of women in society with digital and technological developments, violent tendencies are increasing (Resnik, 2000). The process of transformation from matriarchal form to patriarchal form in society has recently revealed the most violent and oppressive situation against women. Many issues such as sexuality, physical elements, weakness, glass ceiling syndrome have become tools of violence against women (Garcia-Moreno et al., 2000). Thanks to digital transformation and the internet, these acts of violence continue in a different framework.

Social chaos, racist acts, the role of a mother responsible for taking care of the children at home require social work to mobilize strategic action plans against the problems reflected in the digital World (Krantz & Garcia-Moreno, 2005). This role is of great importance in societies with cultural characteristics that have adopted the patriarchal structure of our age that accepts violence against women as legitimate (Heise, Ellsberg, & Gottemoeller, 1999).

The information dissemination feature of the information age is misused through social media. Women's private life has begun to become the subject of violent acts, and women's privacy has begun to be abolished. In the visual media, the woman is symbolized as a sexual object, her family-work balance is disrupted by digital violence (Johnson, Ollus, & Nevala, 2007). These developments create negative messages regarding the women who shape the basic structure of society in perceptual and cultural contexts for future generations (Jewkes & Dartnall, 2019). Eliminating these negative messages, preventing violence against women, protecting and supporting women in the conflict between women and society make it necessary for social work to be adopted a strategic management approach (Flood & Pease, 2009).

The aim of this study is to determine the strategic factors for the implementation of measures in the determination and management of the causes and effects of violence against women by social work through digital elements. The strategic management principles that social work will put forward in the context of preventing, controlling, and implementing digital violence against women can provide important developments in the relationship between women and society.

## METHODOLOGY

This study was designed with a systematic review approach, which is a qualitative method (Crowther, Lim, & Crowther, 2010). A pre-determined social event was examined with a large literature review (Khan et al., 2003). The social event determined by this study is digital violence against women. The study questions were determined with inspiration by the current issue of violence against women as follows: What is digital violence and what are its components? What are the types of digital violence against women and what are the functions of social work in this direction? What stages does the strategic social work management process consist of in digital violence against women? Within the framework of the determined social phenomenon, the study question was investigated from

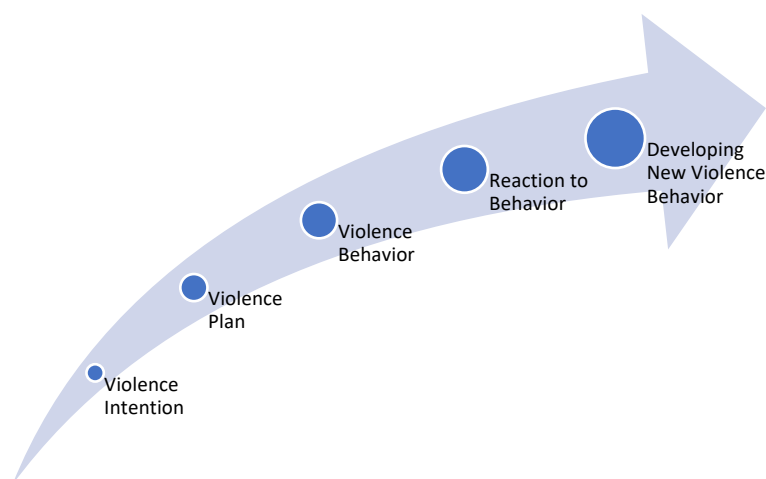
databases of Taylor & Francis, Elsevier, Emerald Insight, Google Scholar, Sage Pub, regardless of a date range.

The data obtained as a result of the literature review conducted in the context of the study's inspiration point and study questions were categorized and classified (Padgett, 2016). The classified content was rearranged under the relevant subject headings. Finally, the topics analyzed in the context of content compatibility were evaluated as a whole, and results and recommendations were reported.

The fact that the study does not contain quantitative data creates a limitation in terms of revealing the cause-effect relationships of concrete events (Peled & Leichtentritt, 2002). The proposed strategic management style should be empirically verified as it may differ according to cultural and socio-demographic characteristics. On the other hand, revealing the digital aspect of violence against women in the context of social work management will contribute to social policy development

## DIGITAL VIOLENCE

Digital violence is a form of violence performed using virtual tools (Powell & Henry, 2017). This action consists of attitude, intention, behavior, reaction to behavior, and feedback processes. Individuals make plans for actions that direct their intentions to the target audience that they identify with their violent tendencies (Lumsden & Harmer, 2019). These plans are a set of ideas that shape and direct actions towards behavior in the cognitive process. The plans determine the practical forms of action that will be effective in putting forward ideas (Figure 1).



