

ATTITUDE OF WORKING WOMEN TOWARDS SOCIAL MEDIA IN COIMBATORE CITY

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ABSTRACT

New developments in the technological world have made the internet an innovative way for individuals and families to communicate. Social media networks have created a phenomenon on the internet that has gained popularity over the last decade. Social media are the media for social interaction, using highly accessible & scalable publishing techniques applying web based technologies to turn communication into interactive dialogue allowing creation & exchange of user generated content, it can be in different forms: blogs, social networking sites like Facebook, LinkedIn etc. Social Media networks offer a straightforward way to converse with peers and get feedback as well which may influence a working women's self-esteem and examines how social media affects working womens' communication with others and their levels of engagement and connectedness; as well their

effects and impacts on their social life, privacy, emotional health and work.

Key Words: Social media, working women

1. INTRODUCTION

Social media is one of the powerful emerging tools across the globe. India is experiencing a rapid growth in the ICT sector since 1990's and expanded since 2000. In the recent years, social media has played a pivotal role in knitting the fabric of the Indian society. The use of social networking sites like Facebook, YouTube, Twitter and LinkedIn has become one of popular ways of socializing¹. "The Power of Social Media is that, it forces Necessary Change." Social media are computer mediated technologies that facilitate the creation and sharing of information and ideas

¹ Shabnoor Siddiqui and Tajinder Singh "Social Media its Impact with Positive and Negative Aspects", *International Journal of Computer Applications Technology and Research* Volume 5– Issue 2, 2016, pp.71 – 75. ISSN: 2319–8656.

via virtual communities and networks. Users typically access social media service via web-based technologies on their personal computers or smart-phones. India ranks second in Facebook and third in Twitter usage, these social networking sites not only pave a way for communicating across the globe but they have played a major role in empowering women. Social media platforms provided Indians with a platform to raise their voice against injustice and inequality².

According to Global Social media research summary report 2019 stated that the number of internet users worldwide in 2019 is 4.388 billion, up 9.1% year-on-year, The number of social media users worldwide in 2019 is 3.484 billion, up 9% year-on-year and The number of mobile phone users in 2019 is 5.112 billion, up 2% year-on-year. At the end of 2019 social media users has been estimated to grow to 351.4 million. Facebook is most popular social network in India it consists of 241 million active users. The largest user group by age on Facebook is 18-24 years, with a

whopping 97.2 million users. India has 7.75 million users on Twitter; 15.1 million people use Snapchat daily as per Statista. India is the second largest market for LinkedIn with 53 million active users³.

2. STATEMENT OF THE PROBLEM

Social media is a prevailing power in influencing people's perceptions on a variety of issues especially on social issues. It has both positive and negative impact in terms of position and views of women as well as a powerful mechanism for education, career and social development. Although the social media has played a significant role in highlighting women's issues, it has also had negative impact, in terms of perpetrating violence against women through pornography and images of women. Overall, the social media treatment of women is narrow and continually reinforces a negative impact. Hence, the present study focuses on the impact of social media among working women and how its

² Subashini and Velmurugan "Implications of Social Media Among Working Women in Coimbatore" *International Journal in Commerce, IT & Social Sciences*, Vol.2 Issue-11, November, 2015, pp. 15-25. ISSN: 2394-5702.

³ Hakim Khalid Mehraj, Akhtar Neyaz Bhat and Hakeem Rameez Mehraj, "Impacts of Media on Society: A Sociological Perspective", *International Journal of Humanities and Social Science Invention*, Volume 3 Issue 6, June. 2014, PP.56-64. ISSN (Online): 2319 – 7722, ISSN (Print): 2319 – 7714.

influence on their personal as well as career life⁴.

3. NEED OF THE STUDY

The need for the study is to understand and identify the impact of social media against working women. It causes various psychological problems which results in to stress, boredom, anger, hypertensions. Women are much more active than men across major social media platforms such as Facebook, Twitter, YouTube, Skype, LinkedIn and WhatsApp. Women have stronger attachment towards social network. They send inspirational messages which results in negative impact at times. Due to this risk, the users may cause problems. Such as breach of privacy that is unauthorized use or distribution or disclosure of personal information like medical records, sexual preferences and financial status. Other's such as Cyber stalking which involves following a person's movements across the Internet by posting messages (sometimes threatening) on the bulletin boards frequented by the victim, entering the chat-rooms

frequented by the victim, constantly bombarding the victim with emails. In general, the harasser intends to cause emotional distress and has no legitimate purpose to his communications⁵.

