

## IMPACT OF SOCIAL MEDIA ON WOMEN IN THE PRESENT SCENARIO

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**S.RITHIKA**

*B.E, Civil Engineering, Thiagarajar College of Engineering  
Madurai, Tamil Nadu, India*

**S.MEENAPRABHA**

*Assistant Professor, OAA MAVMM School of Management  
Madurai, Tamil Nadu, India*

*“It is impossible to think about the welfare of the world unless the condition of women is improved. It is impossible for a bird to fly on only one wing.”*

*– Swami Vivekananda*

### **Abstract**

*In today’s dynamic and fast changing and volatile environment, there are so many burning issues need to be discussed and analyzed and to throw light upon such as legal, political, economic and Ethical factors that are really complex to deal with and find solutions. One of the major issues prevailing in the current scenario is the impact of social media on women. This paper deals with the perspective of women in social media by the college students (N=50). This paper identifies the role of social media in portraying and objectifying women in particular. It also correlates and compares the gender with their perception on the impact of ethical issues and also provides suggestions to effectively handle women in the light of social media.*

**Keywords:** *Social Media, Objectivity, Ethical Issues, Portrayal, Promotional Attitudes*

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### **Introduction**

There have been innumerable opinions, perceptions and debates regarding gender in India over the past years. Much of it reveals the women’s positing in society, their education, health, economic position, gender equality etc. What we can generalize from those discussions is that women have always held a certain paradoxical position in our developing country. While on one hand, India has seen an increased percentage of literacy among women, the practices of female infanticide, poor health conditions and lack of education among women still continues.

The matrimonial advertisements, demanding girls of the same caste, with fair skin and slim figure, or the much-criticized fair and lovely ads, are indicators of the positioning of women in the present society. If one looks at the status of women then and now, one has to look at two sides of the coin; one side which is promising, and one side which is bleak.

Today names like Arundhati Roy, Anita Desai, Kiran Desai, Shobhaa De, and Jhumpa Lahiri can put any other writer to shame. In the field of cinema, women like Rekha, Smita Patil, Shabana Aazmi and Vidya Balan and Konkona Sen are such names who don’t play feminized roles, but have asserted themselves over this male-dominated realm. In the field of Politics, from Indira Gandhi to Shiela Dixit, Uma Bharti, Jayalalithaa, Vasundhara Raje and Mamata Banerjee today, women are making their presence felt by the common society.

Thus, if on one hand women are climbing the ladder of success, on the other hand she is silently suffering the violence imposed on her by her own family members. As compared to the past, women in modern times have achieved a lot but in reality, they have to still travel a long way in the upcoming future.

### **Research Questions**

1. Does gender play a significant role in perceiving women in social media?
2. Does the impact of social media on women have an impact on ethical issues?
3. Do social media have an impact on objectivity and portrayal of women?

**Objectives**

1. To study the impact of women in social media in the perspective of gender differences.
2. To study the impact of social media on women in the perspective of ethical issues.
3. To study the impact of social media on women in the perspective of objectivity and portrayal.

**Hypotheses**

**Ho:** There is no difference between male and female with regard to perceptions on the impact of social media on women.

**H1:** There is difference between male and female with regard to perceptions on the impact of social media on women.

**Ho 1:** There is no difference between male and female with regard to perceptions on the ethical issues and its impact of social media on women.

**H2:** There is difference between male and female with regard to perceptions on the ethical issues and its impact of social media on women.

**Ho2:** There is no difference between male and female with regard to perceptions on the objectivity and portrayal and its impact of social media on women by young generations.

**H3:** There is difference between male and female with regard to perceptions objectivity and portrayal and the impact of social media on women by the young generations.

**Methodology**

This research is done on the basis of stratified random sampling and the design is a descriptive one. The instrument used for testing the research consists of ten statements designed by the researcher using SPSS software/

**Analysis and Findings**

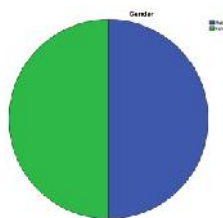
1. To study the impact of women in social media in the perspective of gender differences.

**Ho:** There is no difference between male and female with regard to perceptions on the impact of social media on women.

**H1:** There is difference between male and female with regard to perceptions on the impact of social media on women.

Table:1Gender

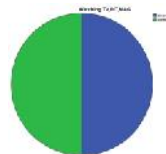
		Frequency	%	Valid %	Cumulative %
Valid	Male	25	50.0	50.0	50.0
	Female	25	50.0	50.0	100.0
	Total	50	100.0	100.0	



From the above table, it was found that the male and female constitute about 50 and 50 respectively.

Table-2Watching TV, INT, MAG

		Frequency	%	Valid %	Cumulative %
Valid	always	25	50.0	50.0	50.0
	some times	25	50.0	50.0	100.0
	Total	50	100.0	100.0	



From the above table, it was found that the college students watching TV, INTERNET, MAGAZINES constitute about (25= always and 25=sometimes) respectively.

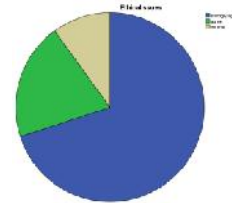
2. To study the impact of social media on women in the perspective of ethical issues.

**Ho 1:** There is no difference between male and female with regard to perceptions on the ethical issues and its impact of social media on women.

**H2:** There is difference between male and female with regard to perceptions on the ethical issues and its impact of social media on women.

