

# Analytical Study on Effect of Social Media on Women's Social Life Styles

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## Abstract

Due to its significant influence on how people live their lives today, social media has taken on a central role in everything from shopping to email to business resources. Since our beginnings on Earth, humans have always been socially connected or part of networks. In order to boost users' efficacy in today's dynamic environment, the research aims to emphasize how social media's advantages, drawbacks, and effects affect their daily activities. According to the study, social media use has both positive and negative consequences on society. Societal media has a favorable impact on gender disparity by advancing ideas and information while only slightly advancing social values and norms. Additionally, it was shown that social media inspires women to participate actively in politics. Additionally, the social media has a negative impact on other things, such as the adoption of foreign culture and civilization and the waste of valuable time. The study also showed that rural educated women's social life styles are significantly impacted by their use of social media.

**Keywords:** Impact, Women, Media, Society, Online media and social networking.

## 1. INTRODUCTION

Due to its significant influence on how people live their lives today, social media has taken on a central role in everything from shopping to email to business resources. Blogs and social networking sites are examples of online media where users can easily link to one another. Journalists and their organizations have done a high-wire act as such social networking sites, like Twitter and Facebook, have become crucial news tools. The term "mass media" refers to various communication networks or technologies that enable the distribution of messages to large populations. Magazines, newspapers, radio, TV, and film are only a few examples of the various social communication mediums that are included in mass media.

Across the most popular social media platforms, including Facebook, Twitter, YouTube, Skype, LinkedIn, and WhatsApp, women are far more active than men. Social media is an effective tool for bringing about significant changes in our society. During the first few years following the mid-'60s, social media was audible in the form of radios. Indian women are now starting to receive some prominence in this era. Indian vocalists like Lata Mangeshkar, Asha Bhosle, Suraiya, and others have received widespread praise. Reita Faria Powel, an Indian model, physician, and beauty queen, became the first Asian woman to win Miss World in 1966. Arati Saha swam the English Channel as the first Asian and Indian woman in 1959. She also received the Padma Shri award in 1960, making history as the first female athlete. Radio has also been very influential in changing society's conventional views on keeping girls within the home.

Since our beginnings on Earth, humans have always been socially connected or part of networks. From postal services to telephones to telegraphs to even clubbing, we've been employing a variety of methods and tools to create and sustain these networks. Social interaction has always been a right. The realm of online communication, which is any communication made possible by the use of computers and the Internet, has further expanded social connection in modern society. Web 2.0 technologies were first created to serve institutional and commercial needs, but they eventually shifted their attention to user-generated content. People from all around the world can collaborate, share, and learn using such technology.

Social media is defined as "a collection of online technologies available to the general public that promote idea sharing, content creation and editing, and relationship development through interaction and collaboration." An online social network is a particular kind of virtual community made up of users with related interests. Whether or not these groups are geographically distant from one another, they can communicate with one another almost

instantly. Social media has evolved beyond its original use as a personal connection channel between friends to become an indispensable strategic business tool as a result of its growth and popularity. Social media is a group of online communication sources that are collectively devoted to various forms of input, communication, sharing, and collaboration. The various forms of social media, such as websites, apps, blogs, social networking, social bookmarking, and wikis, are found on this in particular.

In order to boost users' efficacy in today's dynamic environment, the research aims to emphasize how social media's advantages, disadvantages, and effects affect their daily activities. The impact of social media on the state of Maharashtra has been examined in this study from the perspective of its female users. Because social media is continually expanding, it is crucial to comprehend it and its effects in order to make smart changes and raise understanding of how to use the platforms effectively. People may now discuss ideas, emotions, private information, images, and videos at a startlingly rapid rate because of the development of social media. The goal of this research is to comprehend the social media notion. What effects utilizing social media has on female users, and how its use benefits female users.