4. OBJECTIVES OF THE STUDY

- To know the personal profile of working women in the study area.
- To understand the purpose of using social media by working women in the study area.
- To examine the attitude of working women towards social media in the study area.
- To analyze the problems faced by working women in social media.

5. LIMITATIONS OF THE STUDY

- ❖ The study is confined to the respondents of Coimbatore city only.
- ❖ Due to time constrain , the research period was limited
- ❖ The primary data were collected through interview method which is subjected to recall bias.

6. RESEARCH METHODOLOGY

- ✓ Sample size - 200

⁴ Rama Rani, "Impact of Social Media in India", *International Journal of Business Quantitative Economics and Applied Management Research*, Volume 1, Issue 1, June 2014, pp 151-158. ISSN: 2349-5677.

⁵ Davis, Chris (2012), "Social Media Report: Consumers in India go online for customer service", *Campaign Asia-Pacific*; Haymarket Business Publications Ltd Aug 2012, p56.

- ✓ Respondents - Working women
- ✓ Sampling Method - Stratified random sampling method and - Census method
- ✓ Sample Plan - Interview schedule (Primary Data)
- ✓ Study area - Coimbatore city
- ✓ Data analysis - SPSS (IBM 25.0)

Table 1
Distribution of sample unit

Sl.no	Particulars	Numbers
1	Total population	34,58,045
	Male	17,29,297
	Female	17,28,748
2	Total workers	15,67,950
	Male	10,83,125
	Female	4,84,825
Sample size		(0.05%) - 242Approx 200 only

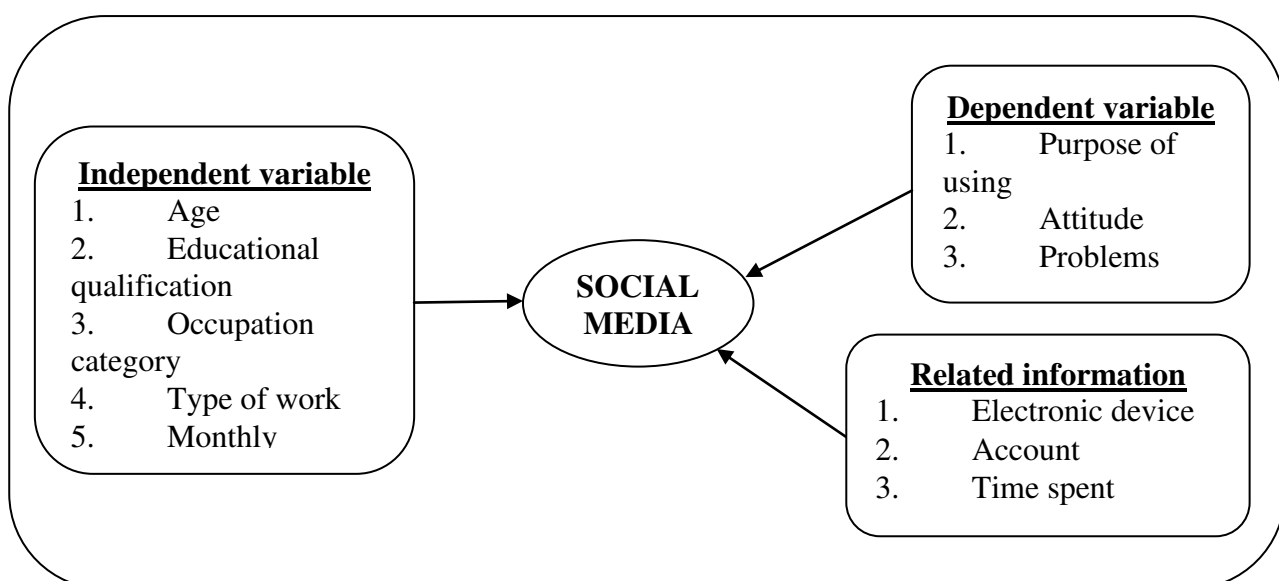
Source: <http://www.census2011.co.in/census/district/32-coimbatore.html>.

