RESEARCH ARTICLE

A STUDY OF POLITICAL EMPOWERMENT OF WOMEN IN UGANDA; A CASE OF SOCIAL MEDIA USE AS A TOOL

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ABSTRACT

The purpose of the study is to inspect social media use on the political empowerment of women in Uganda. The ability of social media and its influence on the current generation is explored. Social media use is disintegrated based on access and participation in discussions related to politics. The theoretical framework of Cognitive Engagement Theory (CET) is adapted and extended. Realistic data was collected through a questioner answered by 133 Ugandan social media users. It is observed that perceived usefulness, policy satisfaction and political knowledge as advanced by CET were found to be a statistically significant predictor of social media use for the political empowerment of women. The study outcome also pointed out that political interest and access to information were not statistically significant on the political empowerment of women. The study also steers a negative result on privacy protection, as it yielded a negative effect on social media use for political empowerment of women.

INTRODUCTION

Happiness and songs of liberation filled the country when many years of political instability associated with dictatorship, harassments, brutal, bloodthirsty killings, and economic mismanagement, which lingered on women in all spheres of life and the county as a whole finally, was over in 1986. The new government, through its gradual implementation of economic and political programs, shined lights on people's way of living. The enactment of the 1995 constitution opened more opportunities for women in Uganda, who started fighting their way out. The constitution prohibits gender-based discrimination in all aspects of social, economic and political life and advocates for equality and protection under the law, for all humans. Women started participating in the politics of the country through a quota system guaranteed by the law, thus bridging the gender inequalities that existed. However, women continue to suffer discrimination and violence, manifested in different dimensions such as unequal power relations, norms of male power and women subservience, lingering women's independence. Safeguarding life and empowerment of women have taken a certain sit, prioriting gender equality, as stipulated by the UN to be a prerequisite for sustainable development. As technology becomes more in human life, the unfair treatment of women have been brought to light, social meda being part of

the techologyical development, many organziations, countrys are prioritizing its impact to foster political empowerment of women globally. This technological advancement based on web technologies creates interactive platforms through which persons and communities share, discuss and adopt user-generated content (H.Kietzmann, Jan & Kristopher Hermkens, 2011). The ecdysis of technologies have proven to be more significant in promoting women's rights related issues to the public, engaging masses worldwide and advancing gender campaigns into Hashtag-activism (Jones, Johnson-Yale, Millermaier, & Pérez, 2009; Stavrositu & Sundar, 2012), thus changing the trends of politics worldwide, Uganda inclusive, and becoming an essential tool for gender camp.

Research Questions (RQ): This study investigates the following research questions:

RQ1: What motivates women in Uganda to use social media as a tool for political empowerment?

RQ2: Is social media able to foster the political empowerment of women?

Literature Review: Uganda is located in East Africa. On October 9th, 1962,Uganda gained independence from the British (Mubazi, 1995). Succeeded by many years of political instability associated with dictatorship and brutalism, left civic life deeply damaged and undermined the economy (R. E.

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Boyd, 1989; Cancel et al., 1991). However, the new government, which come in 1986 gradually, stabilised the economy and politics (Jayne et al., 2016; Scherr & Hazell, 1994). Political empowerment is traced back tothe 1960s when Uganda's council of women passed a solution on marriage and legal reforms, which granted all women the right to property ownership and child custody if the marriage failed. Furthermore, the 1995-constitution provides gender equality for all humans under the law. Women started to participate in the politics through a quota system guaranteed by law. While there still is some political interference, Uganda has been among the states that respect freedom of speech and women's participation in all areas of the society (Tamale & Oloka-Onyango, 1997). The emphasis on women emancipation is a crucial aspect of a sustainable development (Narayanan & Selvanathan; Varghese, 2018). Women plays a fundamental role in society and families. However, according to United Nationals women own less than one percent of the world's properties, earn one-tenth of the world's income, yet they represent half of the global population (Communication World, 2010). As they get liberated, communities become more resilient, resulting in the steady progress of the economy (Ackerly, 1995).

