

Use of Websites by Women's Rights NGOs for Informational and Educational Purposes: A Comparative Analysis*

Kadın Hakları STK'larının Web Sitelerinin Bilgilendirme ve Eğitim Amaçlı Kullanımı: Karşılaştırmalı Bir Analiz

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ABSTRACT

This study explores the functions and focuses of the websites of women's rights NGOs in Türkiye in providing educational and informative content. For this purpose, a comparative website analysis was conducted for The Sexual Violence Prevention Association (Cinsel Şiddetle Mücadele Derneği), The Flying Broom Women's Communication and Research Association (Uçan Süpürge Kadın İletişim ve Araştırma Derneği), The Purple Roof Women's Shelter Foundation (Mor Çatı Kadın Sığınağı Vakfı), The Women's Platform for Equality (Eşitlik için Kadın Platformu) and the We Will Stop Femicides Platform (Kadın Cinayetlerini Durduracağız Platformu), which effectively use social media to expand their organisational network and publicise their offline initiatives. The researchers included the website content in the analysis for May 2024. The findings reveal that the organisations primarily offer educational and informative content based on data and reporting. Additionally, the findings that women's rights NGOs in Türkiye should regularly review and update their websites to ensure the appropriateness and accuracy of the information and documents on their websites. Therefore, there is a clear need for women's rights NGOs to have up-to-date, accessible and easy-to-navigate websites. The research contributes to the literature by examining websites with permanent, archivable, and navigable content, unlike social media, where information is rapidly consumed. This study is also significant as it enhances women's right activists' and supporters' understanding of the online initiatives of women's rights NGOs in Türkiye.

ÖZ

Bu çalışma, Türkiye'deki kadın hakları STK'larının web sitelerinin bilgilendirme ve eğitim amaçlı kullanımına dayalı işlevlerini ve odak noktalarını incelemektedir. Bu amaçla çalışma, Cinsel Şiddetle Mücadele Derneği (Association for Struggle Against Sexual Violence), Uçan Süpürge Kadın İletişim ve Araştırma Derneği (Flying Broom Women's Communication and Research Association), Mor Çatı Kadın İletişim ve Araştırma Derneği'nin (Purple Roof Women's Shelter Foundation), (Eşitlik için Kadın Platformu (the Women's Platform for Equality), and Kadın Cinayetlerini Durduracağız Platformu (We Will Stop Femicides Platform) internet sitelerinin karşılaştırmalı analizini içermektedir. Analizler sonrası elde edilen bulgular, incelenen kuruluşların öncelikle veri ve raporlamaya ilişkin eğitici ve bilgilendirici içerik sağladığını ortaya koymaktadır. Ayrıca bulgular, Türkiye'de kadın haklarını aktif olarak savunan STK'ların web sitelerinin, bilgi ve belgelerinin uygunluğunu ve doğruluğunu sağlamak için düzenli olarak gözden geçirilmesi ve güncellenmesi gerektiğini de göstermektedir. Bu nedenle bu araştırma, Kadın Hakları STK'larının web sitelerinin güncel, ulaşılabilir ve kolay gezinilebilir tutulmasına yönelik açık bir ihtiyacı ortaya koymaktadır. Ayrıca site gezinme menülerinin bilgi içeriğine kolay erişimi kolaylaştırmadığı da görülmektedir. Bu bulguların, Türkiye'deki kadın hakları STK'larının çevrimiçi girişimlerine ilişkin anlayışımızı geliştirmesi açısından önemli olduğuna inanılmaktadır.

Keywords: Women's Rights NGOs, Education Content, Content Analysis, Organisation and Group Communication

Anahtar Kelimeler: Kadın Hakları STK'ları, Eğitim İçeriği, İçerik analizi, Örgüt ve Grup İletişimi

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1. Introduction

In today's digital age, technologies and the Internet have become powerful advocacy and educational tools that provide a platform for non-governmental organisations (NGOs) to reach a wider audience. This is particularly important for women's rights NGOs, which leverage online platforms to disseminate information, provide educational resources, and mobilise support for gender equality. In Türkiye, where societal and cultural dynamics present unique challenges to women's rights, the role of women's rights NGOs is crucial in raising awareness and supporting social change.