Table 2
Distribution of working women in the organisation and sector

Sl.no	Category	Education	Banking & Insurance	Administration (Office)	Professionals	Total
1	Public sector	25	25	25	25	100
2	Private sector	25	25	25	25	100
Total		50	50	50	50	200

Source: Primary Data

7. FRAMEWORK OF ANALYSIS



8. FRAMED HYPOTHESIS

Ho: There is no significant relationship between the independent variables of respondents and dependent variables of respondents.

Ho: There is no significant association between the dependent variables of respondents and attitude of respondents towards Social media.

9. ANALYSIS OF DATA

Table 1
Distribution on profile of respondents – Percentage analysis (majority)

Sl.no	Particulars	Variables	No.of respondents	Percentage
Personal detail				
1.	Age	36-45 years	74	37
2.	Education qualification	UG	64	32
3.	Occupation category	Public sector	100	50
		Private sector	100	50
4.	Type of work	Education	50	25
		Banking & insurance	50	25
		Administration	50	25
		Professionals	50	25
5.	Marital status	Married	178	89
6.	Monthly income	30001-50000	104	52
Related information				
7.	Electronic device	Smart phone	136	68
8.	Time spend	31-60 mins	84	42

Source: Primary Data

Table 2
Distribution on social media account - simple ranking

Sl.no	Account	No.of response	Rank
1	Facebook	200	1
2	WhatsApp	200	1
3	Instagram	123	9
4	Pinterest	160	6
5	Snapchat	110	10
6	Hike	51	13
7	Skype	152	7
8	YouTube	200	1
9	Twitter	130	8
10	LinkedIn	178	5
11	Hi5	20	14
12	Google plus	200	1
13	Duo	63	12
14	MySpace	92	11

Source: Computed Data

Table 3
Distribution on simple ranking

Sl.no	Particulars	Mean	SD	Rank
1	P1	39.00	2.32	5
2	P2	38.29	2.38	6
3	P3	35.60	3.53	11
4	P4	39.44	2.27	4
5	P5	35.61	3.53	10
6	P6	39.76	2.12	1
7	P7	35.83	2.90	9
8	P8	39.46	2.20	2
9	P9	39.45	2.27	3
10	P10	36.87	2.59	8
11	P11	37.79	2.40	7

Source: Computed Data

Table 4
Distribution on attitude – WAS

Attitude	5	4	3	2	1	Total	WAS	Rank
A1	253	331	108	46	8	746	50	17
A2	242	272	181	36	6	736	49	20
A3	509	285	75	2	1	872	58	5
A4	665	156	43	19	4	888	59	3
A5	502	268	74	11	2	857	57	6
A6	349	395	91	2	0	836	56	12
A7	493	329	24	7	8	861	57	6
A8	428	294	80	19	5	825	55	15
A9	470	259	86	17	4	836	56	12
A10	693	201	12	7	3	917	61	2
A11	470	328	38	16	4	855	57	6
A12	450	279	79	20	4	832	55	15
A13	461	328	43	10	7	848	57	6
A14	298	225	162	56	2	743	50	17
A15	700	221	7	3	1	932	62	1
A16	537	248	43	24	4	856	57	6
A17	184	305	204	25	7	724	48	21
A18	263	231	163	48	12	716	48	21
A19	272	262	156	54	1	746	50	17
A20	665	156	43	20	4	888	59	3
A21	502	268	74	12	2	858	57	6
A22	351	389	89	2	2	833	56	12

Source: Computed Data

Table 5
Distribution on problems – WAS

Problems	5	4	3	2	1	Total	WAS	Rank
PSM1	89	199	108	147	27	569	38	6
PSM2	231	346	181	50	9	817	54	2
PSM3	343	322	75	33	7	780	52	4
PSM4	112	132	43	142	20	450	30	7
PSM5	337	256	74	54	12	733	49	5

PSM6	823	99	91	7	4	1023	68	1
PSM7	456	279	24	28	11	798	53	3

Source: Computed Data

Table 6
Distribution on overall result of Chi-square @ 5% and 1% level of significance