Political Empowerment of women: The National Resistance Movement (NRM) in 1986, followed by the 1995 constitution which laid a foundation for the first female minister Joyce Rovincer Mpanga, who highlighted government's intention toward the improvement of women's economic status, (Matland & Studlar, 1996), emphasized that economic empowerment of women is one of the factors that help women to participate in politics. Besides, the government introduced free primary education, known as Universal Primary Education (UPE) in 1997 and Universal Secondary Education (USE), targeted to improve girl child education and enrolment in schools (Penny and T. Read, 2006). This resulted in a drastic change in the ratio of boys to girls that accessed formal education (Bova, Carcenac, & Guerguil, 2014). The Gender policy adoption in 2007, focusing on livelihood and women employment, highlighted a shift in women representation in the Ugandan parliament. Currently, out of 386 members, 135 (35%) are women. Ten of them hold members holding ministerial positions, one as the speaker of parliament. 16 out of 58 judges from Uganda Judiciary are women. The Domestic Violence Act (2010), which provides protection and relief for victims of domestic violence, is another landmark that shaded more light on the empowerment of women in the domestic sphere. Upon ratification to the international organization, for example, Convention on the Elimination of all Forms of Discrimination Against Women (CEDAW), the government has created an environment that supports women to participate in politics (IT) (Dini et al., 2008), and this has inspired women to engage in leadership positions.

Social media use for political empowerment of women: Social media usage continues to grow significantly across the African countries, coupled with significant shifts in usage trends. From just a tool for social networking and seeking fun, social media has now infiltrated almost every aspect of a million women across the globe, changing the way they interact, doing business and engage in civic lives (Dini et al. 2008) believe that information technology (IT) can be an avenue for empowering women. With an increasing number of Ugandans using social media, even the government has begun to recognize social media's ability to change the development.

Increased transparency, participation and business efforts are among the main benefits. Uganda has gone through a series of internet changes compared to other countries in the sub-Saharan region. According to Internet World Stats (2017), Uganda had 19 million users (45.6% of the population), with 31.3% internet penetration, through initiatives from the National Information and Technology Authority of Uganda (NITA-U) and Uganda Communication Commission (UCC) that has improved Internet access across the nation. Consequently, social media platforms are being increasingly used. Scholars have shown a relationship between social media and women empowerment (Daher, 2012:15).Others have taken into account the users behaviours (Erdoğmuş & Cicek, 2012), and studied policies and strategies for social media to become a tool for empowerment (Habinka, Sol, & Baryamureeba, 2009). Social media use in politic is instrumental in challenging stereotypes about women as oppressed and subservient. With the influx of information across social media platforms, women have orchestrated different social movements (Chingamuka & Glenwright, 2012). The information on social media shapes the opinions and perception of the mass. Social media is now an important channel for distribution of news at a very high spread worldwide. Both the news about the burning of the Kasubi tombs in 2010, in the context of political campaigns and during the 2016 elections, social media was the instrument in all-breaking news. Secondly, the president of Uganda, Yoweri Museveni disseminated the information for the dismissal of the controversial police chief Kale Kayihura and security minister Tumukunde in 2018 on social media. Most politicians hold social media accounts on different platforms to communicate and engage their supporters. Women now use social media with many people in different vicinities for fronting women violations globally (Shanmuga Priya & Sakthi, 2015). The viral tweet #Free Bobi Wine, helped the local politician to be set free by the government. The hashtag campaigns have become the world's eye-opener to women violations (Shanmuga Priya S. & Dr. Sakthi, 2015).

Furthermore, the 230 girls from Nigerian schools who we abducted by terrorist attracted the world's attention with the help of social media (Loiseau & Nowacka, 2015) & (Tomchak, 2014). Women's political engagement through social media has been able to influence decision policymaking which signifies more opportunities for grassroots women's activism to be involved and respected in the decision-making process. Social media play an increasingly important role in political, economic and civic life. Ugandan women's social media use is still low compared to the men in the country and women's social media use globally. Studies show that using social media has an impact on offline political participation (Bode, Vraga, Borah, & Shah, 2014; Hsieh & Li, 2014). Other studies have taken account of social media's ability to engage users into political and exercising of the franchise (Hyun & Kim, 2015a, 2015b). This view is also supported by (Holt, Shehata, Strömbäck, & Ljungberg, 2013), showing the correlation between social media use and political empowerment (Bode, 2012; Towner, 2013).

