

# SOCIAL MEDIA USAGE AMONG WOMEN: A STUDY IN MANGALORE TALUK

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## Abstract-

Social media is growing rapidly and is becoming an integral part of our daily lives. The rise of smart phones has made the social networking just a finger tap away. A great percentage of women turn to social networking sites to keep in touch with their friends and family members, share experiences and photographs and exchange personal content across the globe. Some of the popular social networking sites used by women include Face Book, Flickr, Myspace, Twitter, Google+, Tumblr, Pinterest and many other online shopping websites. Social networking sites also carry a degree of risk including becoming targets for cyber criminals. This study focuses on the usage and risk of using social media sites among 100 women in Mangalore taluk of Dakshina Kannada District in Karnataka State.

**Key Words-** Social media, women, friends, Family, risk.

## I. INTRODUCTION

Within the past ten years, social media such as Twitter, Facebook, MySpace, YouTube, Google+, Flickr, and others have grown at a tremendous rate, enlisting an astronomical number of users. Social media have inevitably become an integral part of the contemporary world.

Today, technology directly impacts women's development and has enabled their voice to reach out and be viewed globally. Social media usage has been increasing exponentially among women. There are social media pages that focus on women empowerment, health, knowledge, lifestyle, education and many more issues.

According to a report "Women and Web Study", out of total 150 million Internet users in India, more than 60 million women use Internet to manage their day to day life. Affordability of smart phones has enabled women to easily access Internet and Social Media.

Historically, women have been more avid users of social media than men. A recent report from the Pew Research Center (2014) found that the percentage of female Internet users who use social networking sites well surpasses that of men (75% vs. 63%, respectively.) Women are more likely to use Pinterest, Facebook and Instagram; but Online Forums are popular among men the study states.

Social Media has become so powerful today that in the face of incidents such as the Delhi gang-rape, social

media has become the voice of people. Everyone share, tweet and demand for justice on social media. Groups on social media were created on issues such as 'Delhi for Women's Safety' Delhi Gang Rape – Protest', 'Another girl gang raped in Delhi – Can we stop it?' which acted as platform for empowering women and justice and to allow everyone to share their voice.

Social media has triggered positive changes among women by making them aware of their rights and responsibilities. In Egypt women are using social media to hold authorities accountable for atrocities during the revolution, and to challenge attitudes that keep women silent if they have been sexually harassed. Egypt's protests have been called a 'Facebook revolution that opened the way for other groups to utilise social media on their socio-political campaigns.

## II. REVIEW OF LITERATURE

Jasmine Fardouly et al., (2015), in a study found that magazines, though significantly related to self-objectification, are infrequently read by women. On average, the women spent about two hours a day on Facebook, accounting for 40 percent of daily internet use and check the site every few hours. The study surveyed 150 female college students and the staff between 17-25 years of age.

Carla Wynn Hall, Lauren Marley, Nickolas Mancil, Joshua Mancil (2014), in their book 'Empowered Women of Social Media' reveal that women found their voice

through the connections made on Facebook and other social media networks. Each woman poured her heart into telling stories from being a victim of domestic violence to revealing her day by day emotions while enduring breast cancer.

Shirley (2014), in a study on 'Global Issues: A Cross-Cultural Perspective' discusses how Social media is being used to challenge attitudes about the treatment of women. Rape has traditionally been silenced in the Middle East and the victim stigmatized or blamed. Using social media to inform viewers of what has happened is changing deeply entrenched attitudes about women and sexual abuse

A study by Dove 2014 shows that more than ever before, women are looking to people like themselves for beauty inspiration—or more specifically, to the women they see while scrolling through social media. Dove surveyed 1,027 women between the ages of 18 and 64. The results showed that women are more than twice as likely to say that their conception of beauty is shaped by “women in the public domain” and social media (29 percent and 25 percent, respectively).

### III. PURPOSE AND OBJECTIVES OF THE STUDY

These days' Social media have become extremely popular among the women. A great percentage of women turn to social networking sites to keep in touch with their friends and family members, share experiences and photographs and exchange personal content across the globe. This study focuses on the usage and risk of using social media sites among 100 women in Mangalore taluk of Dakshina Kannada District in Karnataka State. Mangalore is the administrative headquarters of Dakshina Kannada District.

