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# Women's employability, Gender Gap, and Digital Representation in Postcolonial Morocco: Implications for Societal Advancement

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## Acknowledgements / Dedications

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### Dedication :

This research is dedicated to my father and mother, who have been on my side ever since I started this journey.

## Abstract:

This research examines the trends and correlation between employment, women's representation in the digital sphere, and gender equality in Morocco. Through an analysis of historical context, socioeconomic factors, and theoretical frameworks, the study aims to provide insights into the challenges and potentials for achieving gender equality in the country.

The research utilizes data collected on employment, the number of posts on Instagram, and the gender gap index from 2020 to 2022.

The findings reveal significant correlations between employment, women's representation on digital platforms (specifically Instagram), and the gender gap index. A positive correlation between employment and the gender gap index number indicates that improving gender equality leads to greater access to employment opportunities for women, enhancing their economic empowerment. Likewise, a positive correlation is observed between the number of posts on Instagram and the gender gap index, highlighting the increasing visibility of women in the digital sphere.

Interestingly, it also reveals a trade-off between visibility and employment opportunities for women, as the number of posts increases, employment tends to decrease. However, positive correlations advise that efforts to reduce gender disparities and promote gender equality contribute to improved work opportunities and a high number of posts directed on women's representation.

The study emphasizes the importance of considering the complex socio-cultural landscape when interpreting these correlations. Colonial legacies, societal and cultural norms, as well as socio-economic disparities influence gender equality in Morocco, necessitating a comprehensive approach to address structural barriers and elevate women's active involvement in employment and the digital sphere.

## Keywords:

*postcolonialism, employment, gender equality, Instagram, Moroccan context*

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## I. Introduction:

### A. Background on women's labor force participation in Morocco

Historically, Morocco has always exhibited low rates of women's labor force participation compared to their male counterparts (Dept, 2017). Societal expectations and traditional gender roles have often chained women to domestic responsibilities, restricting their access to opportunities and financial independence. However, in recent years, the country has made some efforts in promoting gender equality and women's empowerment through various legal reforms and policy initiatives (Zoglin, 2009).

One notable breakthrough was the adoption of the Moroccan Family Code, commonly known as the Moudawana, in 2004 (Wuerth, 2005). The Moudawana (*or the personal status code in Moroccan law*) sought to improve women's rights and gender equality within the family and society. It brought important changes, as it raised the minimum age of marriage for women, granted them the right to divorce, and ensured financial protection within marriage. These legal reforms reflected a significant shift in the recognition of women's rights and set the stage for broader social and economic transformations (Zoglin, 2009).

Nevertheless, despite these positive and prominent developments, women's labor force participation in Morocco is still dealing with numerous challenges, to this day (Lopez-Acevedo et al., 2021). One of the many barriers is the prevailing gender norms and societal expectations that prioritize women's role as caregivers and homemakers (Muñoz Boudet, 2013). This cultural narrative has been a catalyst in restraining women from having equal access to education, training and overall their independence and autonomy. This narrative undeniably reinforces the notion that women's primary responsibilities lie within

the domestic sphere. As a result, many women are discouraged from pursuing career aspirations or seeking employment outside the home(Elliott, 2014).

Moreover, the gender gap is also worth mentioning, as it stagnates women's labor force participation(Spratt, 1992). What is more, limited access to education hinders women's ability to acquire the necessary skills and qualifications to compete in the labor market, further exacerbating their marginalized position.

According to the High Commissioner for Planning (HCP), the illiteracy rate in Morocco in 2017 stood at 36.5%, with higher rates among females at 47.6% and males at 25.3%(*Site institutionnel du Haut-Commissariat au Plan du Royaume du Maroc*, n.d.). Unfortunately, women bear a greater burden of illiteracy compared to men, particularly in rural regions where over half of the female population lacks basic reading and writing skills. This obliges women to seek job opportunities within the informal sector since it does not necessarily require a proof of education. This is even more alarming as they are not declared as workers, which does not grant them workers rights(Ulrichs, n.d.).

Additionally, the nature of the labor market itself presents challenges for women in Morocco. Female workers often face occupational segregation, with a higher concentration in sectors such as education, health, and social services, while being underrepresented in higher-skilled and leadership positions(Jayachandran, 2021). This occupational segregation limits their earning potential and professional advancement, perpetuating gender disparities in the labor market. What is more, discrimination and bias against women in recruitment processes, workplace practices, and promotion opportunities continue to hinder their progress(*Gender Inequality in the Labor Market*, n.d.). Furthermore, traditional gender roles often intersect with other social inequalities, such as those based on socioeconomic status, geography, and ethnicity, leading to intersecting forms of discrimination that further marginalize certain groups of women.

## II. Research Objectives and Questions:

A. . Statement of the research objective:

The aim of this research is to investigate the relationships and trends between women's labor force participation, gender equality, and the representation of Moroccan women in the digital sphere, in order to identify any significant correlations between these variables, providing insights into how advancements in gender equality may impact women's economic empowerment and their visibility and influence in the digital realm.

B. Research question to be addressed:

**“What is the correlation between women's labor force participation, gender gap , and their representation in the digital sphere in Morocco?”**

The research question aims to address the complex dynamics of women's labor force participation, gender equality, and their representation in the digital sphere in postcolonial Morocco, while taking into account the complex socio-economic landscape of the country. The findings will contribute to the existing body of knowledge on gender issues and inform policymakers, researchers, and activists working towards promoting gender equality, women's empowerment, and digital inclusion for Moroccan women.

III. Literature Review :

A. Economic Inequalities : Women’s Employment in Morocco:

Morocco is characterized by a complex interplay of factors that shape its socio-economic landscape, and these factors heavily contribute to gender disparities and inequalities towards women, especially in the employment sector; There exists a prevailing expectation for women to prioritize domestic responsibilities and childcare, while men are predominantly seen as the main providers for their families. This societal norm is further reinforced by discriminatory

practices in the employment sector, which pose significant challenges for women seeking to enter the workforce(*Gender Inequality in the Labor Market*, n.d.). Only 23.5% of Moroccan women participate in the labor force(*World Bank Open Data*, n.d.).

However, it is important to highlight the prevalence of informal employment as it remains a significant factor shaping the socio-economic landscape in Morocco(Lopez-Acevedo et al., 2021). Many women find themselves engaged in the informal sector, characterized by low wages, inadequate social protection, and precarious working conditions(Bossenbroek & Ftouhi, 2021). The informal sector often remains outside the purview of official labor statistics, making it difficult to fully capture the extent of women's employment and their economic contributions. The informality of their work exposes women to exploitation, lack of legal protection, and limited access to benefits and social security(Ulrichs, 2016).

Furthermore, the gender wage gap persists as another manifestation of economic inequalities in the Moroccan context. On average, women earn less than their male counterparts for comparable work. This wage disparity can be attributed to various factors, including occupational segregation, gender bias in hiring and promotion practices, and limited representation of women in leadership positions(Philipp, 2023). The gender wage gap not only perpetuates economic inequalities but also reflects broader systemic issues related to gender discrimination and unequal power dynamics within the workplace. What is more, access to financial resources and obtaining credit is still not equally accessible for women(Project, 2017). Limited financial inclusion exacerbates economic disparities and stifles women's entrepreneurial potential, impeding their economic advancement.

On the whole, women in Morocco face significant inequalities in the economic sector. The prevailing gender norms and discriminatory practices constrain their access to employment opportunities, relegating them to domestic roles and limiting their economic participation. These inequalities manifest in various forms, including limited educational access, informal employment, gender wage gaps, and financial exclusion. The interplay of cultural, social, and economic factors creates a complex landscape of challenges for women seeking economic

empowerment, which will lead us to the historical context of Morocco, and how it influenced the gender dynamics.

#### B. Colonialism and Patriarchy : Women's Rights in Post-colonial Morocco:

Postcolonial Morocco's historical setting has a considerable impact on women's rights and gender dynamics in the country, thus, to grasp the complexities of this topic, it is necessary to consider the influence of colonization and the patriarchy on women's rights today.

The origins of patriarchy can be traced back to ancient civilizations, where gender roles were defined and women were relegated to subordinate positions (Beechey, 1979). The subjugation of women was reinforced through religious, legal, and cultural norms, which granted men authority and control over various aspects of life (Barlow & Akbarzadeh, 2006). Patriarchal systems were sustained through the inheritance of property and wealth along male lines, restrictions on women's mobility and autonomy, and the enforcement of gendered norms and expectations (Ewelukwa, 2002).

Colonialism, as a system of power, reinforced and exploited existing patriarchal structures in the societies it colonized (Kohn & Reddy, 2023). In the colonies, patriarchal norms and practices were often reinforced and imposed by the colonizers, further disempowering local women (Spencer-Wood, 2016).

Colonial powers employed various strategies to assert control and dominance, including the erasure of indigenous knowledge and practices, the imposition of European legal systems and norms, and the disruption of traditional social structures. Women in colonized societies faced multiple forms of oppression, including economic exploitation, cultural erasure, sexual violence, and the disruption of familial and community networks. The exploitation of women's labor, both in domestic and agricultural contexts, further reinforced gender inequalities and power imbalances (Ghosh, 2004).

Furthermore, colonialism played a significant role in perpetuating patriarchal ideologies and gendered stereotypes. The colonizers often depicted indigenous women as exotic, hypersexualized, or inferior to European women, reinforcing racialized and gendered hierarchies (Ghosh, 2004). These representations served to justify the colonial project and the subordination of indigenous populations, while also shaping the dominant narratives and imaginations around gender and power.

The impact of colonialism on gender dynamics varied across different regions and contexts. While the experiences of colonized women were marked by oppression and marginalization, they also exhibited agency and resistance. Women played active roles in anti-colonial struggles, participating in nationalist movements, advocating for social and political rights, and challenging colonial hierarchies. Their resistance movements and feminist mobilizations sought to challenge both colonial and patriarchal structures, envisioning more equitable and just societies.

Generally, in post-colonial societies, the legacies of patriarchy and colonization have profound implications for gender roles and representation. As stated above, patriarchy, as a social system prioritizes male dominance and perpetuates gender inequalities. It is not excluded from colonialism, as it intersects with the impacts of colonization, resulting in complex power dynamics that shape the representation of women. On the other hand, colonialism, as a system of power, was driven by patriarchal norms and values, with colonizers asserting their dominance and control over both land and bodies (Moane, 1999).