Empowerment: The inception of empowerment began around the twentieth century, with different scholars addressing the significance of empowerment in its meaning and use, and having originated within the context of the grassroots project for feminist consciousness-raising, alternative development, and social change, the international development community

domesticated empowerment in economic and political lines. Empowerment of women is multifaceted and widely used in different spheres of life like institutions that directly affect their lives (Kratzer & Kato, 2013; Narayan & Petesch), whereas (Kabeer, 1999) define it as a process of inclusiveness of those people who were not include to gain the ability to influence policy and decision. It is thus difficult to find a unifying definition of empowerment because attributes that signify empowerment in one context differ. According to Rahman (2013), empowerment refers to measures designed to increase the degree of autonomy and self-determination in people and communities to enable them to represent their interests in a responsible and self-determined way. Empowerment of women means strengthening women politically active, economically active and independent and able to make to the right discussions (Mamta, 2014). Thus greater access to educational and occupational resources increases women's chances of professional development, creating a large pool of women eligible for power positions such as a political office (Alexander & Welzel, 2010) thus improves women's self-esteem and bargaining power that enables them to ask accountability from the authority and exposes them to new ideas (Head, Zweimueller, Marchena, & Hoel, 2014). It is now a global mandate for member states of various international bodies to achieve 30 % female political leaders in all political offices (Krook, 2006; Towns, 2010). Also, the Convention on the Elimination of All Forms of Discrimination against Women (CEDAW) and Beijing Platform for Action consider women empowerment as an essential action, with support from other studies that mirror women political empowerment as a priority (Mosedale, 2014). Moreover, this involves the increasing of their capacity for decision-making and participation (Sharma, 2000).

The government connects directly with the public or the citizens (Khan, 2011). Thus, the citizens participate in the decision-making process and exercise their rights. The term empowerment in decentralisation is seen as a way of localising democracy and giving the public more accountability. Communities gain more power to hold the authorities accountable through straight contact with any offices responsible (Paxton, Hughes, & Painter, 2010), linking the public participation to the state at the grassroots level, thus promoting citizen's effectiveness in monitoring. The growing body of studies discusses how social media can improve the demands for political empowerment of women. Easy access to information sheds more light on critical issues that affect women's lives such as, rights and entitlements, services and work opportunities. It becomes easier for women to understand government policies and programs, how they can participate in the decision-making process, at lager engaging the public in government programs. An informed public can engage in dynamic, networked politics, understand the process at local, national and global levels (Oyelude & Bamigbola, 2013). Providing information is a step to enhance the accountability of the excluded groups. Social media is a crucial player in shaping and influencing the user's opinion. Therefore, independence in the media raise awareness of social issues, amplifies the voice of less privileged or excluded groups, thus acts as a powerful tool for the citizen to use in holding the government accountable. Therefore, women using social media signify opportunities to engage in politics.

Theoretical Framework: In this study, the political empowerment of women can be defined as the process of capacity building, choice, agency, and participation in societal decision-making (V-Dem index,2015). To make this assessment right, the proposed Engagement Theory (CET), advanced byRonald F, is utilised. The theory explains the effect of external consequences on internal motivation, the degree to which people are willing and capable of learning politics, which contributes to political empowerment (Abdulrauf & bin Ishak, 2017; Abdulrauf & bin Ishak, 2016). CET focuses on personal education, information access, political knowledge, political interest and policy satisfaction (Pattie, Seyd, & Whiteley, 2004).

Congnitive Engagement Theory (CET): CET refers to the number of efforts a person is capable of investing in attempting to take part in politics (Charles, 2010), or the degree of willingness and ability to learn about politics (Abdulrauf & bin Ishak, 2017). The theory postulates that an individual's political participation is because of his/her education, access to information, political interest, political knowledgeand policy stratification. The theory suggests that if the person is more educated and more informed, they will participate in politics to show their satisfaction with the policies (Inglehart, 1977). The theory still postulates, that if the cost of information access is decidedly lower, more individuals will consume information from the media that will lead to much political knowledge and increase interest in political participation (Abdulrauf & bin Ishak, 2017). The coming of social media has contributed to the reduction in cost for accessing political information, hence making the theory relevant.