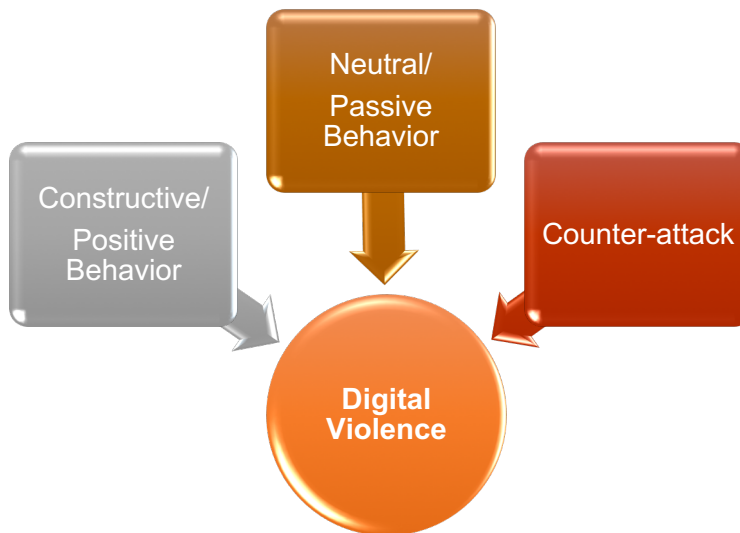
**Figure 1. Violence behavior process**

Digital violence behavior is affected by many factors such as the individual's past life, the tendency to violence, hate speech, psychological pressure and violence experienced in childhood, political and racist ideas, religious ideas, social and cultural influences (Dodge, 2016). The plans with violent content are aimed at satisfaction and satisfaction through situations such as revenge, psychological explosion, psychological relief, pleasure from the unhappiness of the other party, and overcoming

these factors (Henry & Powell, 2016). The sadness and anxiety of the target audience and the feeling of superiority after the attack cause psychological satisfaction of the attacker (Walker, 1989).

The attack plan is implemented by means of digital and virtual tools. The plans include the attacker's intention, the attack purpose, the target audience, the attack tools, the time of the attack, the number of times the attack will be carried out, the content and scope of the attack action (Woodlock et al., 2020). It cannot be expected that every element of the attacks is planned. An attack can occur without identifying one or more elements. Digital violence can be carried out spontaneously in a social media chat (Roberts & Marchais, 2018).

While performing digital violence behavior, the main purpose of the attacker to perform this action is important. Whether the purpose of the attack is hate, racism or religion is necessary for the context of determining the level of subsequent behavior and the impact of the attack (Kimotho & Nyaga, 2016). Because attacks based on this purpose can become a mass attack (Ganesh, 2018). The target audience of the attack can develop a reaction to violent behavior. This response occurs in three ways: Neutral/passive behavior, constructive/positive behavior, counter-attack (Figure 2).



**Figure 2. Reactions of the victim**

The victim of violence can remain unresponsive during the attack. This behavior can be realized as a result of the character trait as well as being a reactive neutral attitude towards the other party. Some individuals are hesitant about developing reactive behavior. On the other hand, individuals who are victims of digital violence can develop positive behavior and convey constructive criticism to the other party. This behavior includes suggestions to terminate the behavior of the attacker and the consequences of the attack (Truntsevsk et al., 2018). Finally, the attacked individual may be overstimulated by the actions taken. The socio-demographic and personal character traits of the individual can lead to developing an attack against the attack. This situation often causes great events and protests that create indignation in society.

## Digital Violence Behavior

Digital violence is generally performed with seven basic behaviors. These behaviors develop as disruptive behavior, bullying, harassment, stalking, intimidating, and controlling (Figure 3). These behavioral patterns are particularly prominent in violence against women. Increasing digital violence threatens more than 80% of women every day (Futures Without Violence, 2021; Henry & Powell, 2016). Nearly two in three women in the United States (24 people per minute; more than 12 million women and men in a year) face rape, physical violence, or stalking by an intimate partner (Powell & Henry, 2017). Nearly 30 in 100 women (30%) are subjected to these acts of violence. 2 in 12 women (16.7%) have been a victim of stalking (Mendes, Keller, & Ringrose, 2019). Stalking has been acted through 80% of women in general, via text messages or unwanted phone calls (National Domestic Violence Hotline, 2020; Al-Alosi, 2017). 25 percent of dating teens are digitally victimized. Almost 60% of young women who are abused digitally are also physically abused (Wallenius & Punamäki, 2008). These rates are increasing every year.

The Urban Institute's Justice Policy Center found in a study conducted in 2013 that approximately 9% of teen women were exposed to tampering with a partner's social media account (Urban Institute, 2020; Yahner, Dank, Zweig, & Lachman, 2015). The World Health Organization found that 10% of women suffered cyber harassment. UNICEF and the UN Special Representative of the Secretary-General announced that 10 out of every thirty young people (Ditch the Label, 2017; 40.6% women) were exposed to online bullying in their research conducted in thirty countries (Divakar et al., 2019). Social media tools where violence occurs most are Instagram, Facebook, Snapchat, WhatsApp, YouTube, and Twitter. Nearly 75% of the students faced cyberbullying via these social media applications in 2020 (Futures Without Violence, 2021; Babvey et al., 2020). These rates are increasing gradually.



**Figure 3. Digital violence behavior types**

***Disruptive Behavior***

Voice, video, or text messages with swearing content, mocking, insulting attacks on personality traits, religious thoughts, race and color, hand and body movements, and insults are included in this behavior pattern (Grasso et al., 2016). This behavior is revealed due to the damage to the relationship with the target audience, the resentment, and anger towards the other party (Dankoski et al., 2006). Those who commit destructive behavior cannot tolerate the success and happiness of the attacked masses (Loeber, Capaldi, & Costello, 2013). Women being exposed to these attacks can cause serious psychological problems.

