

**IMPLICATIONS OF SOCIAL MEDIA AMONG WORKING WOMENS IN COIMBATORE
(Wrt Facebook, Twitter, YouTube, Skype, LinkedIn and Whatsapp)**

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NEED FOR 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 aspirational 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 communications.

AIM OF THE PROJECT:

To identify the problems faced by Working Women by using online Social Media web Sites in the Coimbatore city.

STATEMENT OF THE PROBLEM:

Media can play a useful role in dissemination of information to the general public media plays an important role in community development. In this regard, the ongoing communication revolution has opened new possibilities of accelerating the process of upliftment of women. But if it remains unguided and uncontrolled this revolution will decelerate the process and it will have adverse effect on the lives of women." According to a report ¹ published by the Indian Computer Emergency Response Team (CERT), which is a national agency responding to computer security incidents, the number of incidents reported in 2004 were 23. In 2007, the figure went up to 1,237 and in 2010 there was a significant rise to 10,315 incidents. According to the Internet and Mobile Association of India's 2013 report, 52% of working women and 55% of non-working women are using social media in India.

The reason for the study why online abuse of women increasing in India?

Why women are affected in the social media in the country and its influence on viewer's perception?

What are the existing legal laws prevailing in India?

What are the recommendations to bring down the online violence of women?

OVERVIEW OF LITERATURE:

INTRODUCTION

Social Media is a grouping of individuals with similar interests. They share, express their views and thoughts of knowledge. It is one form of entertainment which allows all of us to reach others on online communication those who have specific interest. Social media websites such as Facebook, Twitter, YouTube, skype, LinkedIn and Whatsapp are some of the modes of online communication. Now-a-days it is more important for people like us to have these facilities, though it has pros, but one need to be careful about its cons. The impact is high and one should stay secure and safe while using such social media's. Other issue is that as women being misused trolling, online bulling, and psychological effects that causes harm to the family, society and culture too. There are few cases that results in threat of violence against women by individuals directly or indirectly. Though women have significantly imported in every aspect of life, the list of in human treatment against women increases. Some women seem to face a lot more abuse than others such as Actresses, celebrities, journalists in the public eye because of misuse of social media. The pattern of value in any society is reflected in the contents of mass communications. Most of the women face at least some form of abuses, which can be linked to the way in which society perceives women in public spaces.

WOMEN AND MEDIA

During the past decade, advances in information technology have facilitated a global communication network that transcends national boundaries and has an impact on public policy, private attitudes and behavior, especially on children's and young adults. Everywhere the potential exists for the social media to make a far greater contribution to the advancement of women. More women are involved in communicating to others through internet, chat, but the problems they face are high. They send and receive messages beyond the local, national and international boundaries. The continued projection of negative and degrading images of women in social media communications by few users must be changed. In addition, violent and degrading or pornographic photos are also negatively affecting women and their participation in the society. Programming that reinforces women's traditional roles can be equally limiting. Women should be empowered by enhancing their skills, knowledge and access to information technology. Self-regulatory mechanisms for the social

media need to be created and strengthened and approaches developed to eliminate the misbehavior of users in the social media.

THE IMPACT OF SOCIAL MEDIA

Social media has an impact on one's personal as well as on their family life. It can also affect one's own behavior. The extent of the impact depends on each individual, local and worldwide. Communication between isolated groups has been made much easier and even the overthrow cross cultural impact. Social interaction via texting has also become more than a local phenomenon since the advent of such services such as cross-platform applications like Skype and WhatsApp. Wherever there is a 3G signal in the world, cell phone users can receive and send messages quickly. More serious issue is that even "terrorist", getting their defaced pictures posted online, receiving threats. The trigger could be anything.