In "Gender and Colonialism: A Psychological Analysis of Oppression and Liberation" by Geraldine Moane, patriarchy and colonialism are intersected and shape the experiences of women within colonial contexts. This book holds particular relevance when examining the post-colonial landscape in Morocco, shedding light on the lasting effects of colonialism on gender dynamics and power structures within the country.

Moane's analysis invites us to delve into the ways in which patriarchal ideologies and structures were imposed by colonial powers upon colonized societies, including Morocco. Her work highlights the strategies that stem from colonial powers and how they reinforce

patriarchal hierarchies, imposing gender roles and norms that perpetuated the subordination of women.

During the colonial period, Morocco experienced the imposition of European powers, including France and Spain, who sought to assert control over the country and exploit its resources. Colonial powers implemented policies and practices that reinforced patriarchal norms and gender inequalities. Moroccan women were subjected to multiple forms of oppression, including economic exploitation, cultural assimilation, and social marginalization(Jacqueton, 1924)

Colonialism and patriarchy have had a profound impact on the representation of women in post-colonial Morocco. The legacy of colonialism, with its imposition of cultural norms and power dynamics, has intersected with long-standing patriarchal structures to shape the narratives surrounding women. This section will analyze the impact of colonization and patriarchy on the representation of women in post-colonial Morocco, explore how these power dynamics manifest in the media and communication realm, and examine the role of resistance and agency in challenging and subverting dominant narratives.

The legacy of patriarchy in Moroccan society also plays a significant role in the representation of women; Patriarchal norms and values have been deeply embedded in the social fabric of Moroccan culture for centuries, predating the colonial era. Patriarchy is characterized by the domination and control of men over women, with women's voices, experiences, and agency often silenced or marginalized(Dadush & Saoudi, n.d.).

The representation of women in the media is also influenced by market forces and commercial interests. Advertisements, for example, frequently rely on objectifying women's bodies and perpetuating unrealistic beauty standards to sell products. This commodification of women further reinforces patriarchal ideals and contributes to the marginalization and devaluation of women's experiences and voices.

However, it is crucial to recognize that resistance and agency have played a significant role in challenging and subverting dominant narratives. Moroccan women have been at the forefront of feminist movements and activism, reclaiming their narratives and challenging patriarchal and colonial representations. They have been using various forms of media and

communication to amplify their voices, share their stories, and advocate for gender equality(Becker, n.d.).

Digital media and social networking platforms have provided spaces for Moroccan women to challenge existing power dynamics and represent themselves on their own terms. Through blogs, vlogs, social media accounts, and online communities, women have been able to shape alternative narratives that challenge stereotypes and highlight the diverse experiences and perspectives of Moroccan women.

It is important to highlight that the fight against patriarchy and the perpetuation of colonial power dynamics in the media and communication realm is an ongoing process. While progress has been made, there is still much work to be done to achieve gender equality and challenge the deeply ingrained narratives that shape the representation of women in post-colonial Morocco.

It is worth noting that the fight against patriarchy and the dismantling of colonial power dynamics in the media and communication realm are interconnected with broader social, political, and economic struggles. Achieving gender equality requires addressing structural inequalities, such as access to education, economic opportunities, and political representation. It also necessitates challenging the systems and institutions that perpetuate gender disparities and marginalization.

Colonialism had a significant impact on Moroccan society, especially women's position and liberties. Colonial powers imposed legal systems that frequently disadvantaged women, fostering patriarchal norms and disparities(Crossouard & Dunne, 2021) These laws, among other things, limited women's rights to ownership of property, inheritance, and divorce. The judicial system became an instrument of control and subjugation, further entrenching gender inequities in Moroccan society(*Morocco's Legal System and Its Influences on Women's Rights*, 2020).

As a former French protectorate, Morocco has inherited certain laws from the colonial period that continue to shape its legal framework(Guillaume, 1952).These laws were often influenced by patriarchal norms and served to reinforce gender inequalities. For instance, under colonial rule, family law in Morocco was heavily influenced by the French legal

system(Hanafi, 2020); The French Family Code influenced aspects of family law in Morocco. It introduced reforms related to marriage, divorce, and inheritance, which were largely influenced by French legal principles. These reforms often clashed with traditional Moroccan customs and religious practices, leading to tensions and resistance. This led to a reform of the family code in 1958, which was called The Moudawana(Zoglin, 2009) . It is influenced by both French legal principles and Islamic law, and while it was not directly imposed by the colonial authorities, it represents a significant legal change during the post-colonial era. The reforms addressed issues such as marriage, divorce, child custody, and inheritance, aiming to modernize family law and grant women more rights and protections. It was later reformed in 2004 to increase women's rights and societal advancement(Wuerth, 2005).

In addition, the colonial authorities introduced laws related to land tenure and property rights, which had significant social and economic implications(Feder & Feeny, 1991). These laws aimed to regulate land ownership, often leading to the dispossession of local communities and the concentration of land in the hands of colonial settlers or influential individuals, which were men(Feder & Feeny, 1991). Labor laws were also enacted during the colonial period to regulate employment relationships. These laws often favored the interests of colonial authorities and employers, providing limited protections for workers, including women, and perpetuating socio-economic inequalities(Lopez-Acevedo et al., 2021).

Undeniably, the historical legacy of colonialism and the subsequent reforms have created a complex web of factors that continue to influence women's rights and gender dynamics in post-colonial Morocco. While progress has been made in certain areas, challenges persist. Despite legal reforms, women still face obstacles in accessing and exercising their rights. Traditional gender roles and societal expectations often limit women's opportunities and decision-making power.

However, it is important to recognize that Moroccan women did not passively accept their subordination. Throughout history, Moroccan women have actively resisted and challenged patriarchal and colonial structures. Women played a vital role in nationalist movements, advocating for independence and social justice. Their participation in political and social activism paved the way for the advancement of women's rights and gender equality in post-colonial Morocco(Pennell, 1987). Thus, it is crucial to recognize the agency and

resilience of women in post-colonial societies who have been at the forefront of challenging and subverting patriarchal and colonial narratives. Women's activism and feminist movements have played instrumental roles in dismantling gender inequalities and reclaiming their agency. Which is becoming more prevalent and socially accepted in Morocco. Moroccan women are not only challenging the colonial legacies, but also the current ruling system in order to gain more autonomy and opportunities by challenging societal norms and advocating for their rights in order to address power imbalances.

The intersection of patriarchy and colonization in post-colonial Morocco has had a profound impact on the representation of women. The colonial narrative constructed women as objects of exoticism or as symbols of tradition, often reinforcing stereotypes and limiting their agency. Women were frequently portrayed through an Orientalist lens, perpetuating the notion of their otherness and reinforcing Western notions of superiority. This representation not only influenced how Moroccan women were perceived by the colonizers but also had lasting effects on how they were perceived within their own society.

### C. Religion , Tradition, Culture, and Women of Morocco:

The religious factor plays a significant role in shaping women's rights and gender dynamics in Morocco(Maddy-Weitzman, 2005). As an Islamic state, aspects of laws, cultural practices and societal norms are deeply influenced by Islam, thus, understanding the interplay between religion and women's rights is crucial in comprehending the complexities of the Moroccan context.

Islam has a strong presence in Morocco, with 99%of the population being Muslims,(*Morocco - United States Department of State*, 2021). Islamic teachings provide a moral and ethical framework that guides personal conduct and societal interactions. However, interpretations of Islamic principles can vary, leading to diverse understandings of women's roles and rights within the religion(Moaddel, 1998). It is important to recognize that there is not a singular monolithic interpretation of Islam, but rather a spectrum of perspectives and practices,which

are often intertwined with tradition and culture. The legal system in Morocco is influenced by both Islamic principles and French legal traditions as mentioned above. Family law, in particular, is an area where religion and the law intersect. These reforms were guided by a reinterpretation of Islamic principles within a contemporary context. The revised code introduced changes in areas such as marriage, divorce, custody, and inheritance, aiming to provide greater protection and empowerment to women.

However, despite legal reforms, cultural and societal norms often continue to shape women's experiences and opportunities. Traditional gender roles and expectations can limit women's access to education, economic opportunities, and decision-making power. Cultural practices, such as early marriage or restrictions on women's mobility, can further reinforce gender inequalities. It is important to recognize that religion itself may not be the sole determinant of women's rights and status, but rather the intersection of religious teachings, cultural traditions, and socio-economic factors that influence gender dynamics in Morocco.

Culture and tradition play significant roles in shaping the autonomy of Moroccan women, as they influence societal norms, expectations, and perceptions surrounding gender roles and responsibilities. Moroccan culture is rich and diverse, with a blend of Arab, Berber, and Islamic influences. While culture and tradition can be sources of pride and identity, they can also pose challenges to women's autonomy and empowerment (Katulis, n.d.).

Traditional gender roles in Moroccan society often assign women the primary responsibility for domestic duties, child-rearing, and maintaining family harmony. These roles are deeply ingrained and reinforced through cultural practices, such as gender-specific division of labor and expectations of female modesty and obedience (Soman, 2009). The preservation of honor and reputation within the family and community is highly valued, and women are often expected to uphold these values through their behavior and adherence to societal norms (Muñoz Boudet, 2013).

Furthermore, cultural norms around women's mobility and public presence can affect their autonomy. In certain conservative areas, women may face restrictions on their freedom to move independently, particularly outside the home. This can limit their access to education,

employment, and social opportunities, ultimately hindering their ability to exercise autonomy and pursue personal aspirations(Ahmed & Sen, 2018).

Religious beliefs, particularly within an Islamic context, also intersect with culture and tradition to shape women's autonomy. In some instances, religious interpretations may be used to justify gender inequalities and restrict women's autonomy(Maddy-Weitzman, 2005). For example, conservative interpretations of Islamic teachings may promote the seclusion of women, the enforcement of dress codes, and limitations on their participation in public spaces. These practices can curtail women's opportunities for education, employment, and engagement in public life(Barlow & Akbarzadeh, 2006).

On the whole, this literature review has investigated the complex factors that shape women's autonomy and gender dynamics in Morocco; Economic inequalities pose significant challenges to women's autonomy in Morocco. The patriarchal societal structure often relegates women to domestic roles, limiting their access to education, employment, and economic resources. Discriminatory hiring practices and limited job opportunities further contribute to gender disparities in the labor market. The gender wage gap persists, highlighting the unequal economic treatment of women compared to men.The historical context, particularly colonialism's influence, and later law reforms, has had a significant impact on women's rights and societal expectations. Colonial laws, such as those governing land tenure and labor, have maintained socioeconomic inequities, whereas the Moudawana, enacted in the post-colonial era, represents a fundamental legal change aimed at offering women additional rights and protections. Moreover, women's autonomy is also influenced by culture and custom. Traditional gender roles, marriage and family expectations, and cultural conventions around women's mobility and public presence all contribute to the difficulties women confront in asserting their autonomy and pursuing personal goals.