This research study focuses on the effects of social media on female users in terms of their age, education, occupation, and marital status in relation to their use. Female users of social media are subject to a variety of effects, some of which are favorable and some of which are detrimental. Its use comes with several advantages and difficulties. For the purposes of this study, these effects of social media on female users have been considered. Social media are a web 2.0 application that makes it easier for users to engage and communicate with one other in two directions. It also promotes participation, information exchange, and teamwork. It emphasizes concepts that may be written, whereas web 1.0 applications had little to no contact with web users. The emphasis is on readable concepts. The introduction of new applications that enable users to create content and share information in an interactive fashion marked the beginning of social media in the virtual world.

## 2. LITERATURE REVIEW

**Mudasir Qadir (2020)** Due to its significant influence on how people live in society, social media has taken over many aspects of daily life, including shopping, email, education, and business. Blogs and social networking sites are examples of online media where users can easily link to one another. Journalists and their organizations have done a high-wire act as such social networking sites, like Twitter and Facebook, have become crucial news tools. The term "mass media" refers to various communication networks or technologies that enable the distribution of messages to large populations. Therefore, the term "mass media" refers to a variety of social communication mediums such as magazines, newspapers, radio, television, and movies. People can use social networking sites to get in touch with old friends, coworkers, and friends. People can also share information, including photographs, audio, and video, and meet new acquaintances. The current study, which is based on secondary data, aims to understand the impact of social media on society in general and women in particular through popular social media platforms like Facebook, Twitter, YouTube, Skype, LinkedIn, and WhatsApp than males.

**Shelly Shekhawat (2021)** Since the beginning of their existence on Earth, humans have always been socially connected or part of networks. The world of online communication, which is any communication made possible by the use of computers and the Internet, has further expanded social connection in modern times. Social networking sites are referred to as web-based services that allow users to create their own personal profiles with their own selection of users and connect with them in a completely public forum that offers them features like chatting, blogging, video calling, mobile connectivity, and video/photo sharing. The major goal is to examine how social media affects young women in the Vadodara urban region. The field survey and a questionnaire given to the respondents served as the study's primary sources of data. The way the questions were created allows them to examine many facets of social networking. 100 women are chosen at random for the sample. Thusly produced primary data have been appropriately examined. Results indicate that the majority of respondents agreed with these social media influences. According to respondents, YouTube is the second-most popular social media site, followed by WhatsApp and Instagram (51% each). They use social networking sites for longer periods of time than usual to download images, read updates for pleasure, and talk with pals to stay in touch. The research highlights, among other things, that social media influences how women connect, communicate, and think as well as their social lifestyle. The study was able to identify a range of social media usage effects as a result of modern technology improvement.

**Neeraj Kumar (2021)** A concept known as empowerment connects personal abilities, natural support networks, and proactive conduct to social change and legislation. Research and theory on empowerment establish a connection between a person's well-being and the broader social and political context. In order to attain goals,

an individual should work with people, make an effort to acquire resources, and have a fundamental awareness of the sociopolitical context. In today's world, women's empowerment is a crucial problem, particularly in a culture where social media dominates and governs society. Secondary sources provide the foundation of this research paper.

**K P Aravinda Kumar et.al (2018)** In the modern world, finding work-life balance is difficult for both individuals and companies. In order for a business to continue recruiting and keeping personnel, a high quality of work-life balance is necessary. From the perspective of the individual, however, it has a favorable impact on attitude, behavior, and dedication towards both professional and personal life. In modern times, finding a balance between work and life has become a constant battle. It is time to assess work-life balance in accordance with current lifestyle, even if it has been debated for many years and measured using many measures. This is where the internet's role, which is connected with every human being in daily actions, comes in. Social media without the internet is unthinkable. Social media use results in both beneficial and detrimental behavior. Therefore, the purpose of this study is to evaluate the impact of social media use on work-life balance in both personal and professional contexts. Due to workplace obsession with social media, it has been discovered that use of social media in professional settings has a more negative impact on work-life balance.