The support for this awareness and change has emerged because of the evolution in digital communication, increasing the visibility of women's rights NGOs. The evolution of digital communication has also caused a transformation in feminist approaches. Third-wave feminism has increased the public visibility of women's rights through the widespread use of the Internet (Munro, 2013). Since the 2010s, fourth-wave feminism has promoted international solidarity and global actions through social media platforms and online discussion groups (Jouët, 2018). Both formal and informal organisations are rapidly adopting various information and communication technologies to develop actions and efforts supporting the women's rights movement both online and offline, raise awareness, and expand communities.

Websites serve as vital hubs for information, resources, and engagement, enabling these organisations to connect with diverse stakeholders, including donors, volunteers, and beneficiaries. However, the effectiveness of these websites in providing comprehensive and accessible information varies significantly across different NGOs. Although the social media accounts of these organisations are more interactive than other online platforms, websites still play a significant role in sharing permanent, regularly updated, and archived information.

This study examines how fourth-wave feminism's interest and focus on online activities can be functionalised within websites through educational and informative content on NGO websites from the perspective of women's rights in Türkiye. Thus, the research aims to conduct a comparative website analysis of the women's rights NGOs in Türkiye, focusing on their informational and educational content. By examining how these NGOs use their online presence to advance women's rights, this research seeks to provide insights that could enhance their digital strategies. In Türkiye, where women's rights are a contentious and evolving issue, the online presence of women's rights NGOs plays a significant role. This comparative analysis will contribute to a deeper understanding of how women's rights NGOs in Türkiye leverage digital tools to advocate for change and support their mission.

In Turkish literature, fourth-wave feminism is often associated with social media activities and the women's right movement. However, this study offers a different perspective by evaluating the websites of NGOs. This study suggests that researchers in digital feminism should explore further digital activism opportunities.

This paper is structured as follows: the next section reviews the concepts of digital feminism, women's rights NGOs, and the educational content produced by these NGOs online. The subsequent section details the study's methodology, presenting information obtained through content analysis. The final section interprets the findings and offers recommendations for NGOs to enhance their online impact.

2. Conceptual Framework

2.1. Digital Feminism

The history of feminist theory begins with criticisms of the Declaration of the Rights of Man following the 1789 French Revolution, which lacked the inclusion of women's rights. This absence criticised by women writers and activists of the time. Olympe de Gouges, in 1791, advocated for women's rights by publishing the Declaration of the Rights of Woman and the Female Citizen. Mary Wollstonecraft's "A Vindication of the Rights of Woman" also stands as one of the earliest feminist works. These discussions marked the beginning of the first wave of feminism, which advocated for gender equality before the law (Butler, 1990; Altınbaş, 2006).

The second wave of feminism emerged in the 1960s, largely influenced by Simone de Beauvoir's assertion that "one is not born, but rather becomes, a woman." This wave-initiated discussions on women's bodies and sexuality, criticising that legal equality did not necessarily change discriminatory practises in society (Bauer, 2001; Gilmore, 2008; Nachescu, 2009). It also brought attention to women's experiences in the private sphere. In the early 1990s, the perceived failure of the second wave of feminism led to the emergence of the Third Wave of feminism, which addressed issues of gender, class, race, ethnicity, and sexuality and focused on debates about women's identity. This wave saw the prominence of Muslim feminists, LGBT+ movements, and queer feminist discussions (Thompson, 2002; Gillis et al., 2004; Snyder, 2008; Kepekçi, 2012).

Fourth-wave feminism, known as "hashtag feminism," emerged with the widespread use of the Internet and social media platforms (Munro, 2013). This wave highlighted activism on women and gender-related issues in the digital realm (Phillips & Cree, 2014). Some researchers argue that feminism has lost its relevance, while others, like Walby (2011), argue that it has

transformed and strengthened. Cochrane (2014) noted the amplification of feminist issues through digital feminism reaching mainstream media, while Fotopoulou (2016) emphasises the role of digital sisterhood in organising women. Online platforms have become crucial for women to share their stories, raise awareness, and discuss challenging topics. Hashtag activism is a powerful tactic for eliminating gender inequalities. Social media facilitates collaboration on campaigns and awareness-raising, but it can also perpetuate feminism opposition and misogyny (Day & Wray, 2018). However, criticism exists regarding the exclusion of women without Internet access. Nevertheless, digital connections have globalised feminism, allowing all women to have their voices heard. While some researchers find online activism effective, others question its impact as "slacktivism" (Clark, 2015).

