

SOCIAL MEDIA AND WOMEN EMPOWERMENT

Dr. Munde Sanjeevani Dashrathrao

Assistant Professor In Commerce , Late Shankarrao Gutte Gramin AC&S College, Dharmapuri,
Tq.Parali(V), Dist Beed,

Corresponding Author- Dr. Munde Sanjeevani Dashrathrao

Email : mundesanjeevani2@gmail.com

Abstract

There has been a change in the media landscape over the past decade with social media channels such as blogs, online discussion opportunities, and online communities now accompanying traditional media outlets such as newspapers, magazines, and television programs. Social media is becoming an agent of change. It is changing the way information is communicated to and from people around the world. Its use is increasing day by day with high rate in all over the world. Social media has confirmed potential for assembling attention and responsibility to women's rights, and challenging judgement and stereotypes. It has proved to be a powerful vehicle for bringing women's rights issues to the attention of a wider public, spurring action on the streets of cities around the world and inspiring policy makers to step up commitments to gender equality. The paper is an attempt to study how social media is donating to women empowerment based on secondary data. The paper likes to accomplish that though social media is contributing to women empowerment but there is virtual gender gap due to lack of literacy, cybercrime, cyberbullying, etc. and women are not able to fully utilize the new space.

Keywords: Social Media, Empowerment, Women Empowerment, Cybercrime, New Media.

Introduction

Over the past decade, the media landscape has melodramatically changed with social media passages such as blogs, online discussion forums, and online societies now supplementing traditional media outlets such as newspapers, magazines, and television programs. Social media are new information network and information technology using a form of communication applying interactive and user-produced content, and relational relationships are created and maintained. Social media is becoming an agent of change. It is changing the way information is communicated to and from people around the world. It has proved to be a powerful vehicle for bringing women's rights issues to the attention of a wider public, galvanizing action on the streets of cities around the world and encouraging policy makers to step up commitments to gender equality. The explosion of social media, Cyber feminism and unprecedented use by women of new technologies represents important opportunities to bring gender equality and women's rights issues to the forefront of

both policy making and media attention. India ranks second in usage of Facebook and third in Twitter.

Social Media

The word media is defined as 'one of the means or channels of communication, information, or entertainment in society' as newspapers, radio, televisions and social networking sites etc. Media technology has made communication increasingly easier as time has passed throughout history. Today, children are encouraged to use media tool in school and expected to have a general understanding of various media technologies available. Usage of social media is on growth and it is projected that such percentage will increase For many connected users in India, access to the Internet is primarily for accessing social media networks. The most popular activities on social media include maintaining be one's own virtual profile on the likes of Facebook and Twitter, posting and sharing an update as well as replying to something a friend has posted.

Empowerment

Empowerment is a hypothesis that links individual fortes, competencies, natural

helping systems and proactive behavior to social policy and social change. Empowerment theory and research link individual well-being with the larger social and political environment. Empowerment suggests that individual with others to achieve goals, efforts to gain access to resources and some critical understanding of the sociopolitical environment as basic machineries of the construct. Empowerment is a process of changeover from a state of helplessness to a state of relative control over one's life, purpose and a hazardous empathetic of their setting. This changeover can obvious itself in an development not only in the professed ability to control but also in the actual aptitude to control. Thus, the enablement process aims to inspiration the burdened human agency and the social structure within the limitations and possibilities in which this human agency exists and reacts.

Role Of Social Media In Empowering Women

Social media is emerging as an alternative media as a platform to share and raise the voice of women when their voice is restricted. People are joining Cyber hands to help women and share their voices in each and every protest. The subject of empowering women is now being linked to social media as it is emerging as a powerful tool for awareness and action. Empowerment of women is necessary for a bright future of the women, family, society and country so as to make them take their own decisions for personal growth. For a long time voice of women is restricted and it can be made loud byway of social media. Social media is the latest technological tool for Economic Empowerment of Women. The concept of entrepreneurship has helped women to get rid of the tag of being a burden on others economically.

Social Media and Internet Impact as seen for Women Empowerment:

After the infamous 16th December Delhi gang rape incident, within two days Facebook group "Delhi for Women's Safety"

was created which received 1.75lakh likes and many other such groups were created. Such groups on social media attracted public attention and created platform both for women justice and women empowerment at global level. Social Media has become so powerful today that in the face of such incidents social media becomes the voice of people. This Incident got so much social media attention, that Government of India was forced to take strict actions against the culprits, passing a more powerful law to prevent such incident in future. Social media has proven potential for mobilizing attention and accountability to women's rights, and challenging discrimination and stereotypes. Social media has proved to be a powerful vehicle for bringing women's rights issues to the attention of a wider public, galvanizing action on the streets of cities around the world and encouraging policymakers to step up commitments to gender equality.

