



Understanding the Role of Women's safety mobile applications – a case study

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Abstract

In 21st century the safety of women in India is widely discussed everywhere. Now it has become a serious issue. The crime rate is also increasing. Women safety is a major public challenge in India. Women are not safe either at home or outside. They are struggling to be protected and feel safe in the outside world. There are laws but there must be adequate security measures that must be strictly followed to protect women against violence. While the government organizations are trying their level best to fight against this issue. There are so many mobile phone applications for women safety. This study proposes to study the knowledge and user perception about women's safety mobile applications among women. This article intends to find out the utilization pattern of women safety mobile applications. Furthermore, this study also tries to identify how the mobile applications are promoting the women safety. For this article descriptive research was adopted and the primary Data is collected through a survey by using a structured questionnaire. A total of 120 respondents were selected randomly for the collection of primary data.

Keywords: Women, safety and Mobile application.

Introduction

In today's world women's safety is a very significant concern, particularly in a country like India, where robbery, sexual assault, rape, women trafficking and other domestic abuse are common. So in order to protect women from such a horrible situation, one must first identify the resources like the best safety apps that may be called upon in an emergency to rescue them from any risky condition.

Nowadays, women safety has become one of the most critical issue. It is one of the important, undeniable concepts and strategies for any civilized society for centuries now. Rejecting fundamental rights to safety, freedom to follow whatever they want, personal decision, sexual and physical empowerment are not new issues but unfortunately, these are some of the issues that have not yet been managed in a way that could be eradicate even in recent times. "Majority of such cases are happened to women is getting kidnapped at every 44

minutes, raped at every 47 minutes, 17 dowry deaths every day. The fear of harassment against women is not only the condition at outside but it may also happen at homes; women are not so physically fit as compared to men so in case of a need a helping hand would be a boon for them". (Sathyasri, Jothi and etc, 2019) With the advancement in science and technology, we are glad that the idea of women's safety apps has been developed in the market to make sure that women in the general public are completely saved and mobile application development agency to guide us to develop women's safety apps. In today's world all of them using smart phones and smart phone give so many women safety apps and devices evolved for women safety which can be activated only by a touch or one click or shake the mobile. Women's safety apps are created to help women feel safe and secure when they are out alone travelling or doing other activities. In present year, there has been a surge in the development of safety

apps designed to help women to protect themselves from harm. When it comes to personal safety, there are several safety apps available that can help women stay safe.

Review of Literature:

Sharique Hassan Manazir, Madhav Govid and Rubina (2019) in their study 'My Safetipin Mobile Phone Application: case study of E-participation Platform for women safety in India' reveals that mobile applications like safetipin are a welcome to start, currently with all existing technical glitches and existing user data collection norms it is not even in the state of providing an alternative medium for raising awareness on women safety issues and hence cannot be termed as an e-participation platform. There are enough improvement areas where the application providers can work to make it more accessible and user-friendly measures only then can it create a healthy digital democracy infrastructure for everyone and females specifically. Mohamed Ashiq and Manivelprabhu (2013) in their Study 'Design of Electric Shock Antenna Watch with Automated SMS facilities for women Safety in India under Government License' examines that since women safety is one of the major issues, it can be fulfilled by our project. Government should take not giving license of these watches only for women who want to save them or who feel they are in danger. If so, then misuse of this project is highly avoided. They also examine that additional equipments are needed for the women to protect themselves.

Sathyasri B, Jaishree, Jothi, Pratheeba T and Ragapriya K (2019) in their research 'Design and Implementation of Women Safety System Based on Iot Technology' reveals that women were critically faced so many issues and they help to solve them technologically sound equipment and ideas. The merit of this work is it not only provides safety and it also provides security by means of self-defence mechanism. The crime against the women can be now brought to an end with the help of real system implementation model.

Date analysis

Table 1: Age

Age	Frequency	Percentage
18 to 20	8	6.7%
21 to 25	40	33.3%
26 to 30	44	36.7%
31 to 35	16	13.3%
Above 35	12	10%
Total	120	100%

Shivani R. Jadhav, Pushpa and Vaibhav Thigale (2020) in their study 'A ESP based smart device Women Safety using IOT' found that the existing systems don't seem to be powerful enough to stop crimes against ladies. Main purpose of the system is quick method, low price of development, correct trailing. This project places forth a method wherever a girl, once at risk, will in a flash intimate to the involved authorities. The projected technique uses GPS trailing of the sensible phone to urge the device co-ordinate. This system additionally uses the image and alert message to tell the family and police personnel.

