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Impact Of New Media On Women Empowerment – A Study In Tamilnadu

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ABSTRACT

New media is one of the effective rising gears throughout the globe. India is experiencing a speedy growth within the ICT quarter when you consider that 1990's and extended because 2000. The use of new media networking sites like Facebook, Twitter, and LinkedIn has come to be considered one of famous methods of socializing. Consistent with the studies report of PEW research Centre's internet venture survey 2014, the increase of cell phones, mainly smart phones, has made new media networking just a finger tap away. Completely 40% of cell phone owners use a social networking site on their cellphone, and 28% do so on a normal day. India ranks 2nd in Facebook and 1/3rd in Twitter utilization. Those new media networking websites not best pave a manner for communicating across the globe however they have played a primary position in empowering girls, encouraging the civic participation among girls in Western, Middle East and Asian countries. This paper specializes in how new media may be used accurately to empower women in Tamil Nadu.

Keywords: Social Media, Facebook, Women Empowerment, Twitter

1. INTRODUCTION

A new media network is a social shape that maps out the relationships among people. Technically we all belong to at least one giant social community, but we also belong to smaller, tighter new media networks described by means of our families, our friends, in which we stay, in which we paintings, where we went to high school, our hobbies and hobbies and plenty greater. Profiles are precise pages wherein it is easy to kind oneself into being. After becoming a member of an SNS, an individual is requested to fill out

bureaucracy containing a sequence of questions. The profile is generated the usage of the solutions to those questions, which typically encompass descriptors consisting of age, location, pursuits, and an “about me” segment. Most web sites also inspire customers to add a profile image. Some web sites allow users to beautify their profiles with the aid of including multimedia content material or editing their profile’s appearance and feel. Others, including Facebook, allow customers to add modules (“programs”) that decorate their profile. Three outstanding new media networking tools presently available to people to share content material and comments encompass Facebook, Twitter, and YouTube. The first tool, Facebook, is presently the maximum usually used on-line new media networking gear among adults. Therefore, the present study is to examine the women empowerment through new media in Tamil Nadu.

2. NEW MEDIA IN EMPOWERING WOMEN

New media acts as a platform to share, enhance the voice of ladies whilst their voice is constrained. Thousands of fellows joined Cyber-palms to assist women, share their voices in each and every protest. The difficulty of empowering women needs to be put on mild. Empowerment is vital to make a brilliant future of the family, society and country, to make their personal selections for their non-public based. Whenever a voice is constrained it is able to be made loud thru any other viable manner new media brings us altogether.

3. STATEMENT OF THE PROBLEM

The existing examine became and strive to investigate the position of media in women empowerment in TamilNadu. It has analyzed mindset of women to apply Media. It has evaluated impact of use of new media on women empowerment. It has highlighted some effects of media on women empowerment to suggest measures to policy makers and society to use it for learning people about the women empowerment.

4. OBJECTIVES OF THE STUDY

This study is aimed to analyses following objectives.

1. Take a look at the fashion to use new media through knowledgeable women in TamilNadu.
2. Compare effect of use of new media in women empowerment.
3. Analyze role of new media in instructing women about their empowerment.
4. Endorse measures to enhance position of new media for women empowerment.

5. SIGNIFICANCE OF THE STUDY

This have a look at is beneficial to apprehend the trend of use of new media with the aid of women in TamilNadu. Its miles most critical for women to recognize that new media is simply no longer a supply of leisure and women improvement and girls empowerment. This study is to observe is likewise beneficial to assess role of new media via its strengths and weaknesses. Policy makers, writers and authorities can get idea to analyze their efforts to enhance society through selling the idea of gender

equality and women empowerment. They can improve their efforts within the mild of consequences of this take a look at. The present study look at is an addition of literature within the discipline of education, Instructional media, gender research and women empowerment. It is supportive to promote the concept of improvement of society by using taking women contribution. The take a look at is important for educationists to recall their role to promote idea of women empowerment through education.

6. METHODOLOGY OF THE STUDY

The objectives of the study are to understand the use and implications of new media as a device for advertising and marketing commercial enterprise venture through women. The study undertaken changed into a descriptive one and the research device carried out changed into the survey using questionnaire method. The sampling unit consisted of women on line customers who are conducting a commercial enterprise venture through new media. The sample length became 150 that allow to constraints of time and resources. Purposive respondents were chosen and random sampling technique was used to collect the data from the new media users. The information has been analysed the use of easy frequency tables and represented with appropriate illustrations.

7. RESULTS AND DISCUSSIONS

The following table looks at entirely represented by women as the look at aims to find out their participation in new media.

Table 1 – Age of the Respondents

Age	Frequency	Percent (%)
Below 30 years	15	10.0
31 – 40 years	40	26.67
41 – 50 years	70	46.67
51 years and above	25	16.66
Total	150	100.0

It is observed from the table 1 reveals that among 150 respondents, 15 (10.0%) are below the age group of 30 years, 40 (26.67%) are between the age group of 31 to 40 years, 70 (46.67%) are between the age group of 41 to 50 years and the remaining 25 (16.66%) are having 51 years and above. It is concluded that, maximum of 70 respondents are between the age group of 41 to 50 years.

Table 2 – Marital Status of the Respondents

Marital Status	Frequency	Percent (%)
Married	115	76.67
Unmarried	35	23.33
Total	150	100.0

It is observed from the table 2 depict that among 150 respondents, majority of 115 (76.67%) respondents are married and the remaining 35 (23.33%) respondents are unmarried.