Ecommerce is flourishing with the help of digital marketing. The study of Social Media Platforms and their impact in unlocking the financial success of the women entrepreneurs globally has been widely observed and quite vital to the new generation of gender based ventures that are digitally driven through the use of technology. Social media is becoming a women's info guide and empowering tool. Governments across the world had to take action against such incidents when everywhere people condemned such happenings. All these positive changes are now triggered to only increase their pace with time due to Internet and Social Media. However, cybercrime is creating hurdles in women empowerment and they are not able to fully utilize the benefits of IT revolution.

Cyber crime

Cyber crime is a global phenomenon. With the advent of technology, cyber crime and victimization of women are on the high and it poses as a major threat to the security of a person as a whole. Even though India is one of the very few countries

to enact IT Act 2000 to combat cyber crimes, issues regarding women still remain untouched in this Act. The said Act has termed certain offences as hacking, publishing of obscene materials in the net, tampering the data as punishable offences. But the grave threat to the security of women in general is not covered fully by this Act. Amongst the various cyber-crimes committed against individuals and society at large, crimes that are specifically targeting women are such as Cyber-stalking, Harassment via emails, Cyber Bullying, Morphing, Email spoofing and Cyber Defamation. While Cyber Stalking affects both men and women, women are disproportionately targets, especially of age group of 16-35, who are stalked by men. It is believed that Over 75% of the victims are female. An astonishing one in twelve women and one in forty five men will be stalked in their lifetimes. Cyber bullying is a typical type of online harassment, which can be defined as hurling harsh, rude, insulting, teasing remarks through the message box or in open forums targeting one's body shape and structure, educational qualifications, professional qualifications, family, gender orientation, personal habits and outlook. Harassment through e-mails is not a new concept. It is very similar to harassing through letters. Harassment includes blackmailing, threatening, bullying, and even cheating via email. E-harassments are similar to the letter harassment but creates problem quite often when posted from fake ids.

Conclusion

Women who are being deprived of basic human rights and life chances are becoming empowered due to social media. They can reach various helpline through the initiative of alternative media groups and members and connect with people. There is no doubt that the developmental facts of women have always been the prime focus of planning since independence and a clear vision is needed to remove the obstacles on the path of women emancipation from the

government and women themselves. The various challenges posed by the new era have forced us to provide a concrete and developmental aspects alternatives in lieu of empowerment of women through the possible available media. We need more action oriented programmed and policies which inculcate in understanding the various technicalities and prospects of media keeping into consideration women's empowerment a must need of the society. Various studies of popular media throw light on empowering and debilitating influence of media. Generation of alternate media for women's empowerment and protest against derogatory and indecent portrayal of women in media must go on simultaneously.

References

1. Atton, Chris (2002), *Alternative Media*, London, SagePublications
2. Baruah, Trisha Dowerah. (2012). 'Effectiveness of SocialMedia as a tool of communication and its potential for technology enabled connections: A micro-level study'. "International Journal of Scientific and Research Publications". Vol.2 (5). pp: 1-9
3. Celestine Lugaye Ukpere, Andre D. Slabbert and Wilfred I. Ukpere, *Rising Trend in Social Media Usage by Women for Business Success*, Mediterranean Journal of Social Sciences, MCSER Publishing, Rome-Italy 2014; 5(10):2039-2117, 2039-9340.
4. Hoffamn, Auren (2008), 'Women and Social Media'. "Business week online". P-2
5. Jacka, T.Mike., and Scott, R.Peter. (2011). 'Auditing social media: A Governance and Risk Guide'. : New Jersey ,John Wiley and Sons', Inc. Hoboken
6. Joseph, Ammu and Sharma, Kalpana (2006), 'Whose news?The media and women's issues', New Delhi, Sage publications
7. Joshi, SC (2004) 'Women empowerment: Myth and Reality'(2004), New Delhi, Akansha publishing House
8. Mazman, and Usluel (2011). 'Gender Differences in Using Social Networks'. "The

*Turkish Online journal of Education
technology". Vol-10, issue-2, pp-133-139*

9. *Ramona Emerson, Women Use Social
Media More than Men: Study, The
Huffington Post, 09, 26, 2011.*

10. *Rheingold, Howard. (2000) 'The Virtual
community'. MIT Press: Cambridge Social
Networking Fact Sheet, Social Media
Update, 2013.*

11.

*[http://www.pewinternet.org/Reports/2011/
Technologyandsocial-networks.aspx](http://www.pewinternet.org/Reports/2011/
Technologyandsocial-networks.aspx)*

12. *Uma Rani P, Sripriya. Impact of Social
Media on the Development of Small Women
Entrepreneur in Kancheepuram District,
International Journal of Logistics
& Supply Chain Management Perspectives,
Pezzottaite Journals 2013; 2(4):2319-9032*