Statement of the problem : Mobile phones are giving several women safety applications. Safety apps are designed especially for women to communicate with others that women may need help and access to help is an emergency so it felt necessary to know how many women were using applications and understanding the role of women's safety mobile applications

Objective

1. To assess the socio-personal characteristics of the respondents
2. To study the knowledge and user perception about women's safety mobile application
3. To identify the how mobile application are promoting the women safety
4. To understand the role of women's safety mobile applications
5. Find out the utilization pattern of mobile application among women

Methodology

To understanding the role of women's safety mobile applications descriptive research design was adopted. The descriptive research method describes the characteristics of the population and phenomenon that is being studied. The primary data is collected through a survey method by using a structured questionnaire designed in Google form and shared through the online source like WhatsApp, Facebook, e-mail and Instagram. A total of 120 respondents were selected randomly for primary data collection.

Table 1 reveals the age group of the respondents. It indicates that most of the women (36.7%, N=44) belonged to the 26 to 30 years age group, followed by 21 to 25 (33.3%, N=40), whereas (13.3%, N=16)

respondents were belonged to 31 to 35, followed by 10 percent (N=12) were Above 35 year age groups and only 6.7 percent (N=8) were belonged by 18 to 20 year age groups.

Table 2: Education Qualification

Education qualification	Frequency	Percentage
Primary or Secondary	00	00
Pre University	20	16.7%
Under Graduation	36	30%
Post Graduation	48	40%
Other	16	13.3%
Total	120	100%

Table 2 reveals the educational qualification of the women. It indicates that the majority of the respondents (40%, N=120) had post Graduation, followed by Under Graduation studies (30%, N=36). Whereas (16.7%, N=20)

were belonged to Pre University, 13.3 percent (N=16) were belonged to other educational categories and no one single respondents were belonged to Primary or Secondary education.

Table 3: Occupation

Occupation	Frequency	Percentage
Student	44	36.7%
Self Employee	16	13.3%
Private Sector	24	20%
Government Sector	28	23.3%
House wife	8	6.7%
Total	120	100%

Table 3 reveals the occupation of the women. The above table shows the most of the respondents (36.7%, N=44) were students, followed by 23.3 percent (N=28) were

Government sector, whereas 20 percent (N=24) were private sector, followed by (13.3%, N=16) were Self Employee and only 6.7 percent (N=8) were House wives.

Table 4: Family Monthly Income

Monthly income	Frequency	Percentage
Less than 20,000	28	23.3%
20000-50000	64	53.3%
50000-1,00,000	20	16.7%
Above 1,00,000	8	6.7%
Total	120	100%

It is notice from table 4 reveals the family Monthly income of the women. It shows that (53.3%, 64) of the women have 20000 to 50000 family monthly Income, followed by 23.3 percent (N=28) respondents have less

than 20000. Whereas (16.7%, N=8) were belonged to above 50000 to 1, 00,000 and only 6.7 percent (N=8) were belonged to above 1, 00,000 family monthly income.

Table 5: Marital status

Marital status	Frequency	Percentage
Married	36	30%
Unmarried	84	70%
Total	120	100%

It can be found from the table 5 that a great majority (70%, N=84) of the respondents

were unmarried and only 30 percent (N=36) were married.

Table: 6 Knowledge about women's safety mobile applications

Opinion	Frequency	Percentage
Yes	68	56.7%
No	52	43.3%
Total	120	100%

It is Observed from table 6 the more than half of the respondents (56.7%, N=68) were

agreed to they have knowledge about women's safety mobile application and only

43. 3 percent (N=52) respondents were said applications.
that they didn't aware about such mobile

Table: 7 Opinion regarding Mobile applications are promoting women safety

Opinion	Frequency	Percentage
Yes	44	55%
No	4	5%
Sometimes	32	40%
Total	120	100%

It is observed from the data presented in table 7 that the Mobile application is promoting women safety. It shows that the more than half of the respondents (55%, N=44) opined that mobile applications are promoting women safety, followed by (40%, N=32) respondents said sometimes they

promote women safety and only 5 percent (N=4) opined that not at all mobile applications were promoting women safety. This table results indicates that most of them agreed and trust that the mobile applications were promote women safety.