***Bullying***

Bullying is behavior to intimidate, coerce, or harm someone (Farrington, 1993). This behavior includes attacks on women's vulnerability, sensitivity, emotions, and powerlessness (MacIntosh et al., 2010). The use of emotional and physical weakness caused by pain and bleeding during menstruation as a means of pressure is bullying (Weisberg, McGeehan, & Fraser, 2016). Cartoons, pictures, and messages about women's bleeding and menstrual periods, menopause periods, weaknesses and weaknesses, physical changes arising from motherhood in the digital environment, and virtual applications are movements aimed at digesting women and suppressing them. This behavior can also be carried out by ignoring women.

***Harassment***

Harassment is performed to aggressively suppress or intimidate a woman (Gutek & Koss, 1993). Harassment, showing sexual limbs to women, sexual messages, threats of physical harm are related to harassment. Harassment is often carried out against women via the internet and digital messages. These messages contain the thought that a woman is a sexual object (Antunovic, 2019). This thought emphasizes that the other party is worthless. Harassment is actions aimed at harassing women. This action is carried out to prevent women from climbing the career ladder, to psychologically suppress women, and to depress women emotionally.

***Stalking***

The stalking is done without knowing that the individual's private life has been interfered with (Tjaden & Thoennes, 1998). This behavior is carried out to obtain information about the private life of the woman, and to get information about her business life and social environment (Fisher, Cullen, & Turner, 2002). In particular, spouses stalk to keep women's social lives under control and to show male domination (Jordan, Wilcox, & Pritchard, 2007). This tracking includes women's social relationships in digital and virtual environments, restaurants and cafes they visit, websites they visit, social media applications they subscribe to, users they follow, call records, and messages on smartphones. Stalking covers all the acts of stalking women on many issues.

***Intimidating***

Actions taken for the target audience to fulfill the desired things, to obey, and not to do the undesirable things are within the scope of "intimidating" (Pryor, LaVite, & Stoller, 1993). Physical weaknesses of women compared to men constitute the basis of this behavior. Problems faced by women in family-work balance, pregnancy, menstruation and menopause, social pressures, and gender inequalities are the basis for intimidating (Dobash et al., 1998). This basis causes women to be under threat and psychological pressure in their work and social life. Intimidating involves oppressive active behavior towards women in keeping women under control (Swim & Cohen, 1997). This behavior does not constitute direct pressure, threat, or insult directed against women.

***Controlling***

Controlling behavior is performed to control, manage, direct the behavior of individuals, determine trends, restrict actions, and prevent anticipated and undesirable behaviors (Gautam & Jeong, 2019). In this behavioral pattern, the behavior of keeping women under control and keeping them under constant surveillance is performed in order to narrow the area of freedom. Control behavior is carried out clearly, effectively, directly (Jacobson et al., 1994). This behavior causes women to experience psychological trauma and serious health problems.

***Violence in Computer Games***

Computer games are digital activity tools that individuals spend their free time (Williams & Clippinger, 2002). These activity tools are becoming increasingly common thanks to online and offline gaming, and compatibility with smartphones and iPad devices (Fedorov, 2005). Developing technology and digitalization have revealed multiplayer video games and Esports applications. These applications, which can also be carried out online over the Internet, support the common activities of individuals. Players who cannot physically come together participate in virtual activity thanks to these games (Dill et al., 2005). Digital innovations are constantly evolving and important software has been integrated into games through sensors that detect human movements (Ferguson, 2011). Gesture recognition, human interface devices, motion capture, 3D motion controller, virtual reality headset, virtual reality are some of these innovations. Thanks to these innovations, individuals are trying to catch a situation between imagination and reality in games.

Games mostly include elements such as war, fight, violence, destruction, harm, sex, rewarding, gaining points, gaining superiority, ego, selfishness, materiality (Ottosen, 2009). These games, which are a tool for the realization of the psychological and personal deficiencies of individuals in the virtual world, create significant psychological and social damages (Jahn-Sudmann & Stockmann, 2008). Games with war content increase the violent tendencies of individuals, and games with sexual content trigger gender discrimination.

In gender-based games, the emphasis is on women as a sexual object. In some of these games, women are in the identity of warriors. Elements that represent the player, called the player character or avatar, contain visual elements that highlight their gender in women (Jerreat-Poole, 2018). These items such as miniskirts, nudity, large breasts, and buttocks, which aim to highlight gender, trigger gender discrimination. Considering that the games are played by children, it is possible to observe the negative effects of gender-related elements/avatars on children's perception of women (Palaiologou, 2017).

In some games, the female reward is in the profile of the victim waiting to be saved. The striking element in these games is that women are emphasized as vulnerable and weak beings, easy to obtain by men. The image and message revealed the identity of the woman causes wrong perceptions about the character and identity of the woman. In such games, the woman is symbolized as a booty/prize obtained after a war, a being that can be owned, a person without preferences and feelings.

