

## AN IMPACT OF DIGITAL MEDIA ON WOMEN: A SOCIOLOGICAL OVERVIEW

**Ruchi Awasthi,**

Research Scholar,

Babasaheb Bhimrao Ambedkar University, Vidyavihar, Raibareilly Road, UP, India.

### ABSTRACT

Digital media has changed the approach we communicate and use information. It has made it achievable for us to connect with people all over the world and share our opinion and ideas directly. It has also made it easier for businesses to reach their consumers and sell their products and services. Digital media has made it possible for community to connect with each other from all over the world. We can at the present communicate with each other directly, which have made it easier for us to build relationships and interact with persons or group we would never have met or else. Today we are living in the internet world. Where we can observe the impact of social media in every branch of society. Due to the attractiveness of the internet, social media is quickly evolving worldwide. In social media there are many social networking sites that impacted the women's. The application of internet is slowly but surely changing daily activities and approach of the women.

**Keywords:** Social media, Digital Media, Women

### INTRODUCTION

Digital media is any type of media which can be analyzed, processed, stored and circulated by electronic digital devices. Digital media is any electronic media that can be stored, accessed, and manipulated using a computer. This includes social media, websites, digital marketing, and [advertising](#). All things considered digital media refers to any media that can be accessed through digital devices such as computers, tablets, smart phones, and so on.

Digital media is a kind of media which envelops content and promotions distributed through digital platforms as well as electronic media, mobile phones, computers, podcasts, applications and so forth. Companies and individuals use digital media for different reasons together with information source, entertainment, games, business

et cetera. It makes available a very handy platform from the business point of view. Greater part of the consumers is now using digital media comprehensively. In some production sectors, this number is sky-scraping therefore from business viewpoint, understanding and use of digital media becomes very important. The influence of social media on women's in India is surprising. The impact of social media practice both positive and negative which are the results of progression in present society. Society is impacted by social media in countless ways. The various studies were revealed to understand the impact of social media on women. Various instigators exposed that the use of social media had shaped social consciousness among women's.

### BACKGROUND

Digital media has many advantages over traditional media like print media. It is more interactive, it is more engaging, and it is more accessible. It also provides a more personalized experience for users. Digital media is constantly evolving, which means that there are always new and innovative ways to use it. Social media nowadays generate an

apparently continuous amount of airtime for any and every voice that needs to be heard. Marketing has also altered with technology. New media allows consumers to bypass traditional marketing sites, causing companies to be more modern and forward as they seek to increase our concentration.



Interaction Patterns and Digital Media

## RESEARCH METHODOLOGY

This Paper is based on the secondary data collected from news papers, books, journals, reports, media articles and so on and so forth. This study focused on the Impact of Social Media on women.

## THEORETICAL PERSPECTIVE ON MEDIA: A SOCIOLOGICAL VIEWPOINT

Functionalism center of attention on how media and technology add to the smooth functioning of society, a good place to initiate understanding this perspective is to inscribe a list of functions observe by media and technology to perform. This list might include the capacity to find information on the internet, television's entertainment value, or how advertising and product placement contribute to social norms.

## DIGITAL MEDIA & WOMEN: SOME SIGNPOST OF INDIA

### Disadvantages of Social Media

- ❖ One of social media's negative consequences is that it turns people into addict. Public waste a lot of time on social networking sites that can divert attention and commitment from the actual assignment.
- ❖ Social media can simply influence children; sometimes people share photos, media videos containing aggression, and negative things that can shape children's or young people ' behavior.
- ❖ It also takes advantage of society by violation of the privacy of individuals.
- ❖ People spend extra time to talk with other people even whom they do not know individually. Some people use their snap or videos in social media that may arouse others to make full use of it false (Siddiqui, S., & Singh, T. 2016:74)
- ❖ Through social media, girls share their photos and videos which in future becomes trouble for them in view of blackmailing.
- ❖ Through social media strangers easily exploits women by violation the privacy of individuals

## ADVANTAGES OF SOCIAL MEDIA

Social media offer several benefits, including the following:

