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## THE IMPACT OF SOCIAL MEDIA AMONG WOMEN

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**Abstract:** The evolution of media leads to many technological and economical development. Media has changed their faces from century to century. The latest development is new media, which makes our world smaller, and the concept globalization has evolved and developed with the innovation of the media. Social Media is one of the latest technologies which spreads across the people virally and created more impact on the lifestyle of the people.

**Keywords:** Convergence Media, Gender Discrimination, Information Sharing, Social Media,

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**Introduction:** In 20<sup>th</sup> century everything has become digitized, many of the manual power have been changed into the machine power. In fact, now the human being is more reliable to machine than human. In media, we have undergone much evolution like "Darwin Theory". When it comes to the communication Pager, mobile, smart phone. Smart phone can be said as the Hi-tech invention by us (human). It can be also said as the "**Convergence Medium**". We don't want to search for the FM Transmitter, Television, Computer and other devices, it all holds under the smart phone.

With much evolution among the human society, social media plays a most vital role among the public. Few years back, social media can be seen only in computer, but with the invention of smartphone, the usage of social media has increased the number drastically. "We are seeing thousands and thousands of images posted to these sites every single day at a relatively fast pace". When there is progression of a particular media, they have its both positive and negative impacts.

This social media is used by all kinds of people for various reasons like sharing information, maintaining their friendship, social cause etc., It is in the hands of the individuals to use the social media in a positive way and negative way. Youngsters are most exposed to social media, particularly girls. The problem with the women or young girls is they are easily trapped into problem related to the social media.

Women are more inclined to focus on technology's ability to improve life, compared to men who tend to hone in on technical specifications. "Women also love visualization and stories, not just features on a checklist, but things that really let them see value in their lives. Earlier only Orkut is the only social media to communicate, but now may such social media has mushroomed and they are having options to opt for more social media. Some feels that only the mobile is their world. They spent most of the time by chatting, watching porn images, creating fake ID and chatting with many in a time. These problems doesn't depend on the social media, the problem is with the users using the social media.

According to the report, on the average, women are online 24.8 hours a month compared to men's 22.9 hours. There's an even bigger difference between genders when it comes to the social Web, with 56 percent of adult women trumping 46 percent of adult men using the Internet for social means. 16.3 percent of the time women spend online is allotted to social networking, and the average is constantly rising as years go by and technology advances.

**Impact of social media among young girls and women:** All ages of women have smart phone, but working women communicate with their colleagues through social media. Even they see this social media as refreshment from their family and work life. The teachers community communicate the students through social media, they share the notes, announce the exam date and time, which reaches the college students very easily who spends most the time in the mobile.

If we walk through any college campus, we cannot see single college students without the smart phone. They always used to fiddle with the phone; even they forget to say **HI** to their friends. After the invention of phone, even human communication has become less. Even they don't have time to say goodmorning to the friends. Search for the research topic and academic side has become meager. Another technology which uplifts the social media is Wi-Fi Connection everywhere. If they pay less amount of money, they are allowed to chat unlimitedly.

There are many social media like facebook, twitter, whatsapp, instagram etc., Photosharing has become viral among the college students. They share most of their photos which is said to be their personal life to the public. Apart from this, they expect more number of like and comments from their friends. If they didn't get any comments they get depressed and even they don't hesitate end their friendship, it is crucial and sarcastic.

In photo, selfie is a kind which is now has become more popular among the college students. Nobody is needed to take the photograph, and there are kind of poses for the selfies, they name the poses. Now a days college students are more social, they get more into

the social media and other technological development than boys.

**Methodology:** The study is obtained through distributing the questionnaire to the college girls and women to know about the usage of social media.

Sample Size: 80

#### Findings and analysis:

- 35 respondents uses wats app and facebook, 3 respondents uses both wats app and facebook, 5 respondents uses all social media, 1 respondents uses skype.
- 41 respondents spends 2 Hrs in social media, 13 respondents 4 Hrs, 5 respondents 6 Hrs, 6 respondents 8 hrs per day. 8 respondents spends more than 8 hours in social media
- 63 respondents know to use the social media effectively
- 21 respondents uses social media for Education purpose, 31 respondents uses for Entertainment purpose, 5 respondents uses both for education and entertainment purpose, 22 uses media for friendship purpose, 2 respondents uses for all purpose
- 63 respondents share informative message to the friends, 11 respondents doesn't show interest to share informative message
- 23 respondents prefers to chat with strangers in social media, 57 respondents doesn't prefer to chat with stranger

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- 29 respondents have come across any threats when they are using social media, 50 doesn't come across any threats
- Out of 80 respondents 44 know how to come across threat in social media, 35 doesn't know how to come across threat in social media.
- 57 respondents know that they use social media with the knowledge of their parents, 23 doesn't know their parents doesn't know about their usage of social media
- 24 respondents prefer to get like for photograph, 55 respondents doesn't prefer to get like for photograph

According to the data, facebook and whats app is the social media which is used by most of the respondents. They know how to use the social media and come across the threats they are facing. Even before the threat, many of the respondents uses the social media in a protective way. Many parents know that their children are having ID in facebook, whats app and other social media.

**Conclusion:** Technology hones our skills, knowledge and improves our life style. The evolution of media, technological development, and increase of social media increases our territory. Social media is the boon to our media. It is in the hands of the individual to use in an effective way. Not only the number matters how many of them uses social, each and every individual needs media literacy.