### **Cyber Bullying (Cyberharassment)**

Cyberharassment is the attack using harassment, bullying, threats, insults, hate speech, sexism, sexual and discriminatory comments that the other party is exposed to thanks to digital and technological tools (Walker, Sockman, & Koehn, 2011). Humiliation can manifest itself as a woman's vulnerability, physical weakness, and seeing as a sexual object. Women who are overweight due to their physical appearance and whose skin color is different due to their race may also be subjected to this act of humiliation (Kopecký & Szotkowski, 2017). A woman who is humiliated due to religion, language, and race may also be subject to hate speech (Brody & Vangelisti, 2017). These actions are carried out via internet troll and internet slang.

The purpose of cyberbullying is to harm the target audience. This damage can be perpetuated due to personal entertainment, psychological trauma, radical religion and race fanaticism, impersonation, exclusion, personal ambitions. Cyberbullying (cyber harassment) about women, spreading slander and false information on social media or digital platforms, sending hurtful messages and threats via messaging or smartphone applications, posting personal photos of women, showing a woman as a target due to a crime she committed, impersonating her about opening a social media account on behalf of and sending messages (Williams, 2015).

Cyber attacks on women are based on gender discrimination. Physical weaknesses of women, sexual association, nudity, sexual symbol, gossip, dressing style (turban, mini skirt, low-cut, etc.) are discriminatory cyber attacks against women (Nikolaou, 2017). These attacks aim to create a negative perception of women in people. Such actions try to damage the dignity and position of women in society. The women's relationships with the workplace, family, social class, groups, and friendships are damaged as a result of these attacks (Forssell, 2020). This situation can cause early menopause and health problems. On the other hand, damage to social and family relationships can cause significant losses in the context of career development. Naked images or confidential



information emerging as a result of these attacks affect women's business life negatively (Harris & Vitis, 2020).

Cyberbullying affects women mentally, physically, and emotionally. Women are faced with an angry, anxious, sad, embarrassed mood, especially as a result of hate speech and sexual attacks (Ehman & Gross, 2019). Anxiety, sadness, and nervousness can damage the woman's metabolism, causing health problems (Martínez-Monteagudo et al., 2020). Menstrual disorders, excessive bleeding, sleep problems, stomach, and headache are health problems that result from these attacks.

### **Cyberwarfare**

Cyberwarfare is hateful attacks aimed at damaging a country through espionage, sabotage, and similar activities via the internet or digital tools (Parks & Duggan, 2011). These attacks can be carried out in the form of disclosure of the target country's confidential information, economic speculation, cyber attack on military confidential information, and attacks on social and cultural values.

Cyberwarfare is generally defined as a virtual and digital war between countries (Dipert, 2010). However, recently, violence against women, racist and religious attacks against women, sexual assaults have expanded this definition. The reason for this is that the war between countries is widened to take place on women. The spreading of women's names, which are the cultural values of the country, as a sexual image, creating a perception that women of a country are sexually easily obtainable limit women's managerial career development. The belief that men adopt a pro-war and aggressive policy is influential in this thought. Thus, thanks to these attacks, women who are imposed negative on them will not be able to take the leadership position, the internal conflict will occur against gender inequalities in the country, and aggressive countries acting politically as a result of the country's aggressive policy will be able to realize their hidden political goals (Chapple & Seidl, 2014).

Most of the attackers use cyberattacks against women as a tool to benefit from a possible wrong move from conflict management to their advantage. Attackers who try to take advantage of women's weak points can abuse the emotional characteristics of women, especially those in leadership positions. Leader women's private lives, the circle of friends, socio-cultural characteristics, racial and religious characteristics, and sexual lives can be exposed in a virtual and digital environment to damage the country's political image. This perception war causes women to suffer in social, economic, cultural, and every other field.

### **Internet Fraud (Cybercrime Fraud)**

It is a form of fraud that involves the actions of individuals to cause financial and physical harm by stealing financial, social media, and other personal accounts and confidential information through an online network (van de Weijer, Leukfeldt, & Bernasco, 2019). Unlike theft, individuals rely on emails or other messages from the fraudster to provide personal information. The fraudster sends deceptive

messages or internet connections to the victim via social media, email, SMS, and similar electronic means. Personal information is obtained for access to bank accounts, social media accounts, pictures, and other files stored on a computer or smartphone (Martin & Rice, 2011). Thus, fraudulent transactions cause significant harm to the individual.

Internet fraud is often carried out using a female profile. One common method is to get the victim to help, using a woman profile. In this example of fraud, the message states that the woman wants to meet the victim and that a certain amount of money must be sent in order for the woman to go to the victim's country (Jahankhani, Al-Nemrat, & Hosseinian-Far, 2014). In the method used in this fraud, the message that women are economically weak is conveyed to the other party. Women's financial weaknesses are used as a tool for cybercrime fraud. Men who are victims of fraud may have a negative opinion about women with this incident.

### **Violence in Social Media**

Social media is one of the tools where digital violence is common. These tools are important social entities with which individuals, companies, groups, and countries communicate. Posts made on social media accounts representing certain groups may contain racist, hate, sexist allusion, and expressions (Roberts & Marchais, 2018). These statements are shared in order to exclude, humiliate a particular group, create negative perceptions in other people about the members of this group. The ability of social media to provide equal access to followers through the internet and online network enables the spread of digital violence.

