

Dissecting the #MeToo Movement: A Powerful Call to Action or a Futile Fuss?

Caroline Camus
Tulane University, New Orleans, Louisiana, USA



Abstract: In October 2017, Alyssa Milano instigated a call to action with her famous “me too” tweet, hoping to unite survivors of sexual victimization. The #MeToo movement unveiled the enormity of sexual harassment and assault in the workplace, a phenomenon based on antiquated social and political gender inequities. The stories shared by survivors ranged from extremely vague to detailed accounts of sexual violence. In sharing their stories, victims expressed unity with other victims and publicized the need for change. This movement highlighted how society can better acknowledge the power and impact of just a few words on mobilizing individuals to act both locally and globally. Gender equality must stand at the forefront of all movements, if they are to be successful. This case explores the effects, benefits, and downfalls of the movement, hoping to answer the question of whether or not the #MeToo social movement elicited impactful social change, and exploring the implications of celebrity feminism and clicktivism. It investigates who is responsible, who should get credit, who the movement helped, and the strategies that have proven most effective thus far. #MeToo serves as a powerful example of women mobilizing their voices.

“‘Me too’ was just two words; it’s two magic words that galvanized the world.”

-Tarana Burke, Founder of the Me-Too Movement

The Birth of “Me Too”:

At 12:21 a.m. on October 15, 2017, just before placing her head on a pillow, Alyssa Milano tweeted, “Suggested by a friend: If all the women who have been sexually harassed or assaulted wrote ‘Me too.’ as a status, we might give people a sense of the magnitude of the problem. If you’ve been sexually harassed or assaulted write ‘me too’ as a reply to this tweet.” Six hours later, she woke up to almost 53,000 responses (Kelly 2017). Today, millions of individuals around the globe feel the wake of her call for solidarity.

Alyssa Milano, an actress, producer, and singer, began her activism career in the late 1980s, when she kissed Ryan White, a fan of Milano’s who contracted HIV/AIDS and was subsequently ostracized by his classmates (Chuck 2017). She aimed to prove that HIV cannot be passed via

casual contact. She then participated in various projects including raising money for tropical disease research, advocating for vegetarianism, denouncing the Syrian civil war, and endorsing both Hillary Clinton and Bernie Sanders in their bids for president (Chuck 2017). Her most famous efforts, however, revolve around the #MeToo campaign, in which women can share their experiences of sexual assault in as great of depth as they wish. Milano, a victim of sexual assault during her teenage years, has yet to disclose the details of her own experience (Milano 2018). Her work primarily focuses on workplace or career-related harassment, as her tweet occurred just weeks after the story broke regarding the Harvey Weinstein scandals.

Harvey Weinstein, an Oscar winning producer, is currently being investigated in Los Angeles and London following accusations of sexual harassment and rape of over 80 women during the span of a decade (Gingras, Moghe and Andone 2018). Known as the former face of Hollywood, he denounces all claims of non-consensual sex. Women around the world are speaking out against other “once powerful men,” ranging from celebrities to politicians, in response to the brave actions of Weinstein’s accusers, in a movement called the “Weinstein Ripple Effect” (Campo 2017, n.p.). Georgina Chapman, the estranged wife of Weinstein, claimed in an interview with CNN that she never suspected her husband of cheating and mourns for “all the women who have been hurt” who “deserve dignity and respect” (Melas 2018, n.p.). Chapman founded the luxury fashion brand Marchesa and worked hand-in-hand with Alyssa Milano on the hit television series, *Project Runway: All-Stars*, in which Chapman judged and Milano hosted. They remain friends to this day despite harsh criticism from other celebrities (Logan 2017).

