Challenges To Working Women In Social Media Usage: A Study In Coimbatore

K.Suganya Devi

Assistant Professor

Department of Commerce

Avinashilingam Institute for Home Science and Higher Education for women, Coimbatore, India

Abstract: In order to facilitate and enable communication amongst individuals, social media are web-based communication platforms that allow users to share and consume information. When internet access became affordable for the average person in the early 1990s, the realm of online social networking truly took off. There are now more types of social media than ever before, and individuals use them for all sorts of reasons. The distinctions between feature sets are becoming increasingly blurry as the number of feature rich networks increases, outpacing the amount of time most individuals have to read and comprehend the updates. Working women, like other victims, are reaping the rewards while dealing with an equal number of issues. This research aims to examine the challenges that working women encounter while trying to use social media.

Keywords - Social media, Working Women, Sharing and Consuming Information.

I. INTRODUCTION

Because of the dramatic shift in communication styles brought about by technological advancements, the concept of social media emerged in the 1990s. No matter the time period, people's desire to communicate remains constant. The postal service, pigeons, the telegraph, light signals, and the telephone are only a few of the ancient means of communication. In the past, sending a message to someone meant waiting months or even years for a response. Now, thanks to the Internet and other technical advancements, communication is instantaneous and more dependable than ever before. Message encoding and decoding, feedback loops, and the sender and receiver were the traditional foci of communication theory. Although the method of engagement has evolved, the principle behind new media has not. Internet acronyms and emoticons have largely supplanted physical gestures and body language in today's entirely virtual world.

Brands were hesitant to use social media for marketing purposes a few years ago. These days, almost every company in the globe is looking into social media as a possible marketing tool. When people talk about "social media," they're referring to a wide range of internet platforms that facilitate conversation. Reports from 2018 indicate that 86% of India's total social media users are active on at least one site. Instantaneous global connectivity allows people in any part of the world to freely communicate pertinent information with one another. As new technologies emerge with the promise of ubiquitous connectivity, businesses in the consumer goods sector have begun to see the marketing communications potential of social media. There have been massive societal shifts as a result of social media. Everyone in the sector can benefit from it, but the working class in particular. Digital platforms are able to accommodate a wide variety of devices, tools, and content types used by social media. In addition to providing a means of connecting computers and storing data, social media will also aid in the acquisition of knowledge about management information systems and management information systems. This demonstrates the dual role of social media in comprehending and making use of data. It is not a mere accident that social media usage is prevalent across many sectors, particularly among working women. It permeates every part of our lives. Relationship building was the primary goal of social media. The linking of nodes and links is an integral part of building social relationships. Through the use of these network operations, nodes—which are individuals—are able to link other nodes. In

this procedure, a person can simultaneously connect with one or more people. This indicates the importance of social networks in this process. Social networks are crucial in influencing how organisations solve problems and reach their goals, according to research in a variety of academic disciplines. These networks function on various levels, from the level of families to that of nations. A social network is a method that can facilitate the attainment of a goal. The ability to communicate effectively with seniors is crucial for achieving success. So, social media's revolutionary character is starting to get some attention. Contrarily, as any two-edged sword would have it, social media does have some negative elements. Its Control is the most worrisome likely fact. If used irresponsibly, the results could
have disastrous effects.

A large portion of society's expanding working class is either directly or indirectly impacted by social media. Despite accounting for 48% of the population, women in India have not shared equitably in the benefits of the country's booming economy. Over 239,000 girls under the age of 5 die each year, highlighting the persistent problem of female child mortality. In contrast to 80% of males, 65% of women can read and write. When compared to other countries, India's female labour force participation rate is very low. At least one-third of women who are at least fifteen years old are either employed or actively seeking employment. In light of this, it is imperative that we examine the enormous impact that social media has on the professional lives of women. People use these sites in areas where they have to be, such as public and private schools, hospitals, government buildings, and offices of many types. A large number of prominent Indians, including politicians, activists, feminists, and celebrities from many walks of life, regularly write and express their thoughts on numerous social topics. Many people's lives have been changed by social media, which has piqued the interest of both industry and academia.

Given this background, the current study aims to address the following research question:

1. To identify the problems faced by working women in accessing social media.

II Literature Samples

In a study commissioned by the European Parliament's Policy Department for Citizens' Rights and Constitutional Affairs, Park et al. (2023) examined the effects of social media on gender equality, women and girls, democracy, and civic engagement in general. The study was requested by the FEMM Committee. Using a variety of data, reports, research, and analyses from various EU, national, and international sources, this study analysed and assessed the effects of social media on girls and women. In the EU, women use social media at a somewhat higher rate than men do across all age groups, according to the survey. Women prefer social media platforms like Facebook, Instagram, Snapchat, TikTok, WhatsApp, and Pinterest, whilst men go towards Twitter, LinkedIn, Reddit, Discord, Twitch, and Telegram. In relation to social media usage, negative body image and eating disorders are more common among girls and women compared to boys and men. Among the many forms of online harassment and assault, girls and women are disproportionately victims of image-based sexual abuse, which includes unsolicited photo requests, requests to deliver nudes, and the sharing of such photographs.