Digital feminism, also known as cyberfeminism or hashtag feminism, encompasses various aspects that highlight the integration of feminist activism with digital platforms and technologies. Notable points within this context include online activism and hashtag campaigns, increased visibility and awareness, intersectionality, community-building and support, challenging mainstream media, rapid mobilisation, education, and resource sharing (Mendes et al., 2019; Jouët, 2018; McLean et al., 2016).

The use of social media in fourth-wave feminism is often highlighted through hashtag campaigns associated with digital feminism. In addition to social media, blogs, activist news sites, and websites of activist groups or NGOs are also essential tools for sharing organised information and editorial content related to digital feminism. Despite the widespread use of social media, institutional websites still play a valuable role in facilitating communication between the public and organisations, as by Kent and Taylor in 1998. Many NGOs and government organisations consider their websites to enhance civic participation, as they complement their presence on social media platforms and enable them to reach a wider audience (Hsiao, 2023; Chingwena & Mhute, 2023). Thus, digital feminism leverages the power of technology to advance feminist goals, making activism more inclusive, visible, and effective in the digital age.

2.2. Overview of women's rights NGOs in Türkiye and their online presence

Debates regarding the concept of civil society in Türkiye began in the late 1990s and continued throughout the 2000s. The prevailing approach during this period defined civil society as organisational life encompassing various economic, social and political functions (Sağlam, 2020). This definition emphasises that civil society includes several organisations, not just one specific area.

When women's rights non-governmental organisations (NGOs) in Türkiye are examined, it is evident that these NGOs play a significant role in women's right advocacy. These NGOs strive for gender equality, empowerment, and protection of women's rights. Women's solidarity foundations and associations operating in various regions of Türkiye work to defend women's social, economic, and legal rights, combat violence, and ensure gender equality. These organisations generally organise programmes and events supporting women at the local level (Küskü, 2023). NGOs operating as women's counselling and support centres assist women in matters such as psychological support, legal consultancy, employment and education. These centres also play an important role in combating violence against women (Boşnak, 2022). NGOs engaged in research and monitoring activities in the field of women's rights work to identify the issues faced by women in Türkiye, develop policy recommendations, and create societal awareness. These centres often organise reports, workshops, and seminars to inform the public about women's right issues (Ünal et al., 2021). Cooperatives and initiatives established to empower women economically support women's employment, entrepreneurship, and income generation. These organisations typically promote women's involvement in handicrafts, agriculture, tourism, and other sectors. Additionally, women's rights NGOs in Türkiye collaborate with international organisations and support women's right advocacy on international platforms. These collaborations contribute to raising awareness of and supporting women's rights in Türkiye at the international level (Gümüş, 2004).

When examining the active women's civil society organisations operating in Türkiye, the Sexual Violence Prevention Association (Cinsel Şiddetle Mücadele Derneği), the Flying Broom Women's Communication and Research Association (Uçan Süpürge Kadın İletişim ve Araştırma Derneği), the Purple Roof Women's Shelter Foundation (Mor Çatı Kadın Sığınağı Vakfı), the Women's Platform for Equality (Eşitlik için Kadın Platformu), and the We Will Stop Femicides Platform (Kadın Cinayetlerini Durduracağız Platformu) stand out prominently. Briefly providing information about these associations:¹

- The Purple Roof Women's Shelter Foundation established in 1990 by feminists with the aim of combating violence against women. It strives to create a life where women can live freely and under equal conditions, aiming to establish a life free from gender-based discrimination and male violence.
- The Flying Broom Women's Communication and Research Association is a civil society organisation founded in 1996 by a group of women with the aim of achieving gender equality and making visible the impacts of all discriminatory patterns such as sexism, speciesism, racism, and homophobia on the lives of women and girls.

¹ Refer to section 4. Findings for information sourced from official NGO websites.

- The We Will Stop Femicides Platform, founded in 2010, emphasises that women themselves will provide the solution to the problem, hence using "we women" as the subject. The platform collects data, organises actions, follows up on cases, and advocates for egalitarian feminism to understand the dimensions and causes of femicide.
- The Sexual Violence Prevention Association was established in 2014 in response to gender polarisation and the homogenised perception of sexual violence in language and social memory.
- The Women's Platform for Equality has been actively advocating for the right to an equal and free life and combating threats to these rights since 2020. Over the years, the platform has conducted numerous local, national, and international initiatives on various issues such as child sexual abuse, the Istanbul Convention, and violence against women.