Dependent variables	Independent variables	P-value	d.f	Result
Purpose of using	Age	0.037	4	Significant
	Education	0.022	4	
	Occupation category	0.005	2	
	Work type	0.041	4	
	Marital status	0.040	2	
	Monthly income	0.013	4	
	Electronic device	0.050	5	
	Time spend	0.020	5	
Attitude towards social media	Age	0.018	4	Significant
	Education	0.034	4	
	Occupation category	0.039	2	
	Work type	0.047	4	
	Marital status	0.030	2	
	Monthly income	0.036	4	
	Electronic device	0.006	5	
	Time spend	0.036	5	
Problems faced	Age	0.030	4	Significant
	Education	0.031	4	
	Occupation category	0.044	2	
	Work type	0.072	4	
	Marital status	0.030	2	
	Monthly income	0.023	4	
	Electronic device	0.030	5	
	Time spend	0.050	5	

Source: Computed Data

Table 7
Distribution on factor analysis

Sl.no	Particulars	F1	F2	h ²
1	A1	0.932	0.211	0.915
2	A2	0.198	0.241	0.921
3	A3	0.919	0.667	0.921
4	A4	0.841	0.542	0.748
5	A5	0.666	0.370	0.799
6	A6	0.466	0.619	0.829
7	A7	0.545	0.545	0.861
8	A8	0.919	0.932	0.941
9	A9	0.939	0.198	0.900
10	A10	0.102	0.325	0.937
11	A11	0.466	0.545	0.721
12	A12	0.425	0.649	0.900

13	A13	0.386	0.666	0.909
14	A14	0.466	0.665	0.866
15	A15	0.241	0.609	0.211
16	A16	0.919	0.998	0.946
17	A17	0.939	0.919	0.875
18	A18	0.102	0.841	0.545
19	A19	0.859	0.129	0.921
20	A20	0.866	0.883	0.499
21	A21	0.662	0.452	0.921
22	A22	0.592	0.616	0.748
Eigen Value		2.045	1.207	
Percentage of variation		8.100	9.106	
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalisation, A Rotation converged in 22 iterations				

Source: Computed Data

10. FINDINGS OF THE STUDY

Percentage analysis - Profile of the

respondents: It was found that majority of the respondents under age group fall under the category 36-45 years 74 (37%) followed by Education category – UG 64 (32%), Occupation category- public sector and private sector 100 each (50%), work type – education sector, banking & insurance, administration, professionals 50 each (25%), Marital status – married 178 (89%) and under Monthly income- 30001-50000 104 (52%).

Related information: Electronic devices – smart phone 136(68%) and time spend – 31-60 mins 84 (42%).

Ranking – Account in social media:

For type of account in social media it was found that out of 200 respondents almost all the respondents have responded to Facebook, WhatsApp, YouTube and Google plus and that it was ranked first followed by LinkedIn, Pinterest, Skype, Twitter, Instagram, Snapchat, MySpace, Duo, Hike and finally Hi5.

Purpose: for analysis the purpose of using social media was coded as P1: Sharing information, P2: Networking, P3: Interacting with remote attendees, P4: Asking questions/answering questions, P5: Delivering presentation in creative way, P6: Staying in touch with co-workers/friends/family, P7: Follow officials on social media, P8: Purchase

of things/books/food etc., P9: To read/study/watch video to update knowledge, P10: Attend meeting of the group I belong to and P11: Use high tech devices that is relevant to my job/work. From the table it was found that P6 was ranked first followed by P8,P9, P4 and finally P3 ranked last.