To fully understand the dynamics of women's representation in the media and their societal advancement, the next part of this study will adopt a theoretical framework comprising media system theory, feminist media theory and postcolonial theory. By incorporating these theoretical perspectives, we will be able to examine the trends in women's representation on the digital media landscape, and their societal advancement to gain insight on their gender equality and autonomy in Morocco.

#### IV. Analyzing Women's Digital Representation, Gender Equality, and Employment in Morocco:

##### A. Theoretical Perspectives and Framework:

The media wields significant influence in shaping public perceptions, constructing narratives, and reinforcing societal norms (Ullah & Khan, 2020). By examining the intersection of patriarchy, colonialism, and gender, we can gain valuable insights into women's representation in digital media and whether it contributes to their societal advancement. This section draws upon three theoretical frameworks: System Media Theories, Feminist Media Theories, and Postcolonial Theories in order to provide a nuanced analysis of the complex interactions between digital media, societal power structures, gender dynamics, and the potential for transformative change within a postcolonial context. The theoretical framework will provide an opportunity to critically examine the role of digital media in challenging patriarchal and colonial legacies and fostering women's empowerment in Morocco.

Feminist Media Theories, informed by scholars like Mohammadi (2018) and Tazi (2018), offer critical perspectives on how media constructs and reinforces gender norms, identities, and power relations. These theories expose the ways in which the media perpetuates stereotypes, objectification, and marginalization of women (Mohammadi, 2018; Tazi, 2018). Postcolonial Theories, as discussed by Said (1993) and Kraidy (2005), enable us to analyze the enduring effects of colonization on culture, identity, and power structures. They reveal the complexities of post-colonial societies and the legacies that shape gender representations in the media (Said, 1993; Kraidy, 2005). System Media Theories offer valuable insights into the structures and processes that shape media production, distribution, and consumption. These

theories focus on the broader systemic and institutional factors that influence the media landscape and its representation of gender roles. By examining the power dynamics and economic forces at play, System Media Theories provide a critical lens through which we can analyze the underlying mechanisms that perpetuate gender inequalities in the media.

- **System Media Theories:**

One theory that stands out is Media System Theory, developed by Siegfried Zielinski. This theory highlights the interconnectedness of media technologies, institutions, and cultural practices within a societal context. It recognizes the influence of power dynamics and dominant perspectives in shaping the media landscape, and sheds light on how power structures, both historical and contemporary, perpetuate colonial narratives and marginalize local voices and identities(Zielinski, 2006).

Power imbalances and dominant ideologies within the media system in Morocco have significant impacts on the dissemination of information, representation of diverse perspectives, freedom of expression, the right to privacy and the shaping of public opinion(Zaid & Ibahrine,2011).

Furthermore, Political Economy of Communication theories also contribute to our understanding of gender and media representation in post-colonial societies. These theories shed light on how economic and political factors influence media systems and content. They examine how ownership structures, market forces, and regulatory policies shape media production, distribution, and access. When we apply Political Economy of Communication theories to the study of gender and media representation, we uncover how economic and political power imbalances contribute to gender inequalities within the media landscape, which later on manifests into reality(Gill, 2007a) By examining the intersection of power, economics, and politics in media systems, we gain insights into the structural barriers that hinder women's representation and participation in post-colonial societies. In the context of Morocco and its socio-economic landscape,the theory emphasizes how media ownership and control can contribute to the continuation of disparities in the context of Morocco's economic inequality. . This concentration of media ownership may result in skewed reporting, a lack of voices from a variety of backgrounds, and underrepresentation of marginalized groups. As a

result, those who are economically disadvantaged may have their opinions and concerns ignored or neglected in the public dialogue. This could be seen within the Moroccan context as media ownership is male-specific, which amplifies power imbalances in the societal advancement of women.

Another key concept within System Media Theories is the political economy approach. This approach emphasizes the interplay between media institutions, economic factors, and political interests (McChesney, 2008). It argues that media ownership, funding structures, and commercialization heavily influence media content and representation. In the context of gender and media, the political economy approach sheds light on how the concentration of media ownership in the hands of a few dominant players can reinforce patriarchal norms and perpetuate gender stereotypes (McChesney, 2008). However, this isn't new, as ownership, dominance and patriarchy date back to the beginning of time, where power and authority were primarily held by men, leaving women systemically subordinated and controlled (Becker, n.d.).

In summary, key concepts and principles underpinning System Media Theories enhance our understanding of the topic at hand. Power dynamics and hegemony are at the core of these theories, emphasizing how dominant ideologies, interests, and institutions exert control over media content, shaping representations and perpetuating inequalities. The concept of hegemony helps us understand how dominant groups maintain their power by influencing media narratives and marginalizing alternative voices and identities. This concept is particularly relevant when exploring the impact of colonial legacies and patriarchal norms on gender roles within postcolonial media systems; During the colonial era, media institutions were often controlled by colonial powers or influenced by their cultural and ideological agendas (Slater, 1998). This control and influence resulted in the marginalization and erasure of local voices, including women, from the media (Ghosh, 2004). Colonial media often portrayed women through exoticized and orientalist lenses, perpetuating stereotypes and objectifying them (Mendola, n.d.). These representations continue to echo in postcolonial media, impacting how women are portrayed and the opportunities they have to shape media narratives.

Moreover, patriarchal norms deeply entrenched in Moroccan society influence gender roles within the media system. Traditional gender norms assign women primarily domestic and supportive roles, while men are seen as the primary decision-makers and leaders(Beechey, 1979)

These norms permeate media organizations, affecting the hiring practices, job opportunities, and leadership positions available to women. Women in the media often face discrimination, unequal pay, and limited career advancement, reflecting broader gender inequalities prevalent in society(Hartmann, 1976).

System Media Theories have been applied in numerous studies to examine the relationship between gender and media representation. For example, studies have investigated the impact of advertising and marketing practices on gendered representations and the commodification of women's bodies(Tsichla, 2020) . These Strategies of advertisement prioritize profit maximization and commercial viability, often leading to the promotion of gender stereotypes and the objectification of women(Scott & Derry, 2005). What is more, studies have examined how media industries cater to the male gaze and reinforce traditional gender roles through the portrayal of women as sexual objects(Gill, 2008). This reinforces traditional gender roles and perpetuates the notion that women exist primarily for the pleasure and consumption of men. The emphasis on sexual objectification and the limited representation of women in diverse roles and positions of power can hinder progress towards gender equality in Morocco.

In summary, System Media Theories offer valuable insights into the structures and processes that shape gender representation in the media. Concepts such as the political economy approach and media convergence provide frameworks for understanding the influence of power dynamics, economic factors, and technological advancements on media content. Through previous research, System Media Theories have shed light on the underrepresentation of women, the commodification of female bodies, and the role of new media platforms in shaping gender narratives. By applying these theories, we can gain a deeper understanding of the systemic factors that contribute to gender inequalities in the media and explore strategies for fostering more inclusive and equitable representations.

## - **Feminist Media Theories:**

Feminist Media Theories provide critical perspectives on the ways in which media constructs and perpetuates gender norms, identities, and power relations (Gill, 2007b). These theories aim to challenge and subvert patriarchal representations and inequalities within the media and communication realm. By examining the intersection of gender, power, and media, Feminist Media Theories offer valuable insights into the complexities of gender representation and provide tools for analyzing and deconstructing media texts.

One key concept within Feminist Media Theories is the notion of the male gaze, popularized by Laura Mulvey (1975). The male gaze refers to the way in which media predominantly caters to the heterosexual male viewer, objectifying women and positioning them as objects of desire (Murray, 2019). This concept highlights the power dynamics inherent in media representations, where women are often framed through the male perspective, reinforcing gender stereotypes and perpetuating a patriarchal gaze (Caller, 2022).

Another important concept is media representation and the politics of visibility. Feminist Media Theories emphasize the need for diverse and authentic representations of women, challenging the limited and stereotypical roles they are often assigned in media narratives. This concept recognizes the power of media in shaping societal perceptions and argues for the inclusion and visibility of women's voices and experiences.

Additionally, intersectionality plays a significant role in Feminist Media Theories. Intersectionality, as coined by Kimberlé Crenshaw (1991), highlights the interconnectedness of gender with other social categories such as race, class, and sexuality (Hardy, 2023). It acknowledges that gender representation is not homogeneous but varies based on multiple intersecting identities and experiences. This concept urges scholars to examine the ways in which women from different backgrounds and marginalized groups are represented in the media and how their experiences are often overlooked or stereotyped. Moroccan women's representation in the media cannot be viewed as a monolithic or homogenous experience, as their experiences and identities intersect with various social categories. For instance, Moroccan women from different socioeconomic backgrounds may face distinct challenges

and have different access to opportunities in terms of employment, political leadership positions, wealth and healthcare(Dadush & Saoudi, n.d.).

Feminist Media Theories have been applied in numerous studies to analyze gender representation and challenge gender inequalities in the media. For instance, research has explored the stereotypical and limited portrayals of women in various media genres, such as advertising, film, and television (Kilbourne, 2000; Gill, 2008). These studies have examined the objectification and sexualization of women's bodies, the reinforcement of traditional gender roles, and the underrepresentation of women in positions of power and influence within the media industry.

Furthermore, intersectionality has been a central focus within Feminist Media Theories. Research has explored the ways in which race, class, and other intersecting identities intersect with gender in media representation. For instance, studies have examined the representation of Black women in the media, highlighting the specific stereotypes and erasures they face (Hardy, 2023). These studies emphasize the need to address the complexities of intersecting identities and challenge the homogeneity of gender representation.

In summary, Feminist Media Theories offer critical perspectives on gender representation in the media, emphasizing the need for diverse, authentic, and empowering portrayals of women. Concepts such as the male gaze, media representation, and intersectionality provide frameworks for analyzing and deconstructing media texts and practices. Previous research within Feminist Media Theories has examined the objectification of women, the politics of visibility, the impact of feminist media activism, and the intersections of gender with other social categories.