2.3. Providing online educational content for women's rights NGOs

In the digital age, online informational and educational content has become a critical tool for non-governmental organisations (NGOs) working in the field of women's rights. This content provides significant opportunities for raising awareness, delivering education, and empowering women by reaching broad audiences.

The Safe Response Toolkit project, launched in 2021 by The STOP Campaign for the ACT community, lists what can be done at the local, regional and international levels for social change. Accordingly, education in activism plays an important role, along with activities such as direct action, art activism, and petition signing. Moreover, accessing educational content in activism is the responsibility of people who want to become involved in the field of activism (The Stop Campaign, 2022).

On the other hand, Leath et al. (2022) indicate that social movements' primary purpose is not education. Johnson (2021) states that education and activism can develop in line with the collective goal. The need for reliable and continuous sources for those who want to access educational and informational content place activists and NGOs responsible for providing such content and resources. These content pools, which emerge from experience and expertise, should be accessible.

According to Demirhan (2017), the effective creation of informational and educational content on online platforms by women's rights NGOs highlights the importance of social media use. Regular posts on popular social media platforms can help reach large audiences and increase engagement. Similarly, Ilkcaracan and Amado (2005) emphasise the importance of user-friendly websites for women's rights NGOs. Demiray (2014) noted that online courses and seminars organised by NGOs encourage higher participation rates among women.

Eslen-Ziya (2013) argues that creating online support groups is crucial for ensuring that women do not feel isolated and for enhancing a sense of solidarity. Another important aspect of online informational and educational content is the creation of databases concerning women's rights, legal counselling, complaint forms, petition samples, and support services (Eslen-Ziya, 2017). Each NGO focuses on specific issues in its field of advocacy. However, besides this focus, educational and information-based activities can be ignored. Demirhan (2014) pointed out that women's rights NGOs are often deficient and inadequate in sharing qualified information and resources.

Educational content in activism is challenging for women's rights activist communities or NGOs to address comprehensively. However, as much as educating others in activism, the aspect of activists being learners should also be considered. As Ollis (2011: 264) states, people who are active in a social movement throughout their lives develop their knowledge and skills gradually over a long period and are fast learners, especially in times of crisis.

Whether information and educational content is online or offline is vital for digital literacy. However, another critical matter is the digital gap. Eslen-Ziya (2013) critiqued that the issues of women without Internet access must be considered. Therefore, for activists or social movement supporters who do not have technological opportunities or technology usage skills, these resources should be moved to the offline environment, or, on a more macro and long scale, these people should be trained in accessing and using these resources.

Women's rights NGOs can reach large audiences and raise awareness by effectively using digital platforms such as social media, websites, online courses, and support groups in their struggle for gender equality and women's empowerment. The provision of educational content by NGOs is critically important for empowering individuals, promoting social change, and supporting sustainable development. Education not only conveys information but also serves as a catalyst for social transformation and progress.

3. Methodology

Digital feminism, which took shape simultaneously with fourth-wave feminism, is closely related to the great acceleration in the use of social media worldwide since the 2010s and the intensive use of digital information and communication technologies on behalf of the women's movement. Educational content produced for activism continues to appear on websites in a categorised,

organised, searchable, and archivable manner, in addition to the ability of social media platforms to distribute content quickly and simultaneously.

The main purpose of this study was to evaluate the websites of women's right movement organisations in terms of their informative and educational content. For this purpose, answers are sought to the following research questions:

- RQ1: What information about the organisational structure and functioning is included on the websites of women's rights NGOs?
- RQ2: What type of educational content is included on the websites of women's rights NGOs?
- RQ3: How do the websites' navigational elements play a role in reaching out to the educational content?

To ensure that the study data are up-to-date and relevant, NGOs that have actively advocated for women's rights both online and offline recently were considered. Specifically, the NGOs that engage in online and offline activities and campaigns related to women's rights and gender equality were examined. After careful consideration of the activities of these NGOs, the study's sample consists of the NGOs' websites, which enrich the research's outcomes by emphasising various aspects of women's rights, including communication and discourse, legal processes, gender equality, and the prevention of violence within their organisational structures. These NGOs are the Sexual Violence Prevention Association (Cinsel Şiddetle Mücadele Derneği - CSMD), the Flying Broom Women's Communication and Research Association (Uçan Süpürge Kadın İletişim ve Araştırma Derneği - USKIAD), the Purple Roof Women's Shelter Foundation (Mor Çatı Kadın Sığınağı Vakfı - MCKSV), the Women's Platform for Equality (Eşitlik için Kadın Platformu - ESİK), and the We Will Stop Femicides Platform (Kadın Cinayetlerini Durduracağız Platformu - KCDP).

