



# “A Study On The Relationship Between Sexual Violence And Social Media”

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**Abstract:** The research paper analyses the relationship between Social media and sexual violence against women in Tamil Nadu. The use of social media differs according to the socio-cultural and demographic aspects of individuals. For the traditionalists modernity is destructive and intolerable to the women. They criticize that social media has to find it the process be a reason for causing a state of anomie which has resulted in increasing reports of sexual violence. this leads to problematic adolescents. Media is a tool which carves the modernity and instrumental in spreading it to the nook corners. Instead of supporting the issues on sexual violence, media persuades it more by enhancing the issues to get a superior reach. The increased rate of violence on women day by day shows that there is more influence from the media which says modernity to be the trend. Though there are many courageous victims who file complaint to get justice against the assailant there are many who remain silent due to the goodness of the family and for their own. public as well as negative aspects, misuser people by assuming take identities different ways of theft in media. The purpose of this study is to asse the media coverage regarding the news in which social media and sexual violence.

**Keywords:** Content analysis, Media, Newspaper, Modernization, Sexual Violence.

## I. INTRODUCTION

The process of ‘social media’ has created socio-economic and cultural changes in the society. the other hand, the number of Women who are educated and working for pay is also increasing. Something that has become very important is that social and cultural rules and behaviours are being questioning because these changes can tap to new shapes of values and norms. The media acts as all-round body with manifold activities. It takes the message concurrently from all the social gathering involved and constructs the opinion on an issue, which definitely terrorizes the organization from disobeying rights with the increase in the number of news channels and in rising fame of” breaking news”. The objective of this study is to put on a profound study of the relationship between the variables ‘Social media’ Application (Instagram , facebook , tiktok ,tinder,etc..) and ‘sexual violence’ in the state of tamilnadu.

## 2.Significance of the research

Sexual violence happens throughout the world, yet some researches are done on it and fewer effective actions are taken to more compact it. Every time when an issue happens of this sort it grows to be viral for a maximum of one week after which again the series longer. Every stair counts to arrive at the change. Repeated focus on these topics may lead to some sort of solution which will serve the women commune to lead a safe life. Social Media is a change that is happening level fast everyday which changes the tradition by all means including values, attitudes, dress codes, ideology, texture of life and what not? There are many elements of social media application which indirectly or directly induces sexual violence.

## 3.Review of Literature

Agenda-setting theory can be related to study the association in narrow between sexual violence and modernization. *social principles in a person* can be described as formlessness or chaos in a society where the lack of coordination from different societal organisations leads to a social chaos that can set the stage for violence (Mestrovic and Lorenzo, 2008:179). It will be looked at in relation to the ‘social media’ process if deviant behaviour has a problem through a condition of society and caused sexual violence against women.

National Resource Centre on Domestic Violence (NRCDV, 2011) cites that in the past, many people working in the sexual assault field have believed that the most significant impact of the media is its potential to increasing awareness. Focusing media messages on increasing awareness leaves behaviour change to be affected by more interactive, in-person programs. Yet there are highly successful models in the public health literature for media campaigns that have achieved meaningful change in community norms, awareness, and even behaviour (e.g., seatbelt use, smoking, drunk driving). Such programs can therefore provide a model for the field of rape prevention.

#### 4. Research Methodology Introduction

This chapter to explain the universe and the sample of the study. The sampling procedure, allocation of sample units, the component of analysis and the instrument of data collection are presented in this chapter. The method used to collect data and understanding is also incorporated in this chapter.

**Universe:** College going boys and Girls (youth) of both Arts and Science and Engineering colleges in tamilnadu are the universe of this study. 12 colleges in tamilnadu, four colleges from each District (Tiruchirappalli, Coimbatore and Chennai) were chosen as samples to test this study.

