

Role of social media in women empowerment In reference of Bhopal (M.P.)

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Abstract

There are several ways one can look at the status of women in any society. During the last decade at least three approaches, not necessarily mutually exclusive, were discernible. One was to examine common demographic indicators that give an overall picture of women's relative standing vis-à-vis men. Many scholars prefer to study the status of women in society in terms of the extent to which women have been assimilated in the nation's developmental programs and the extent of the impact of the development policies on women. This study is based on Role of social media in women empowerment in reference of Bhopal (M.P.)

Introduction-

Development has been defined by the world conference of the U.N. decade for women held at Copenhagen in July 1980 as follows: "Development is here interpreted to mean total development, including development in the political, economic, social, cultural, and other dimensions of human life as also the physical, moral, intellectual and cultural growth of human person. Women's development should not only be viewed as an issue in social development but should be seen as an essential component in every dimension of development."¹

Demographic factors, marginalizing women in the developmental process and an oppressive social reality highlight the miserable plight of women and the long struggle ahead of them. The role women play in society and the images we have of them have developed not simply from the exigencies of biology and social situations but are rather deeply rooted in the myths and legends and the region of the culture. This is especially true of Indian culture.

For the Indian mother, on the other hand, the son is the major medium of self-expression. It is her motherhood that the traditional family values and respects; her wifehood and daughterhood are devalued and debased. The women's self-respect in the traditional system is protected not through father or husband, but through her son- that she traditionally exercise her authority. Here, thus, is a psycho-ecological balance what the nature and economy emphasize, the family and the cultural system underscore. No wonder all major social reforms and attempts at social change after the beginning of British rule have centred on woman and femininity. It is by protesting against or defying the traditional concepts of woman and womanhood that all Indian modernizers have made their point. On the other hand, all forms

¹ Women in Indian society (edited by Rehana Ghadially) chapter-1 introduction pp-14

of conservation and protests against modern western encroachments on the Indian society have taken shelter in and exploited the symbol of motherhood.²

Communication technologies for women empowerment-

Any system that generalizes the masculine dominion- with special weight attached to technological production – goes beyond the limits of human performance, and does so, based on the relational component that crosses and extends human life: power. Therefore, its analysis demands attention to every action performed by both women and men. In this regard, we can reconsider the words of Bebel³, to illustrate the patriarchal reaction against the political participation of women after the French Revolution; ‘competition, hunting, agriculture, politics, efforts of all types, are privileges of man; there is left for woman the care of children, domestic work, the sweet restlessness of maternity.’⁴

Transferring this perspective to the internet represents the extension of the male hunting territory, one which has no imaginable limit: his prey is people, information, contacts, communication services from and towards everybody.

Virtual community for Women-

A virtual community is a community like any other, except that it consists of digital or virtual communication and meetings between people who are part of a group or a community where common interests are shared, and information is exchanged. This changes the concept of communities being characterized and constrained by location. Traditionally, people belonged to place-based communities, because a virtual community is no longer place-based, some diverse concepts emerge. Women’s access to internet Technology is generally much lower than men’s, and this is true not only for the south but also the north⁵. Despite the impressive of internet usage by women, they do not yet profit from new technologies as much as men do. Considering that ICT’S will be pushed from many sides to support development, an important question is: how can internet technology be designed and applied in order to improve women’s lives and women’s access to information, education and impedance? The UN report shows that when there is an enabling environment, ICTs can provide diverse avenues for women’s social, political and economic empowerment⁶

REVIEW OF LITERATURE-

Pankaj Bala, 2017 **Media: A great tool to accelerate the process of Women Empowerment** has find out in his research studies that media should promote respect and dignity to women by avoiding highlighting negative portrayal of women. The subject Women and Media is quite relevant in the present day context. This is a huge platform from where the process of women empowerment could be accelerated. Media can play an important role to

² Women in Indian society, chapter-3 women versus womanliness in India pp-74

³ In his book, *women and socialism (1879)*,

⁴ Gender and the digital economy; perspective from the developing world- Cecilia Ng, chapter- 9 Gender-Net A Political Goal of Communication Technologies pp- 215

⁵ As per UNDP report

⁶ UN Division for the advancement of women, 2002,03

empower women in different fields as now it is very easy, to search anything related to empowerment through internet. Media has a great calibre for the empowerment of women.