According to Madhu Kumari (2022), the ideology of women's empowerment has been rapidly and extensively disseminated in the modern day due to the prevalence and active engagement of social media. As a tool for social change, social media has aided and promoted women's empowerment in many ways, including drawing attention to women's rights among the international community and combating prejudice and sexism on a global scale. The article zeroed in on the ways in which rural and urban women entrepreneurs in India are using social media to build their own personal brands and achieve economic independence. In addition, the article covered the ways in which social media became a strong venue for promoting gender equality and women's rights, as well as for urging politicians to increase their efforts in this area. The results demonstrate that women have experienced social, psychological, and financial empowerment as a result of social media. This article will examine the pros and cons of social media engagement in order to create digital safespaces where women can freely use these platforms.

According to Iffat ali et al. (2021), people from all walks of life and all corners of the globe are using social media at an alarming rate. Developing and low-income nations, which suffer from a multitude of psychological and physiological issues, have seen its penetration accelerate. This study aims to investigate the reasons for women's social media use in Pakistan and how it impacts their mental health, taking into consideration the fact that women are more likely to suffer from mental health issues than males. According to the findings, Pakistani women face typical patriarchal social pressure to conform to socially imposed gender

roles and cultural standards when using the internet. Given the contradictory findings, it is imperative that researchers delve further into the impact of social media on the mental health of women in other low-income nations.

The impact of social media on female users of Maharashtra state was studied by Pallavi M. Bhalerao (2017). At the moment, more women than men are interested in using the internet, and social media is a great tool for fostering and maintaining relationships within families and communities. The female respondents use social media for personal and professional reasons, as well as for enjoyment and communication with friends and family. Social media has many great effects, but it also frequently causes misunderstandings. It's a widely used form of communication, but everyone who uses it should be aware that it has certain drawbacks. People on social media should put their influence to good use for the greater good. Knowing how to apply the appropriate technology to certain tasks is, thus, entirely up to the user. If people spend all their time on social media, they will lead mechanical lives; instead, they should prioritise inperson interactions with loved ones. Happiness might be theirs when they strike a balance between their online and offline lives. In terms of user safety, social media platforms take a more active role in monitoring and policing online criminal activity; the government, meanwhile, should look into ways to stop this.[1]

The survey found that gender was a significant factor for adults in India who use social media (Narasimhamurthy, 2014). Compared to men, women spend more time on social media, according to this research. Compared to men, adult Indian females use social media sites more frequently. Conversations and mingling with people are also noted in this study. Social networking services are a great way for people of both sexes to meet new people and have fun. On a related note, the study found that while men seem to prioritise self-promotion on social media, women use these platforms to build relationships and access helpful information. This could be because women are naturally more guarded about the information that pertains to them. Their desire to meet new people and strike up conversations is genuine.[2].

III HYPOTHESIS

H01: There is no significant difference between the problems of social media usage and the demographic profile of respondents

IV Research Design

The study is both analytical and descriptive in nature. Primary data has been used in this study using well structured questionnaire, to make analysis. Secondary data for the study has been collected from books, magazines, websites, reports and business journals. The population targeted for this study is working women who use social media for various uses of managing societal relationship. A total 100 respondents from the city are being selected and to whom the questionnaires are distributed. The sampling technique adopted for the study is purposive or judgment sampling. It is so because; only the working women who use social media for various purposes are being included as samples in the study. The statistical tools used for the study are simple percentage analysis and the regression analysis.

V LIMITATIONS OF THE STUDY

The following are the limitations of the study:

1. This research was location specific and was confined to the city of Coimbatore in the state of Tamil Nadu in India. Hence the results of this research may not be applicable to other parts of globe.

2. The primary data collected depicts the attitude of the respondents which may be self biased.

5.1 ANALYSIS AND DISCUSSION

Table 5.1: Analysis and Discussion

Classification	No of Respondents
Age (Years)	
Less than 25	11
26 – 35	35
36 – 45	22
Above 45	32
Marital Status	
Married	19
Unmarried	81
Educational qualification	
Under graduation	32
Post Graduation	21
Research	19
Diploma and others	28
Occupation	
Public sector	26
Private sector	68
Self employed	06
Residence	
Rural	42
Urban	58
Total	**100**

Source: Primary data

5.2 AGE (YEARS)

The majority of respondents fall within the 26-35 age group, indicating that this age range is the most represented in the sample. The least represented age group is those under 25 years old.