Social media, Political Empowerment and Cognitive Engagement Theory: Social media are interactive computer-mediated technologies that support the creation and sharing of information and facilitate user-generated content like videos, photos (Kietzmann, Hermkens, McCarthy, & Silvestre, 2011). Political empowerment of women involves the increasing of the mechanisms that enable decision-making and participation (V-Dem index, 2015); it is evident that social media as a tool facilitates political empowerment, this is because of its viral nature, and it reaches the masses in different countries. For instance, in Uganda, the participation of women in politics has increased, with women dominating and proving to be good politicians as well as good at supervising the government programs. Uganda elected a female speaker of parliament, importantly; the country continues to witness the faithfulness and the strength of female politicians, from the leader of the opposition to the minister of education and sport, who is the wife of the current president. However, women across the globe continue to face gender-related challenges and violations. The advancement in technologies has helped women worldwide to achieve their greater political potential. Today, new technology supports different forms of political empowerment, for example, information access. With social media as a tool to facilitate quick information access, users can get instant information from different platforms (Vitak et al., 2011).Additionally, social media are available to both women and men, making sharing of political information easy. Since women are the most dominant users of social media globally (Bamman, Eisenstein, Schnoebelen, 2014), the connection between political empowerment of women and CET can be considered, because all the factors of CET (access to political information, political knowledge, political interest and policy satisfaction) are used to define the political empowerment of women.

Social media providing a lower cost to access political information worldwide hence engages many women in politics than before (Dalton, 2006).

Summary of Hypotheses: There is a significant positive relationship between the political empowerment of women in Uganda and…

H1: social media use information access
H2: social media use for political knowledge
H3: social media use for policy satisfaction
H4: social media use for political interest
H5: perceived usefulness for social media use
H6: There is a significant negative relationship between privacy protection and social media use for political empowerment of women in Uganda.

METHODOLOGY

The methodology of the study includes the following, in particular, research design, study population and sample size. Furthermore, it also includes data collection methods, control techniques and data analysis and measurements of variables are discussed, explaining the independent, dependent, and control variables of the study. Research Design: A cross-sectional survey design is employed because it enables the researcher to get a lot of information from several participants, with several extensive documents of scholarly journals & articles, research reports, books, and websites using it.

Multiple linear regression analysis: Employing a statistical tool in the study, testing of the hypotheses based on the factors related to social media use for political empowerment of women. Linear regression is a direct approach to modeling the connection between a response variable and one or more explanatory variables. For one explanatory variable is simple linear regression, and more than one explanatory variable is called multiple linear regressions. Multiple Linear Regression (MLR) procedure performs linear regression on the selected dataset. The multiple linear regression chooses regression coefficients to minimize the difference between predicted values and actual values. Linear regression is performed either to predict the response variable based on the predictor.

The correlation matrix of key variables; before hypotheses testing, Pearson correlation coefficients were first computed to identify any possible multicollinearity among the key variables (Table 3). The correlation results and variance inflation factor (VIF) indicated that multicollinearity was not an issue for the key variables.

Computer software for data analysis: Using SPSS for data analysis to enter survey data to software, preprocess and analysis them with univariate and bivariate statistical techniques. Finally, present the output for data analysis after performing a statistical test. Another data processing computer tool, Microsoft Excel, has been used to draw figures and do other necessary calculations.

Independent Variables

Access to information: Following the multiple questions on the access of information using social media, the analyzing of the duration participants have been using social media, also when they use it to access or encounter political information

and also participants were asked to rate in cost terms of information access. Questions formed in multiple choices closed-ended and based on past studies (ComScore, 2010). The statements measuring the variable had internal consistency reliability ($a =. 875$).