Alyssa Milano, however, did not invent the phrase “me too” (Vagianos 2017). Tarana Burke, an African American civil rights activist from the Bronx, coined the phrase 12 years ago to help unite women of color dealing with sexual harassment. She feels that “empowerment through empathy” is the best way to combat the issue (Vagianos 2017, n.p.). In 2007, she created Just Be Inc., focusing on the “health, well-being, and wholeness of young women of color,” when she first spoke the phrase during a youth retreat (Sreenivasan 2017, n.p.). She feels that black women do not receive the attention that white women do and after catching wind of the tweet, decided to contact Milano in an effort to provide context, ground the movement, and ensure that all marginalized groups receive representation (Sreenivasan 2017, n.p.). Burke tweets, “While it is true that I have been widely recognized as the ‘founder’ of the movement – there is virtually no mention of my leadership. Like I just discovered something 12 years ago and in 2017 it suddenly gained value” (Burke, T. 2018, n.p.). While Milano popularized her phrase in this viral moment, Burke expresses grave concerns regarding the direction of the movement and the effect of its impact on assault survivors, particularly women of color.

Cultural Effects of the Viral Tweet

Each year TIME Magazine recognizes a person, group, or an idea that “for better or for worse...has done the most to influence the events of the year” (Rosenberg 2018, n.p.). In 2017, TIME Magazine painted stores nationwide black and red, as they celebrated the “Silence Breakers” for their acts of courage, sharing their stories of sexual violence (Zacharek, Dockterman and

Edwards 2017). The cover depicts a collage of Ashley Judd, Susan Fowler, Adami Iwu, Taylor Swift and Isabel Pascual, who along with a plethora of other men and women contributed to the social uprising (Zacharek, Dockterman and Edwards 2017). United in their black dress, all of the women appear powerful and confident, yet they retain their individuality, including their diverse ethnic backgrounds and occupations. One woman on the far-right cannot be identified, as only her arm is visible, rather than her entire face. This suggests that even victims who remain anonymous or withhold details of their assault, still positively contribute to the movement by chiming in, “me too.” Ironically, U.S. President Donald Trump, who has been accused of copious instances of sexual misconduct, received the runner-up position for Person of the Year in 2017. He tweets that he merely “took a pass,” on this win, suggesting that an interview and photo shoot would be too much of a hassle in his daily schedule (Trump 2017, n.p.). In fact, according to MeTooementum, a report generated by a pair of European social scientists, the phrase “Donald Trump” appears just as frequently as the phrase “sexual assault” in #MeToo tweets (D’Efilippo 2018, n.p.).

In addition to TIME Magazine recognizing the moment, many celebrities have shown their support on the Red Carpet, demonstrating a major cultural shift in America. For example, at the 2018 Golden Globe Awards, the stars adorned themselves in all-black outfits including dresses, pant suits, and tuxedos to symbolize their united stand against sexual misconduct in the workplace (Holmes 2018). The hosts Ryan Seacrest and Giuliana Rancic quizzed actresses on their opinions of gender inequities in the movie industry, rather than the typical, “Who are you wearing?” line of questioning (Holmes 2018). Many viewers, however, felt that the women were largely put on the spot, while the male actors received very little attention (Blickley 2018). Potentially the hosts felt that the Red Carpet is the opportune time to give the women combating silencing and suppression a chance to finally speak. Multiple celebrities expressed how emotional the night truly was, including Jill Gutowitz, a freelance writer and actress, who described that she had never before witnessed “women celebrated or centered like this on an awards show or carpet” (Blickley 2018, n.p.). On that night, Oprah Winfrey accepted the Cecil B. DeMille Award for lifetime achievement, reciting an inspiring speech that again rocked the Twittersphere (Barnes and Buckley 2018). She stated that a “new day is on the horizon,” one built by “magnificent women” and “phenomenal men,” fighting to ensure that no individual must proclaim “‘Me too’ again” (Barnes and Buckley 2018, n.p.). The thoughtful use of these words helped to reignite the movement, this time calling on men to participate in the solution.