WOMEN'S ROLE IN SOCIAL MEDIA

The data in estatsindia.com reveals that the male Internet penetration is around 10.6% of the overall population, while women's and girls' Internet penetration in India is around 9.8 % of the total population in India today. In which out of total online population of Internet users in India are around 52% males and 48% females who use social networking sites (source is www.eStatsIndia.com) Social Media Usage in India 2013. Social networking usage is still an urban phenomenon with around 84% of these social users coming from an urban and semi-urban background in India

CONCEPTUAL FRAMEWORK:

Social media provide a vehicle for criminals of abuse, they also provide a platform for any aspect of our culture that thrives on anonymity. Someone who hates women may well feel safer to express their hate by means of social media. To secure women abuse by online, both criminal justice system and online service providers can perfectly well take action. Threat of abuse by online crime is increasing day by day. Social Media is the location of numerous public incidents of violence, cyber bullying and the dissemination of gratuitous violence; far more incidents have not been made public or have gone unnoticed. The main problem is that the women have no idea how many people are behind it, who are they, whether or not they are known person or an unknown one. Despite, this the impact of these crimes continues; still there is no clear picture how many of them suffered. To answer these question data was collected from online social media women users in Coimbatore district. The method of data collection is hosting questionnaire link on popular blogging sites and community sites such as Facebook, Twitter, YouTube, Skype, LinkedIn and Whatsapp. There must be urgent need for prevention as well as better enforcement, online harassment and violence against women. This paper strives to monitor the important disadvantages of social networking sites, impact on culture, online abuse and empowerment of women on society.

The analysis of variance (ANOVA) was used to measure the level of relative differences between the answers of respondents regarding how they recognize the negatives of use to the social networks according to each of educational level, gender and time-utilization daily. It was a significant difference in realization the negatives aspects of these sites according to only the educational level of users. As, the results of factor analysis method showed that the most important key aspects that have the greatest impact on negatives a such as Facebook Addiction Disorder, impact on culture, abusive relationship, Online harassment and stalking

SOCIAL MEDIA IN INDIA

Indians are very active on different social networks and 88% of users share content on their social profiles and as well are increasingly spending time on various social networking sites as mentioned below.

- Facebook is the most browsed social network on social media with a large base of 100 Million users, clearly it is not fading away anytime soon in India. More than 80% of those users access Facebook via their mobile phone.
- Total Twitter users in India are 33 Million and from this base 76% of users access it via their mobile phone.
- LinkedIn has 26 Million India users, of the total 300+ Million users.
- Of the total chunk of 70 Million total users in Interest, 5.5 Million comprise from India.
- Instagram the usage is more dominated by men in comparison to women; ratio being 75/25. It shows only 1/4th of the women population in India are on Instagram, looks like selfies are more appreciated by men than women!
- The most shared type of videos is film or movie trailers.

(Source:<http://blog.digitalinsights.in/important-statistics-digital-and-social-media-users-in-india/05224987.html>)

The reason for Facebook, Twitter, YouTube, skype, LinkedIn and Whatsapp .Most of the contacts on Facebook, twitter are not people with whom we have any personal contact. Interacting with unknown is a serious issue and may create damages to the culture of our country if it is beyond the relationship. They spend significant amount of time on the web, while it does represent a form of real interaction, but it does not substitute for interpersonal interactions with one's family or community. Messaging someone can be a quick way to get someone information when they are busy with other tasks. In a situation, response from others is not in time, will end up in frustration which leads to mental disorder, increase in blood pressure, and stress.

The Negative Impact of Social Networking

Many engage in social networking on the job, which has led to its recent name "Social Not-working". As a result we get addicted towards social media by connecting with people. Constant streams of information like Twitter and Facebook also pose another problem to one's emotional development and maturation, according to one study from the University of Southern California. This study monitored the development and expression of admiration and compassion in response to persuasive, actual-life stories in volunteers. Brain imaging was used to verify the responses. The authors of this study argue that a constant barrage of information trains us to ordinary information processing skills, but it takes away from the time required to experience and process more mature emotions.

The impact of social media on teens is an area of concern for parents. The American Academy of Pediatrics has advised that parents should observe whether their children are spending too much time on the Internet and know what sites they are visiting. "At risk" teens include those with depression or anxiety, those who are socially isolated or have poor social interaction skills.

Social Media Addiction

In 2010 study by the University of Maryland reported that most college students, when exposed to a 24-hour period of abstinence, admit that they are addicted to social media. They see it as a primary method of connecting with friends and family, even when they live or work nearby. Feelings of restlessness, anxiety and sometimes boredom become prominent emotions. These stem from feeling disconnected from an instantaneous flow of information about all things related to friends, family and world news.