B. K. Ravi 2014, **Social Media and Women: A Critical Evaluation of the Behavioural Disconnect** The study concluded that there has been no considerable impact of social media on the behaviour of women in India. Neither the women participation in Social Networking Sites on the web nor the participation of Indian women through various social media has been able to take standards of life of the masses of Indian women to a new height. There is a need for the Governance, the agencies, the male counterpart citizens of the nation and the success tasting Indian women both within India and abroad to address the various issues hindering the progress and participation of women in nation building by regularly intervening in the law making, media monitoring, political actions and technological repercussions.

Research Objective-

- To analyse the role of social media for women empowerment
- To find out the different social mediums for women empowerment
- To analyse the participant's perceptions about women empowerment regarding social media.
- To find out the content to promote women empowerment

Methodology-

Descriptive Research Design is used for this feedback study.

Sampling- The sampling technique used for this study was purposive sample, only social media users have been selected in this study.

Data Collection- Survey methodology used for data collection for this study.

Sample Size- This study is consisting 80 respondents (male & female). These respondents are from Bhopal (M.P.)

Research tools & Technique- The tool for collecting the data for the study was a framed questionnaire.

Data Analysis & Interpretation-

The collected data has been analysed with the help of Microsoft Excel.

Analysed data has been shown through tables, charts/Graphs and interpretation of data is completed with easy language.

SN	Variables	Category							
1	Gender	MALE				FEMALE			
		40				40			
2	Age	18-25	26-32	33-40	40+	18-25	26-32	33-40	40+
		13	15	7	5	23	8	5	4
Total Respondents (N=80)									

Data analysis and interpretation-

Table-1 Demographic structure of the respondents-

This table is showing the ratio of male and female respondents, age of the respondents, education, occupation and the, the data of the study reveals that, Out of all, total number of male participants in the study is 40 followed 40 female respondents.

Table-2, According to you what is the best source of getting information about women empowerment through social media?

SN	Variables	frequency	Percentage
1	YouTube	22	27.5
2	Blogs	13	16.25
3	Whatsapp	8	10
4	Face book	18	22.5
5	Web-portal	10	12.5
6	Twitter	12	15
7	others	7	8.75
8	Total	80	100

A question, what is the best source of getting information about women empowerment through social media? Has been asked to respondents, the highest number of respondents (27.5%) said they get the information about women empowerment through YouTube. 22.5% Get this type of content from Facebook. According to 16.25% respondents Blogs are also help to provide women empowerment contents. 15% respondents said they receive this type of content from Twitter. While 10% participated respondents said they receive women empowerment related content on whatsapp sharing. 10% respondents out of total said they get it from other sources.

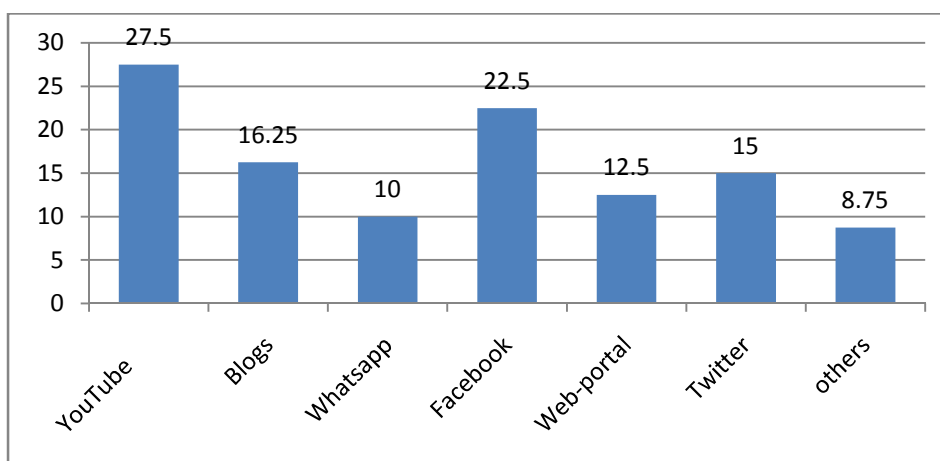


Table-3 does the presence of women on social media give them autonomy?

SN	Variables	frequency	Percentage
1	Very much	36	45
2	Much	19	23.75
3	Can't say	7	8.75
4	Less	13	16.25
5	Very less	5	6.25
6	Total	80	100

Respondents have been asked about the presence of women on social media that how much autonomy could be for women after their presence on social media. Regarding this question 69% respondents (45% said very much & 23.75% said much) have provided their positive opinion. 8.75% were neutral while 22% respondents said it will not create much effect on women's autonomy.