The awards ceremony, however, posed many questions regarding the nature of celebrity feminism. Many of the male actors, some of whom were accused of sexual misconduct prior to the ceremony, wore lapel pins indicating their support of the movement, with no mention of sexual violence or workplace gender disparities in their nomination or acceptance speeches (Barnes and Buckley 2018). Did the men actually believe what their pin symbolized, or did they wear black simply to camouflage with the crowd? Did all the men feel comfortable participating and asserting their opinions? Some scholars argue that despite their perch at the “zenith of raced, gendered, and economic hierarchies,” celebrities possess little advantage over those less well-known in drawing attention to social injustices (Hobson 2016, n.p.). In contrast, celebrity feminism “is itself a

political process,” that can shape movements (Hobson 2016, n.p.). Although celebrity ethos has existed for centuries, its impact is heightened in an era where celebrities can disseminate updates of their daily lives to millions with the simple click of a button. The Red Carpet shift brought increased attention to #MeToo, as well as subsequent initiatives (Blickley 2018). The #MeToo tweets that achieved greater than 50,000 retweets were written by a mix of individuals, including the general populace and celebrities, demonstrating that celebrities do not dictate all impactful statements (D’Efilippo 2018).

Impact of #MeToo on the United States Election and Law-Making Process.

Along with molding American culture, #MeToo now affects the lawmaking process. In the most recent election cycle, claims of sexual harassment terminated the bids of 12 Republicans and 13 Democrats, eight of whom were running for federal office, while 17 were state level candidates (Godfrey, Felton and Hosking 2018). Despite this recent trend, many individuals with documented sexual misconduct violations still occupy offices, so problems prevail. In recent months, prominent political figures such as President Donald Trump, Representative Bobby Scott, Senator Al Franken, former President George H.W. Bush, Supreme Court Justice Brett Kavanaugh, and many others have faced harassment or assault claims (North et al. 2019). While some of these individuals resigned from their positions, others endure no perceptible repercussions for their actions (North et al. 2019).

#MeToo affects not only the lawmakers but also the content of new laws. Many states recently placed limits on nondisclosure agreements (NDAs) (Beitsch 2018). These agreements, enacted by the abusers, silence victims over long periods of time, exchanging victim’s cooperation with financial settlements or job offers. Prior to #MeToo, no legislators attempted to limit NDAs (Beitsch 2018). Arizona, Maryland, New York, Tennessee, Vermont, and Washington now have laws restricting their usage (Beitsch 2018). Karen Keiser, a Democratic Senator from Washington, expresses that the only way she knows how to create any substantive effect from movements revolving around dialogue involves passing a law (Beitsch 2018). She kick-started Washington’s NDA legislation, ensuring that sexual abuse and harassment was explicitly addressed in an effort to reduce loopholes (Jenkins 2018). In an attempt to specifically address sexual assault, which was brought to the forefront by the movement, many bills enacted in 2018 also aim to reduce the backlog of rape kit testing. The Joyful Heart advocacy organization reports that over 155,000 rape kits remain untested in evidence lockers (Beitsch 2018). Reducing this number requires additional funding from states, typically resulting in a tax increase, which many constituencies resist. States such as Missouri attempt to establish timetables, ensuring that future kits receive attention in a timely fashion, yet this does nothing for the women still awaiting justice (Beitsch 2018).

Over the past 24 months, over 2,000 bills passed in both Congress and state legislatures contained the words “sexual,” “me too,” “rape kits,” and “nondisclosure” (Kelly and Hegarty 2018). Despite this verbiage, however, lawmakers are behind the curve initiated by the Equal Employment Opportunity Commission (EEOC), stating private companies and organizations must address sexual assault allegations promptly. Congress has produced zero laws regarding how to

deal with harassment and discrimination claims posed against Congressmen themselves (Kelly and Hegarty 2018). At the state level, any attempts to reduce the number of roadblocks in harassment reporting in 2018 were quickly vetoed (Schnur 2018). Carol Moody, the head of a women's advocacy group, reports that while nobody will disagree that change needs to occur, "Everybody thinks some massive, massive change in laws has happened with the #MeToo movement, but it hasn't" (Kelly and Hegarty 2018, n.p.). While this may be due to the lack of legislative initiation, it may result from the fact that the initial tweet occurred only a year ago and that it takes time to create, enact, and enforce legislation.