Female and femininity have become important symbols in social media, mainly in subjects such as fashion, design, and dating. In order to provide the element of attraction in digital innovation and design, the female image, which includes the perception of femininity, is brought to the fore (Bock, 2012). A marketing strategy has been developed based on the physical image of women, especially by emphasizing the nudity element in fashion. The image of nudity contains the message of women being a sexual object rather than their beauty. On the other hand, most of the time, nudity contains more than just innocence, the sinful message of instinctual drives. According to this message, women are non-innocent beings that seduce men. These messages are clear indicators of violence against women.

Digital violence against women is carried out through social media with naked images and threats (Suzo et al., 2019). Some men use the disclosure of personal photos of women on social media as a means of defense and attack against the trauma of separation from their spouse or lover. This attack causes women to experience important problems in social and business life. This situation is an indication of the efforts to continue the symbolic view that women are victimized and that women are sexual objects.

Although social media is used as a threat, it is also used as a tool to make fun of women because of their race. Excess weight due to motherhood, insults, and hate speech towards breasts and

buttocks shape, which are constantly on the agenda due to the emphasis on nudity, clearly reveal the digital violence against women.

Social media is used for purposes such as monitoring, stalking, and controlling women in violence against women. Spouses stalk and control the social media followers of women through social media applications for the locations where they are checked in (Hall, 1998). In addition, with direct messages and other message applications, the content of messages sent to women is controlled by the spouses and psychological pressure is applied. Femicide, divorce, and domestic violence occur as a result of this kind of stalking and controlling. Some divorced spouses, through impersonation, disclose personal photos of the woman in a fake account that appears to be of the woman, in order to take revenge on the woman (Clarke et al., 2013).

### **Violence in Smart Phone Applications**

Information security and confidentiality are the most basic rights of women like every human being. Smartphones are personal devices that contain information, documents, pictures, and messages belonging to people's areas (Chatterjee et al., 2018). These devices contain applications showing the menstrual periods of women, private photos, social media accounts, messages, personal calendars, and phone books. Privacy violations committed by spouses in these devices containing the personal information of women reveal psychological violence against women.

Voice recording programs that enable women to record phone calls can be used as a threat. It is one of the types of digital violence against women that malevolent users record this conversation and use it as a means of threat and exposure via video call. Some spouses interfere with the freedom of the woman by means of tracking applications. This intervention causes the woman to be under psychological pressure.

### **E-Articles**

Electronic articles are scientific studies and research published in electronic journals. The emphasis of the word "female" in studies on women clearly shows the dimension of the message given about women. Specifying the women population selected as a sample in scientific studies as "female" in the findings regarding demographic data emphasizes gender discrimination. However, in most scientific studies, gender in "male" and "female" samples is not a research subject. Femininity can be emphasized in studies where the research subject is related to gender and the results of the research are evaluated according to gender.

Article titles may pose a discrimination threat to women when e-journal titles contain elements that symbolize femininity and the purpose is not gender-oriented. For this reason, it is important to include statements that do not contain gender discrimination in the titles of academic studies and the presentation of the findings according to the purpose and scope of the study.

## STRATEGIC SOCIAL WORK MANAGEMENT

Social work aims to eliminate the incompatibilities that arise by organizing the relationship of the individual with society (Payne, 2014). Social work provides for the elimination of the deficiencies and weaknesses of the individuals who are different from the other members of the society, the empowerment of the individuals in the society, the development of policies in situations requiring positive discrimination, and the development of the state-individual relations (Dominelli, 2004).

The policy development function of social work includes eliminating the problems that arise in practice, developing rules for improving the harmony between society-individual and state-individual, and improving existing rules (Fisher, 2009). The determination of these elements depends on the development of a strategy in terms of management.

Policy development requires leadership, purpose and goal setting, and strategy development (Broadhurst et al., 2010). The fact that social work consists of three pillars as individual, society, and state reveals the importance of the strategy. This strategy should include elements of people, society, rules, values, health, well-being, equality, and responsibility. These elements consist of analysis and planning, implementation, control, competitive power, feedback, and strategic renewal stages (figure 4). In the context of policy development and implementation, social work should reveal equality, applicability, and benefit elements in its functions related to society and individuals (Becker, Bryman, & Ferguson, 2012).



Figure 4. The strategic social work management process

### Digital Strategic Management

The development of the function of social work towards eliminating inequalities and improving the relations of individuals with society has become complex with digital innovations. The rapid change in the information dissemination brought by IoT and the digital innovations allowing cyberattacks to make it necessary to develop new management strategies for social work. This strategy should also include the social structure and culture that adapts rapidly to digital innovations. Cultural changes,

social structure, crime types, inequalities, violence against women, social sharing continue to be affected by these digital and technological innovations.

Every digital innovation that emerges causes differentiation in social and cultural interaction (Peppard & Ward, 2016). Criminal organizations, criminals differentiate their strategies and attacks by using these innovations in the vulnerability of individuals, institutions, and the state. Social work's solution-oriented approach to harmony and inequalities requires digital strategic management against these developing attacks.