5.3 MARITAL STATUS

A significant majority of the respondents are unmarried, representing 81% of the sample, while only 19% are married.

5.4 EDUCATIONAL QUALIFICATION

The largest group based on educational qualification is those with undergraduatedegrees (32%). The smallest group is those involved in research (19%).

5.5 OCCUPATION

The private sector is the predominant employment sector among the respondents, with68% working in this area. Only 6% are self-employed.

5.6 RESIDENCE

More respondents are from urban areas (58%) compared to rural areas (42%).

From the survey data provided, we can derive the following overall interpretation:

1. **Age Distribution:** The sample is primarily composed of young to middle-aged adults, with the majority in the 26-35 age range. This suggests that the data might be skewed towards the preferences and behaviors of younger adults.

2. **Marital Status:** A large proportion of the respondents are unmarried, which might indicate a younger demographic or a sample drawn from a population with a higher rate of single individuals.

3. **Educational Background:** The respondents have a diverse range of educational qualifications, with a notable portion having completed undergraduate studies. This diversity can provide insights into how educational background affects their perspectives or behaviors.

4. **Employment Sector:** The majority of the respondents work in the private sector. This could reflect trends in employment within the population sampled, potentially indicating a focus on industries dominated by private sector jobs.

5. **Residence:** The respondents are more urban than rural, which could influence the results based on urban lifestyles and access to resources or amenities typical in urban settings.

The sample surveyed predominantly consists of young, unmarried individuals with a significant representation from the private sector and urban areas. These demographics suggest that the findings may be more reflective of younger urban professionals. This information is valuable for understanding the characteristics and potential biases of the survey data, allowing for more targeted analysis and interpretation of the survey results in relation to the variables considered.

5.7 PROBLEMS IN USING THE SOCIAL MEDIA

Table 5.2: Problems in using the social media

S. No	Problems	N	Mean	Std. Dev
1	Managing Social Media Time	100	1.33	0.92
2	Narcissism	100	1.51	0.85
3	Negative Impact on Academics	100	1.62	0.96
4	Lack of Focus and Productivity	100	1.49	0.78
5	Health Issues due to Social Media	100	1.33	0.77
6	Disturbing Privacy Issues	100	1.96	0.97
7	Affecting communication skills	100	2.02	1.06
8	Getting Addicted to Social Media	100	2.20	1.16
9	Dependence on Online Friends	100	1.74	0.66
10	Internet Fraud	100	1.89	0.79
11	Falling for Fake Identities	100	1.96	0.88
12	Leaking Private Information	100	1.90	0.79
13	Dangers of Cyber Crime and Bullying	100	2.12	1.12
14	Antisocial Behavior	100	1.32	0.56

Source: *Primary Data*

5.7.1 Managing Social Media Time

With a mean of 1.33 and a standard deviation of 0.92, managing social media time is a moderate concern among respondents, indicating some difficulty in balancing time on social media.

5.7.2 Narcissism

Narcissism has a mean of 1.51 and a standard deviation of 0.85, suggesting it is a notable issue but not the most pressing problem compared to others.

5.7.3. Negative impact on Academics

This issue has a higher mean of 1.62 with a standard deviation of 0.96, indicating a more significant impact on academic performance due to social media use.

5.7.4. Lack of Focus and Productivity

With a mean of 1.49 and a standard deviation of 0.78, this problem is moderately affecting respondents, suggesting some level of distraction and reduced productivity.

5.7.5. Health Issues due to Social Media

Similar to managing social media time, this issue has a mean of 1.33 and a standard deviation of 0.77, indicating a moderate concern regarding health impacts from social media use.

5.7.6. Distributing Privacy Issues

This issue has a mean of 1.96 and a standard deviation of 0.97, highlighting a significant concern about privacy among respondents.

5.7.7. Affecting Communication Skills

With a mean of 2.02 and a standard deviation of 1.06, this is one of the higher- rated issues, indicating a notable impact on respondents' communication skills.

5.7.8. Getting Addicted to Social Media

This problem has the highest mean at 2.20 and a standard deviation of 1.16, indicating a major concern about social media addiction among respondents.

5.7.9. Dependence on Online Friends

With a mean of 1.74 and a standard deviation of 0.66, this indicates a moderate to high level of concern about reliance on online friendships.

5.7.10. Internet Fraud

This issue has a mean of 1.89 and a standard deviation of 0.79, suggesting a significant concern about internet fraud among respondents.**5.7.11. Falling for Fake Identities**

This problem has a mean of 1.96 and a standard deviation of 0.88, indicating a high level of concern about fake identities on social media.