#### - **Postcolonial Theories:**

By analyzing the legacies of colonization and the intersection of power, culture, and gender, Postcolonial Theories contribute to our understanding of the dynamics of media representation in post-colonial contexts;

One key concept within Postcolonial Theories is cultural imperialism, which refers to the dominance of Western cultures and ideologies over non-Western societies (Said, 1979). This concept highlights how colonial powers have imposed their cultural values, norms, and representations onto colonized societies, influencing their self-perception and perpetuating power imbalances. Cultural imperialism illuminates the Western-centric viewpoints and narratives that frequently rule mainstream media while marginalizing and suppressing different voices and experiences in the context of media representation.

Our understanding of post-colonialism and the power dynamics at play in knowledge production and representation has been significantly impacted by Edward Said's ground-breaking book "Orientalism." The book, which was first published in 1978, continues to be a key resource for academics and activists who want to understand the nuanced dynamics between the West and the East.

In "Orientalism," Said explores how Western societies, notably in Europe, have created a skewed and condensed perception of the East, sometimes known as the "Orient."

He argues that this construction of the Orient serves as a tool for Western domination and control, both intellectually and politically. The Western portrayal of the Orient as exotic, inferior, and backward has been instrumental in justifying colonial interventions, economic exploitation, and the exercise of power over colonized peoples.

Said's critique goes beyond a mere analysis of Orientalist scholarship; he delves into the broader implications of Orientalism as a pervasive system of knowledge and representation. He contends that Orientalism is not a neutral or objective academic pursuit but rather a form of cultural imperialism. Western scholars and intellectuals, through their writings, paintings, and other artistic expressions, have contributed to the creation of an East-West binary that reinforces Western superiority and dominance. This process of "othering" the East positions the West as the normative standard against which the Orient is measured, perpetuating power imbalances and stifling the agency and self-representation of the colonized.

When it comes to the portrayal of women from the MENA region, Orientalism has been particularly problematic. These representations often depict them as passive, submissive, and oppressed, conforming to Western fantasies and preconceived notions of the "Orient." Such

depictions not only reduce these women to exotic objects of desire but also erase their agency, diversity, and individuality. By perpetuating the myth of the "veiled" or "oppressed" Muslim woman, Orientalist perspectives contribute to the marginalization and stigmatization faced by women from the MENA region.

Moreover, the fusion of exoticism and Orientalism further exacerbates the objectification and fetishization of women (Mendola, n.d.). Exoticism romanticizes and fetishizes their cultures and experiences, presenting them as mysterious and alluring figures that conform to Western fantasies. This portrayal not only reinforces power imbalances but also reinforces the cultural superiority of the West, perpetuating a sense of entitlement and control over the narratives and lives of women from the MENA region.

However, it is essential to acknowledge that women from the MENA region have actively challenged these limited and problematic representations. They have been at the forefront of social and political movements, advocating for gender equality, women's rights, and reclaiming their narratives from the grips of Orientalist and exoticized portrayals (Caller, 2022). Through their activism and resilience, they are reshaping the discourse surrounding their identities and experiences.

Additionally, scholars, activists, and artists have played a crucial role in deconstructing Orientalist and exoticized portrayals of women from the MENA region. They have critically examined the power dynamics, cultural biases, and historical contexts that inform these representations, bringing to light their problematic nature. By embracing intersectionality and addressing the complexities of women's experiences in the region, these efforts contribute to a more nuanced and authentic understanding of their lives and struggles.

To counter the exoticism and Orientalism that perpetuate harmful representations, it is necessary to promote diverse and nuanced portrayals of women from the MENA region. This involves amplifying their voices, acknowledging their agency, and recognizing their contributions to society. By challenging dominant narratives and shedding light on the intersectional experiences of women from the MENA region, we can work towards dismantling power imbalances and creating a more inclusive and equitable representation of their identities (Mirzoeff & Halberstam, 2018).

Cultural imperialism, a concept closely related to Orientalism, refers to the dominance of Western cultural values, ideologies, and modes of representation over non-Western cultures (Petras, 1994). Said's analysis of Orientalism sheds light on the ways in which Western powers have imposed their cultural and intellectual frameworks on colonized societies, erasing their histories, traditions, and diverse identities. Cultural imperialism not only reinforces the power dynamics between the West and the East but also perpetuates colonial legacies that continue to shape post-colonial societies.

What sets "Orientalism" apart is its emphasis on the connection between knowledge and power (Said, 1979). Said argues that Orientalism is not simply an academic exercise but a means of exerting control and influence. Western scholars and institutions, by producing and disseminating knowledge about the Orient, have played a central role in constructing and perpetuating dominant narratives that serve the interests of the West. This recognition of the politicized nature of knowledge production challenges the notion of objectivity and calls for a critical examination of the ways in which power shapes the creation and dissemination of cultural and intellectual discourses.

Said's work has had a profound influence on postcolonial studies, inspiring scholars to question dominant narratives and engage in a critical examination of power dynamics and representation. His insights have paved the way for a more nuanced and inclusive understanding of colonial and post-colonial societies. By deconstructing binary divisions and challenging essentialist assumptions, scholars have been able to embrace the complexity and diversity of the East, resisting the homogenizing and marginalizing effects of Orientalism.

Another important concept is hybridity, as discussed by scholars like Kraidy (2005). Hybridity refers to the mixing and blending of cultures, identities, and traditions in post-colonial contexts. It recognizes that colonial encounters have not simply erased or replaced existing cultures but have instead created complex and dynamic cultural formations. In the case of gender representation, hybridity invites us to examine how traditional Moroccan gender norms and roles have been negotiated and reconstructed in response to colonial influences. The colonial era introduced new ideas, ideologies, and practices

regarding gender, challenging and often undermining indigenous gender systems. However, rather than erasing or replacing existing gender norms, hybridity suggests that a blending of indigenous and Western influences has taken place, resulting in new and evolving gender identities and roles.

For instance, in post-colonial Morocco, we can observe the coexistence of traditional gender roles, shaped by indigenous cultural practices and values, with modern influences that emerged during the colonial period and subsequent globalization processes (Slater, 1998). In many facets of Moroccan culture, such as family relations, education, work involvement, and cultural expression, this fusion of gender roles is apparent.

Traditional gender roles in family dynamics, such as the division of work and domestic duties, still exist, although they are frequently influenced by Western notions of gender equality and women's empowerment. Gender roles are constantly being discussed and redefined within families, indicating a hybridized concept of gender relations that mixes traditional cultural beliefs with contemporary goals for gender equity.

In education and labor participation, we see a similar hybridization of gender roles. While traditional expectations and gender stereotypes may still persist, there has been a growing recognition of the importance of education and economic empowerment for women. As a result, we witness women's increasing participation in various fields, including academia, politics, entrepreneurship, and the arts. This blending of traditional and modern gender expectations contributes to the formation of hybrid gender identities and roles in post-colonial Morocco.

Cultural expression in post-colonial Morocco also reflects hybridity in gender representation. Traditional forms of art, music, and literature are infused with contemporary influences, incorporating Western aesthetics, themes, and perspectives. This blending of cultural elements creates new possibilities for representing gender in artistic and creative practices, challenging traditional gender norms and providing alternative narratives and representations.

By examining the concept of hybridity in the context of post-colonial Morocco, we gain a deeper understanding of the complexities and nuances of gender identities and roles. It helps us move beyond simplistic notions of cultural assimilation or resistance and acknowledges the dynamic nature of gender negotiations in a post-colonial society.

Moreover, research has investigated the role of indigenous and decolonial media in challenging Western-centric narratives and providing alternative representations of gender (Mirzoeff & Halberstam, 2018). These studies highlight the significance of media produced by and for marginalized communities in reclaiming agency, challenging colonial narratives, and fostering cultural pride.

Furthermore, scholars have analyzed the intersection of post-colonialism and feminism to understand the complexities of gender representation in post-colonial societies. Research has examined how women's empowerment movements and feminist activism intersect with anti-colonial struggles, influencing media representations of gender (Mohanty, 2013). These studies emphasize the agency and resistance of women within post-colonial contexts and the potential for transformative media practices.

In conclusion, the impact of colonization and patriarchy on the representation of women in post-colonial Morocco is significant and continues to shape the media and communication landscape. These power dynamics manifest in the portrayal of women in traditional media outlets and are reinforced by commercial interests and market forces. However, resistance and agency are evident through the efforts of feminist activists, the use of digital media platforms, and the promotion of inclusive storytelling. By challenging dominant narratives, promoting media literacy, and advocating for change, it is possible to subvert these power dynamics and pave the way for a more equitable and representative media landscape in post-colonial Morocco.

The historical context of Morocco revealed the lasting impacts of colonization on gender roles and representation. The imposition of Western ideals of femininity, the marginalization of indigenous cultural practices, and the erasure of women's roles and contributions all shaped the narrative surrounding women in post-colonial Morocco. Patriarchal norms, deeply embedded in Moroccan society, further perpetuated gender inequalities and limited women's representation in the media. In addition, it also highlighted the ways in which power dynamics continue to manifest in the media and communication realm. Traditional media outlets often reinforce gender stereotypes and uphold patriarchal norms, while commercial interests and market forces perpetuate the objectification and commodification of women.

On the whole, the exploration of various theories, such as systems media theory, feminist media theory, postcolonial media theory, orientalism, exoticism, patriarchy, gender, and colonialism, provides us with a deeper understanding of the complex interplay shaping the media landscape in Morocco. These theories help us unravel the power dynamics, historical influences, and societal norms that influence how gender is portrayed and represented in Moroccan media.

When we consider systems media theory, we recognize that the media is not just a neutral platform but a system shaped by political, economic, and social factors. In Morocco, the media system is deeply influenced by the historical legacies of colonialism, the struggles of the postcolonial era, and the ongoing power dynamics within society. These influences have left lasting imprints on media representations, often perpetuating unequal power relations and framing Moroccan women through orientalist and exoticizing lenses.

On the other hand, Feminist media theory highlights the presence of gender inequalities and stereotypes in media representations. In the context of Morocco, we see how the media often reinforces patriarchal norms, restricting women's agency and marginalizing their voices. However, feminist media theory also reminds us of the potential for media to challenge gender norms, amplify women's voices, and advocate for gender equality. Moroccan women's movements have effectively utilized media platforms to challenge traditional representations, advocate for their rights, and shape public discourse.