**Reason for selecting the districts:** These cities were purposefully chosen for this research. Chennai is a full of people from many different countries and cultures society where the chances for crime to occur are more. Also, the students of Chennai will have more exposure to modern environment when compared to the students of Coimbatore and Trichy colleges from which the data needed can be tapped effortlessly. And Trichy and Coimbatore are cities where we can find both social media used the students equally.

#### Size of the sample:

A Sample containing 400 students were selected. College going Boys and Girls in the year were selected from different colleges which are situated in such locations which can represent the whole crowd of younster

**Sampling procedure:** The number of students and the college and the department to which they belong, were selected using random sampling procedure. Purposive sampling procedure was used to select the cities. Totally ten colleges were selected from three cities. Four colleges from each city were selected in which two were Arts and Science colleges

**Sample:** The under graduate students of regular mode streams in Trichy, Coimbatore and Chennai were selected as sample for this study. arts and science were considered in selection of samples. Based on the convenience of admittance and possibility of receiving approval four colleges were selected from each city. The students belonging to the department of computer Science in the arts and science colleges and the second-year students colleges were selected. 200 samples from each city were selected to end up with 600 samples.

**Statistical tool:** The questionnaires which were collected are tabulated and were evaluated using the SPSS (Statistical Package for Social Sciences) software. The study was employed using frequency test, cross tab, correlation.

#### 1. Results and Discussion

The variable "Media Exposure" significantly and positively correlates with the variables "Premarital sex is not wrong" ( $r = .138, p = .001$ ), "No regret over smoking, drinking or taking drugs" ( $r = .116, p = .004$ ), and the variable "Want to be modern" ( $r = .167, p = .000$ ). The variable "Change my behaviour according to situations so that I can make use of available opportunity" significantly and positively correlates with the variables "Open to new ideas" ( $r = .259, p = .000$ ), "Don't believe in god" significantly and positively correlates with the variable "Premarital sex is not wrong" ( $r = .133, p = .001$ ). The variable "Premarital sex is not wrong" significantly and positively correlates with the variable "Want to be modern" ( $r = .193, p = .000$ ). The variable "No regret over smoking, drinking or taking drugs" significantly and positively correlates with the variable "Want to be modern" ( $r = .178, p = .000$ ). The increase in the media exposure creates a system which utters the premarital sex is not wrong. Tamilnadu is a state with a culture where "sex is only after marriage". Also smoking, drinking or taking drugs though harmful is promoted by the media mostly through movies and advertisements.

They believe it to be trending and get addicted to harmful habits. The media in the name of modernity distorts the youth and their lifestyle. Youth of Tamilnadu in order to attain the so called "modernity" created by the media get used to these features. Those who are modern say they don't believe in god and they are open to new ideas and are ready to change their behaviour according to situations so that they can make use of available opportunity. This means that they become selfish, forget others good and the good values. All they need is to fulfil their own desires by any means. Tamil culture insists on belief in god and values. It sings the hymn "oruvanuku oruthi" whereas the media has made the mind of today's youth for taking drugs as a part of social move, premarital sex, and sex with partner of same sex naming these also to be modernization. This modernization causes a state of anomie which may mostly result to female abuse.

#### 6. Limitations of the research

The study deals with the sexual violence on women exempting the sexual violence on Men, Children and Transgender. Also, the data was collected from the state of Tamilnadu with which the result can be generalized only to the mass of the state of Tamilnadu.

#### 7. Conclusion

This research clearly sketches a conclusion that media directly or indirectly moulds the minds to think "modern" which is yet again designed by the media and the media holders. When the media endorses consuming drugs, alcohol and smoking to be a trend, then indirectly induces sexual violence, as drugs are the foremost factor behind such violence. There are many Variables of social media like going for premarital sex, living an undisciplined life and no belief towards god which ensures that the youth of today has less value. No doubt that a person with less value won't think about right or wrong and who is in a drowsy state due to drugs there are many chances for the sexual violence to happen. This Kind of research will lead to a better understanding of the modernization and the kind of alertness we must have in accepting the contents delivered by the Media. Media literacy is the only way to reduce all these crimes.

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