**Dr. Sulaxmi toshniwal (2019)** Young women in particular are enthusiastic and full of energy, and they have a tone of creative ideas. The most crucial thing is to educate, empower, and awaken people so they may witness the miracle. Social media gave women a lot of power. The majority of women in the population use social media technology. Giving their abilities and concepts wings allows them to use social media as an effective instrument to channel their energy and ideas toward a better future.

### 3. METHODOLOGY

#### Study Area

Lonavala and Khandala, two twin hill towns in the Sahyadri hills that separate the Deccan Plateau and the Konkan coast, are located 622 meters (2,041 feet) above sea level. The hill stations cover roughly 38 square kilometers of space (15 sq mi). The monsoon season is the busiest for travel. Sanskrit Lonavla, from whence the word Lonavla is derived, is used to describe the numerous caverns nearby, including Karla Caves, Bhaja Caves, and Bedsa. It is possible to combine a journey to Lonavla and Khandala with sightseeing excursions to the Karla, Bhaja, and Bedsa caves as well as the two strongholds, Lohagad and Visapur.



**Fig 1: Map**

Both primary and secondary data sources are used in this investigation. A questionnaire was used to gather the primary data, and the secondary data was gathered from books, journals, papers, articles, and other sources as

part of a literature review. This investigation focused on the effects of social media on educated rural women in Maharashtra's Lonavala District. The study used a random sampling technique in the Lonavala District of Maharashtra's rural districts. A well-crafted questionnaire was used to obtain the necessary data from the sample size of 60 rural women between the ages of 18 and 40 who had a minimum educational level of 12th grade. This was done with the study's goals in mind.

#### 4. DATA ANALYSIS

The results of tables 1 and 2 are displayed as follows: Agree (A) + Strongly agree (SA) = Agree (A). Strongly Disagree (SD) plus Disagree (D) equals Disagree (D). Not Sure stands on its own. The study's analysis was centered on A and D. However, because rural women's opinions could not be matched to either Agree or Disagree, their findings for Not Sure were not taken into account in the research.

- To evaluate the effect of social media on rural women's social life styles

**Table 1: The impact of social media on the social life style of Rural Women**

Construct		SA	A	Total A	D	SD	Total D	Not Sure
Do you agree that the social media impacts the social life style of Rural Women	Freq.	12	22	34	16	2	18	8
	%	20	36.67	56.67	26.67	3.33	30	13.33
Do you agree that the usage of social media promotes good societal norms and ethics?	Freq.	6	14	20	21	8	29	11
	%	10	23.33	33.33	35	13.33	48.33	18.33
Do you agree that the usage of social media by rural women devalue marriage institutions in the society?	Freq.	12	26	38	12	4	16	6
	%	20	43.33	63.33	20	6.67	26.67	10

Source: Primary data

It is clear from the above table that 56.67% of the rural women respondents believed social media had a negative impact on their social life style. According to several academics, social media has an impact on students' social conduct and academic performance. The results of this study imply that social media has an impact on the social lives of educated rural women. The study also showed that 13.33% of respondents were unsure of how social media affects rural women's social lives.

This study also shows that just a small percentage of respondents (33.33%) think that using social media helps to promote good societal norms and ethics, whereas 48.33% of all respondents disagree that using social media helps to promote these things. The People spend a lot of time on social media platforms like Facebook and Twitter talking to their unknown friends while ignoring their known friends who are seated next to them. Rural women can be impacted positively or negatively by the degree of change ascribed to social media. Understanding the effects of social media on morals and social life is the goal of the first question. The study's findings show that social media has a significantly detrimental effect on rural women's social lives. Eighty percent of respondents agreed that social media had destroyed their social lives and values, while only thirteen percent disagreed. We have enough evidence from the debate above to draw the conclusion that social media destroys rural women's social lives and morals.