Examining media through the lens of postcolonial media theory allows us to understand the enduring effects of colonialism on media representations and power dynamics. In the case of Morocco, colonial influences introduced Western media discourses and institutions, influencing how Moroccan women are portrayed in the media. Understanding the implications of postcolonial media theory helps us critically analyze the ongoing effects of colonialism and the urgent need to decolonize media representations, challenging dominant narratives and promoting alternative perspectives.

The concepts of orientalism and exoticism, deeply rooted in colonial discourses, have significantly influenced how Morocco and its women are portrayed in Western media. These frameworks have portrayed Morocco as an exotic and mysterious "Other," perpetuating stereotypes and reducing women to objects of fascination or victimization. Such narratives have contributed to the marginalization and misrepresentation of Moroccan women, further reinforcing power imbalances and hierarchies within media portrayals.

Within the Moroccan context, patriarchy, gender, and colonialism are deeply intertwined, creating a complex web of influences. Patriarchal norms and power structures have been perpetuated and reinforced through colonial influences and continue to shape media representations of women in Morocco. The enduring legacy of colonialism and the ongoing power dynamics contribute to the marginalization of women's voices and limited representation of their experiences in the media.

By critically examining these theories, we can now move forward to the practical part of our analysis, where we will conduct a content analysis to explore how these theoretical perspectives manifest in Moroccan media and the implications for gender representation and women's empowerment in the country. What is more, to address these complex intersections, it is crucial to challenge patriarchal norms by decolonizing media representations, and strive for gender equality within the Moroccan media landscape.

This study aims to investigate the relationship between the increase of women's presence on Instagram, measured by the number of posts, and the progress of their position in society, specifically focusing on women's employment. Additionally, we will consider the influence of

the gender gap index as an important variable in understanding gender disparities. By analyzing data collected from 2020 to 2022, we aim to explore the potential connections between these variables and shed light on the role of digital media in promoting women's empowerment.

## V. Methodology:

### A. Study Design Description :

The study employed a descriptive cross-sectional design to investigate the relationship between employment, number of posts on Instagram, and the gender gap index in Morocco. Data collection occurred between 2020 and 2022, capturing a snapshot of these variables during that specific time frame. The study design did not involve any interventions or experimental treatments but focused on observing and describing the relationship between the variables at a single point in time. To gather data, official reports and reputable sources were utilized to obtain employment statistics, providing insights into the number of women employed in Morocco during the study period. In addition, data on the number of posts on Instagram was collected using the web scraping tool PhantomBuster, targeting relevant hashtags associated with women in Morocco. Lastly, reputable gender equality indices were consulted to acquire the gender gap index data, which measures gender disparities across various aspects of society. This study design allowed for the analysis of the relationships between these variables and provided valuable insights into the representation of women in the labor force and the digital sphere in Morocco.

### B. Explanation of data collection methods:

The variables examined in this study encompass the "number of posts," "number of employment," and "gender gap index," providing a comprehensive understanding of the dynamics surrounding women's representation, employment, and gender equality within the Moroccan context from 2020 to 2022.

The "number of posts" variable signifies the quantitative representation of Moroccan women within the digital sphere, specifically on Instagram. Through the utilization of the Instagram

API and web scraping tools, such as PhantomBuster, data was collected to determine the count of posts relating to Moroccan women's representation. The dataset included a total of 7,432 posts spanning the years 2019 to 2023, with a focus on three relevant hashtags: #Moroccanwomen, #moroccanwoman, and #moroccanoutlaws. Notably, the hashtag #Moroccanoutlaws gained significant prominence as it originated from a social media movement that emerged in 2019 in response to the criminalization of abortion in Morocco. This movement extended beyond the digital realm, leading to real-life protests and even influencing political discussions in the Moroccan Parliament. The inclusion of this variable allows for an examination of the role of digital media in amplifying women's voices, promoting activism, and addressing societal issues in Morocco.

The "number of employment" variable captures the count of women engaged in the labor market during the specified period. The data for this variable was gathered from Statista, a reputable data provider, which offers comprehensive information on employment statistics. The analysis reveals a fluctuation in the figures, with 25,622 women employed in 2020, followed by a decline to 24,618 in 2021, and a subsequent increase to 25,829 in 2022. The notable decrease in 2021 may be attributed to the economic challenges brought about by the COVID-19 pandemic, resulting in job losses for many women. This variable sheds light on the employment opportunities available to women in Morocco and provides insights into the labor market dynamics and the impact of socio-economic factors on women's employment.

Introducing the third variable, the "gender gap index," further enriches the analysis by providing a measure of gender equality within Moroccan society. The gender gap index quantifies the relative gaps between women and men in the areas of economic participation and opportunity, educational attainment, health and survival, and political empowerment. In this study, the gender gap index for Morocco was obtained from Statista, ensuring the usage of reliable and validated data. The index value was observed over the three-year period, with a value of 0.61 in 2020, 0.61 in 2021, and 0.62 in 2022. These values indicate the extent of gender disparities in different domains, with lower values representing larger gender gaps and higher values indicating greater gender equality. The inclusion of the gender gap index enables a comprehensive analysis of the relationship between digital representation, employment, and gender equality, shedding light on the complex interplay of factors that contribute to gender disparities in Morocco.

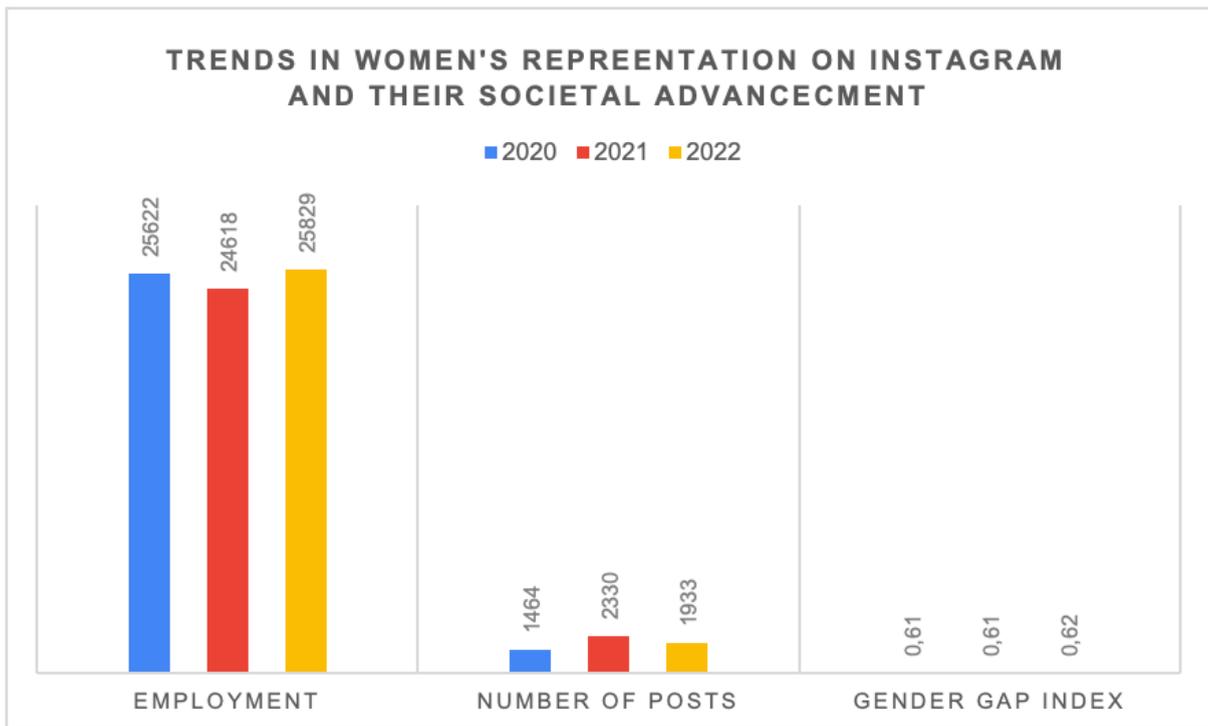
### C. Ethical Considerations:

It is important to acknowledge the ethical considerations associated with data scraping, particularly when collecting information from social media platforms like Instagram. In this study, the data scraping process was conducted with adherence to ethical guidelines and respect for user privacy. The data collected did not include any personally identifiable information and focused solely on aggregated trends and patterns. Furthermore, the methodology strictly complied with the terms and conditions set by Instagram and adhered to the platform's policies regarding data usage. By maintaining ethical standards throughout the data collection process, minimizing any potential harm or infringement on the rights of individuals and contributing to the responsible and ethical use of data for research purposes is prominent.

## VI. Findings:

### A. Exploring Women's Representation, Employment, and Gender Equality in Morocco: A Multivariable Analysis:

The results of the study provide valuable insights into the relationship between women's representation on Instagram, employment, and gender equality within the Moroccan context from 2020 to 2022.



The chart showcases the data for three key variables: Employment, Number of Posts, and Gender Gap Index. These were observed over the course of three consecutive years: 2020, 2021, and 2022. These variables offer valuable insights into the representation of women, their employment status, and the level of gender equality within the Moroccan context during this specific timeframe.

Let's delve into each variable and examine the trends and implications associated with them.

Starting with employment, the data reveals interesting patterns. In 2020, the number of women employed stood at 25,622. This figure represents the count of women who were actively engaged in gainful employment within the Moroccan workforce during that year. However, the subsequent year, 2021, experienced a decline in employment, with the number dropping to 24,618. This reduction suggests a potential downturn in the availability of job opportunities for women or other factors contributing to a decrease in employment rates such as Post-Covid, where 17.5% of women were laid off as opposed to 15.1% of men(Ennaji, 2021). Women were most affected as the service industry such as tourism, has a high female

employment rate. What is more, the informal economy was also affected, which included self-employed women, small-scale producers and distributors of goods and services, as well as domestic workers. Nevertheless, in 2022, there was a modest recovery observed, as the count of employed women increased to 25,829. This indicates a slight improvement in the employment landscape for women in Morocco during that particular year. This could be traced to the new reform that took place on 30th July 2021, which set mandatory quotas for women on the boards of publicly traded companies, with a target of (at least) 30% female representation by 2024, and 40% by 2027 (*A Big Step Forward for Women's Leadership in Morocco, 2022*)

In this particular context, the recent implementation of this noteworthy reform in Morocco signifies a highly positive indication of the country's commitment to fostering increased participation of women in leadership roles. This shift in perspective has been notably reflected in the 2021 elections of Morocco, resulting in a groundbreaking occurrence where three major cities within the Kingdom are now being governed by women, marking an unprecedented milestone. Furthermore, the Moroccan government has appointed six women to significant positions, including the Ministry of Finance. Notably, Nadia Fettah, who is also one of the founding members of the "Club des Femmes Administrateurs," has been appointed as the first-ever Moroccan female Minister of Finance. This reform exemplifies Morocco's demonstration of the potential for impactful transformation when civil society collaborates with the government.