World-wide Initiatives Sparked by #MeToo.

Not only did the #MeToo movement greatly impact America, but it also created shockwaves felt around the globe. Almost every nation in the world experienced its own movement, largely as a result of technology, which helps to connect survivors to one another (L. Burke 2018). While 80% of the #MeToo tweets are written in English, tweets in Spanish, German, and French also create an impactful buzz (D'Efilippo 2018). #Metoo "exposed an epidemic and unbottled a collective fury that can't be contained" (D'Efilippo 2018, n.p.). Many of these countries adopted their own hashtags, expressing similar sentiments to "me too" when translated including: #YoTambien (Spain), #BalanceTonPorc (France), #quellavoltache (Italy), and #USToo (Israel) (D'Efilippo 2018). Even Communist countries with restricted access to social media, such as North Korea, report #MeToo initiatives (Burke, L. 2018). Approximately a month after the Harvey Weinstein accusations and a publication of an anonymous report of harassment allegations against members of European Parliament, a 90-minute debate occurred in which 45 women and five men spoke out, suggesting ways to reduce sexual violence in the EU (Schreuer 2017). Many pushed for the ratification of the Istanbul Convention, which contains a plan to reduce violence against women. Only 15 of the 28 nations in the EU, however, support this ratification, due to its acknowledgement of same-sex marriage, so nothing tangible came of the debate (Acalde and Šarić 2018; Schreuer 2017).

Surprisingly, the movement was highly popular in countries in which voices of the masses typically are suppressed by their governments. Because of the #MeToo tweet, Japanese women now possess a platform to discuss sexual harassment and assault in the Japanese media without the word "raped" being edited to say "tricked" or "violated" (Burke, L. 2018). Particularly in international countries laden with religious and cultural taboos, women experience sexual abuse, but do not report, as a result of these challenges (Burke, L. 2018). A prominent journalist, Shiori, successfully published a book detailing her experience following the #Metoo explosion, after doing "the unthinkable" months prior, telling her story on television while hiding her identity (Burke, L. 2018). Unfortunately, other women have not experienced the same level of success as Shiori. In China, where social media displays only what the government wishes the population to see, the hashtag #MeToo is often removed from posts. In an effort to reduce the censorship, Chinese social media users turned to the #RiceBunny hashtag or used emojis of a rice bowl next to a rabbit to expose sexual harassment (Perper 2018). When the symbols for rice and bunny are

spoken, they sound like “mi tu,” expressing the Chinese’s tact in circumventing their government and receiving rightful justice for women (Perper 2018). Tarana Burke explains that the hashtag arrived in countries in which conversations of sexual assault never were allowed previously and while many roadblocks still hamper progress, individuals now realize that “radical healing” is possible and is occurring (Carissimo 2017, n.p.).

Benefits of the Movement

The #MeToo movement renews women’s demands for an inclusive work environment. In both academia and in medical fields, areas known for high rates of sexual harassment compared with other employment sectors, the National Institutes of Health (NIH) now acknowledges the need for policies, education, and training to shift the cultural norm (Lee 2018). However, “for norms to gain power, they require conformity” as well as time to elicit a true impact (Drezner 2018, n.p.). These trainings will detail “what words and behaviors are sexual harassment or gender bias,” and encourage individuals observing or experiencing these issues to “speak up without fear” (Lee 2018, 433).

Along with informing workplace policy, the movement has helped women better understand that their experience is not one to be dealt with alone and that sexual violence is, in fact, an institutional problem, in which dominant men feel the need to subordinate women (Schultz 2018). Harassment involves “an expression of workplace sexism, not sexuality or sexual desire” and recently, the Supreme Court acknowledged that even these forms of sexism, in which no explicit “sexual” innuendos are made, still have no place in a work environment (Schultz 2018, 24). Generally, the largest factor that accelerates sexual harassment in the workplace involves a lack of efficient reporting systems (Lee 2018). Many organizations now partner with third-party groups, with whom individuals can express their concerns in a hotline format (Lee 2018). Because of the worldwide solidarity expressed throughout the movement, many women who once felt afraid to report, now feel empowered enough to do so. With every tweet, an additional string is woven in the support network’s web. Just having media headlines cover the prominence of this issue helps to connect individuals to legal and psychological support (Kelly 2017).