Digital strategic management is the sum of innovative, digital-oriented, developmental, and adaptive plans that the organization puts forward in achieving its goals and objectives in corporate governance (Ansoff et al., 2018). These plans include social work to balance the elements of strategy, human, society, rules, values, health, welfare, equality, and responsibility with the most effective digital solutions. In this strategy, process management includes analysis and planning, implementation, control, competitive power, feedback, and strategic renewal stages.

### **Analysis and Planning**

The analysis is the process of obtaining information on many issues such as bottlenecks in the functioning of social work, application problems, types and qualities of functions, the severity of application rules, impacts on implementation, innovations, and effects in policy development, institutional competence, innovation in service, disabled people and children, elderly people and women, public health that concern society and individuals. The analysis reveals the balance between the clients and the institution that provides social work services.

The analysis is an important step in the development of the strategy. Digital elements, threat effects, target elements, risk factors, tools, methods, contents are taken into consideration and determined in the creation of the strategy. All digital elements that can hinder the functions of social work are determined as possible threats and risk factors. Risks and threats are determined by considering the clients of social work, social policy, social worker, content, and features of the service. The obtained data and results are important for the implementation of the strategy.

Analysis can be determined with the data obtained from field studies by the social worker. Different applications and problems of countries, developments in the field of social work, developments in cyberattacks are taken into consideration in the context of possible damages that may occur. While creating plans, technological developments, risks, threats, digital innovations, client demands and needs, social requirements, global developments in the field of social work are determined. The plans created must be suitable for the strategy, be applicable, and sustainable.

### **Implementation**

Institutional determination and action plans are required for the implementation of plans in digital strategic management. The action plan is different from the analysis phase. At this stage, pre-

determined plans and some methods are developed for long-term implementation. Implementation methods based on digital innovations are adopted in order to meet the needs of the clients and ensure the highest level of harmony with society. These methods require measures and practices varying according to the type of function such as disabled, elderly, women, social adaptation, and public health. These measures should be taken not because women are really weak, but because they are subjected to unfair treatment.

Digital innovations and types of crime are investigated in methods that can be applied in cyberattacks against women. Cyber attack types, guilt rates, target audiences, cyber-attack tools, necessary measures are put forward at this stage. These measures include eliminating digital threats and risks that clients are affected by in corporate governance, minimizing the effects of possible damages, and ensuring the maximum benefit in ensuring social harmony and welfare.

In practice, care should be taken to ensure the balance of benefit-harm, welfare-satisfaction, harmony-conflict. Social work plays an important and active intermediary role in the balance between the client and the society, institution, and state. The fact that children dragged into crime are victims and targets of cyberattacks is important in terms of the methods to be followed in practice (Hellevik & Øverlien, 2016). Cyber attack victimization in women requires the application to be effective and efficient. Because it is possible for women who are exposed to violence as a result of cyberattacks to suffer irreparable damages in the context of social and business life as well as psychological health.

### ***E- Gender Discrimination***

"Female" represents the gender of a woman, and "women" represents a woman as a human type. The difference that such a distinction will make is important in terms of digital violence. Digital violence against women is targeted at "females". Since the target element is gender, messages targeting gender are explained by the attacker in violent attack tools. For this reason, social work should focus on measures and practices in the context of gender discrimination (Black & Brainerd, 2004).

The realization of gender discrimination in the digital environment contains important risks and threats in the context of rapid dissemination of information. These threats and risks, besides the disclosure of violence against women in the social environment, cause some situations that will damage the honor of women. This discrimination, which makes it difficult for social work to take the necessary measures in the context of social policy, occurs as a result of the abuse of innovations related to the internet and digital tools. E-gender discrimination in the conduct of violent behaviors against women in the virtual environment, and the use of violence against women and tools in this environment, resulting in financial and moral harm to women.

Social work is responsible for taking the necessary precautions regarding e-gender discrimination, determining the digital and virtual elements and tools of violence against women, preventing the

spread of violent content, determining the principles of privacy and security regarding women, ensuring the sustainability of these principles and policies, and ensuring the correct and effective use.

### ***Women's E- Refuge/E- Shelter***

Social media, virtual, and smartphone applications continue to create a different social interaction area today. In addition to this interaction, violence and hate speech also increased. It is of great importance to protecting women, the elderly, and the disabled against violent attacks in the virtual environment. In order to maintain balance in the social lives of elderly people, nursing homes are institutions that have functions suitable for the purpose of women's refuge/shelter social work for women in need of violence and assistance (Rodriguez, 1988). These institutions provide protection of the elderly and women from attacks, adaptation to society, protection of health, financial and moral support services. The ability of clients to benefit from these supports is a requirement of social work's principle of providing justice in society.

A solution suitable for the requirements of the digital age should be adopted in protecting women against virtual and digital violence. Social work should take necessary precautions to protect women who need support in a virtual environment, especially in extraordinary situations such as pandemics. In case married women are subjected to domestic violence, the woman exposed to e-gender discrimination and digital violation should be supported through virtual applications. Therefore, the virtual application I recommend is women's e-refuge / e-shelter application.