ABUSIVE RELATIONSHIPS – IMPACT ON CULTURE

The problem is at times social media end up in "weak relationships" which is abusive or stifling relationships, But there are other people who cultivate some strong relationships from these connections and find support for developing healthy relationships. Women are often subject to heartbreaks and hurts, sometimes even abuses that come in the form of verbal and physical forms as a reaction. This results in increasing number of crimes arising out of the over exposed connections that go wrong on Social Networking

EXISTING LAW IN INDIA:

Section 66A of the IT (Amendment) Act, 2008 prohibits the sending of offensive messages through a communication device (i.e. through an online medium). The types of information this covers are offensive messages of a menacing character, or a message that the sender knows to be false but is sent for the purpose of 'causing annoyance, inconvenience, danger, obstruction, insult, injury,

criminal intimidation, enmity, hatred, or ill will. Under Section 66A, upto 3 years of imprisonment along with a fine. The relevant provisions of the Statement of Rights and Responsibilities are as follows:

Cases of women badly affected by social media

The tragic death of Kaushambi, the root cause of which was in fact cyber flirting. Similarly there are many cases where the woman victim keeps on receiving harassing messages, pornographic images and even People Make Different Networking Choices for teasing the women. Another case recently, Chinmayi Sripada, a Tamilian singer and Tweeter was the subject of an allegedly targeted and sexist campaign against her, which eventually led to two men being arrested under 66A.

The Negative Effect of Social Media on Society and Individuals

They are False Sense of Connection, Cyber-bullying, Decreased Productivity, Privacy affect society negatively, Negative effects on health, Isolation, Defamation, Accidental leakage of confidential information, Identity theft, Stalking, Misbehaviour.

Pornography Statistics

In 2012-13 there was a slight fall in the women abuse images from 19,663 to 18,937 including prosecutions commenced for 14,694 offences of sexual exploitation of women through photographs in social media; but a rise in prosecutions of possession of a prohibited image of a child from 179 to 394 There was a slight fall in obscenity offences prosecuted from 5,801 to 5,508; Overall there was a fall of just under 4% of child abuse images and 5% of obscenity offences reaching a first hearing, compared with a 10% fall in the volume of all CPS prosecutions Training was published on cyberstalking in November 2012 to address the rise in these cases. Case studies illustrate prosecutions of sexual exploitation of women through photographs and cyber-crimes.

OBJECTIVE OF THE STUDY:

1. To examine the usage of social networking sites by the working women users and to identify the negative impact of using it.
2. To assess the ways of misuse of the social media networking sites in the society and to know about legal and ethical issues.
3. To analyse the level of awareness of the women users about basic cybercrime related issues including hacking, phishing, stalking, email spoofing, copyright violation and identity theft and
4. To study about empowerment of women on society.

RESEARCH QUESTIONS / HYPOTHESIS

- What is the level of negative usage and awareness of the internet and cybercrime related issues among working women?
- What extent the women face problems and cultural impact in the society?

RESEARCH METHODOLOGY:

A. Coverage

Universe of the Study: Working women using Social Media Network in Coimbatore.

Sampling Frame: Internet Users including Male and Female

Sampling Methods: It can be defined as all the users of social networking sites in the vicinity, it includes both male and female users. Once the sampling frame is decided, simple random sampling method was used to select the respondents. In the direct method of collecting data, judgmental sampling will be used;

Sampling Size:

Geographical Area (Sq.Km.) of Coimbatore as per village Records:

Total Population	Male Population	Female Population	Total Workers	Male Workers	Female Workers
3458045	1729297	1728748	1567950	1083125	484825

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

POPULATION:

It includes all the users of social media in Coimbatore who meets a well-defined set of eligibility criteria.

TARGET POPULATION:

It is a subset of population; the study refers to group of working women is participating.

$$n = \frac{X^2 * N * (1-P)}{(ME^2 * (N-1)) + (X^2 * P * (1-P))}$$

Where

n= sample size

X² = Chi square for the specified confidence level at 1 degree of freedom

N= Population Size

P=Population proportion

ME= desired Margin of Error (expressed as a proportion)

Sampling Size:

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

Population Size = 4,84,825

Margin of Error = 3.5%

Confidence level = 95%

After calculating from the table value sample size is **783**

B. Data Collection:

First secondary data is collected by various sources such as newspaper, Journals, Articles, Magazines and Internet. Then questionnaire is collected through internet. The respondents will be users from Facebook, Twitter, YouTube, Skype, LinkedIn and Whatsapp only. The questionnaire is well structured and the responses were sought from the respondents. The nature of the questions was such that it avoided ambiguous response from respondents and it also helped in quick analysis of data collected. Two methods of Questioning were used for data collection

1) Direct Method:

It is similar to person assisted. The responses were collected by person questioning. The data is collected from the working women users in Coimbatore district. This form of questionnaire will help the respondents understand better and to give relevant answers.