Interestingly, in a study conducted by *The New York Times* analyzing 200 prominent males who were removed or resigned from their positions as a result of sexual harassment claims, 43% of their replacements are women (Carlsen et al. 2018). Joan Williams, a law professor at UCLA, expresses that, “Women have always been seen as risky, because they might do something like have a baby. But men are now being seen as more risky hires” (Carlsen et al. 2018, n.p.). Although women still experience vast underrepresentation in leadership positions, the impact denoted here displays a shift in gender-related promotional practices. Traditionally, less than a quarter of women account for leadership positions globally, which underutilizes resources and reduces profitability (Power 2018). In addition, women entering traditionally male-dominated fields experience sex-based harassment in greater rates than those entering women-dominated fields (Schultz 2018). Potentially, #MeToo will accelerate the fight by activists to increase the percentage of women in power and subsequently decrease sexual harassment rates (Schultz 2018).

Downfalls of the Movement

One of the greatest criticisms of the movement is that it lacks a clear direction. Tarana Burke explains that while disclosure can be empowering, victims reply “me too,” without ever truly processing the event or knowing what to do after they disclose (Sreenivasan 2017, n.p.). In addition, tweeting about one’s experiences does not help to get the “bad guy” off of the streets, allowing him to victimize other women (Wilhem 2017). Burke’s goals from the start with Just Be Inc. involved giving resources to those who did not have them. She feels that Milano’s efforts lack the framework to truly offer support to survivors. Milano combats this criticism stating that one of the reasons why it works so well is because women, like herself, who are not comfortable dispelling the details of their assaults, can still feel relief by expressing solidarity (Sreenivasan 2017, n.p.).

Others argue that the hashtag “produced enlightening stories, and plenty of activism, but not enough intellectual analysis” (Schultz 2018, 25). Therefore, personal and professional hindrances endured by the victims persist and there exists no means to ensure that the harassment will not happen again (Schultz 2018). In addition, critics explain that sexual harassment, assault, and violence occur because of the way men are raised to degrade, objectify, and assume that whatever might be pleasurable for them is automatically pleasurable for women (Pazzanese and Walsh 2017). Men must take greater responsibility for creating a more equitable culture. If the larger issue of the “sexual desire-dominance paradigm,” which states unwanted sexual advances revolve around “predatory sexuality,” is not addressed appropriately, then no real change will occur (Onwuachi-Willig 2018, 113). Also, many feel that the movement only eliminates big name offenders, without helping a wide variety of women. The media aims to break the huge stories, ignoring the everyday person and failing to address the sexism head on, which “diminishes twenty years’ worth of work by feminists in law, social science, and activist circles” (Schultz 2018, 32). The media diminishes the importance of women speaking out against “hostile behavior, physical assault, patronizing treatment, personal ridicule, social ostracism, exclusion/marginalization, denial of information, and work sabotage,” if they feel that their complaint is not substantial enough or valid, compared to the gruesome rapes of actresses displayed on television (Schultz 2018, 34).

While social media offers the “potential to set us free,” one must question the “realization of this potential” (Tzouvara 2016, n.p.). “Clicktivism,” a combination of phrases involving activism carried out via the Internet, poses both benefits and downfalls. In some cases “clicktivism” is used synonymously with the term “slacktivism,” describing individuals who like a post or retweet a thought, indolently supporting a cause rather than truly protesting or advocating for change (Tzouvara 2016). While information spreads quickly via social media, clicktivism may cause more harm than good, giving organizers a false sense of accomplishment. In the case of the #MeToo movement, Burke and other critics share this sentiment (Sreenivasan 2017, n.p.). One must consider, however, the goals of Milano when she began. She simply stated the words spoken by a friend and asked others to chime in if they felt similarly. Milano wished to display the magnitude of sexual misconduct and ensure that silence is not the norm for future generations.