- ❖ **Helpful tool for professional women:** predominantly in the field of medicine and other disciplines to network and advocate for workplace equality. One study establish that social media is prone playing a role in the advancement of female representation in post-graduate medical programs; where over 50% of graduate students are now women.
- ❖ **Startup or commercial business enterprise:** one more study conducted in Egypt originate that among young entrepreneurs, mainly women, 95% of them reported that social media helped them to establish their businesses. Without the facility to network and publicize their services, they would have lost out on dealing opportunities and ventures.
- ❖ **Helpful for gender-specific struggles:** such as infertility, certain kind of suffering, or body image-related issues. A review conducted in Sweden established that women-only support groups decreased participants' perceived stress, anxiety, muscle nervousness, impaired sleep, and weakness.
- ❖ **Creating access to body-positive content:** An Australian experiment that involved 233 women found that creating a scrollable, news feed of body-positive posts and content assisted get better the way that the women in the study felt about themselves and their look.
- ❖ **User Visibility:** Social platforms let public easily communicate and exchange ideas. Individual are connected to each other far outside the geological boundaries.
- ❖ **Audience Building:** One of the huge payback of social media is that it facilitates the entrepreneurs to build a consumer base for their work. In various cases, social media has eliminated the need for a distributor, because everyone can upload their and manage business

online. Entrepreneurs know who is interested in their business because they choose to follow their social media account. This social media helps business in numerous ways like to know customer needs provide them better customer services, and get valuable insight about customer and the like.

- ❖ **Brand Construction:** One advantage of social media promotion is the ability to build brand. When entrepreneur connect with concerned leads, they expose their brand. The ability to post natural content for free facilitates them to build brand acknowledgment frequently with audience.

## TRENDS OF DIGITAL MEDIA WITH SPECIAL REFERENCE TO SOCIAL MEDIA

Social media is one of the most popular digital media trends. This type of media allows people to connect with each other and share information. Social media posts are considered one of the effective ways of promotion in the contemporary business world. It is the social media through which people can stay in touch with friends, family and diverse communities. Social media has huge grip worldwide. Mobile applications make these platforms simple and easily reached. Social media has a major impact on life style of women. Social media affects the women's life, sometimes impacts are in the favors of women's social life and sometimes these impacts are negative to its users (Sushila, 2013). More than half of the citizens around the world now utilize some form of social media. For businesses, this signifies it is feasible to reach nearly any type of customer on these platforms. There are a number of social websites and apps accessible, all with varied features and functions. So each business must generate its own social media combine aimed at its target customers. According to Pew Research Center, these are the percentages of US adults that use social media sites online or on mobile: YouTube: 73% Face book: 68% Instagram: 35% Pinterest: 29% Snapchat: 27% LinkedIn: 25%.

## IMPACT OF SOCIAL MEDIA ON URBAN WOMEN

Social media has become a prerequisite in our society at present. It is bringing about innovative change in the society. We can see its influence in every dimension of society. All the way through social media, persons can share information both nationally and internationally. It does develop into a habit as well as our requirement. There are 03 inspirational women entrepreneurs in India. Each one of them has risen in the face of challenges and has built their names in their industries.

- **Aditi** is a social woman entrepreneur in India working towards raising awareness about menstruation. She is a Ted Talk speaker and her work has been featured in The Wall Street Journal, Reuters, CNBC and BBC. Aditi Gupta is one of the Indian women entrepreneurs who is an author and the co-founder of the comic Menstrupedia. Tired of the myths and misinformation that surrounded Menstruation she took it upon herself to make a change. She and her husband co-founded the comic in 2012. In 2014 she was listed on the [Forbes India](#) 30 under 30 list for her work towards breaking the taboo. Menstrupedia is a complete guide about periods that is taught in more than 30 schools across India. They also have several free resources available to help break the taboo. **Impact**

Today, Menstrupedia has been used in more than 6,000 schools and has benefited more than 10, 00,000 girls in over 14 languages.