#### Objectives

This study aims to find out:

1. Years and time spent by women on Social media
2. Types of Social Networking Sites preferred by women
3. Purpose for using Social media Sites
4. Concerns over misuse, crime and privacy issues on Social media

### IV. RESEARCH DESIGN AND METHODOLOGY

As part of the research design, a survey was conducted among the women of Dakshina Kannada District in Karnataka state during August 2015, to explore the phenomenon of using Social media among women. A sample of 100 women was randomly selected for the purpose. A questionnaire comprising of 20 questions relating to the topic was prepared and distributed to the respondents. The completed questionnaires were later tabulated and analysed using percentage analysis with SPSS software

### V. RESULTS AND DISCUSSIONS

The data collected from the 'Study on Social media Usage among women in Dakshina Kannada reveals the following results.

#### A. Social media Access

Individuals are using a variety of technologies like mobile devices, desktop computers and notebooks to access social networking sites. The study shows that a vast majority i.e. 81 per cent of women access social through their mobile phones, one fourth of them access through their laptops a small segment of 6 per cent women access through the desktops. (Table No.1)

Table No.1. Access to social media

Access	Frequency	Per cent
Mobile phones	81	81.0
Laptops	25	25.0
Desktops	6	6.0

#### B. Years spent on social media message

With regard to the years spent on social media usage the study shows that 37 per cent of the sampled women have been using social media from 3 to 4 years, 26 percent have been using from 1 to 2 and above 5 years and only 11 per cent have been using social media from the last one year. (Table No.2)

Table No.2. Years of social media usage

Years	Frequency	Per cent
Less than one year	11	11.0
1 to 2 years	26	26.0
3 to 4 years	37	37.0
Above 5 years	26	26.0
Total	100	100.0

### C. Hours spent on social media

The study shows that around fifty per cent of the women spend 1 to 2 years on social media usage, while 27 per cent spent less than one year. About 14 per cent and 11 per cent of the women spent 3 to 5 hours on social media. (Table No.3)

Table No.3. Hours spent on social media

Hours spent	Frequency	Per cent
Less than one hour	27	27.0
1 to 2 hours	48	48.0
3 to 4 hours	14	14.0
Above 5 hours	11	11.0
Total	100	100.0

### D. Type of social media used

Facebook, Twitter, Google+, YouTube, Pinterest, LinkedIn and other social networks have become an integral part of online lives. The study reveals that majority of the women used Google+, followed by Facebook 51 per cent and 41 per cent of them used Youtube. Other social media like twitter, LinkedIn, Instagram, Pinterest and blogs were hardly used by women. (Table No.4)

Table No. 4. Type of social media used

Social media	Frequency	Per cent
Face book	51	51.0
You tube	41	41.0
Google+	56	56.0
Twitter	3	3.0
Instagram	3	3.0

### E. Purpose of social media usage

Social media has emerged as an important communication channel used by individuals to share ideas, express opinions and use information and knowledge.

The study shows that majority i.e.62 per cent of the women use social media to get information, 56 per cent to keep in touch with their friends, 20 per cent for sharing pictures and videos and a proportion of women use social media for expressing their opinion. (Table No.5)

Table No. 5. Purpose of social media usage

Social media use	Frequency	Per cent
Getting information	62	62.0
Keeping in touch with friends	56	56.0
Sharing pictures and videos	20	20.0
To express your views	7	7.0

### F. Type of information on social media

Various types of information from politics to environment to health are posted on social media. The study shows that over sixty percent of the respondents are interested in news and current affairs, 21 per cent human interest, 20 per cent environment news and 11 per cent women are interested in sports. The women do not have much interest in politics and business information. (Table No.6)

Table No. 6. Information of interest on social media

Information	Frequency	Per cent
News and current Affairs	67	67.0
Human interest	21	21.0
Environment	20	20.0
Sports	11	11.0
Business	5	5.0
Politics	4	4.0

### G. Type of information posted on social media

Various kinds of information are posted on social media. The study denotes that 38 per cent of the women post information pertaining to entertainment, 32 on health, 12 per cent on travel, 11 percent on clothes and 9 per cent on beauty. But there is hardly any information posted relating to cookery. (Table No.7)

