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Effect of social media on rural women: A literature review

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Abstract

Today we are living in the 21st century. Where we can examine that the impact of social media in every part of society. Due to the popularity of the internet, social media is rapidly evolving worldwide. In social media there are many social networking sites that influenced the women's. The use of internet is gradually changing daily behavior and attitude of the young women's. The impact of social media on women's in India is alarming. The impact of social media usage both positive and negative which are the results of advancement in modern society. Society is influenced by social media in myriad ways. It's the media that help them to get information to form opinions and made judgments regarding various issues. The various studies were revealed to understand the impact of social media on women. Various authors revealed that the use of social media had created social awareness among women's. The women's had changed the standard of living with the help of social media.

Keywords: women, social media, internet, behavior

Introduction

Social media has become a necessity in our society today. It is bringing about revolutionary change in the society. We can see its impact in every aspect of society. Through social media, individuals can share information both nationally and internationally. It's become a habit as well as our need. God has divided the human beings into two categories, the male and the female. Procreation takes place through women. The development and status of any society described by looking at the development and status of the women there (Sexena, R.2010) [1]. Due to the development of technology, rural women are also making a unique identity in the society. Majority of the rural women is shifting speedily from electronic media like as television viewer and radio listener to social media among all age group of women. Women rate is very much to shifting into social media so its influence are much on women. This craze of social media has led to a host of question regarding its impact on society while it is agreed that social media affect people's living style and its ongoing process to identify the nature of these influence in every society and country especially on women (Routray S. 2011) [3]. This study also focused the influence of social media on women and their lifestyle, trend, educational and political awareness, physical activities, social life, their learning and so on. Social media having various impact on women's life both ends some time impact are in the favors of women's social life and some time these impact are negative to its user (Sushila 2013) [4]. Women's are in communication and conversation with their peer groups using a wide variety of social media and media devices every day. Social media which is mainly conveying information has essential among females including female students. The growing trend in social media has increased knowledge, sharing and transfer of information has become easier, women's can now easily share information and post both motivational thoughts on social media the usage of social media by women's has become a way of life and personal activities are made public (Satpathi 2011) [2]. Although, the impact of social media surveys suggest that women would remain naturally of men in the rays of usage of this technology. Women's socially included in this social media run the risk of negative side effects of this media.

Methodology

The review of literature was collected from various journals of National and International level. Related to effect of social media on rural women. The present systematic review included the studies conducted on problems of rural working women. No limitations in terms of publication data was considered in the research strategy.

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Review of Literature

Hashim and Kutbi (2015) ^[8] reported that social media was become a part of our society, changed social norms, beliefs and culture. Information and contents shared was a social desire. It was changed how many people included women's interact, communicate and socialize in the learning institution. Women's could participant on social discussions, posted comments, pictures, images, shared ideas and many more. Social media influenced women's daily life path.

Lowisz (2014) ^[6] explored that social media created channels for connectivity, communication, discussion and interaction among women's. The channels provided news and information across genders. Social media influenced the youth and females included. World events were impacted by social media as researches proved that 50 percent people on daily basis gets instant news through this channel the usage of social media had affected social and human feelings.

Kaewkitipong (2016) ^[7] examined that the prediction of social media used by gender as boys appeared to spend most of their time browsing the internet while girls engaged in chatting. Social media leads to women's depression and isolation. Women's used social media for diverse unknown things. Social media if utilized wisely could serve as Good Avenue for collaborative learned for women's.

Shah, A.K *et al* (2016) ^[5] revealed that social media applications widely used across all ages and professions. Social media applications could be assessed from devices like computer and at anywhere anytime for the purpose of connected friends and well-wishers, interacted and shared personal ideas. The use of social media like facebook could leads to addictive behaviors and dependence among females which calls for concern. The use of social media by women's could cost problems of self-esteem depression and sleeplessness.

Helbergert and Loken (2011) ^[17] highlighted that the use of social media had led to series of female violence through arranged meetings with social media male friends. Social media encompasses internet website, service and practices that enhanced shared of information among people. One of internet websites like facebook which is also the most used social media among women's with effect on their educational performance.

Joshna and Chibulke (2017) examined that social media refined how females think, interacts, communicates, fall in love, their social lifestyle and many more. Females could limit believed everything they read and watch on social networking sites and people could stop using abusive comments and send unethical videos on social media. Females in developed countries were become more addicted to social media and its application for various reasons.

Bhushan (2018) ^[9] reported that social media had positive note of good effects on Indian women. Social media was a powerful weapon to bring revolutionary changed in women's lifestyle. Communication was important for women's development and social media played significant role. The growth of women's education and their entry into employment had contributed to the growth of social media.

Kumar and Jan (2012) ^[10] revealed that social media was applied in women's everyday life with the recognition of its importance. Social media was caused thinking and behavioral shifts, it was unlikely to taken over a women's life. Women's were reading less of newspaper, seen less of TV and devoted the time saved in social media women's were the most engaged and on the leading edge of social media users.

Sachdev (2011) ^[15] examined that the impact of social media on the women's of India and found that social networking sites were useful to the users in many ways. The study revealed that social networking sites were also useful to Indian women's. The social media would be managed on the basis of ethical considerations and responsibilities.

Jenson (2011) ^[11] reported that the role of social media in the empowerment of women's and stated that women's faced tremendous risks at the critical juncture. The study revealed that social media were not used for the purpose of human development across the world actively. The scholar suggested that women's specific social media sites would be development in order to educate and active participation of women's in the academic, social and economic development activities.

Schurgin (2011) ^[16] explored that a critical appraisal of women oriented sites and concludes that women oriented sites provided valuable spaces on the web for women to interact with each other and to had discussions. These sites also provided freedom to women to develop their own space and presents on the web and to begin to use the web to the same degree as men but through different gender specific channels.

Subashini (2015) ^[14] examined that social media make a far greater contribution to the advancement of women. Women's were involved in communicated to others through internet, chat but they were face the problems. They send and received the messages beyond the local, national and international boundaries. The study revealed women's traditional role could be equally limited. Women's would be empowered by enhancing their skills, knowledge and access to information technology.

Kirik (2000) ^[13] highlighted that 75 percent of Indians one billion people lived in villages. The most dramatically influence social life in rural India had been the introduction of social media. They found that social media was a contributory factor in bringing males and females together. They used social media for news and information for entertainment, amusement and diversion and for the exchange of ideas.

Chakarvarty (2004) reported that the various impact of social media on women. Incessant flow of communications, interactivity and the possibilities of combining text and images were produced news services, new modes of communication and new ideas audiences. Media had created a great impact on women's lives and it's had embedded in everyday life. The social media inform persuade, entertain and even sell.

Das (2013) ^[12] examined that the position of a women in our modern society was so advanced and updated. It could be stated that social media was given us a signal of a post human future without the traditional limitations of time, space and openness of information and communication. But the most important point was that the women had faced lots of challenges to prove their potentialities.

Conclusion

This paper has shown that the effects of social media on rural women. Social media provide a way of keeping in touch with friends, relatives, and communities. Social media are changing the ways in which people interact with others. Social media has completely changed the life of rural women. Through use of social media their level of living, entertainment has also changed. Social media is most commonly used by young and educated women.

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