Political knowledge: Political knowledge is referred to as knowledge kept in someone's memory for some good time(Abdulrauf & bin Ishak, 2016), we analyzed participants degree of acceptance whether social media increases someone's political knowledge, based on five scales from "Strongly Disagree"(1) to "Strongly Agree"(5). Women's Political knowledge is one factor that leads them to enter into politics (Matland, 1996). Stockemer (2009, 436) highlights that women with high access to knowledge are more likely to embrace egalitarian. Measurements were based on a five-point Likert scale from the different responses (Questions 9, 10, 11 and 12, Appendix 1). With the internal consistency reliability ($a =. 847$).

Political interest: The time invested in engaging in politics is directly supported by political interest (O'Neil, 2006). Women engagement in politics is motivated by political interest. As DeVresse (2013) highlights; political interest is one factor that leads to political participation regardless of the degree of activeness. Participants were analysed for their interest in using social media, not forgetting the flexibility in accessing social media. Basing on five scales starting from 1 "Strongly disagree", 2 "Disagree", 3 "Neutral", 4 "Agree", to 5 "Strongly Agree" — measurements base on a five-point Likert scale. with the internal consistency reliability ($a =. 807$).

Policy satisfaction: Basing on the definition of empowerment from Kabeer (1999a), data analysis on how social media connects the government and public, knowing that public inclusiveness in the policies of their government is the pillar of democracy. Social media has proven to be a tool that links the public to the government (Johnson & Kaye, 2014), all the statements had the internal consistency reliability ($a =. 814$), based on a five-point Likert scale, and participants indicate the degree of agreement with the use of social media for policy satisfaction and political empowerment of women.

Privacy protection: The large flux of information provided by users online has a forefronted discussion regarding user information safety; the extent to which different users can access other user's information has become the new topic and ethical consideration. Social media platforms consist of a mechanism to control and obtain any personal information if the user has a fear of unwanted outcomes (Rogers, 1975). The participants were asked to state the degree they agree with the statement created concerning user privacy protection (Young & Quan-Haase, 2009). Participants answered on a five-point Likert scale starting from 1" strongly disagree" and 5 "strongly agree," for example; "I have excluded all personal information on social media, people I do not know about can't find me." All the eight statements had an internal consistency reliability ($a =. 776$).

Perceived Usefulness: Perceived Usefulness is a person's beliefs in the decision-making procedures of the (Fishbein & Azjen, 1975). According to Davis (1989), perceived usefulness as the degree to which a person believes that using a specific system could enhance his/her job performance. Users who perceive usefulness in a particular system holds a positive

effect on his/her output (Yusliza et al., 2009). Thus, it is essential to understand the level to which the user believes in a system (Lee, Cheung, & Chen, 2005). All the statements measured had internal consistency reliability (*a* =. 773), based on a five-point Likert scale from the different.

Dependent variables: The second part of the questionnaire comprises questions regarding the factors from the research theory (CET) that measures an individual's social media use for political empowerment of women. As mentioned earlier, the four types of social media use were chosen because each of them represents a different level of measuring social media use for political empowerment of women; the rate of participation and sharing, discussion and engagement in the decision-making process, the rate of information access and lastly Transparency. Also, the statements measuring the dependent variable had internal consistency reliability (*a* =. 852).

Control Variables

Demographics: The demographic variables collected for the study participants were sex, age, level of education, and duration of use. Age was measured in closed-ended format and was limited to 18-23 years, 26-35 years, 36-45 years and 46+ years. Lastly, education starting from high school level to diploma, bachelors, masters, and Ph. D. was registered.

Sample profile: The total number of participants was 133, with a larger share of women, as illustrated in Table 1. Furthermore, participants were predominantly clustered around 26-35 years. Most had attained a bachelors' degree (62%) and had been using social media for more than five years.

Data Analysis: We applied multiple linear regression analysis on the data so that hypotheses are tested based on the factors related the social media use for political empowerment of women.