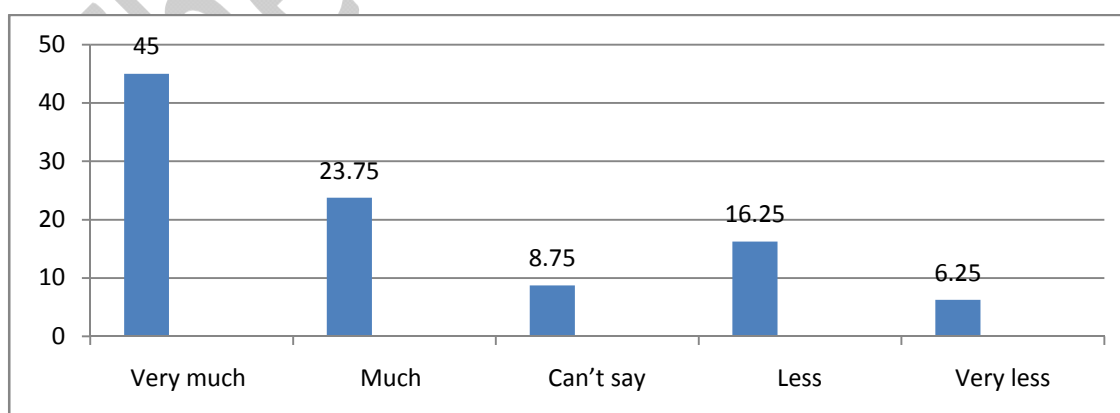


Table-4 Do you think social media is a way to amplify women voices?

SN	Variables	frequency	Percentage
1	Very much	40	50
2	Much	20	25
3	Can't say	7	8.75
4	Less	10	12.25
5	Very less	3	3.75
6	Total	80	100

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table-4 responses about amplifying of women's voice has been asked to respondents. That is social media i a way to amplify women voices, 50% respondents said social media can help very much to amplify women voices. 25% respondents said it can help much. 12.25% respondents said it can help less while 3.75 % respondents said social media will help very less. Out of total 8.75% respondents were neutral for this question.

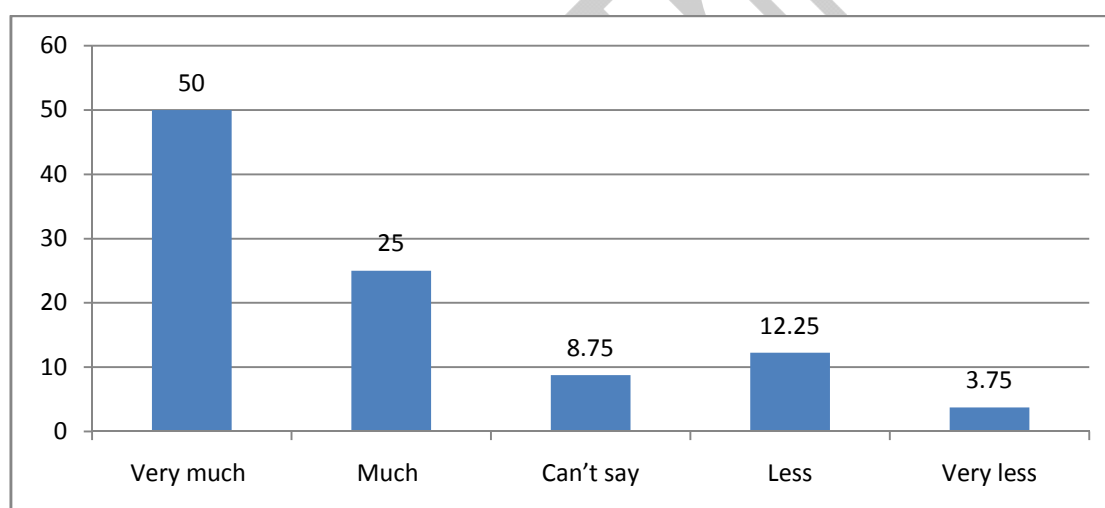


Table-5 could social media effectively include women's voices in decision making process?