Table 8: Opinion about mobile applications plays an important role for women safety

Opinion about the respondents	Frequency	Percentage
Yes	52	65%
No	4	5%
Sometimes	24	30%
Total	120	100%

It is observed from the data presented in table 8 that the opinion about the mobile applications plays an important role for women safety. It shows that the majority of the respondents (65%, N=52) were agreed that women safety mobile applications were playing an important role for women safety,

followed by sometimes (30%, N=24) and only 5 percent (N=4) respondents were disagreed to this opinion. This table results indicated that most of the women said mobile application are playing very important role for women safety.

Table 9: Opinion of having a mobile application for safety purpose

Opinion	Frequency	Percentage
Yes	65	54%
No	55	46%
Total	120	100

The results in table 9 stated that having mobile applications for safety purpose. That the half of the respondents (54%, N=65) were having mobile applications for safety purpose

and 46 percent (N=55) were didn't have the women safety mobile applications. This table shows that most of the women were not aware of women safety apps.

Table 10: Number of mobile applications for women safety

Number	Frequency	Percentage
1 to 2	40	61.4%
3 to 4	16	25%
4 to 6	05	7.5%
Above 6	04	6.1%
Total	65	100%

Table 10 indicates the number of mobile applications for women safety. It shows that most of the respondents (61%, 4) have 1 to 2 number of safety application on mobile, followed by 25 percent (N=16) have the 3 to 4

number of apps. Whereas 7.5 percent (N=05) have 4 to 6 women safety mobile applications and only (6.1%, N=04) were have above 6 mobile applications.

Table: 11 duration of using mobile applications

Duration	Frequency	Percentage
7-5 years	00	00
5-3 years	03	5%
3-1 years	20	30%
Less than one year	42	65%
Total	65	100%

Table 11 reveals the duration of using mobile applications. The above table examined that majority of the respondents (65%, N=42) were using mobile applications from the period of less than one year, followed by 30 percent (N=20) respondents were using from the period of 3 to 1 year. While 5 percent

(N=3) respondents were using mobile application from the period of 5 to 3 years. Whereas no one single respondents were opined that they didn't used from the period of 7 to 5 years. This means nowadays most of the women were not using mobile applications for women safety.

Table 12: Impact of Women safety mobile applications

Opinion	frequency	Percentage
Positively	13	20%
Negatively	00	00%
Both	52	80%
Total	65	100%

Table 12 reveals the impact of women safety mobile applications that a great majority of the respondents (80%, N=52) opined they have both positive and negative impact,

followed by 20 percent (N=13) respondents said it have impacted positively and not a single women opined that it have negative impact.

Table 13: Opinion of the respondents that facing any kind of problems

Opinion	Frequency	Percentage
Yes	20	31%
No	28	23%
Sometimes	32	46%
Total	65	100%

The results in table 13 stated that most of the respondents (46%, N=32) were sometimes facing problems, followed by 31 percent (N=20) respondents were facing problem and

only 23 percent (N=28) respondents said they didn't faced any kind of problems while using women safety mobile applications.

Table 14: Knowledge of using the safety apps

Opinion	Frequency	Percentage
Yes	53	81%
No	12	19%
Total	65	100%

Table 14 reveals the knowledge of using the safety apps that a great majority of the respondents (81%, N=53) have the knowledge

of using women safety mobile applications, followed by 19 percent (N=12) respondents don't how to use it.

Table 15: facing any Technical issues while using safety apps through mobile

Opinion	Frequency	Percentage
Yes	16	25%
No	37	57%
Sometimes	12	18%
Total	65	100%

It is noticed from table 15 reveals the facing of technical issues while using women safety apps through mobile that most of the respondents (57%, N=37) opined that they didn't faced any technical issues while using

mobile applications for women safety, followed by 25 percent (N=16) respondents said they are facing technical issues and only 18 percent (N=12) respondents said sometimes they face technical problems.

Table 16: Types of mobile applications for women safety
N=65

Types of Mobile application	Frequency	Percentage
112 India	30	46.15%
My Safetipin	28	44%
SHEROES	25	38.4%
bSafe	25	38.4%
Smart 24X7	18	28%
Shake2Safety	12	18.4%
Himat App	8	12.3%

Table 16 reveals that that most of the respondents (46.15%, N=30) were using 112 India women safety app, followed by 44 percent (N=28) respondents were using MySafetipin app. whereas (38.4, N=25) respondents were equally using SHEROES as well as bSafe women safety mobile applications. While 28 percent (N=18) respondents were using Smart 24X7 women safety Applications, followed by 18.4 percent

(N=12) respondents were using Shake2Safe app and only (12.3%, N=8) respondents were using Himat App.