Descriptive Results: Themajority of the participants were in the mid-20's (18-25: *n*= 44, 33.1%; 26-35: *n* = 80, 60.2%; 36-45: *n* = 9, 6.8%). Interestingly, from Table 1 it can be seen that the largest number of participants highest academic degree is aBachelor's degree (*n* = 82, 61.70%), while 25% (*n* = 34) had a Master's degree. In addition, 96% had been using social media more than 5 years. (3 to 5 years *n* = 3, 2.3%; 2 to 3 years: *n* = 2, 1.5%) and other 128 participants claimed to have been using social media for more than 5 years (More than 5 years: *n* = 128, 96.2%).Most of the participants, about 90% used social media to access information about politics (Never or barely: *n* = 1, 0.8%; Once a week or so: *n* = 6, 4.5%; Almost every day: *n* =120, 90.2% and Couple of times a day: *n* = 6, 4.5%) indicating high social media use for political information access. Additionally, the participant showed a great interest in sending and receiving political information using social media (Never or barely: *n* = 7, 5.3%; Once a week or so: *n* = 8, 6.0%; once month or so: *n*= 3, 2.3%; Almost every day: *n* =109, 80.2% and Couple of times a day: *n* = 6, 4.5%). Lastly, the mean value of those variables are as follow; 4.83, 4.56, 4.79 and 4.48 and the standard deviation of. 566, 1.069,. 652 and 1.070, respectively. Secondly, the participants were asked to rate their agreement with statements that measured political knowledge, political interest and policy satisfaction. While measuring social media use for political knowledge, we found an average of 4.04 with an internal consistency reliability of. 852.

Participants also found perceived usefulness has a significant contribution towards social media use for the political empowerment of women in Uganda, with internal consistency reliability of. 773. Political interest had the internal consistency reliability of. 807 basing on a five-point Likert scale. Thirdly, policy satisfaction had an internal consistency reliability of. 814. Lastly, privacy protection had satisfactory (*a*=.776). Table2 reports the means and standard deviations of the dependent and independent variables.

Preliminary Analysis Results: Before hypotheses testing, Pearson correlation coefficients were first computed to identify any possible multicollinearity among the key variables (Table 3). The correlation results and variance inflation factor (VIF) indicated that multicollinearity was not an issue for the key variables.

Hypotheses Testing Results: When testing the five hypotheses, a multiple linear regression analysis was applied. The initial statements were that access to information, political knowledge, political interest, perceived usefulness, and policy satisfaction would have a positive relation to social media use for the political empowerment of women. Besides, privacy protection would have a negative relationship between social media use for the political empowerment of women. The testing of hypotheses is done concurrently, after controlling demographic variables (gender, age, level of education) and duration of use.The four predictors were entered as block 1, andthe other six independent variables are entered in block2, with social media use as a dependent variable.

Table 1. The Percentages of Gender and education level as obtained from the data

Gender	percentage
Male	42.1%
Female	57.9%
High School Degree	0.8%
Diploma	8.3%
Bachelor	61.7%
Masters	25.6%
PhD	3.8%

Table 2. The means and standard deviation of the key variables

Variables	Mean	Std. Deviation
Age	*1.74*	*0.58*
Education Level	*3.23*	*0.69*
Duration of use	*2.95*	*0.29*
Access to Information	*4.67*	*0.74*
Political Knowledge	*4.15*	*0.45*
Policy Interest	*4.31*	*0.40*
Policy satisfaction	*4.18*	*0.40*
Privacy protection	*3.51*	*0.75*
Perceived Usefulness	*4.14*	*0.47*
Social Media Use For political purpose	*4.04*	*0.64*

The five variables are positively related to social media use for political empowerment of women, and privacy protection is negatively associated with social media use for political empowerment of women in Uganda. Table 4 below reports the findings after running multiple regression analysis. Table 4; variables that were obtained from the multiple regressions were. Firstly, Access to information: (β =. 095, *p* =. 147); variable not significant, political interest :(β T=. 053, *p* =. 384); variable not significant, policy satisfaction; (β =. 426, *p*<.001); variable statistically significant, privacy protection :(β = -.133, *p*=. 016); variable not statistical significant; political knowledge; (β = -1.241, p <.002); variable is statistically