The more we concentrate on other cultures and civilizations, the more our attention will shift to them. The culture that people (rural women) have embraced through the usage of social media is what is behind the wearing of skirts and jeans as well as the shaking of hands with males. The second query examines if social media usage advances cultures and civilizations from elsewhere. According to the results, 60% of respondents agreed that norms and values impact social well-being and encourage a healthy and better society as a whole.

The respondents were asked one more question to determine whether social media had an impact on structural or traditional views of marriage. According to a 2012 study by L. M. Williams, social networking sites like Facebook have an impact on relationships, including marriage. Marriage is still thriving, despite the impact that social media has on society, according to Joshua Chukwu ere and P. C. Chukwu ere (2017). According to the study's findings, 63.33% of respondents concur that rural women's use of social media diminishes the importance of marriage institutions in society.

- To assess social media's impact on rural educated women's lifestyle, both positively and negatively

**Table 2: Positive and Negative impacts of social media on Rural Educated Women**

Construct		SA	A	Total A	D	SD	Total D	Not Sure
Do you agree the use of social media has destructed the social life and values?	Freq.	36	12	48	6	2	8	4
	%	60	20	80	10	3.33	13.33	6.67
Do you agree the use of social media has promoted foreign culture and civilization?	Freq.	4	32	36	16	6	22	2
	%	6.67	53.33	60	26.67	10	36.67	3.33
Do you agree the use of social media helps in eradicating gender inequality?	Freq.	24	18	42	12	4	16	2
	%	40	30	70	20	6.67	26.67	3.33
Do you agree the use of social media in calling, chatting, sharing content is time consuming	Freq.	24	12	36	6	4	10	14
	%	40	20	60	10	6.67	16.67	23.33
Do you agree the use of social media encourage rural women in take part in politics	Freq.	5	30	35	4	12	16	9
	%	8.33	50	58.33	6.67	20	26.67	15

#### **Rural educated women are exposed to international culture and civilization thanks to social media.**

The most prevalent issue, when compared to metropolitan regions, is gender disparity. Numerous actions have been taken both internationally and domestically to narrow the gender disparity gap. The results show that 70% of respondents agree that social media raises awareness of gender inequality issues and helps close the gender gap. Additionally, 26.67% of respondents claimed that social media had no effect on the eradication of gender disparity. Thus,

**The research strongly supports the assumption that social media encourages knowledge and concepts that can help to lessen the issue of gender disparity and balance society.**

Students' academic performance is impacted by their increased usage of social media, which also makes people dependent on it. One of the causes of domestic violence today is the increased usage of social media. According to the study's findings, 60% of respondents concur that using social media for calling (video/audio), chatting, exchanging content, and similar activities takes time.

Social media plays a significant influence in inspiring the female class to participate in politics by running in elections. According to the study's findings, 58.33% of respondents said that social media's contents and activities encouraged and motivated them to join or take an interest in politics. The study also reveals that 26.67% of individuals are not motivated by social media to engage in politics. In a nutshell, the research shows that social media use of political viewpoints and information inspires educated rural women to join and participate in politics.

## 5. CONCLUSION

Across the most popular social media platforms, such as Facebook, Twitter, YouTube, Skype, LinkedIn, and WhatsApp, women are far more engaged than males. Social media is defined as "a collection of online technologies available to the general public that promote idea sharing, content creation and editing, and relationship development through interaction and collaboration." This research study focuses on the effects of social media on female users in terms of their age, education, occupation, and marital status in relation to their use. This study was conducted to identify the various effects of social media usage on educated rural women's social life styles as well as to identify the advantages and disadvantages of utilizing social media. According to the study, social media use affects rural educated women's social lives and only slightly advances social ideals and norms. Additionally, social media use has both beneficial and negative effects on rural educated women. For example, social media can help close the gender inequality gap while also encouraging the adoption of foreign cultures and civilizations, which causes one's own culture to disappear.

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