

NEW PATHWAYS FOR SOCIAL TRANSFORMATION OF WOMEN THROUGH SOCIAL MEDIA- A STUDY IN MADURAI DISTRICT

K MENAKA

Abstract: Social media includes web and mobile-based technologies which are used to turn communication into interactive dialogue among organizations, communities, and individuals. Andreas Kaplan and Michael Haenlein define social media as “a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0 and that allow the creation and exchange of user-generated content”. In an era of greater transparency and authenticity, social media is rapidly delivering a new standard of interacting more person to person. Social Media is used for almost every need and want in today's culture. The main objective of the study is to find out the social transformation of women through social media sites. The study has been designed with the objectives to find out the impact and effects of social media on women influenced by social media and to trace out the social transformation through social media. This study was conducted in the rural and urban areas of the Madurai district in the southern part of Tamilnadu. Social media has opened up many possibilities—communication, networking, activism, information, entertainment. Social media has reached masses of people in short span of time and also it has opened an opportunity for women to know across the world. Staying connected with social media is helping to stay connected with the world. It is best to learn the basics of internet and communication to stay connected. Eventhough the social media gives women an information and knowledge it has certain draw backs. Social media is like sky, the limit with how and who you want to be connected with.

Keywords: Social media, Social Networking sites, Communication.

Introduction: Social media includes web and mobile-based technologies which are used to turn communication into interactive dialogue among organizations, communities, and individuals. Andreas Kaplan and Michael Haenlein define social media as “a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0 and that allow the creation and exchange of user-generated content”. When the technologies are in place, social media is ubiquitously accessible, and enabled by scalable communication techniques. In an era of greater transparency and authenticity, social media is rapidly delivering a new standard of interacting more person to person. Social Media is used for almost every need and want in today's culture.

Social media technologies take on many different forms including magazines, Internet forums, weblogs, social blogs, microblogging, wikis, social networks, podcasts, photographs or pictures, video, rating and social bookmarking. By applying a set of theories in the field of media research (social presence, media richness) and social processes (self-presentation, self-disclosure) Kaplan and Haenlein created a classification scheme for different social media types in their Business Horizons article published in 2010. According to Kaplan and Haenlein there are six different types of social media: collaborative projects (e.g., Wikipedia), blogs and micro blogs (e.g., Twitter), content communities (e.g., YouTube), social networking sites (e.g., Facebook), and virtual game worlds (e.g., World of Warcraft), and virtual social

worlds (e.g. Second Life). Technologies include: blogs, picture-sharing, vlogs, wall-postings, email, instant messaging, music-sharing, crowdsourcing and voice over IP, to name a few. Many of these social media services can be integrated via social network aggregation platforms. Social media network websites include sites like Facebook, Twitter, Bebo and MySpace.

Methodology: The present study is an attempt to find out the social transformation of women through social media sites. The study has been designed with the objectives to find out the impact and effects of social media on women influenced by social media and to trace out the social transformation through social media. This study was conducted in the rural and urban areas of the Madurai district in the southern part of Tamilnadu. The researcher has adopted descriptive research design for the study. The sampling technique adopted for selecting the sample is snowball sampling. The primary data were collected through interview method. Structured interview schedule was prepared and administered to the respondents. The secondary sources of information were collected from various books, journals, magazines and internet. With this background the present study has made an attempt to study the different classification and purpose of using social networking sites by the women social media users. The present study population is one hundred and forty.

In the age of 11-20 years it is found to be more active users of social media when compared to other age

group respondents. And the average participation of using social media is found in the age group of 21-30, 31-40 and 41-50 in this study. Very less participation is found in the age group of 51-60 and above 60.

Socio-economic background of social media users in Madurai: Sixty six percent of the respondents belong to the age group of 11-20 years is found to visit social media more when compared to the other age groups of the study, followed by forty two percent of the respondents are using social media under the age group of 21-30 years. The researcher observed from the investigation that the respondents who are graduated either under graduation (forty six percent) or post graduation (twenty eight percent) are using social media to a greater extent. By occupation wise distribution, Sixty nine percent of the female respondents belong to the category of student, Fifty three percent of the respondents are earning 15,000 and above as monthly family income.