5.7.12. Leaking Private Information

With a mean of 1.90 and a standard deviation of 0.79, this issue is also a significant concern for respondents.

5.7.13. Dangers of Cyber Crime and Bulleying

This problem has a high mean of 2.12 and a standard deviation of 1.12, highlighting serious concerns about cybercrime and bullying.

5.7.14. Antisocial Behaviour

This issue has the lowest mean of 1.32 and the lowest standard deviation of 0.56, indicating it is the least concerning issue among respondents.

The data indicates that **"Getting Addicted to Social Media"** (mean: 2.20) and **"Dangers of Cyber Crime and Bullying"** (mean: 2.12) are the most concerning issues among respondents, suggesting that these areas may require the most attention and intervention. **"Affecting Communication Skills"** (mean: 2.02) and **"Disturbing Privacy Issues"** (mean: 1.96) are also significant concerns. Conversely, **"Antisocial Behavior"** (mean: 1.32) and**"Managing Social Media Time"** (mean: 1.33) are the least concerning issues, indicating that while these problems exist, they are not as pressing as others. Overall, the findings suggest a broad spectrum of social media-related issues affecting respondents, with varying degrees of impact.

Table 5.3: Overall Average Mean Values

Descriptive Statistics					
Problems	N	Minimum	Maximum	Mean	Standard Deviation
	636	1.00	5.00	1.51	0.79

Source: Primary data

Mean: 1.51

The overall average mean value for all the problems is 1.51. This suggests that, on average, the problems related to social media are perceived to be relatively low in severity by the respondents. A mean close to 1.00 indicates minimal concern, whereas a mean closer to 5.00 would indicate a high level of concern. Thus, a mean of 1.51 indicates that most issues are not considered highly problematic by the majority of respondents.

Standard Deviation: 0.79

This measures the amount of variation or dispersion from the mean. A standard deviation of 0.79 indicates a moderate level of variability in the respondents' ratings of the problems. While the mean suggests a general trend of low concern, the standard deviation indicates that there is some variation in how different respondents perceive the severity of these problems.

The descriptive statistics suggest that while there are multiple problems related to social media usage, on average, they are not perceived to be very severe by the respondents. The mean value of 1.51 is relatively low, indicating that most issues are considered minor. However, the presence of both minimum and maximum

values at the extremes (1.00 and 5.00) and a standard deviation of 0.79 suggest that there is some diversity in the respondents' perceptions. Some individuals may experience significant issues, while others may not see these problems as major concerns.

H01: There is no significant difference between the problems of social media usage and the demographic profile of respondents

Table 5.4: Analysis of Variance

Variables	F	P-value	S/ NS
Age	11.26	0.005	S**
Marital Status	.36	0.021	S*
Education	6.55	0.046	S*
Occupation	2.18	0.033	S*
Residence	9.27	0.002	S**

*Significant at 5 per cent level**Significant at 1 per cent level*

Source: *Primary data*

1. Age

There is a highly significant difference between the problems of social media usage and the age of respondents. This indicates that age plays a crucial role in how respondents perceive the problems associated with social media usage.

2. Marital Status

There is a significant difference between the problems of social media usage and the marital status of respondents. Marital status influences how individuals experience issues related to social media.

3. Education

Education level significantly affects how respondents perceive social media problems. Different educational backgrounds contribute to varying perceptions of these issues.

4. Occupation

Occupation also shows a significant difference, indicating that the type of occupation influences the respondents' views on social media problems.

5. Residence

There is a highly significant difference between the problems of social media usage and the residence (urban or rural) of respondents. Where respondents live greatly affects their perception of social media issues.

The null hypothesis (H01) stating that there is no significant difference between the problems of social media usage and the demographic profile of respondents is rejected. The analysis shows significant differences across all demographic variables studied (age, marital status, education, occupation, and residence). Thus, demographic factors do influence how respondents perceive and experience problems related to social media usage. This suggests that tailored approaches considering these demographic variables may be necessary to effectively address and mitigate social media-related issues.

VI Conclusion

For a long time now, social media has served as a platform where close-knit groups of people can share and discuss their thoughts and opinions. Even if it's still in its early stages, social media is already pitted against its neighbours and praised by its owners. Despite India's rising economic might, the advancement of women in this culturally diverse, linguistically complex, and hierarchically structured culture remains an abstract concept. Concurrent developments in women's empowerment and technological potential necessitate this type of research. The study looked at a variety of issues, and there didn't appear to be any major distinctions between them according to demographics or anything else. In addition, women will never achieve new heights just because social media is present. The government, agencies, male citizens, and successful Indian women both at home and abroad should work together to solve the many problems that prevent women from actively participating in nation building through, for example, frequent intervention in the process of making laws, overseeing the media, taking political action, and dealing with the technological consequences of these issues.

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