Table 3. The correlation matrix of key variables

	SmUse	Gender	Age	Edu	Dur	infor	Pknw	PInst	PSt	Puf	PPtn
	1	2	3	4	5	6	7	8	9	19	11
1	--										
2	.28**										
3	-.07	-.01									
4	-.25**	-.14	.50**								
5	.28**	.06	.01	.06							
6	.47**	.18*	-.07	-.29**	.35**						
7	.48**	.14	.12	-.01	.22**	.24**					
8	.33**	.12	.14	.11	.17*	.05	.38**				
9	.70**	.18*	-.04	-.14	.14	.38**	.47**	.32**			
10	.54**	.17*	.12	-.03	.21*	.27**	.99**	.40**	.51**		
11	-.09	-.04	.01	.05	.06	-.05	.19*	.11	.07	.17*	--

Table 4. Predicting the adoption of social media for political empowerment of women

	Unstandardized Coefficients		Standardised Coefficients	t	Sig.
	B	Std. Error	Beta		
Block 1					
Gender	1.17	.42	.23	2.83	.01
Age	.32	.41	.07	.78	.44
Education level	-1.01	.35	-.27	-2.92	.00
Duration of social media use	2.49	.71	.28	3.49	.00
Block2					
Privacy protection	-.06	.02	-.13	-2.44	.02
Political knowledge	-1.76	.56	-1.24	-3.16	.00
Policy satisfaction	.55	.09	.43	6.33	.00
Perceived usefulness	2.65	.73	1.48	3.64	.00
Political interest	.07	.08	.05	.87	.38
Access to information	.08	.06	.10	1.46	.15
Adjusted R^2 = .635					

significant. Lastly perceived usefulness (β =1.478, *p*<.001): variable statistically significant. Analysis on demographic shows that duration of use (β=.278, *p*<.001); significant, age: (β =. 072, *p*=.437), not significant, Gender (β=.227, *p*<.005), significant, and lastly educational level (β= -.272, *p*<.004). The variable has an inverse relationship.

Hypothesis results: H1 testedthe assumption that there was a significant positive relationship between social media for access to information and political empowerment. This hypothesiswas not supported, as the variable yielded insignificant results (β =. 095, p = 147). H2 posited a significant relationship between social media use for political knowledge, and political empowerment was statistically significant (β = -1.241, p <. 002), however, this relationship is inverse in nature. H3 predicted a significant relationship between social media use for policy satisfaction and political empowerment of women in Uganda.

The statistical analysis found the variable to be statistically significant (β =. 426, *p*<.001), thus confirming the hypothesis. H4 posited a significant relationship between political interest and social media for political empowerment. Upon running the analysis, the result was found to have no statistical significance between the variables (β =. 053, p =. 384), and the hypothesis was not supported; thus the relationship is irrelevant. Also, H5 predicted a significant positive relationship between perceived usefulness and social media use for political empowerment of women in Uganda, upon running the analysis, we found the relationship to be statistically significant(β =1.478, *p*<.001). Lastly, H6 posited a negative relationship between social media use for political empowerment and privacy protection as we predicted. The result shows no significant relationship :(β = -.133, *p*=. 016). H6 was not supported.

Running the regression analysis on the demographic data, the duration of use against the use of social media for political purposes yielded pleasing and potentially results. The analysis shows that the variable has a significant positive relationship with social media use for political purposes (β=.278, *p*<.001). This means that the more years someone engaged with social media, the more politically engaged their become Amusingly, age did not prove to be significantly relevant in predicting use; the number that it yielded in the analysis shows that it is not related in any way to social media use for political purposes (β =. 072, *p*=.437). Gender turned out to be positively related to social media use for political purposes(β=.227, *p*<.005), as females being the most social media users, because of the way gender was coded; females(2) and male(1), thus females are more likely to engage in social media use for political purposes than male. Lastly, concerning the level of education, the analysis found a connection between the level of education and social media use for political purposes (β= -.272, *p*<.004), however, this connection is inverse; meaning that the more educated a person becomes, the less he/she uses social media. In other words, the higher the level of education an individual has attained, the more likely he will decrease the engagement with social media. Finally, the statistical analysis finds that there is an inverse relationship similar to that of a negative.