The content analysis method, which enables the selection and systematic analysis of accumulated information and content (Ataizi, 2018:138), was used for the comparative website analysis of these NGOs. Comparative website forms were created based on the concept of information provision from Gibson et al.'s (2003: 68) research "Election Campaigning on the WWW in the USA and UK: A Comparative Analysis" and the definition of educational content from Primo and Vicari's (2010: 598) study. Categories are primarily determined on each NGO website for educational and informative content. Websites are scanned in detail to determine the categories according to their content types and context. Essential website components such as similar content (data, reports, etc.), content types (visual, textual, audio, multimedia), and navigation features are decisive in creating categories. Unique content and facilities are included in the content analysis as separate categories.

The websites were regularly visited over a year, and any potential changes in the navigation and design were observed. Since there were no significant changes during this period, the contents from May 2024 were included in the comparative website analysis. In the data analysis phase, eight information provision items were determined for NGO websites, including organisational history, structure, values, policies, newsletters, media/press releases, event calendar, and FAQ. One point was assigned for each item. Similarly, nine educational content items were determined, including books, articles, presentations, videos, podcasts, factsheets, educational material for audiovisual disabilities, reports, and terminology. One point is assigned for the presence of each item.

4. Findings

The websites included in the research, the information provided by the relevant NGOs, and the educational content offered to their website visitors were discussed in detail, and the data were analysed.

Those websites are

- CSMD <https://cinselsiddetlemucadele.org>,
- USKIAD <http://ucansupurgedernegi.org>,
- MCKSV <https://morcati.org.tr>,
- ESİK <https://esikplatform.net>,
- KCDP <https://kadincinayetleriniurduracagiz.net>

Table 1. Information provision functions of NGOs

NGO	Information Provision
Cinsel Şiddetle Mücadele Derneği	6
Uçan Süpürge Derneği	1
Mor Çatı Kadın Sığınağı Vakfı	7
Eşitlik için Kadın Platformu	3
Kadın Cinayetlerini Durduracağız Platformu	5
Mean score	4.4
Range	1-8

As seen in Table 1, there is a significant difference between the information-provision functions of various women's rights NGOs. While the Flying Broom Association only provides information about its values, the MCKSV includes a comprehensive range of information on its website, such as organisational history, structure, values, policies, newsletters, media releases, and an event calendar. The Association for Combating Sexual Violence offers relatively comprehensive information but excludes newsletters on its website.

The event calendar, which is important for informing participants and strengthening solidarity within the women's rights movement, is available on three websites (CSMD, MCKSV, and ESİK). However, the event announcements on the MCKSV website were last updated in 2022. The We Will Stop Femicide Platform includes organisational history, structure, values, policies, and media releases; however, this information is not clearly and visibly accessible on the home page (see Table 2). The Women's Platform for Equality provides only organisational history, media releases, and an event calendar.

However, none of the websites have a FAQ section where users can find short answers to questions about the organisations' structure and focus areas.

Table 2. Navigation of NGOs' information provisions

Item	Cinsel Şiddetle Mücadele Derneği	Uçan Süpürge Derneği	Mor Çatı Kadın Sığınağı Vakfı	Eşitlik için Kadın Platformu	Kadın Cinayetlerini Durduracağız Platformu
Organisational history	About-who are we?	-	About-Who are we?	About-Our story	About (accessed through a direct search on search engines)
Structure	About-Corporate documents	-	About-Our methods	-	About (accessed through a direct search on search engines)
Values	About-Values	About-Our must-haves	About-Our methods	-	About (accessed through a direct search on search engines)
Policies	About-Policy documents	-	About-Our methods	-	About (accessed through a direct search on search engines)
Newsletters	-	-	Our publications-Newsletters	-	-
Media/Press releases	Declarations	-	Our publications-Press releases	Press releases	Explanations
Event Calendar	Blog-Announcements	-	(Located in the footer)	Events	-
FAQ	-	-	-	-	-

Another website with complex navigation is the CSMD. Users must first click on the Blog drop-down menu to access the event calendar.