- **Richa Singh** is the co-founder of the mental health online portal YourDOST. She graduated from the Indian Institute of Technology. During her graduation, she experienced the suicide of a fellow IIT student who was worried about their grades. Therefore, she built a platform that hosts vetted for and affordable counsellors,

for free. She is a social entrepreneur who is really bringing change into several people's lives. YourDOST is a platform that allows people to seek help and share their troubles through an online interface. It facilitates its client to be absolutely secret all over the platform.

### Impact

Till today, they've had more than 70,000 clients since its foundation in 2014. Today, the platform is supported by angel funds through their pre-Series a round, led by SAIF Partners.

- **Shraddha Sharma** is the founder of YourStory.com, a leading media platform for entrepreneurs for promotion and reporting about their startups. Your story is the top media platform for entrepreneurs, startups and businesses to report about updates and promotes their businesses. The platform reaches over 10 million engaged readers every month. It has also been invested in by Ratan Tata.

### Impact

It has been India's most defining entrepreneurial platform. Also shows an insight into a company through storytelling. They also host several events like YS Meetups, TechSparks, MobileSparks and SheSparks which have had an impact on over 1.7 million people.

- **Suchita Salwan** founded the little black book or popularly known as LBB because she was tired of Delhi being called a boring city. It all started on Tumblr where she'd share her recent discoveries. Today, the application has over 1 million daily users and is a large online directory of local businesses.

### Impact

Little Black Book today is an online platform to find local brands and businesses that are

used by 25 million+ people. It is a discovery lead e-commerce platform for retailers. It focuses on helping its customers discover local brands. The Little Black Book includes lifestyle, food, travel and other things.

## YOUTUBE & WOMEN ENTREPRENEUR

In today's time, social media has turned out to be a gigantic way to become a famous person. There are numerous ways where anyone can become a star sitting at home. The YouTube platform is at the front position of all this. It has 1.9 billion active users. This platform is also very prominent in India.

## IMPACT OF SOCIAL MEDIA ON VILLAGES: SOME EMPIRICAL EXAMPLE

Social media universe where rural women are charting their own ambition, declaring their space with self-reliance, and ruling their feet on terms that are well-suited with the general sensitivities of their hometowns.

- **Pushparani Sarkar** is a Bengali grandmother whose name is familiar to millions now. And the reason for that is the super-hit rural Bengali recipes on this old woman's YouTube channel named "Villfood" that is watched enthusiastically by millions who linger eagerly for her newest video to be uploaded. Her channel was started on in July 2016. Today, the number of subscribers to the channel is more than 1.5 million. As far as this, more than 4,000 videos have been posted. And the more people watch the videos on her YouTube channel, this old woman and her family from Illambazar in Birbhum keep earning lakhs of rupees, quite literally.
- **Babita Parmar**, who lives with her husband and in-laws in a Haryana village, looks every bit the coy Indian *bahu* in her sari and *ghoonghat*. But with her recipe for the

"world's toughest vegetable preparation" and videos milking cattle for "grandma's-style" tea, she is also a social media famous person, with as many as 2.4 lakh subscribers on YouTube. Her videos recommend a preview at life in the countryside, and she is one of a bunch of women tapping social media to spread their arm within the confines of local caucus.

## CONCLUSION

In the end, it can be said that digital media has a great impact on many industries. It is pivotal in the way businesses run these days. Digital media industries include social media, online advertising, media and entertainment, mobile gaming, and more. Digital media has allowed for a more global reach when it comes to marketing and advertising. It has also given rise to new industries, like social media, and has allowed old industries to adapt and change with the times. The growing trend in of Digital media particularly social media has enlarged knowledge, sharing and exchange of information has become easier, women's at this instant easily share information and post both motivational thoughts on social media the usage of social media by women's has become a way of life and personal activities are made public (Satpathi 2011). Although, the impact of social media surveys put forward that women would remain obviously of men in the rays of usage of this technology. Women's socially integrated in this social media run the risk of negative side effects of this media.