Many argue that she undoubtedly achieved this goal (Pazannese and Walsh 2017). Did Milano, realizing that she is a celebrity capable of broadcasting her thoughts to 3.5 million people with a button click, irresponsibly post this message without giving due credit to Tarana Burke or considering its implications? Is any discussion, even imperfect conversation, better than silence?

Critics of the movement also express that the hashtag will drive further walls between genders. Because men hold the bulk of the leadership positions and hiring authority in workplaces, many fear that instead of providing sexual harassment training, men will just stop offering jobs to women, subsequently eliminating the potential for sexual assault allegations (North 2018). In addition, with rampant proclamations of assault, men fear false allegations. Essentially, the argument pits one individual's perspective versus another and any accusation, true or false, can severely damage a man's reputation. "Sixty-three percent [of individuals surveyed] were very or somewhat concerned about false accusations, 60% were worried about lost professional opportunities, and 56% were worried about perpetrators getting the same punishment" for varying levels of misdeeds (North 2018, n.p.). In addition, "extreme methods" of addressing assault, including exaggerated claims, hinder the progress of all women wishing to express their genuine issues, by diminishing women's credibility (Burke, L. 2018, n.p.). Some critics go as far as to say that the #MeToo initiative was ignited by the "hatred of men," uprooting the entire essence of feminism. "Is it a source of power or a source of oppression?" (Burke, L. 2018, n.p.)

In addition, the movement ignores any additional confounders, including race, sexual identification, religion, age, or profession. Beginning with Alyssa Milano, a rich white woman, "taking credit" for the work of an inner-city black woman, Tarana Burke, suggests that the irresponsible use of #MeToo created a racial power dynamic. If the #MeToo movement revolves around achieving equality for all genders, then why can't it attack all forms of oppression, including those which cross racial lines? (Sreenivasan 2017, n.p.). Women as a whole struggle to decipher the racialized harassment that women of color face, and Burke criticizes the movement stating that "the work can't grow unless it's intersectional," as it will "be scarred by the fact that it wasn't across the board" (Onwuachi-Willig 2018, 120). She further elucidates that sexual assault of black women, who experience rape at a higher rate than white women, occurs because of the way that society thinks of black women as sexually promiscuous. She details the story of R. Kelly, a famous black R&B artist, accused of 25 years of sexual assault. Because his victims are black, the story receives very little attention allowing him to profit financially despite looming allegations and numerous NDAs, which he used to silence victims (North et al. 2019). Titles of his songs include "I admit it, I did it" and "I like the Crotch on You," but he has yet to be convicted of a crime (DeRogatis 2014).

Finally, #MeToo fails to include the voices of female sex workers. These women experience the highest rate of rape of any women and Melissa Farley, a prostitution researcher and education expert, expresses that "men who buy sex have an attitude of sexual entitlement, unwanted touching, persistence, and social isolation" (Farley 2018, 3). In her study, she asked men to distinguish between detailed stories of pornography and #MeToo accounts, reading them word for word, and men were unable to differentiate between the two. Farley explains that the

“narcissistic delusion” that sexual harassment and sex work are a woman’s “free choice,” is what fuels all of these issues (Farley 2018, 4). “Sexual harassment of Black, Latina, Native, and Asian women—in and out of prostitution—is critically important to #MeToo” and must be considered immediately (Farley 2018, 3). This begs the question: is #MeToo the correct reform platform for those sex workers who must return to this line of work, regardless of being victimized?

Future Outlook for #MeToo and its Evolution into the #TimesUp Initiative

Because of the temporal proximity of the #MeToo movement, it is difficult to determine its true impact thus far. National Public Radio (NPR) reports that during their lifetime, 81% of women experience some form of sexual harassment, including verbal provocation, unwelcome sexual touching, cybersexual harassment, being physically followed, unwanted genital flashing, or sexual assault (Chira 2018). Thirty-eight percent of these instances occur at the workplace (Chira 2018). These reports indicate that widespread reform needs to occur. Will #MeToo be the necessary reagent for change?