Shifting our focus to the Number of Posts variable, we gain insights into the representation and visibility of Moroccan women in the digital realm, specifically on Instagram, a popular social media platform. In 2020, the data shows that there were 1,464 posts dedicated to

showcasing and highlighting Moroccan women. These posts serve as a digital medium for capturing the experiences, achievements, and perspectives of women in Moroccan society. Interestingly, there was a significant surge in the number of posts in 2021, with the count reaching 2,330. This indicates a growing interest and emphasis on the representation of Moroccan women in the digital space. This increase signifies a prominent interest and heightened focus on the representation of Moroccan women within the digital sphere. Several factors may have contributed to this surge in posts during that particular year;

Firstly, the socio-political landscape of Morocco experienced notable shifts and developments in 2021. The emergence of the social media movement under the hashtag #Moroccanoutlaws, which originated in response to the criminalization of abortion, garnered significant attention and engagement. This movement gained momentum both online and offline, leading to widespread discussions and debates on women's rights and reproductive health. Consequently, the increased activism and awareness surrounding these issues could have led to a surge in the number of posts dedicated to the representation and empowerment of Moroccan women.

Secondly, the COVID-19 pandemic and its associated lockdowns and restrictions may have played a role in the increased digital presence and activities. With physical interactions limited, individuals and communities turned to social media platforms as a means of communication, expression, and activism. This shift in behavior could have contributed to a higher volume of posts related to women's issues, as online platforms provided spaces for individuals to share their experiences, raise awareness, and advocate for change (De' et al., 2020).

Additionally, the growing accessibility and availability of smartphones and internet connectivity in Morocco have expanded the digital landscape and facilitated broader participation in online conversations (Digital in Morocco, 2021). As more individuals gained

access to social media platforms, the number of posts relating to various topics, including the representation of women, likely experienced a surge.

Furthermore, the power of collective movements and digital activism cannot be underestimated. Hashtags and social media campaigns have proven to be effective tools for mobilizing individuals and amplifying their voices. The use of hashtags such as #Moroccanwomen and #moroccanwoman may have sparked a sense of unity and encouraged individuals to contribute to the ongoing discussions, resulting in an increased number of posts.

It is also important to consider the impact of influential figures, organizations, and initiatives that have actively championed women's rights and empowerment in Morocco. The efforts of individuals, including activists, content creators, and organizations, who have dedicated their platforms and resources to highlight the issues faced by Moroccan women, can greatly contribute to the increased representation and visibility observed in the digital space.

However, in 2022, the count experienced a slight decline, reducing to 1,933 posts. While this decrease may raise questions, it could potentially be attributed to various factors such as shifts in social media trends or variations in the focus of content creators during that year. The decline could be attributed to several factors, including shifts in social media trends and user behavior. Social media platforms are constantly evolving, and what captures people's attention one year may differ from the next. Content creators and users might have shifted their focus to other subjects or themes during that time, resulting in a relative decrease in posts specifically related to the representation of Moroccan women. Social media trends are influenced by various factors, including current events, popular culture, and the ever-changing landscape of online discussions. Therefore, it is plausible that the decline in posts could be attributed to a shift in the overall interests and digital conversations within the Moroccan online community.

Another factor to consider is that content creators and individuals involved in Instagram may have chosen to explore different aspects of women's issues or broaden their advocacy efforts to encompass other social justice topics. The digital space provides a platform for diverse voices, and it is common for content creators to venture into new areas of interest or prioritize different aspects of social change. This diversification of content and causes could have contributed to the decrease in the number of posts specifically dedicated to the representation of Moroccan women.

It is also important to recognize that the count of posts alone does not provide a complete picture of the level of engagement or impact of online discussions. While the number of posts serves as a quantitative measure, it does not capture the qualitative aspects such as the depth of conversations or the extent of their reach. Despite the decrease in the number of posts, it is possible that discussions and advocacy for the representation of Moroccan women continued through alternative means, such as video content, stories, or collaborations. These forms of expression might not be fully reflected in the count of posts, highlighting the need to consider additional indicators of online engagement. What is more, the data collected from scraping tools will not provide a complete understanding, as these tools cannot provide larger datasets, which ideally would be more accurate.

Lastly, let's examine the Gender Gap Index, which serves as a metric for measuring gender equality within a society. In both 2020 and 2021, the Gender Gap Index remained constant at 0.61. This indicates a consistent level of gender inequality persisting throughout these years. However, in 2022, there was a marginal increase observed, with the index reaching 0.62. Although this shift appears subtle, it signifies a slight advancement towards gender equality within the Moroccan context.

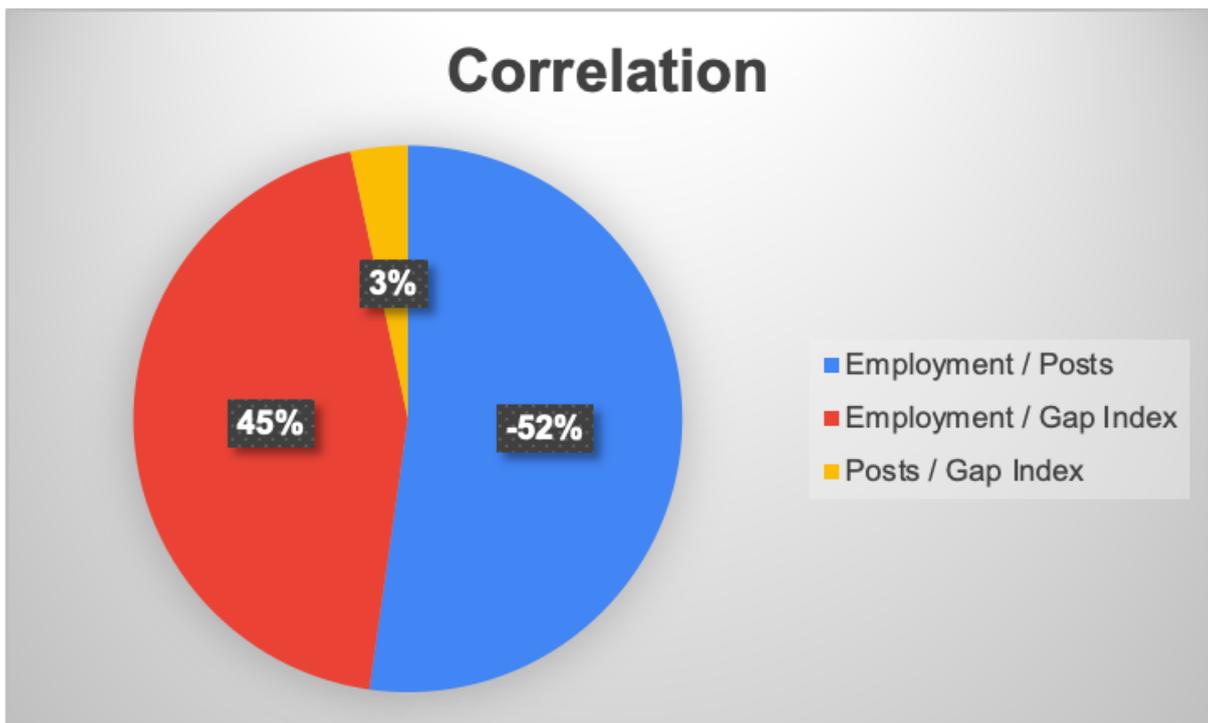
By analyzing these trends and their implications, we can draw several noteworthy observations. Firstly, the fluctuations in employment levels over the three-year period suggest some volatility in the job market for women in Morocco. The decline in employment during

2021 could be indicative of the adverse effects of external factors such as the economic downturn caused by the global COVID-19 pandemic. The subsequent recovery in 2022, although subtle, signals a potential stabilization of employment opportunities for women.

Secondly, the significant increase in the number of posts dedicated to showcasing Moroccan women on Instagram in 2021 reflects a growing emphasis on their representation within the digital realm. This surge can be seen as a positive development, highlighting the empowerment and visibility of Moroccan women in the online sphere. However, the slight decrease in 2022 may warrant further investigation to understand the underlying factors contributing to this change. Possible explanations could range from shifts in social media trends to variations in content creation and audience engagement.

B. Exploring the Relationships between Employment, Number of Posts, and Gender Gap Index: Insights into Women's Representation and Gender Equality in Morocco:

The correlation analysis conducted in this study aimed to explore the relationships between the variables of employment, number of posts, and gender gap index in the context of women's representation and gender equality in Morocco. The results of the analysis revealed interesting insights into these relationships, as indicated by the correlation coefficients.



The strong negative correlation coefficient of -0.7 between employment and the number of posts suggests an interesting trade-off between visibility and economic opportunities for women. As the number of posts focusing on women's representation on Instagram increases, there appears to be a corresponding decrease in employment opportunities. This finding raises important questions about the potential consequences of digital activism and the need to

address structural barriers that hinder women's access to meaningful employment. While raising awareness and challenging societal norms through online platforms is crucial, it is essential to ensure that tangible economic empowerment for women is not compromised in the process.

On a more positive note, the positive correlation coefficient of 0.6 between employment and the gender gap index offers encouraging insights. It suggests that there are efforts to reduce gender disparities and promote gender equality, intensify women's employment opportunities in Morocco and witness a corresponding improvement. This finding underscores the significance of policy initiatives, social movements, legislative changes and awareness campaigns aimed at addressing gender inequalities in various sectors of the economy. It highlights the potential effectiveness of collective efforts in creating a more inclusive and equitable society where women have equal access to employment opportunities.

The correlation coefficient of 0.04 between the number of posts and the gender gap index indicates a slight positive relationship. This implies that as the number of posts focusing on women's representation on Instagram increases, there is a modest improvement in the gender gap index. While digital activism and visibility play a vital role in raising awareness about gender issues, it is essential to recognize that these efforts may not directly translate into substantial improvements in gender equality. Complementing online activism with concrete policy measures and systemic changes becomes crucial in addressing the deep-rooted gender inequalities that persist in society.