Weighted Average Score (WAS) - Attitude:

For the purpose of analysis the variables of attitude was coded as A1: Friends or families use social media frequently, A2: From a technical viewpoint, Social media is a useful technology, A3: Social media is a wonderful innovation, A4: Social media is a valuable social networking service, A5: Time appears to go very quickly when using social media, A6: Using Social media it is able to block out most other distractions, A7: Fun interacting with Social media, A8: Feel control over interaction with Social media, A9: Using Social media arouses imagination, A10: Social media can be adapted to meet a variety of needs, A11: The user interface of Social media has a well-organized appearance, A12: Social media is trustworthy, A13: The information provided by

Social media is accurate, A14: The information from Social media is always up to date, A15: Find Social media easy to use, A16: Using Social media helps connect with others instantaneously, A17: Using Social media enhances personal effectiveness, A18: Find Social media to be useful in work, A19: Use Social media to learn more about other people in classes/works, A20: Use Social media to learn more about other people living near, A21: Use Social media to keep in touch with old friends/friends/co-workers and A22: Use Social media to meet new people. From the above table for 22 variables loaded it was found that A15 was ranked first followed by A10, A20 and finally A17 and A18 ranked last.

Problems: For the purpose of analysis the variables of problems was coded as PSM1: Internet Fraud (Giving false information through chatting, email, message boards, etc..), PSM2: Leaking Private Information (with others without his/her knowledge), PSM3: Cyber bullying (Hurting others through false message/information), PSM4: Affecting communication skills (Possibilities of individual communication skills getting

suppressed), PSM5: Psychological Disorder (Anxiety, Depression, Loneliness), PSM6: Narcissism (One who admires himself too much) and PSM7: Antisocial Behaviour. From the above table for 7 it was found that PSM6 was ranked first followed by PSM2, PSM7 and finally PSM4 ranked last.

Chi-square: The value of the chi-square statistics for independent variables and dependent variables is that the p value is less than the designated alpha level (0.05), therefore the null hypothesis is rejected and the alternative hypothesis accepted [H_a : There is significant relationship between independent variables and dependent variables] is accepted. It is concluded that there is a significant relationship between independent variables and dependent variables in the study area.

Factor analysis: For depicting the correlation matrix between dependent variables and Factors (F1 and F2) the factors were denoted as F1: Purpose of using social media and F2: Problem faced by respondents, in the above table we can find loading of 22 variables on two factors extracted It is found that the highest

absolute loading (h^2) is observed as 0.946 which is A-16, it is also found that the Eigen value showed highest value of 2.045 on F1 which means that this factor has stronger association with the variable compared to the other variables, it is also noted that there are only positive loading between the variables.

11. SUGGESTION and RECOMMENDATIONS

- ❖ Social media is a powerful educational resource that should be harnessed in schools and in the home to support people's education about all information, that have a responsibility for people's wellbeing – such as teachers and parents/guardians – must be supported to become sufficiently digitally literate so they, in turn, are able to support people to use social media safely and in ways that generate positive education outcomes.
- ❖ In designing interventions for people, it is essential to recognize the variety of relevant social media content including peer content, suggested/recommended content, automatically sourced content, content from

reputable accounts and/or the role of likes and followers.

❖ Technology and app designers and social media sites have a responsibility to act ethically in order to limit the range of inappropriate material that reach people, Significant amount of unsolicited and unregulated information on social media reaches people and impacts negatively on their wellbeing Social media sites are responsible for the fact that vast amounts of inappropriate content reaches people.

❖ People choose to engage with and act on information based on the number of likes a post receives and/or who has posted to social media and/or whether a site is 'official', Content created and shared by peers, and the actions of people liking or not liking posts, have a powerful influence over related understandings and behaviors.

12. CONCLUSION

As the technology is growing the social media has become the routine for each and every person, peoples are seen addicted with these technology every day. With different fields its impact is different on people. Social

media has increased the quality and rate of collaboration for students. Business uses social media to enhance an organization's performance in various ways such as to accomplish business objectives, increasing annual sales of the organization. Youngsters are seen in contact with these media daily .Social media has various merits but it also has some demerits which affect people negatively. False information can lead the education system to failure, in an organization wrong advertisement will affect the productivity, social media can abuse the society by invading on people's privacy, some useless blogs can influence youth that can become violent and can take some inappropriate actions. Use of social media is beneficial but should be used in a limited way without getting addicted⁶.

13. AGENDA FOR FUTURE RESEARCH

1. A comparative study on Social media usage practices of homemakers and working women.
2. A comparative study on Social media usage practices of women and man.

⁶ Littlefield, L. (2004). *Psychosocial aspects of mobile phone use among adolescents*. Melbourne: The Australian Psychological Society.

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