The women's e-refuge / e-shelter mobile application and social media account have many missions such as empowering women the victims of digital and cyber violence, protecting women's rights and ensuring their social harmony and supporting women financially and morally. This service should urgently be expanded and given an international status for women who are exposed to cyber and gender discrimination attacks.

The women's e-refuge / e-shelter is a social media tool and digital application where women can share their membership and complaint content. This practice collects the complaints and evidence of women subjected to violence, and shares them with official institutions, if they have permission, and ensures that necessary measures are taken quickly for their protection. The consent of the client woman should get in taking measures. On the other hand, this practice should provide psychological support to women through video-conference awareness training. In addition, the data collected in this application can be used for statistical information and social policy creation, provided that the private information of women is kept confidential.

### ***Esports (Electronic Sports) Women***

Esports is a sports event where individuals compete in a virtual environment through video games (Bányai et al., 2019). This activity allows individuals to perform activities in a virtual environment.

These games can be watched by large masses via live broadcast (Hallmann & Giel, 2018). Continuity can be ensured by organizing the games as tournaments. In addition to ensuring social cohesion by competing or fighting each other, teams also have a disadvantage. The avatars used in these games and the violent content of the game can cause serious problems. Especially racist, sexist, war, killing, destruction, fighting, game contents that show women as a sexual object can cause negative effects of this game on individuals.

While the initial purpose of Esport is the development of leisure activity and teamwork, the widespread use of digital innovations and virtual applications leads to the abuse of the content of the game (Pedraza-Ramirez et al., 2020). For this reason, violence against women, discrimination against women, assault, and sexual content in games should be kept under control. Social work should make the necessary contributions to the development of social policy regarding the content of these games.

Electronic sports can be a suitable tool for women's leisure activities, improving their psychological state, and ensuring their social adaptation. The strength of women can be increased by improving teamwork, organizing global tournaments, and content of applications and games that highlight women. The social integration of women should be supported through tournaments and Olympic games.

### **Control**

The control is the management, improvement, and development of the problems encountered in the implementation of long-term plans in the strategy, the functioning of the processes determined in the strategy, principles, and practices. The control brings with it rules and restrictions for a particular application association. In the management process, the regulation and execution of the operation of strategic moves and the implementation of the applications following the purpose are kept under control.

The control supports the performance output revealed by the implementation of the strategic management plans. All the factors of the process provide progress in a certain direction with this support element. The direction, severity, and possible outcomes of the strategic management become efficient thanks to the control. For this reason, in the management of strategic social work, attention should be paid to violence against women, digital violence, harms that occur after digital attacks, and the adaptation of victims to society. The control requires closely follow the steps and policy elements to be followed in this management process and taking measures. The control is carried out by social workers and administrators.

### **Competitive Power**

Social work plays an important role in solving social problems. At the global level, the competition of countries in economic and social terms affects policy development. Cultural influences drive the habits and behavior of countries and consumers. Applications such as digital developments, social



media, and esports can cause significant security gaps in the private lives of individuals. The interactions of consumers and users in the digital environment cause countries and businesses to compete on these security threats.

The level of competition is increasing in many areas such as practice, service, policy development, client satisfaction, social security support related to social work. The increasing competition also increases the satisfaction level of clients. The dissemination of social media and international applications through visual and audio media requires a competitive advantage in meeting the needs of the clients. Especially developing technology and digital innovations reveal new social work needs.

In the management of strategic social work, applicants with changing security and privacy needs such as the disabled, elderly, and women are important. By adapting to the changing society and cultural structure, it is important to collect information about the social work practices of rival countries and to reveal a proactive approach about the risks and threats in terms of supporting the applicants. For this reason, competition requires a close follow-up of developing conditions and new social work practices, and proactive behaviors by detecting potential problems beforehand. Social work can gain an important momentum in human-society harmony by adopting the competitive element.

### **Feedback**

Feedback is the measurement of the effects of social work practices on clients, society, and the state. The level of satisfaction of the service provided to the clients, the level of satisfaction, the determination of the needs is obtained through feedback. Feedbacks detected by the social worker or reported by the client on many issues such as risk, threat, security, privacy, support, compliance, behavior are important in creating strategies. On the other hand, the effect level of social work applications on policy development, the effects of social work functions on the society and the state are revealed through feedback.

Feedback has a curative and developing effect in the context of future applications related to strategic social work management. The deficiencies in meeting the needs of an existing social work application are determined by feedback. In addition, the effects of developing technology and digital innovations on clients, the state, and society are presented in the same way. Thus, social policy can be developed with these elements. The protection of applications and supports by the legal order and their provision to those in need takes place in the light of these political developments.

Social workers, leaders, and social work stakeholders have important roles in feedback. Social work actors should play an active role in obtaining information about the client, state, society, and global developments. Feedback is important for the performance and efficiency, competitiveness, and sustainability of social work. The information and data obtained should be kept in a secure electronic environment.

## **Strategic Renewal**

When managerial skills and practices are sustainable in the social work strategy, the renewal process begins. Strategic renewal is the adaptation of the functional elements of the organization that provides social work services to changing conditions and needs and the adoption and implementation of an innovative improvement and development process in strategy. Entrepreneurship, innovative behaviors, extraordinary effort in meeting the needs, creating a success-oriented strategic process, continuous improvement of the strategic element and process, innovative project development, proactive approach to current problems, and future management understanding regarding social work constitute the strategic renewal.