The above result shows that 112 India is the most popular application among the selected women. 112 India app is both for women and children safety. It provides a special SHOUT feature which alerts registered volunteers in the vicinity of victim for immediate assistance.

**Table 17: Platform to communicate to mobile application for safety
N=65**

Applications	Frequency	Percentage
Through the Whatsapp	45	69.2%
Through the location	53	81.5%
Through the calls	34	52.3%
Through the SMS	44	67.6%
Through the voice note	02	3.07%

Table 17 indicates the platform to communicate to mobile application for safety that the majority of the respondents (81.5%, N=53) were communicate through the location, followed by 69.2 percent (N=45) respondents were communicating them through the WhatsApp. Whereas 67.6 Percent (N=44) respondents were communicating through the SMS. While

through the calls (52.3%, N=34) and only 3.07 percent (N=02) respondents were communicating through the voice note.

It is found from the study that most of the women were communicating or go through different platforms that easily they get help while they are in difficult situation. Specially through the location, SMS, Calls and Whatsapp Chating.

Table 18: Opinion of the following

Opinion of the respondents	Strongly Agree	Agree	Neutral	Disagree
Women safety mobile application build women empowerment	30 (46.2%)	24(37%)	11(16.9%)	-
Women safety app is developed from protecting lives of people in any emergency situation	24(36.9%)	26(40%)	15(23.01%)	-
Women safety app is the best app to inform and update your close ones if you are in an unsafe place	44(67.69%)	21(32.4%)	-	-
Safety of an area measured using various parameters like public transport, visibility, security etc	34(52.3%)	10(15.4%)	16(25%)	5(8%)
Mobile applications are best for women safety	55(84.6%)	7(10.8%)	03(4.6%)	-

The information presented in table 18 reveals the opinion about the Women safety mobile application build women empowerment. It shows that the most of the respondents (46.2%, N=30) were strongly agreed with this statement, followed by agree 37 percent (N=24). While (16.9, N=11) respondents were neutral and not a single respondents were opined.

The above table reveals the opinion about women safety app is developed for protecting lives of people in any emergency situation. It shows that most of the respondents (40%, N=26) were agreed, followed by strongly

agree 36.9 percent (N=24). Whereas (23.1%, N=15) respondents were neutral and not a single respondents were disagreed.

The result presented in the above table reveals the opinion about women safety app is the best app to inform and update your close ones if you are unsafe. It shows that majority of the respondents (67.69%, N=44) were strongly agreed, followed by agree 32.4 percent (N=21) and not a single respondents were said neutral and disagreed to this statement.

It is found from the above table about the opinion of women regarding safety of an area

measured using various parameters like public transport, visibility, security etc. It shows that the most of the respondents (52.3%, N=34) were strongly agreed, followed by neutral (25%, N= 16). Whereas 15.4 percent (N=10) respondents were agreed and only 8 percent (N=5) respondents were disagreed to this.

It shows the opinion of women about mobile applications are best for them that majority of the respondents (84.6%, N=55) were strongly agreed, followed by 10.8 percent (N=7) were agreed. Whereas (4.6%, N=3) respondents were neutral and not a single respondents said disagree. This means that women were aware of women safety mobile application they all are strongly opined that the application were best for women safety purpose.

Suggestions:

1. The Government should take initiative to create awareness about women safety applications in all the institutions.
2. District wise NGO's were also create and spread the information's regarding how to use the women safety mobile applications for security purpose.
3. Media can create the women safety advertisements and spread them in several categories.
4. Social media take a responsibility to create awareness about women safety applications because nowadays everyone can using social media this is how they are knowing the women safety applications.
5. In Educational filed also take a responsibility to train the students and give knowledge about women safety apps.

Conclusion:

Nowadays even the most secured cities are not safer for women any more. Women's were facing so many problems but they are being aware of such women safety mobile applications. To help out women in such tough times, the companies have introduced security apps on mobile phones. The Smartphones loaded with women security apps can help emergency alter to selected people. However, it still remains a big question whether these security or safety apps can really using or aware of women's? Unfortunately still in 21st century some of place likes vijayapur districts women's most of them were didn't know the applications. This study reveals that most of them were

not aware of these apps. When women can use such safety apps that time women can save themselves from the unfortunate incidents.

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