Table 3. Educational content types

NGO	Educational Content
Cinsel Şiddetle Mücadele Derneği	8
Uçan Süpürge Derneği	5
Mor Çatı Kadın Sığınağı Vakfı	7
Eşitlik için Kadın Platformu	6
Kadın Cinayetlerini Durduracağız Platformu	4
Mean score	6
Range	1-9

Table 3 shows the scores of the educational content types on the NGOs' websites. Accordingly, the CSMD (8), MCKSV (7), ESİK (6), USKIAD (6), and KCDP (5) have the most educational content types.

When examining the educational content types of the websites in detail, it is seen that the CSMD and MCKSV provide a regular and clear categorisation of educational content with drop-down menus. On the other hand, USKIAD collects all educational content on a single web page without any headings.

It is evident that NGOs' websites concentrate their educational content efforts on specific areas, particularly ESİK and KCDP reports and laws and regulations.

Table 4. Scoring of educational content types by NGOs

Item	Cinsel Şiddetle Mücadele Derneği	Uçan Süpürge Derneği	Mor Çatı Kadın Sığınağı Vakfı	Eşitlik için Kadın Platformu	Kadın Cinayetlerini Durduracağız Platformu
Documents-books	+	+	+	-	-
Documents-articles	+	+	-	-	+
Documents-presentations	-	-	+	+	-
Documents-videos	+	-	+	+	+
Documents-podcast	+	-	+	-	-
Documents-fact sheets	+	+	+	+	+
Documents-educational material for audiovisual disabilities	+	-	-	-	-
Documents-reports	+	+	+	+	+
Documents-dictionaries-terminology	+	+	-	-	-

Table 4 shows that factsheets and reports are prevalent forms of educational content on all NGO websites. A notable feature across all websites is the abundance of factsheets, many dedicated to highlighting women's right violations and presenting statistics more digestibly. Specifically, KCDP offers users easily understandable information by presenting femicide factsheets as infographic in the Data section. Additionally, some factsheets are categorised under Reports. The reports on the websites represent not only the activities of NGOs in the field of women's rights in Türkiye but also parliamentary monitoring, programme outcomes, and conference results.

The article section on these websites features a collection of articles or single articles created by NGOs addressing several women's right violations. For example, CSMD presents the Sexual Abuse Article Series, KCDP offers various articles, including the Feminist Translation series, and USKIAD covers topics such as the rights of disabled women, prevention of child marriage, and news related to women and children.

After reviewing the NGOs' websites, it was found that CSMD, USKIAD, and MCKSV provide books covering various topics. CSMD offers books addressing sexual violence in Turkish, Kurdish, and Arabic. USKIAD focuses on ending child marriage and features journalism in its published books, like its articles. MCKSV primarily offers books on academic activities and legal issues.

NGOs prominently feature videos on their websites with embedded YouTube content. All NGOs, except USKIAD, share

webinars, online interviews, actions, and press releases. Podcasts are not commonly featured on NGO websites, with only CSMD and MCKSV presenting podcasts in an organised manner on their respective sites. However, there are variations in their presentation. CSMD arranges the podcasts chronologically, with the most recent podcast uploaded in 2021. On the other hand, MCKSV does not timestamp their podcasts, and audio recordings for general information purposes are labelled as podcasts.

The websites of MCKSV and ESIK include presentations, but they are not presented as separate links. Instead, they are integrated among other types of content. In addition, the dictionary is exclusive to the websites of CSMD and USKIAD. However, it is not accessible through a separate link on either website.

Educational resources for individuals with audiovisual impairments are exclusively available on CSMD's website, ensuring access to educational materials for users with such disabilities.

5. Discussion

Fourth-wave feminism is also called digital feminism, cyberfeminism, or hashtag feminism, and today's close relationship between feminism and information and communication technologies is clearly revealed. Looking at the history of the women's rights movement, the most important criticism of the concept of fourth-wave feminism is the limitation of a women's rights movement that includes users who have access to these technologies and, moreover, digital literacy who can use these technologies effectively. On the other hand, a women's rights movement that includes more women also supports offline and traditional feminism and can therefore combine reactive digital feminism with proactive offline activism (Jain, 2020; Munro, 2013; Pary et al., 2018; Householder, 2015; Sternadori, 2019).