Table No. 7. Information posted on social media

Information posted	Frequency	Per cent
Entertainment	38	38.0
Health	32	32.0
Travel	12	12.0
clothes	11	11.0
Beauty	9	9.0
Cookery	2	2.0

### H. Personal problem on social media

Be cautious about how much personal information you provide on social networking sites. With regards to sharing of information on social media by women the study interestingly reveals that a vast majority of women do not share their personal problem on social media. (Table No.8)

Table No. 8. Sharing personal problems on social media

Sharing personal problems	Frequency	Per cent
Yes	7	7.0
No	93	93.0
Total	100	100.0

### I. Discussion on women's issues

Social networking services can be used to hone debating and discussion skills in a local, national or international context. This helps users develop public ways of presenting themselves. Social media is a very interactive medium; despite this the study reveals that majority of the respondents do not discuss issues related to women on social media. (Table No.9)

Table No. 9. Discussing women's issues on social media

Discussing women's issues	Frequency	Per cent
Yes	33	33.0
No	67	67.0
Total	100	100.0

### J. Influence by information on social media

With regard to influence of information posted on social media, the study shows that about three fourths of the sampled respondents are not influenced by social media. (Table No.10)

Table No. 10. Influence by social media

Influence	Frequency	Per cent
Yes	26	26.0
No	74	74.0
Total	100	100.0

### K. Believing information posted on social media

Interestingly the study shows that majority of the women i.e. 64 per cent believe in the information posted on social media. (Table No.11)

Table No. 11. Believing information posted on social media

Believe	Frequency	Per cent
Yes	64	64.0
No	36	36.0
Total	100	100.0

### L. Bad experience on social media

SNS users do witness bad behaviour on social media sites and of much of it distressing. With regard to bad experience on social media the study show that is a small proportion of women 9 per cent had a bad experience on social media. (Table No.12)

Table No. 12. Bad experience on social media

Bad experience	Frequency	Per cent
Yes	9	9.0
No	91	91.0
Total	100	100.0

### M. Misuse of social media

The more information you post, the easier it may be for a hacker or someone else to use that information to steal your identity, access your data, or commit other crimes such as stalking. The study shows that a overwhelming majority of the women felt that there is a large scale misuse of social media. (Table No.13)

Table No. 13. Misuse on social media

Misuse	Frequency	Per cent
Yes	88	88.0
No	12	12.0
Total	100	100.0

### N. Violation of Privacy on social media

Regarding the issue of privacy the study shows that over sixty per cent of the women feel that there is violation of privacy on social media. (Table No.14)

Table No. 14. Violation of privacy on social media

Violation of Privacy	Frequency	Per cent
Yes	63	63.0
No	37	37.0
Total	100	100.0

### O. Regulation of social media

It is interesting to note in the study that 78 per cent of the sampled women feel that there be regulation of the social media. (Table No.15)

Table No. 15. Content regulation on social media

Content regulation	Frequency	Per cent
Yes	78	78.0
No	22	22.0
Total	100	100.0

### P. Social media and women's empowerment

To a question on women's empowerment the study shows that over half the respondents felt that social media can as a tool for women's empowerment. (Table No.16)

Table No. 16. Social media as a tool for women's empowerment

Women's empowerment	Frequency	Per cent
Yes	51	51.0
No	49	49.0
Total	100	100.0

## VI. CONCLUSION

Social media is growing rapidly and is becoming an integral part of our daily lives. A great percentage of women turn to social networking sites such as Face Book, Flickr, Myspace, YouTube, Twitter, Google+, Tumblr, Pinterest and many other websites. Affordability of smart phones has enabled women to easily access Internet and Social Media to keep in touch with their friends and family members, share experiences and photographs. Besides, women access various types of information relating to news, current affairs and also post information pertaining to entertainment, health but hardly any cookery related content is posted on social media. Though social media is interactive in nature women never share their personal problems and are not in any way influenced by social media despite the fact that they believe in the content. Most of the women feel that there

is misuse; violation of privacy and that social media needs to be regulated. It can indeed be a valuable tool for women's empowerment if used constructively

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