It is important to interpret these correlation coefficients while considering the unique socio-economic landscape of Morocco. While the negative correlation between employment and the number of posts raises concerns about potential unintended consequences, it is equally vital to acknowledge the power of social media platforms like Instagram in amplifying women's voices and challenging societal norms. The positive correlations between employment and the gender gap index, as well as between the number of posts and the gender gap index, highlight the need for comprehensive approaches that combine online activism with tangible policy changes. By addressing both the digital realm and systemic inequalities, Morocco can work towards creating an inclusive society that empowers women and promotes gender equality.

The chart not only presents correlation coefficients but also includes percentages that further enrich our understanding of the relationships between employment, the number of posts, and the gender gap index. These percentages offer valuable insights into the magnitude and direction of these relationships, helping us grasp the significance and impact of the variables on one another in a more tangible way.

The first percentage highlighted in the chart, "employment/posts: -52%," captures an intriguing inverse relationship between employment and the number of posts. A negative percentage indicates that as the number of posts focusing on women's representation on Instagram increases, employment experiences a decline by 52% for every unit increase in the number of posts. This finding suggests that a greater emphasis on women's visibility and representation in the digital space, as evidenced by the number of posts, is associated with a decrease in employment opportunities for women. It prompts us to delve deeper into the underlying factors contributing to this relationship and underscores the need for further investigation.

Moving on, the percentage "employment/gap index: 45%" demonstrates a positive relationship between employment and the gender gap index. A positive percentage signifies that for every unit increase in the gender gap index, employment increases by 45%. This finding implies that as gender equality improves and the gender gap narrows, women gain better access to employment opportunities. It indicates that policy initiatives, social movements, and efforts to promote gender equality play a crucial role in enhancing women's employment prospects. This percentage sheds light on the positive impact of gender equality measures and emphasizes the importance of creating an inclusive environment where women have equal access to employment.

Lastly, the chart includes the percentage "posts/gap index: 3%," which highlights a positive relationship between the number of posts and the gender gap index. For every unit increase in the gender gap index, the number of posts increases by 3%. This finding suggests that as gender equality improves, women are more likely to utilize Instagram as a platform for self-expression, activism, and sharing their experiences. It demonstrates that as women experience greater gender equality, they become more engaged in online platforms like Instagram to amplify their voices and contribute to discussions surrounding gender issues.

These percentages provide valuable quantitative measures of the relationships between the variables, offering insights into the magnitude of the changes observed. They help us comprehend the impact and significance of one variable on another in more tangible terms. The combination of correlation coefficients and percentages allows us to better understand the interconnectedness of employment, the number of posts, and the gender gap index, shedding light on the complex dynamics of gender equality and women's empowerment in Morocco.

In conclusion, the correlation analysis conducted in this study provides valuable insights into the complex relationships between employment, the number of posts, and the gender gap index in the context of women's representation and gender equality in Morocco. The findings highlight the interplay between digital activism, employment opportunities, and gender equality indicators, emphasizing the need for a comprehensive approach to address gender disparities effectively.

The negative correlation between employment and the number of posts suggests a potential trade-off between visibility and tangible economic empowerment for women. As the number of posts focusing on women's representation on Instagram increases, there is a corresponding decrease in employment opportunities. This finding emphasizes the importance of considering the unintended consequences of digital activism and the need for complementary efforts to address structural barriers to women's employment.

Conversely, the positive correlations between employment and the gender gap index, as well as between the number of posts and the gender gap index, highlight the positive outcomes of gender equality efforts. As the gender gap index increases, indicating greater gender equality, there is a corresponding increase in employment opportunities for women. This finding demonstrates the potential effectiveness of policy initiatives, social movements, and awareness campaigns in promoting women's empowerment and reducing gender disparities in the workforce.

The percentages in the chart further enrich our understanding of these relationships. The negative percentage between employment and the number of posts suggests that for every unit increase in the number of posts, employment decreases by 52%. This emphasizes the need to carefully consider the impact of digital activism on employment outcomes. The

positive percentages between employment and the gender gap index, as well as between the number of posts and the gender gap index, indicate the magnitude of change in these variables. These percentages reflect the importance of gender equality efforts in enhancing employment opportunities for women and promoting their representation in digital spaces.

Together, these findings underscore the need for a holistic approach that combines digital activism, policy interventions, and societal changes to address gender disparities and promote women's empowerment in Morocco. By understanding the complex relationships between employment, the number of posts, and the gender gap index, policymakers and stakeholders can develop targeted strategies to create an enabling environment for women to thrive economically and contribute to inclusive economic growth.

In summary, the correlation analysis and the associated percentages provide valuable insights into the relationships between employment, the number of posts, and the gender gap index in the context of women's representation and gender equality in Morocco. These findings highlight the trade-offs, positive outcomes, and potential consequences of digital activism and gender equality efforts. By considering these factors, we can work towards a more equitable society where women have equal access to employment opportunities and where their voices and experiences are fully represented in digital spaces and beyond.

### C. Insights:

- There was a positive correlation between employment and the gender gap index. This indicates that as gender equality improves, women have better access to employment opportunities, highlighting the positive impact of gender equality efforts on women's economic empowerment.
- The number of posts on Instagram exhibited a positive correlation with the gender gap index, indicating that as gender equality improves, there is a corresponding increase in women's representation on the platform. This underscores the role of digital activism in amplifying women's voices and highlighting gender-related issues.

- The relationships between employment, number of posts, and the gender gap index are complex and influenced by various socio-economic factors. It is crucial to consider the broader socio-cultural context when interpreting these findings.
- The study emphasizes the need for a comprehensive approach to address gender disparities effectively. This includes not only promoting gender equality but also addressing structural barriers that hinder women's access to employment opportunities.
- The findings are specific to Morocco and should be interpreted within the country's unique socio-cultural, economic, and political landscape. They provide insights into the dynamics of women's representation, gender equality, and employment in the Moroccan context.

Overall, the study highlights the intricate interplay between digital representation, women's employment, and gender equality. It underscores the importance of considering multiple factors and adopting a multi-dimensional approach to empower women economically and promote inclusive growth.

#### D. Discussion :

The study's findings have intriguing connections to the theories of post-colonialism, feminist media theory, and media system theory.

In the context of this study, post-colonialism provides insights into the historical and structural factors that contribute to gender disparities in Morocco. Colonial legacies, such as patriarchal norms and power structures, continue to shape gender dynamics and hinder women's access to employment opportunities.

The study's negative correlation between employment and the number of posts on Instagram suggests that while digital activism raises awareness, it may not directly address the deeper issues that limit women's economic empowerment. The negative correlation between employment and the number of posts on Instagram could be due to complex socioeconomic factors;

Morocco's socio-economic landscape is characterized by a complex interplay of factors that contribute to social disparities and shape the opportunities available to its citizens. Economic inequalities, cultural norms, and historical contexts all play a significant role in influencing both the representation of women on Instagram and women's employment in the country. Understanding these complex socioeconomic factors is crucial for comprehending the negative correlation between these variables and devising strategies to address the underlying issues.

Economic disparities are a prominent factor contributing to social disparities in Morocco. The country faces significant challenges in achieving equitable wealth distribution and providing equal economic opportunities for all. Disparities in income and wealth can impact access to education, healthcare, and employment opportunities, which in turn affects both the representation of women on Instagram and their employment prospects (Dadush & Saoudi, n.d.). Women from lower socioeconomic backgrounds may face additional barriers in accessing digital platforms like Instagram due to limited internet access, lack of digital literacy, and insufficient resources to engage in online activities. There exists a significant gender disparity in internet access, with only 42% of women having the ability to go online compared to 53% of men (BY, 2023, p. 20). This gap is even more pronounced in rural areas, where a mere 22% of women have internet access in contrast to 39% of men. The discrepancy in internet usage between genders, particularly in rural regions, highlights the unequal distribution of digital resources and the challenges faced by women in accessing the opportunities and benefits that the internet provides.

What is more, female labor force participation continues to raise concerns about equal opportunities as it only makes 21.44% of women working in 2022 (*Morocco Female Labor Force Participation - Data, Chart*, n.d.). Similarly, economic disparities can restrict women's access to quality education and training, limiting their chances of securing stable and well-paying jobs. These economic inequalities, therefore, contribute to variations in both variables, ultimately leading to the observed negative correlation.

Cultural norms and traditional values also play a significant role in shaping gender roles and opportunities for Moroccan women. Despite progress in women's rights and empowerment, traditional gender norms and patriarchal structures persist in many areas of Moroccan

society. These cultural norms can perpetuate gender-based discrimination and limit women's agency and decision-making power. Traditional expectations regarding women's roles as caregivers and homemakers often overshadow their potential contributions to the socio-economic development of the country(Arimbi, 2009). This can result in limited opportunities for women to participate in the labor market, pursue higher education, or engage in entrepreneurial activities(Barlow & Akbarzadeh, 2006).The manifestation of these cultural norms in both the digital and real-life spheres may contribute to the negative correlation observed between the representation of women on Instagram and their employment prospects. Overcoming these cultural barriers requires concerted efforts to challenge traditional gender roles, promote gender equality, and empower women to participate fully in all aspects of society.

Religion also influences social disparities and women's opportunities in Morocco. As an Islamic country, Morocco's social fabric is deeply influenced by religious values and teachings. While Islam promotes principles of justice, equality, and respect for women's rights, interpretations of religious texts can vary, leading to different understandings and practices. In some cases, religious interpretations may reinforce gender inequalities, perpetuating discriminatory practices or limiting women's access to certain rights and opportunities(Arimbi, 2009). This can have implications for women's representation on digital platforms like Instagram, as well as their access to employment opportunities in the real world. Overcoming these challenges requires a nuanced approach that engages with religious leaders, promotes progressive interpretations of Islam, and fosters a rights-based approach to gender equality.

Furthermore, historical contexts and structural legacies can also influence social disparities and shape the opportunities available to women in Morocco. Historical factors, such as colonialism and post-colonial developments, have had lasting impacts on the country's socio-economic landscape(Ewelukwa, 2002). Historical inequalities, including limited access to resources, educational disparities, and exclusionary policies, can create persistent barriers for marginalized groups, including women. These structural legacies can contribute to the negative correlation between women's representation on Instagram and their employment prospects by shaping the broader context in which gender inequalities persist. Addressing these historical legacies requires transformative policies, including equitable resource

allocation, educational reforms, and inclusive development strategies that prioritize the empowerment of women.