The employees, leaders, and social workers of the strategic renewal organization depend on their active role in innovative processes that can be continuously renewed and improved. Team and fieldwork, participation in projects, organizational climate, development of relations with clients and stakeholders, active participation in social policy development are necessary for renewal. Innovations arising from digital developments should be taken into account in improving the strategic management process.

## **CONCLUSION**

The results of the study showed that the behavioral patterns of digital violence against women were disruptive behavior, bullying, harassment, stalking, intimidating, controlling. These behavioral patterns clearly reveal that women are kept under control and oppression by men, and these violent behaviors restrict women's free behavior.

Women are exposed to digital violence through computer games, cyberbullying (cyber harassment), cyberwarfare, internet fraud (cybercrime fraud), social media, smartphone applications, e-articles. These tools of violence continue to increase with the advances in technology and informatics innovations. Therefore, social work should adopt "strategic social work management" regarding digital violence against women. This management consists of analysis and planning, implementation, control, competitive power, feedback, and strategic renewal stages/steps. These stages are necessary and important to prevent, control, and support violence against women.

The application named "Be Safe" developed by the United Nations Development Program for the protection of victims of violence is one of the best practices (UNDP, 2020). This application provides empowerment of women in combating gender discrimination and protection of women against violence. When women are subjected to physical or digital violence, this application can activate a rescue team to assist the woman. The application has an important function in cases of concern about the health and safety of women in dangerous situations. The application is a mobile application. The alarm works via text message and geo-location. On the other hand, the content of the application contains informative and educational material. Information on institutions,

organizations, and important locations that will provide the necessary support to women in their exposure to violence is in this application.

"Bright Sky" and "Easy Rescue" developed by Vodafone Foundation, TecSOS applied in UK, Spain, Portugal, Ireland, Germany, "Gender-Based Violence Command Center (GBVCC)", "3060 SMS Line", "Nokaneng App", "MyAmbar", "Meddig Mehet" are among the other best practices (UNDP, 2020). "Bright Sky" is a free application that will provide support for women in case of abuse (Vodafone, 2020). This application is offered to women in UK, Ireland, Czech Republic, Romania, Italy, Portugal. The application provides important information to women regarding domestic abuse such as online safety, stalking and harassment, and sexual consent. "Easy Rescue" is being implemented in Turkey and is an application that supports women with safety concerns (Vodafone, 2020). This application allows women to communicate with their relatives in case of emergency. Thanks to this application, women are notified of the rotation information they have traveled to the people they know, and the route changes are reported to these individuals via the emergency SMS method. Thus, emergency situations of women such as abduction or detention can be detected.

"TecSOS" handset is an application that provides prevention of digital and other violence against women in Spain, Portugal, Ireland, Germany, UK (Vodafone, 2020). This application provides confidence, protection, and reassurance regarding domestic abuse. "GBVCC" is an application that enables women in South Africa to monitor, protect, and determine their geographical location in case they are subjected to violence. In addition, this application allows communication in sign language for the hearing impaired. 3060 SMS Line, Nokaneng App, MyAmbar, Meddig Mehet applications provide the necessary urgent notifications to the social worker and police about the current attacks through the SOS button of the victim women. These applications help to support women psychologically.

Social media corporations should play an essential role in preventing digital violence against women. Social media corporations, which implement the measures to close or block the assailant account and make criminal complaints about the content of the messages, should produce more permanent and functional solutions to prevent the increasingly ongoing digital violence. In Australia, social media companies can be fined in accordance with the online safety legislation if abusive or bullying content is not removed and blocked (Jørgensen & Zuleta, 2020); Knowledge, 2018). The e-safety commissioner is employed to detect these attacks and contents (Lyu, Chow, & Hwang, 2020). On the other hand, social media companies apply many security measures to detect fake accounts (Elsaesser, et al., 2020). The authenticity of the accounts is confirmed by many methods such as name, surname, e-mail verification, spam protection. In the scope of preventing violence and hate speech against women and fighting crime, word filtering software shared on social media is being used (Marique & Marique, 2020). Youtube closes channels and suspends broadcasts containing violent and sexual content and videos that insult women. Facebook, YouTube, and Twitter employ

expert moderators in different languages to filter the content of the attacks. These moderators control the content shared by the accounts in the context of discrimination, violence, and hate speech. Measures such as censorship, content removal, moderator control, account block, channel suspension are not enough to prevent digital violence. Advancing technology, digital innovations expand the range of action for digital attackers. For this reason, it is crucial that social media companies provide psychological support to digital violence victims. Social workers who will especially support victim women and take the necessary measures about violent content should be employed in these social media corporations. Social media corporations should provide supports in preventing violence and attacks against women by developing software, fake account tracking, and serving by social workers.

The features of digital innovations that accelerate communication, such as social media and smartphone applications, also increase the speed of violence-based content. Social work has a great role in controlling these contents and reducing the spreading speed. For this reason, it is recommended to increase future research especially in the context of preventing digital violence against women, eliminating the negative consequences of violence, and developing policies in this direction.

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