DISCUSSION OF RESEARCH FINDINGS

The study attempted to find the role of social media in empowering women in Uganda, adapting Cognitive Engagement Theory (CET). The female (57.9%) respondents were more than male (42.1%), showing a high increase among women who are using social media. The data collected was analysis basing on five-level opinions in the line of Likert

Scale. Policy satisfaction was our most reliable predictor with a very high significance rate. Such a result came as no surprise, as social media have proven to be the tool for linking the public and government. Many politicians use social media to engage their audience through online discussions. This has advanced gender campaigns which an impact on a significant positive relationship between social media use for policy satisfaction and the political empowerment of women in Uganda. Conversely, political knowledge emerged as another reliable predictor with a statistical significance. However, the negative standard coefficients or beta signifies an inverse relationship; as political knowledge increase by standard deviation, we have a decrease in the dependent variable, meaning that as people acquire knowledge that is more political the less, they use social media for political purposes. In additional, perceived usefulness was another predictor that yielded a very high statistical significance. Currently, many people actively use social media. The respondents perceive social media as useful because they can access, share and create information without limitation.

Therefore, participants perceived the usefulness of social media uses for political empowerment of women in Uganda positively. However, some of the predictors, for example access to information, failed to yield a positive result as predicted. This is because of the perception of social media concerning politics in African countries where few people believe social media can be a tool for political empowerment of women. Additionally, privacy protection did not have a statistical significance in predicting social media use for the political empowerment of women. However, the relationship yielded was negative, thus validating the hypothesis that predicted a negative relation between privacy protection and social media use for the political empowerment of women in Uganda. The results indicate a negative standardised coefficient; meaning the increase in privacy protection leads to the decrease in the dependent variable.

Conclusion

In general, based on the results, the study has attempted to find the factors which have association social media use and political empowerment of women. Socio-demographic information of the participants has been analysed. Secondly, The factors advanced by Cognitive Engagement Theory (CET) have been investigated their association with social media use and political empowerment of women. Thirdly, the Cognitive Engagement Theory (CET) was extended. And the Two factors have been studied as well. Finally, all factors have been hypothesised with a significant positive relationship between the political empowerment of women in Uganda and social media use. Expect a significant negative correlation between privacy protection and social media use for political empowerment of women. The analysis has been done based on participants' five-level opinions from strongly disagree to agree in Likert's Scale strongly.

Access to information: Respondents express their opinions on the pros and cons of using social media for information access has an impact on the political empowerment of women in Uganda. On the contrary, opinion on whether social media use for information access does not have any relation with the political empowerment of women.

Political knowledge: Respondents perception on social media use for political knowledge and their association with the political empowerment of women. Information accessibility worldwide, shade more light on the performance of politicians, helpfulness of social media user, discussion on social media platforms are significantly associated with social media use for political interest and women political empowerment.

Political interest: Political interest related factors have been investigated in the current research. The analysis shows that boosting Knowledge and Skills, Getting my curiosity incited to participate in the politics, share knowledge, flexibility in receiving information like job-hunting news, Alerting on home town news are found irrelevant to political empowerment of women in Uganda.

Policy satisfaction: Policy satisfaction on individuals' lives or their social lives has studied as well in the study. Here it is found that social media role as the powerhouse of news and information and its purpose to provide access to real-time, inclusiveness in the policies of their government, accountability from the government departments, government department social interaction with mass, communications are significantly associated with social media use for political empowerment of women.

Privacy protection: Privacy protection have been investigated as well, analysis shows that excluded all personal information on social media, blocking some people, sometimes sending private messages, removed messages from my timeline, providing fake or inaccurate information and changing my default privacy are not significant to social media as used for political empowerment of women. However, as hypothesised that privacy protection has a significant negative relationship between social media use for political empowerment of women in Uganda.

Perceived Usefulness: Perceived usefulness has been studied as well, with quick accessibility, improves my political understanding, worldwide political connections, useful for the political empowerment are significantly associated with social media use for political interest and women political empowerment.

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