

IMPACT OF SOCIAL MEDIA ON WOMEN

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ABSTRACT

The present study focuses on the impact of Social media on the different aspects of women. The study is based on secondary data taken from different studies done by varied scholars in the context of the impact social media has left on women. Social media are responsible for making women visualize themselves as someone more graceful, beautiful, glamorous, skinny, sexy, astonishing etc. The women are doing everything to make themselves adjustable to this visualization of social media as they consider it important to fit in the society. Not only in the sensual manner, but social media is also paying attention to those women who are doing some great works to bring the required changes in the society. They are highlighting the women who have set examples of women empowerment. The above stated study would reveal that how the social media has become a factor both for devastating women's life as well as enhancing alive feeling in the women's life. Social media is very important for keeping oneself updated, for having good knowledge of the all around happenings, for building some good change in the society but its use should in a planned & thoughtful, so that it doesn't prove to be bane for the society and family.

Keywords: *Social Media, Women empowerment, Glamour, Visualization, Identity formation.*

INTRODUCTION:

The world in which we are establishing our survival is the world of virtual media. As we need the morning cup of tea likewise the use of social media has made space in our everyday life. In recent decades, globalization and new technologies have influenced the everyday lives of both people and the business world and now impact the ways many people think, behave and communicate (**Secher A.,**). Social media has impacted various facets of modern life and it has profound influence in inter-personal communication (**Subramanian K.R., 2017**). The social media refers to the use of web-based and mobile technologies to turn communication into interactive dialogue (**Baruah T.D., 2012**). Social media has trapped us

into its own clutches and we aren't able to rescue ourselves even if we want to. The mindset, thought process, opinion, creativity of the people has been changed and now what they feel creativity is make reels, videos of any matter and get maximum likes and comments on them. If the population of the country would be using ample amount of their time in just proving themselves that they can fetch likes, then who would be responsible for the new innovations, new developments, new practices, good new creative stuff? Social media hasn't not only changes us, but our communication style, our interaction pattern, our behaviour pattern, our likes and dislikes and even the definition of humanity. Social media facilitates the global communication in seconds, connects the deserted areas with the

civilization, plays an important role in e-commerce and above all in the participation and democratization process (Bank N.Z., 2014). The Mehruli murder case of Shraddha Walkar proved how the social media, film industry, technology has influenced the mind of the people, that the murderer is learning to do murder as well as to ruin the evidences from the social media sources. The introduction of the internet facility was surely not for this cause but the people aren't having the knowledge of using these sources in a proper and fruitful way. People with social media addiction don't have control over their behaviour, actions or usage. Their addiction may reach a point at which it is harmful (Veronica, S.A. & Samuel U). Although, the social media is having influence on each and every section of the society like children, adults, elderly people, youth men as well as women. People have now used this tool as the weapon to show case their emotions, their likes, dislike, body, feelings. There is no sort of privacy in their life as social media or the networking applications are getting the posts every time through which one gets to know about their friends and relatives. People use their photographs or videos in social media that might inspire others to make full use of it false (Qadir M.,2020). As per the theory of C.H Cooley the society looks at itself from the eyes of others and this theory is proving right in the today's society. Digital media are tools that different social actors use to construct their own identities (Rawat T., Mishra N., 2018). In the present era, people not only look at themselves from others eyes but also from the eyes of social media i.e. the likes, emojis, comments which they get on these networking sites tend to tell them how they are in their actual life. Women are ashamed of their body, their family, their work, themselves even as they are attracted towards the virtual life being posted by someone on the media platforms. Though various sociocultural factors can affect personal body image constructs, such as family members, colleagues, and friends, research has shown that the most prevalent and persuasive influential force is mass media (Caddel J., 2018). With an increase of using the social media among the young women, it has been difficult for

adolescent women to cope up with the peer pressure which is surrounding the ideal body image and size among the women posted in the social media platforms (www.eddusaver.com). One effect of increasing use of social networking sites in household is that people are spending less quality of time with their family and friends (Sultana S., 2017)

OBJECTIVES OF THE STUDY

- To understand the negative as well as positive impact of Social Media on Women's.
- To know how social media is influencing the life as well as the mindset of the women.

MATERIALS AND METHODS

The study is purely based on the secondary data where the matter has been taken from the various research papers, journals, books, articles of the numerous authors who have earlier worked on the same topic. The findings of various authors have discussed the trends of social media usage by the women and the impact in both positive as well as negative sense on the life of the women.