Eighty percent of the respondents were unmarried since the majority of the study population belongs to the age group of 11- 20 years. Seventy percent of female respondents belong to nuclear family. According to the domicile background of the respondents, fifty four percent of the families live in rural area and forty six percent live in urban centers. More or less the rural people are also using social media more with little difference in number with urban area respondents. They are also using social media more because of the communication revolution with internet penetration and mobile communication increased the use of social media in rural areas. Forty nine percent of the respondents belong to other backward community and are found to use social media more and sixty three percent of the respondents in Hindu religion are found to use social media to a greater extent.

Preference of social media	Age of the Respondents						
	11-20	21-30	31-40	41-50	51-60	Above 60	Total
	Female (75)	Female (44)	Female (17)	Female (2)	Female (2)	Female (0)	140
Facebook	59 (79%)	44 (82%)	17 (100%)	2 (100%)	2 (100%)	0 (0%)	124 (86%)
Twitter	20 (27%)	12 (27%)	1 (6%)	1 (50%)	0 (0%)	0 (0%)	34 (24%)
WhatsApp	25 (33%)	28 (64%)	13 (76%)	2 (100%)	2 (100%)	0 (0%)	70 (50%)
LinkedIn	18 (24%)	9 (20%)	4 (24%)	0 (0%)	1 (50%)	0 (0%)	32 (23%)
Google+	51 (68%)	24 (55%)	4 (24%)	0 (0%)	0 (0%)	0 (0%)	79 (56%)
Skype	20 (27%)	14 (32%)	1 (6%)	0 (0%)	0 (0%)	0 (0%)	35 (25%)
Viber	6 (8%)	8 (18%)	1 (6%)	0 (0%)	0 (0%)	0 (0%)	15 (11%)
Telegram	1 (1%)	1 (2%)	1 (6%)	0 (0%)	0 (0%)	0 (0%)	3 (2%)
YouTube	43 (57%)	26 (59%)	10 (59%)	1 (50%)	0 (0%)	0 (0%)	80 (57%)
Hike	5 (7%)	11 (25%)	1 (6%)	1 (50%)	0 (0%)	0 (0%)	18 (13%)

Preference of social media

(Multiple Response)

The study found that female respondents are having access to more than one social media site but Facebook is mandatory site to use by all the respondents, followed by WhatsApp, Google+, YouTube, Twitter and LinkedIn. Very few percent of the respondents used Skype, Telegram, Hike and Viber. Friends play an important role to influence the use of social media followed by own interest of the respondents. Respondents of the study visits social media daily nearly spending two to one hour of time and the time span of using social media are for two years. Home is considered as best place for using social media and the frequent communication takes place within friends followed by family members and only twelve percent of the respondents have communication with unknown people. Seventy two percent of the respondents are accessing social media through Smartphone followed by Laptop. And also sixty one percent of the respondents are spending below rupees two hundred for accessing social media. The study originate that fifty three percent of the respondents have less than 100 contacts followed by 101-200 contacts in social media by thirty three percent. Fifty four percent of the respondents stated that social media doesn't have any impact on their personal life. The positive impact of social media listed by sixty four percent of the respondents are such as improving their knowledge by staying connected with world, got reconnected with old

friends, gained new friends. The negative impacts of social media are it leads to addiction and spending more time unnecessarily. On the professional life sixty one percent of the respondents stated that social media doesn't have impact on professional life and fifty four percent of them stated that social media improved their technical skills, helped to widen professional circle and stay connected with professionals. Regarding problems of social media sixty two percent of the respondents know that social media create problems and they came to known by their friends as well as through media and few of the respondents have their own experiences. Many of the respondents stated that the problem may come by giving real information about them and by uploading photos. Some of the respondents stated that the problem may come but doesn't know the exact reason for the problem.

Conclusion: Social media has opened up many possibilities—communication, networking, activism, information, entertainment. Social media has reached masses of people in short span of time and also it has opened an opportunity for women to know across the world. Staying connected with social media is helping to stay connected with the world. It is best to learn the basics of internet and communication to stay connected. Eventhough the social media gives women an information and knowledge it has certain draw backs. Social media is like sky, the limit with how and who you want to be connected with.

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K Menaka/ Research Scholar/ Dept of sociology/ Madurai Kamaraj University/ Madurai-21