## REFERENCES

- ❖ Sharqi, A. & Kutbi, L. H. (2015). Perceptions of Social Students Media Impact on Students Social Behaviour: A comparison between Arts and Science. *International Journal of Education and Social Science*, 2 (4), 122 - 131.
- ❖ Banquill et. al.(2009). Social Networking sites effect one's academic performance adversely. Boyd, D. M. and Elisson, N. B. (2007). Social network sites: Definition,

- history, and Scholarship. *Journal of Computer - Mediated Communication*. 1 (13).
- ❖ Bhushan, A., & Kumar, P. R. (2018). *Impact of Social Media on Indian Society towards Women*. 171-172.
  - ❖ Davis, C. H. - A. A. (2012). *Social Media in Higher Education: A Literature Review and Research Directions*. Arizona: The Center for the Study of Higher Education at the University of Arizona and Claremont G.
  - ❖ Guillen, M.F., & Suárez, S.L (2005). Explaining the global digital divide: Economic, political and sociological drivers of cross-national internet use. *Social Forces*, 84:681–708.
  - ❖ Helbergert, H & Loken, E. (2011). The Effect of Twitter on College Student Engagement and Grades. *Journal of Computer Assisted Learning*, 27 (2).
  - ❖ Joshua Chukwuere & P. C. Chukwuere. (2017). The Impact of Social Media on Social Lifestyle: A Case Study of University female students. *Gender and Behaviour*, 9928 - 9940.
  - ❖ Kirschner, P. A. & Karpinski, A. C. (2010). *Facebook and academic performance*. *Computers in Human Behaviour*, 1237 - 1245.
  - ❖ Kumari, M. (2020). Social Media and Women Empowerment. *International Journal of Scientific and Technology Research*, 9 (3), 626 - 629.
  - ❖ Lievrouw, Leah A. and Sonia Livingstone. (Eds.). (2006). *Handbook of new media: Socialshaping and social consequences*. London: SAGE Publications.
  - ❖ Mehraj, H. K., Bhat, A. N., & Mehraj, H. R. (2014). Impacts of media on society: A sociological perspective. *International Journal of Humanities and Social Science Invention*, 3(6), 56-64.
  - ❖ Mingle, J., & Adams, M. (2015). *Social media network participation and academic performance in senior high schools in Ghana*. *Library Philosophy and Practice*.
    - Subashini, S. & R. Velmurgan (2015). Implications of Social Media among Working Women's In Coimbatore (Wrt Facebook, Twitter, YouTube, Skype, LinkedIn and Whatsapp). 15-17.
  - ❖ Satpathi. (2011). The Impact of the Electronic Media on Modern Indian Voter. A Study of the Post Liberalization Era. *GMJ*. 2(6).
  - ❖ Scirrotto Drame, T. (2016). The Impact of Internet Social Networking on Young Women's Mood and Body Image Satisfaction: An Experimental Design.
  - ❖ Sharaievska, I., & Stodolska, M. (2017). *Family satisfaction and social networking leisure*. *Leisure studies*, 36 (2), 231-243.
  - ❖ Siddiqui, S., & Singh, T. (2016). Social media its impact with positive and negative aspects. *International Journal of Computer Applications Technology and Research*, 5(2), 71-75.
  - ❖ Sushila, A. (2013). ICT Education for Rural Women and Girls: A Case of Computer Education. *IJAR*, 3 (3).
  - ❖ Williams, L. M. (2012). Facebook ruined my marriage: Digital Intimacy Interference on Social Networking sites (*Doctoral Dissertation*, Syracuse University).
  - ❖ Wolf et al. (2016). Nurses use of the Internet and Social Media: Does age, year of experience and education level make a difference. *Journal of Nursing Education and Practice*, 6 (2), 68 - 75.
  - ❖ <http://www.hollywoodreporter.com/news/jersey-shore-continues-record-mtv-225876>
  - ❖ <http://www.theglobeandmail.com/report-on-business/newspaper-revenue-to-drop-20-per-cent-by-2017-report-predicts/article12357351/>