Studies indicate that whether or not one views the #MeToo movement favorably largely depends on their political preference, rather than their gender (Stevens 2018, n.p.). Among Democrats, 82% of females and 79% of males possess favorable views of the movement, unlike Republicans, where only 28% of females and 15% of males believe #MeToo is positive (Stevens 2018). In general, 44% of Americans hold a favorable view of the movement, while 31% disagree with it, and the remaining 25% hold no opinion at all. While 28% express that the movement “has gone ‘too far,’” an additional 17% believe that it has yet to go far enough. Finally, 62% of individuals believe that the movement does not affect their lives in any way (Stevens 2018). All of these numbers, with the exception of clear party divisions, represent relatively ambiguous results.

Many Americans looked to the result of the Brett Kavanaugh hearing, in which a man accused of multiple accounts of sexual assault, was sworn in as the 114th Supreme Court Justice, as an indicator that Washington has yet to see a substantive change as a result of #MeToo (Lowe 2018). However, analysis of recent election results may demonstrate the true impact. Politically, #MeToo triggered an exodus from the GOP, particularly during Brett Kavanaugh’s trial (Lowe 2018). According to a recent report, “both male and female candidates who include proactive language about fighting sexual harassment in their introductory materials and campaign statements,” see positive results (Young 2018, n.p.). Women running, however, receive a bigger boost than men when they include this sentiment (Young 2018). Currently, the hashtag #GOPVotesBlue trends, as voters worldwide realign their votes during mid-term elections.

Beginning on New Year’s Day 2018, with the actions of 300 prominent women entertainers, including Alyssa Milano, #MeToo evolved into the new initiative and legal defense fund, #Time’sUp, which seeks to extend the goals of the #MeToo movement to everyone, regardless of occupation and social stature (Bradley 2018). Unlike #MeToo, Time’s Up, now run entirely by volunteers, “provides subsidized legal support” for victims, specifically handling harassment, abuse, or assault in the workplace (Langone 2018, n.p.). Built on the solidarity

established by #MeToo, Time's Up strives to create "equal economic opportunities for women and people of color – and combating sexual harassment and assault is just one of the many ways," addressing the lack of intersectionality in the original initiative (Langone 2018, n.p.). Many describe Time's Up as the more specific, detailed, action-oriented form of #MeToo, in which real change can be instigated via the creation of laws and new allocation of funds (Langone 2018).

As the movement progresses, both men and women need to take an active role in shaping the solution. "If no one says it's wrong, it means someone is consenting to it" (Pazzanese and Walsh 2017, n.p.). The definition of masculinity must be adjusted, the systemic epidemic revolving around gender bias in the workplace must end, and more women need to occupy leadership positions. Companies should look towards initiating sexual harassment training, as well as bringing in third parties to assess individuals' experiences (Pazzanese and Walsh 2017). Finally, everyone must understand the multidimensional nature of discrimination and subordination. Current laws lack any acknowledgement of how identifying factors (race, religion, age, etc.) affect women's response to the harassment that they face, largely because white males write the law (Onwauchi-Willig 2018). This must change. Time will hopefully reveal the most effective change agent and give credit where it is due.

Will all women seek change or just the privileged ones? Will women be ignored, silenced, or punished for rising? What can both men and women do together to achieve change? Does clicking the "like" button on tomorrow's feminist campaign affect real change? Did the #MeToo social movement elicit impactful social change or will it pass as quickly as it came? Only time will tell. As a result of the efforts of the individuals involved in sparking and spreading the hashtag, society can better appreciate the pervasiveness that five simple letters can make. Individuals, particularly those with great wealth, should learn to recognize their power and privilege when rattling off words, especially those seen by millions in just seconds. If Milano's original tweet contained more of an informed basis with an established plan, many of the downfalls could have been easily avoided. Together we must harness the "two magic words that galvanized the world" (Burke, T. 2018).

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