**Table 3 EthicalIssues**

		Frequency	%	Valid %	Cumulative %
Valid	strongly agree	35	70.0	70.0	70.0
	agree	10	20.0	20.0	90.0
	neutral	5	10.0	10.0	100.0
	Total	50	100.0	100.0	



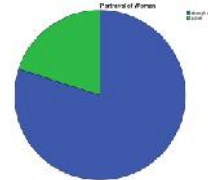
From the above table, it was found that the college students who perceive that the younger generation affected by the women on social media constitute about (35= strongly agree, 10= agree, and 5=neutral) respectively.

3. To study the impact of social media on women in the perspective of objectivity and portrayal. Ho2: There is no difference between male and female with regard to perceptions on the objectivity and portrayal and its impact of social media on women by young generations.

H3: There is difference between male and female with regard to perceptions objectivity and portrayal and the impact of social media on women by the young generations

**Table 3 Portrayal of Women**

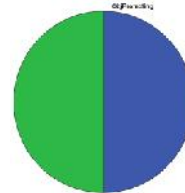
		Frequency	%	Valid %	Cumulative %
Valid	strongly agree	40	80.0	80.0	80.0
	agree	10	20.0	20.0	100.0
	Total	50	100.0	100.0	



The above table, it was found that the college students who perceive that the younger generation affected by the women on social media constitute about (40= strongly agree, 10= agree) respectively.

**Table 4 ObjPromoting**

		Frequency	%	Valid %	Cumulative %
Valid	Yes	25	50.0	50.0	50.0
	Maybe	25	50.0	50.0	100.0
	Total	50	100.0	100.0	



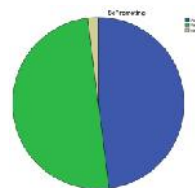
The above table, it was found that the college students who perceive that the younger generation affected by the women on social media constitute about (25= Yes, 25= Maybe) respectively.

**Table 5 ANOVA**

		Sum of Squares	df	Mean Square	F	Sig.
Watching TV, INT, MAG	Between Groups	.500	1	.500	2.000	.164
	Within Groups	12.000	48	.250		
	Total	12.500	49			
Portrayal of Women	Between Groups	2.000	1	2.000	16.000	.000
	Within Groups	6.000	48	.125		
	Total	8.000	49			
Younger Generation	Between Groups	2.000	1	2.000	16.000	.000
	Within Groups	6.000	48	.125		
	Total	8.000	49			
Ethical Issues	Between Groups	.000	1	.000	.000	1.000
	Within Groups	22.000	48	.458		
	Total	22.000	49			
ObjPromoting	Between Groups	4.500	1	4.500	27.000	.000
	Within Groups	8.000	48	.167		
	Total	12.500	49			
SePromoting	Between Groups	4.287	1	4.287	25.315	.000
	Within Groups	7.958	47	.169		
	Total	12.245	48			

**Table 6 SePromoting**

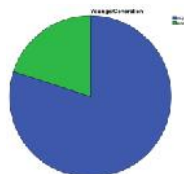
		Frequency	%	Valid %	Cumulative %
Valid	Yes	24	48.0	49.0	49.0
	Maybe	25	50.0	51.0	100.0
	Total	49	98.0	100.0	
Missing	System	1	2.0		
Total		50	100.0		



From the above table, it was found that the college students who perceive that the younger generation affected by the women on social media constitute about (35= strongly agree, 10= agree, and 5=neutral) respectively.

**Younger Generation**

		Frequency	%	Valid %	Cumulative %
Valid	negatively	40	80.0	80.0	80.0
	positively	10	20.0	20.0	100.0
	Total	50	100.0	100.0	



**Table 7 One-Sample Statistics**

	N	Mean	Std. Deviation	Std. Error Mean
Gender	10	1.50	.527	.167
Watching TV,INT,MAG	10	1.50	.527	.167
Portrayal of Women	10	1.20	.422	.133
YoungerGeneration	10	1.20	.422	.133
EthicalIssues	10	1.40	.699	.221
Promoting	10	1.50	.527	.167
Promoting	10	1.50	.527	.167

**Suggestions and Conclusion**

- It was clearly evident from the findings that male and female watches the social media such as TV, INTERNET, and MAGAZINES (always and sometimes) in equal proportions (table2)
- It was clearly evident from the findings that the percentage of strongly agree and agree are 80:20 respectively. (table3)
- It was clearly evident from the findings that the object promotivity (yes and maybe)in equal proportions (table4)
- It was clearly evident from the ANOVA findings that perceptions regarding the various factors of the portrayal of women in social media are not the same within groups and between groups.
- The factor object promoting has a strong variation when compared with the other factors. It becomes clearly evident that this factor plays a significant role in the impact of women in social media and hence can be brought into focus among the public undoubtedly at large.
- The factor ethical issue has a strong variation when compared with the other factors. It becomes clearly evident that this factor plays a significant role in the impact of women in social media and hence can be brought into focus among the public undoubtedly at large.

**References**

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**Annexure**

1. What is your gender?
2. Do you at some point in your day watch TV, go on the internet, read or look at magazines?
3. Do you think that women are portrayed sexually in the media? (on TV, Internet, in Magazines)
4. Why do you think they are viewed this way?
5. Do you think it is ok that they are being portrayed this way? Why or why not?
6. How do you think this is affecting the younger generation of women in our society?
7. Do you think there are ethical issues with the way women are portrayed in the media?
8. Is objectifying women in advertisements a good way to promote or sell a product?
9. Is sexually portraying a women in advertisements a good way to promote or sell a product?
10. Why do you think the media objectifies and sexually portrays women to sell products?