SN	Variables	Frequency	Percentage
1	Yes	48	60
2	Can't say	12	15
3	No	20	25
4	Total	80	100

Response	Percentage
Yes	60%
No	25%
Can't say	15%

A question, could social media effectively include women’s voice in decision making process, has been asked to respondents. Highest number of participated respondents (60%) said yes social media effectively include women’s voices in decision making process But 25% respondents said no social media effectively include women’s voices in decision making process. 15% respondents out of total said they can’t say anything about this

Table—6 Do you think men and women equally motivated towards women empowerment on social media

SN	Variables	frequency	Percentage
1	Yes	35	43.75
2	Can't say	7	8.75
3	No	38	47.5
4	Total	80	100

In table-6 responses about motivation on social media have been shown. The question Do you think men and women equally motivated towards women empowerment on social media has been asked to the respondents. The highest number of respondents said no, it can not be do with social media. 43.75% respondents said yes social media helps men and women equally motivated towards women empowerment. 8.75% respondents were neutral towards this question.

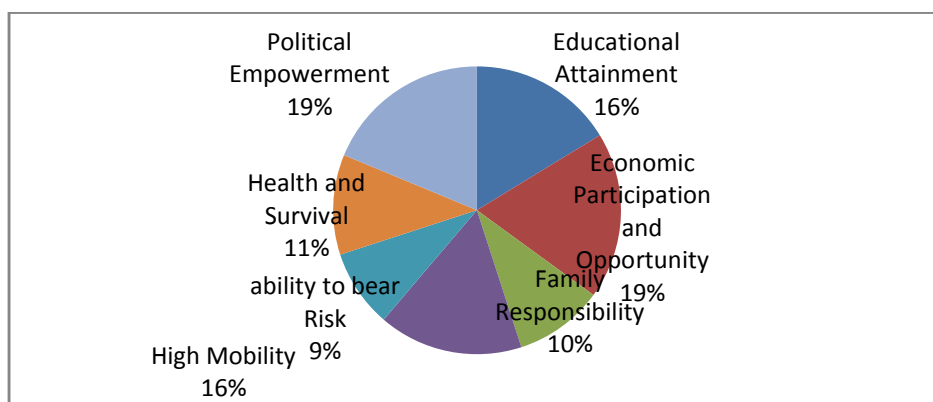
Table-7 is social media a greater platform for women empowerment as compares to traditional media?

SN	Variables	Frequency	Percentage
1	Yes	57	71.25
2	Can't say	12	15
3	No	11	13.75
4	Total	80	100

A question is social media a greater platform for women empowerment as compares to traditional media? , has been asked to respondents. The highest numbers of respondents (71.25%) provide positive answer regarding this question. 13.75% respondents said no, social

media is not a greater platform for women empowerment. 15% respondents were neutral for this question.

Table-8 what kind of content on social media can promote women empowerment?



SN	Variables	frequency	Percentage
1	Educational Attainment	13	16.25
2	Economic Participation and Opportunity	15	18.75
3	Family Responsibility	8	10
4	High Mobility	13	16.25
5	ability to bear Risk	7	8.75
6	Health and Survival	9	11.25
7	Political Empowerment	15	18.75
8	Total	80	100

Table-8 shows about the content which can promote women empowerment on social media. This was an open ended question, in this question respondents provides 7 various categories of content, which can help to promote women empowerment on social media. These 7 types of content are-

1. Educational Attainment,
2. Economic Participation and Opportunity,
3. Family Responsibility,
4. High Mobility,

5. Ability to bear Risk,
6. Health and Survival,
7. Political Empowerment.

The highest number of respondents (18.75%) respectively said (Economic Participation, Opportunity and Political Empowerment) support women empowerment on social media. The lowest number of participated respondents (8.75) has been provided to the high mobility type contents on social media.

Conclusion-

On the basis of above data analysis, this study concludes that, the social mediums, YouTube and Facebook are the better source to get women empowerment content than others. The presences of women on social media give them autonomy, it also has been found in this study. According to participated respondents in this study, social media is a good way to amplify women's voice. Highest number of respondents said that social media could effectively include women's voices in decision making process. As per the findings of this study, men and women are not equally motivated towards women empowerment on social media. Now a day, social media is a greater platform for women empowerment as compares to traditional media. Content- Educational Attainment, Economic Participation and Opportunity, Family Responsibility, High Mobility, ability to bear Risk, Health and Survival, Political Empowerment etc. can promote women empowerment on social media.

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