RESULTS AND DISCUSSION

Social Media in the present atmosphere has proved to be to most trending thing. From a small kid to a mature person, is trapped in the web of social media. We do have the understanding about its negative counterpart but still can't keep ourselves aloof from it. Although, it is a well known fact that Social Media being somehow negative has helped us lead our life in a better manner. It's just that we need to have the consciousness developed in ourselves regarding its usage and addiction.

NEGATIVE IMPACTS OF SOCIAL MEDIA ON WOMEN

- Social media made women lose their self-confidence.

- Women are always competing with some random women on the basis of her looks.
- They have started having an emotion of being unhappy on the way they have taken birth or the body in which they have taken birth.
- They are evolved a different view point regarding the skin colour.
- Depression has trapped them as they remain over thinking regarding their body issues.
- The depression has resulted in causing problems in their personal relationships which can ultimately lead to some bad habits in their life.

Although, the social media is having a numerous of negative influence on the women today but it won't be wrong to say that social media has even helped the present day women to lead their life with dignity and honour. The mishappenings done to the women haven't stopped to full extent but their awareness has been spread to far flung people. The laws which our government has regarding the various harassments as well as the exploitation done to a women are being made known to those women who are uneducated and who are sitting somewhere at the village. The social media extends a helping hand to the people who are in actual need of it by increasing the followers to whom the message needs to be passed. Social media acts as an alternative media, a platform to share, raise the voice of women when their voice is restricted. Thousands of men joined Cyber-hands to help women, share their voices in each and every protest (**Anusuah R.,2015**). It has shed light on women issues that were not previously discussed and enhances conversations around topics not covered by mainstream media (www.rappler.com). Some of the hashtags that are most frequently used with #Lean In on Twitter were #WomenInLeadership, #FemaleEmpowerment, #Fearless, #TheFutureIsFemale, #MeToo (www.medium.com).

Not only in giving the women a voice, the social media platform has even helped the women section to become entrepreneurs, set own business, start own start-ups which would enhance their earning efficiency and ultimately would lead to some respect in the family as well as the society. Female entrepreneurs can do marketing through social media which is very cost effective and can be easily channelized (**Kumari M.,2020**). This will strengthen their ability to combat negative portrayals of women internationally and to challenge instances of abuse of the power of an increasingly important industry (**Ananta N & Ahamad T., 2016**). The women have now become the social media influencers, bloggers, content writers which has enhanced their skill of presenting themselves as bold, courageous, active person as compared to being submissive as well as destitute in the earlier period. Social media has given a major contribution in women empowerment perspective as well. Media intervention can lead to an impactful change in the society by representing the women participation in leadership and decisions making roles and urging the society to intensify their efforts against the discrimination and violence women faces (**Dutta H., 2020**). Social media is the reality of the present day world and it has encouraged each and every section of our society to come forward and express themselves without any kind of fear in their minds.

POSITIVE IMPACTS OF SOCIAL MEDIA ON WOMEN

- Social media can help a women have an earning for herself by helping her with the start-ups.
- Social media can became a voice for millions of women to speak their minds.
- It can act as the information building set up which keeps the women updated with the all around happenings of the world.
- It can help the women be aware of the laws through which they can get justice, if being exploited.
- It can help women lern new skills even if they are a home maker.

A Self-Expression Platform and Women's Impact Freedom of speech gives one the opportunity to express their thoughts and beliefs without restriction, which symbolises the freedom to be who they are **(Thanavathi. C & Devaraj .A.,2022)**. The platform of social media can enable w women with freedom of self-expression, communicating the ideas, thoughts, opinions, creativity skills with the people all around the globe. Committed and gender sensitive men and women can implement gender sensitive strategies within the system and effective use of the media by activists outside the system can generate awareness and non scientist masses for social transformation favorable to empowerment of women **(Kumar N.,2021)**. The challenges which are posed by the new era, have received their solutions provided by the media contexting various of the alternatives which will help the women in empowering themselves.

CONCLUSION

Every coin has a head and as well as a tail i.e. everything in the world has both positive and negative impact. Social media is also one such thing which is surrounded by both the phases. Excessive use of social media may lead to lack of face to face interaction which may lead to loneliness, depression, and other mental disorders **(Tripathi M., Singh S., et.al.,2018)**. Social media is having a never-ending power which attracts people towards themselves and they even don't realise that they are getting trapped on daily basis. People with social media addiction don't have control over their behaviour, actions or usage. Their addiction may reach a point at which it is harmful **(Veronica, S.A. & Samuel U.)** Women are using this media platform to present their body, their emotions, their likes, dislikes but this can prove fatal for them in the long term. Social media shouldn't be treated as a weapon which can help you know who you are, it should be used just as the source of entertainment and not a necessity. It should be approached for some noble cause or for empowerment purpose. Then only it can prove to be the need of the hour in true sense.

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