Even though the digital landscape has the potential to empower marginalized groups and amplify their voices, the findings of this study shed light on the limitations of digital empowerment in bringing about real-life improvements, particularly in the context of Morocco. The negative correlation between employment and the number of posts on Instagram raises important questions about the effectiveness of digital activism and the impact of the digital divide on social inequalities.

To understand the implications of these findings, we can turn to post-colonialism theory, which highlights the enduring impacts of colonialism on socio-economic structures, power dynamics, and cultural representations. In the case of Morocco, the historical legacy of colonialism may have influenced the unequal distribution of digital resources and the perpetuation of gender disparities. Addressing the digital divide and promoting gender equality requires recognizing and addressing the broader societal inequalities rooted in historical and structural factors.

Moreover, the study findings challenge the assumption that the digital sphere and real-life dynamics are closely aligned, as media system theory suggests. While social media platforms like Instagram have provided spaces for digital activism and the representation of women's issues, the negative correlation between employment and the number of posts indicates that the digital advancements may not necessarily translate into tangible improvements in women's societal advancement. This suggests that the digital sphere, much like the real-life sphere, is still predominantly dominated by men, hindering progress towards gender equality. Furthermore, the study findings suggest that the digital landscape, while influenced by real-life dynamics, operates as a distinct realm where outcomes may not necessarily mirror those observed in the real world. In other words, the digital sphere represents a unique space where the dynamics and transformations occurring within it do not automatically translate into tangible changes in the offline realm. This emphasizes the complexity of the relationship between the digital and real-life spheres, challenging the assumption that advancements and progress in the digital realm seamlessly align with societal advancements in the physical world.

It is important to acknowledge the limitations of social media as a catalyst for social change, particularly in countries with high levels of inequality, censorship, and cultural stigma. While the increasing digitalization of Moroccan society has had positive impacts on the socio-economic situation, the findings of this study emphasize that women's societal advancement, especially in terms of employment, continues to face obstacles. Simply focusing on digital empowerment without addressing the underlying structural barriers and systemic inequalities is insufficient in promoting real-life changes for women.

On the whole, Morocco's socio-economic landscape is shaped by complex interplays of economic inequalities, cultural norms, religious factors, and historical contexts. These factors contribute to social disparities and impact both the representation of women on Instagram and their employment prospects. Feminist media theory provides insights into how Instagram, as a digital platform, influences women's representation and activism. The positive correlation between the number of posts and the gender gap index shows that Instagram can be a powerful space for women to express their concerns and challenge gender stereotypes. However, the study also prompts us to question the tangible impact of digital activism on real-world outcomes, such as employment opportunities. We need to critically analyze the role of Instagram in promoting gender equality and consider how it can be integrated with broader social and political movements to effect meaningful change.

Media system theory helps us understand Instagram as a part of the larger media landscape and its interaction with societal structures. It encourages us to examine how Instagram fits within the broader media ecosystem and its potential biases. The positive correlation between the number of posts and the gender gap index highlights Instagram as a platform for feminist activism and women's empowerment. However, we must also consider the limitations and biases inherent in the platform itself. As the digital media sphere in Morocco is dominated by men, and is often weaponized against women (*Malign Creativity*, n.d.).

These theories provide valuable insights into the study's findings. They shed light on the historical power imbalances shaped by colonial legacies, the potential of digital platforms like

Instagram to amplify women's voices, and the need for critical analysis of the impact of online activism on real-world outcomes. By applying these theories, we gain a deeper understanding of the socio-cultural, historical, and media-related factors that influence women's representation, gender equality, and employment dynamics.

#### E. Limitations:

The study has a few limitations that are important to consider when interpreting its findings. One limitation is that the data used in the study comes from publicly available sources like the PhantomBuster and Statista. While these sources provide valuable information, they may not capture the full complexity of the issues being studied. For example, the study focuses on Instagram posts but does not consider other digital platforms or online spaces that could also impact women's representation and visibility.

Another limitation is the difficulty in accurately measuring employment, especially in relation to the informal sector. Many women in Morocco work in the informal sector, which includes various economic activities that are not officially registered or captured by traditional employment statistics. This means that the study may not fully capture the extent of women's employment in the informal sector, which is an important aspect to consider when examining gender equality and employment opportunities.

The exclusion of informal sector employment from the analysis is a significant gap in the study. Women working in the informal sector often face different challenges compared to those in formal employment, such as lower wages and limited access to social protection. By not accounting for this sector, the study provides an incomplete picture of women's employment and its relationship with digital representation and gender equality.

It is also important to note that the study's findings are specific to the context of Morocco and may not be directly applicable to other countries or regions. Each country has its own unique social, economic, and political factors that can influence the relationships between employment, digital representation, and gender equality. Therefore, caution should be exercised when generalizing the findings beyond the specific context of Morocco.

Despite these limitations, the study contributes valuable insights into the complex dynamics of women's employment, digital representation, and gender equality in Morocco. It emphasizes the need for future research to address the limitations by incorporating a broader understanding of the informal sector and considering the interplay between the digital and real-life spheres. By doing so, we can develop a more comprehensive understanding of women's economic empowerment and the role of digital media in promoting gender equality.

In conclusion, while the study provides important findings, it is crucial to be aware of its limitations. Relying on publicly available data, excluding informal sector employment, and the specific context of Morocco are factors to consider when interpreting the results. Future research endeavors should strive to overcome these limitations, broaden the scope of women's employment analysis, and explore the intricate relationships between digital representation, gender equality, and socio-economic factors. By addressing these gaps, we can gain a deeper understanding of women's empowerment, inform evidence-based policies, and foster inclusive and equitable societies.

## VII. Future Implications :

### A. Discussion of the recent reform on increasing female labor force participation in Morocco:

The findings of the study have important implications for future research and policy initiatives aimed at promoting women's participation in the labor force in Morocco. A notable development in this regard is the recent reform implemented on July 31, 2021, which focuses on increasing female labor force participation and addressing gender gaps in employment.

This reform signifies a significant step forward in recognizing the importance of empowering women economically and striving for gender equality in the labor market. By implementing measures such as vocational training, improving working conditions, and ensuring equal pay, the reform aims to create a more inclusive and fair workforce.

Looking ahead, it is crucial to conduct further research to assess the impact and effectiveness of this reform. Investigating key indicators such as changes in female labor force participation rates, employment opportunities, and gender wage gaps would provide valuable insights into

the outcomes of the reform and identify areas for improvement. This research would help evaluate whether the reform has succeeded in achieving its intended goals.

#### B. Consideration of the barriers to women's participation in the labor force and the need for tailored interventions:

Additionally, it is important to explore the factors that hinder women's participation in the labor force in Morocco. Understanding the social, cultural, and structural barriers that prevent women from fully engaging in formal employment is essential for informing targeted interventions and policy adjustments. By addressing these barriers, policymakers can create an environment that facilitates women's access to employment and supports their economic empowerment. The cultural and religious factors are incredibly difficult to address, as traditional values remain a dominant narrative in Morocco, which prevents women from advancing within society.

Furthermore, it is crucial to consider the unique challenges faced by women working in the informal sector. As highlighted earlier, a significant proportion of female workers in Morocco operate in the informal economy, which poses distinct issues related to job security, social protection, and resource access. Conducting research that delves into the experiences and realities of these women can guide the development of policies and initiatives that address their specific needs and promote their rights.

#### C. Exploration of the role of digital media in empowering women and promoting gender equality:

In the era of digitalization, the role of digital media and online platforms in promoting women's labor force participation also deserves attention. Exploring how digital technologies can be leveraged to empower women, bridge gender gaps, and create inclusive work environments is essential. By understanding the potential of digital platforms in enhancing women's economic opportunities, policymakers and practitioners can design interventions that harness the power of technology for gender equality.

Additionally, future research should adopt an intersectional approach to examining women's experiences in the labor force. This approach recognizes that women's challenges and opportunities are shaped by multiple intersecting factors such as socio-economic background, region, and ethnicity. By considering these complexities, researchers can gain a deeper understanding of the barriers faced by marginalized women and develop tailored interventions that address their specific needs.

#### VIII. Conclusion :

In conclusion, this study sheds light on the complex relationship between employment, socioeconomic conditions, and gender equality in Morocco. By examining the historical context, socioeconomic constraints, and theoretical frameworks, we gained a deeper understanding of the hurdles and prospects for achieving gender equality in the country. The historical context of Morocco has had a significant impact on gender relations and power dynamics. Women have been marginalized and gender imbalance has been perpetuated as a result of the lasting consequences of colonialism and the continuation of patriarchal customs. Recognizing and dealing with these historical legacies is crucial for implementing effective gender equality programs.

What is more, this research provides valuable insights into the relationships between employment, the representation of women on the digital sphere, and the gender gap index in Morocco. The findings reveal important connections and shed light on the complex dynamics surrounding gender equality and women's empowerment.

The positive correlation between employment and the gender gap index highlights that as gender equality improves, women in Morocco have better access to employment opportunities. Furthermore, the positive correlation between the number of posts on Instagram and the gender gap index shows that as gender equality improves, there is an increase in women's representation on the platform. This underscores the role of digital activism in amplifying women's voices and raising awareness about gender-related issues. Digital platforms like Instagram provide a space for women to express themselves, advocate for their rights, and engage in conversations that challenge gender norms and stereotypes.

In addition, the study reveals a negative correlation between the gender gap index and the socioeconomic conditions in Morocco. This suggests that as gender equality improves, there is a corresponding decrease in socioeconomic disparities. This finding highlights the interplay between gender equality and overall societal well-being, as reducing gender disparities can contribute to a more equitable distribution of resources and opportunities for all.

However, it is essential to recognize that the relationships between employment, digital representation, and the gender gap index are influenced by various socio-economic factors. The findings highlight the need to consider the broader socio-cultural context when interpreting these correlations. Socio-economic disparities, cultural norms, and historical legacies play a significant role in shaping gender equality outcomes in Morocco. Therefore, any efforts to address gender disparities must be accompanied by initiatives that tackle the underlying structural barriers that hinder women's access to employment opportunities and active participation in digital activism.

All in all, this research sheds light on the alarming gender disparities that are embedded in Morocco. If gender equality is promoted in employment, and addressing structural barriers, Morocco can empower women, promote their participation in the workforce, and create a more equitable society. The findings underscore the need for continued efforts to enhance gender equality, amplify women's voices, and advance women's rights in Morocco and beyond.

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