Table 3 – Educational Qualification of the Respondents

Education	Frequency	Percent (%)
Upto +2	33	22.0
Under Graduates	39	26.0
Post Graduates	55	36.67
Professional	23	15.33
Total	150	100.0

From the table 3 cleared that among 150 respondents, 33 (22.0%) are having upto +2, 39 (26.0%) are under-graduates, 55 (36.67%) are post-graduates and the rest of 23 (15.33%) are professionals. It is observed that majority of 55 (36.67%) respondents are post-graduates.

Table 4 – Occupation of the Respondents

Occupation	Frequency	Percent (%)
Homemaker	15	10.0
Women Entrepreneur	45	30.0
Salaried	72	48.0
Professional	18	12.0
Total	150	100.0

From the table 4 indicates that among 150 respondents, 15 (10.0%) are homemakers, 45 (30.0%) are women entrepreneurs, 72 (48.0%) are salaried and the remaining 18 (12.0%) are professionals. It could be concluded that, maximum of 72 (48.0%) salaried respondents are new media users

Table 5 – Income of the Respondents

Income	Frequency	Percent (%)
Below Rs.10,000	8	5.33
Rs.10,001 – 20 ,000	36	24.0
Rs.20,001 – 30,000	78	52.0
Rs.30,001 and above	28	18.67
Total	150	100.0

Table 5 shows that monthly income of the respondents. Out of 150 respondents, 8 (5.33%) respondents are a earned monthly income of below ₹10,000, 36 (24.0%) respondents have earned income between ₹ 10,001-20,000, 78 (52.0%) respondents have earned income between ₹20,001-30,000 and the remaining 28 (18.67%) respondents have earned income of above ₹30,001. It is observed that as per the above analysis indicates that those new media users has an earned sufficient income (i.e. ₹20,001-30,000).

Table 6 –Respondent Opinion about Impact of New Media on Their Empowerment

S. No	Opinion	Strongly Agree		Agree		No Opinion		Disagree		Strongly Disagree	
		F	%	F	%	F	%	F	%	F	%
1	Attitude	78	52.0	48	32.0	4	2.67	12	8.0	8	5.33
2	Language	57	38.0	83	55.33	7	4.67	2	1.33	1	0.67
3	Improvement of economic status	44	29.33	88	58.67	7	4.67	6	4.0	5	3.33
4	Development of personality	57	38.0	74	49.33	6	4.0	9	6.0	4	2.67
5	Increased knowledge	53	35.33	91	60.67	1	0.67	2	1.33	3	2.0
6	Change in lifestyle	52	34.67	68	45.33	6	4.0	10	6.67	14	9.33
7	Improvement of confidence level	46	30.67	90	60.0	4	2.67	8	5.33	2	1.33
8	Societal recognition	97	64.67	41	27.33	1	0.67	4	2.67	7	4.66

Table 7 exhibits the new media users opinion about the impact of new media on their empowerment. Out of 150 users, 78 (52.0%) users opined that attitude was improved while using new media, 48 (32.0%) are agreed, 4 (2.67) are stated 'no opinion', 12 (8.0%) are disagreed and the remaining 8 (5.33%) are strongly disagreed. As per the empowerment of language aspect, 57 (38.0%) are strongly agreed, 83 (55.33%) are agreed, 7 (4.67) are stated 'no opinion', 2 (1.33%) are disagreed and the remaining 1 (0.67%) are strongly disagreed. Improvement of economic status aspect, 44 (29.33%) are strongly agreed, 88 (58.67%) are agreed, 7 (4.67) are stated 'no opinion', 6 (4.0%) are disagreed and the remaining 5 (3.33%) are strongly disagreed. In the aspect of 'development of personality', 57 (38.0%) are strongly agreed, 74 (49.33%) are agreed, 6 (4.0) are stated 'no opinion', 9 (6.0%) are disagreed and the remaining 4 (2.67%) are strongly disagreed. Increased knowledge aspect, 53 (35.33%) are strongly agreed, 91 (60.67%) are agreed, 1 (0.67) are stated 'no opinion', 2 (1.33%) are disagreed and the remaining 3 (2.0%) are strongly disagreed. As per 'change in lifestyle' aspect, 52 (34.67%) are strongly agreed, 68 (45.33%) are agreed, 4 (4.0) are stated 'no opinion', 10 (6.67%) are disagreed and the remaining 14 (9.33%) are strongly disagreed. Improvement of confidence aspect, 46 (30.67%) are strongly agreed, 90 (60.0%) are agreed, 4 (2.67) are stated 'no opinion', 8 (5.33%) are disagreed and the remaining 1 (1.33%) are strongly disagreed. From the social recognition aspect, 97 (64.67%) are strongly agreed, 41 (27.33%) are agreed, 1 (0.67) are stated 'no opinion', 4 (2.67%) are disagreed and the remaining 7 (4.66%) are strongly disagreed. From the analysis it is found that, the majority of the respondents are agreed that they are empowered through new media usage.

8. CONCLUSION

Technology should have reached the very best saturation point, however unless human beings are made privy to improvements in new media they shall continue to be helpless. For this reason they want of the hour is to train women to manage and equip with the cyber world so as to revolutionize monetary empowerment. This has a look at displays that to empower women could have the capability to empower others in return. And with the technological virtual presence of them it is all the extra a miracle waiting to

appear. As tech Savy women can proportion, like, tweet, comply with, and be online to know Whatsapp. This study found that majority of the respondents is agreed that they are empowered through new media usage.

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