A holistic women's rights movement should not be stuck in online platforms. All possible online platforms and tools that women's rights advocacy can benefit from can be used for different functions on behalf of a more inclusive women's rights movement. One of these is educating others in the women's rights movement—on issues such as legal actions, direct action, communication, and networking—and providing them with educational content and materials. The goals of this tactic are to educate people about the foundations, goals, and methods of a social movement, raising awareness and consciousness in them (Kawano, 2010; Işık, 2022), and informing and educating them about preventing abuse (Hawkesworth, 2020).

This study evaluates the educational content of the websites of NGOs in the women's rights movement according to their types and intensity through comparative website analysis carried out by the content analysis method. For this purpose, the websites of five NGOs actively operating in Türkiye—CSMD, USKIAD, ESIK, MCKSV, and KCDP—were included in the research.

The research findings show that websites commonly highlight statistical data or reports. Factsheets on NGO websites containing these data and information also turn into an online archive containing pressure groups' demands for social change towards decision-makers. Reports and factsheets are sometimes collected under the same title due to the flexible use of their meanings in Turkish. Thus, it becomes difficult for users to access the content they are looking for.

The About section of websites, which is expected to provide information about the history, structure, functioning, and core values of NGOs, lacks the hypertextuality and interaction tools that the online environment can provide. Therefore, the About sections can be considered as "brochureware," similar to the results of Irving and English's (2009) research titled "Feminist Network Activism and Education in Canada.

The navigation of the websites could be improved to provide more comprehensive information about NGOs, as well as to enhance the ease of searching for and accessing educational content. Although MCKSV and CSMD have a relatively more standard website template to help users find the content they are looking for, it is noticeable that a significant part of their content is not up to date. On the other hand, there is very little room for podcasts on NGOs' websites, and the existing podcasts are also out of date.

No websites other than CSMD are designed for people with audiovisual disabilities. Although this issue is directly related to accessibility of educational material for people with audiovisual disabilities, it is undeniable that it also has a strong connection with the educational content. Therefore, despite the content on the websites regarding disability rights, the websites do not paradoxically use facilitators for people with audiovisual disabilities.

Although education in activism research tends towards youth studies, educational and informational content in activism cannot be expected to be designed only for the youth. Clearly and quickly navigable and accessible online content is closely related to gaining many allies and supporting allies in becoming influential activists. The more educated people are about women's rights, the fewer human rights violations are expected to occur (The Stop Campaign, 2022).

Primo and Vicari (2011) drew attention to various forms of educational content, such as books, articles, videos, presentations, and physical objects. Uploading these contents to a website obviously does not make sense to those who cannot access these resources. There are two basic steps for women's rights NGOs to follow to have this content and to direct it to their websites efficiently and quickly. Any user with essential digital skills should make these contents easy to access.

6. Conclusion

It is seen that NGOs have become widespread by entering a new and different structure with the globalisation process, that they have assumed the fundamental and primary role of actors in social change, and that they have taken their place at the top of the social agenda. NGOs have a complex structure ranging from voluntary citizen initiatives to social movements that come together for different purposes, from think tanks to unions and professional organisations (Akgül & Pazarbaşı, 2010). Globalisation and the rapidly developing technology that comes with it have increased the use of the Internet and web-based communication. It has been observed that NGOs have increased their effectiveness and accessibility by using Internet technologies while performing their activities. In this context, NGOs need to create their websites in an interactive structure where the two-way communication process will be carried out, allowing their target audience to provide feedback.

This study demonstrates that NGO websites actively advocating for women's rights in Türkiye need regular review and updates to ensure the relevance and accuracy of their information and documents. Additionally, NGOs often need to recognise the potential of their websites to provide valuable online and offline materials. Therefore, this research reveals a clear need to keep Women's Rights NGOs' websites up-to-date, achievable, and easy to navigate. On the other hand, it points to the necessity of discussing the digital gap and digital competence issues in the feminist movement in the context of informational and educational content. In addition, the results of this study provide evidence that the framework of digital feminism in Türkiye, which is positioned within the framework of social media, needs to be expanded. In addition to websites' up-to-date educational and informative content, a need for accessible design has emerged in this study. The findings of this study indicate that women's rights NGOs should be aware of the possibilities of reaching a wider audience through their websites. On the other hand, it serves as a source for new research in Turkish literature to explore the possibilities of digital technology. Also, considering the findings of this study examining the educational content of the websites of NGOs that advocate for women's rights, future studies can investigate other contents, such as how the financial structures of these NGOs are strengthened and what the benefits of two-way online communication between members are.

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