2) Web Enabled:

The questionnaire will be emailed to the respondents who use the social media sites such as Facebook, twitter, you tube, Skype, LinkedIn, Whatsapp, and the answers will be collected. One drawback of this method is few of the respondents will not be understand the questions and may give biased answers. Structured questionnaire will be used and incomplete response will be removed.

Secondary Research:

For this, purpose sources such as previous research reports, newspaper, magazine and journal content, and government and NGO statistics will be used.

IMPLICATIONS

Social media is one of a tool that helps us identify new things through other people. For web authors, it helps one get recognition for one's work on the web and it provides ways of interacting with people of similar interest. But most of the time the usage of Internet in social media results in sexual harassment form of online abuse (44 percent), followed by abuse about professional ability (28 percent), about a person's race (23 percent) and homophobic remarks (14 percent) that is hostile behaviour such as [discrimination](#) and [violence](#) on the basis of [sexual orientations](#)

(Source-<http://publichealthwatch.wordpress.com/2014/06/11/new-study-finds-shocking-number-of-americans-have-been-harassed-online-and-a-lot-of-them-are-women/>)

Six types of crimes that happen online against women's. These are:

1. Harassment via email, 2. Cyber stalking, 3. Cyber pornography, 4. Defamation, 5. Morphing and 6. Email spoofing.(Source: WWW.Cybercrime.com)

The categories of online crimes targeting women have expanded and the wave has neither left India alone. These new generation offences are cyber flames, cyber eve teasing, cyber flirting, cyber is cheating, etc. Most of them happen in the social networking websites, public chat rooms, groups or forums. The study explains the problems faced like theft related offences attacking women online, for instance, hacking email ids, personal blogs, and social networking profiles and using the cloned, profiles to disturb others.

Cultural Differences in Social Media Use

Social media sites are used by many different countries and cultures, but not necessarily in the same way. Studies have shown that cultural differences profoundly impact the way people use social media. Content that attacks people based on their actual or perceived race, ethnicity, and national origin, religion, sex, gender, sexual orientation, disability or disease

RECOMMENDATIONS:

In order to ensure that it is meeting its obligations to respect and advance human rights standards, particularly the right of women to be free from harassment, hatred and violence online should take the following steps:

Make a public commitment to human rights standards, and take a strong stance on respect for diversity and for women's rights.

Sign the Women's Empowerment Principles.

Take more positive steps to understand the proliferation of violence against women on Facebook, and map out the human rights implications of its policies, in order to help it better mitigate and address these harmful effects.

Take a more proactive stance to the issue of violence against women via its platform. It is insufficient for it to address these issues only when a scandal flares in the media. Facebook should undertake a comprehensive consultative investigation of the ways in which it might facilitate and address violence against women online.

Build on ad hoc processes by putting in place a more formalized process of consultation with women's— on the design, implementation and evaluation of policies and procedures.

Establish a point-person responsible for understanding and responding to issues related to violence against women, and for establishing – in consultation with the relevant individuals and communities – a Facebook policy towards issues of violence against women.

Provide regular training to staff responsible for moderation on issues related to human rights in general, and to the specific realities of women's rights as they pertain to health, sexuality, violence.

Publish disaggregated information about the gender, expertise and training of complaints handlers dealing with content- and privacy-related complaints.

Provide greater transparency about complaints processes more generally, what standards are applied and how complaints are dealt with throughout their lifecycle.

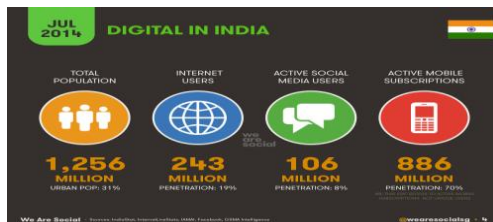
Publish information about instances of violence against women on Facebook, including information on the number of reports received, responded to, and acted upon, in order to enable more detailed engagement on these issues.

Consider providing alternative reporting mechanisms for individuals who are not computer literate or who might be unwilling to disclose.



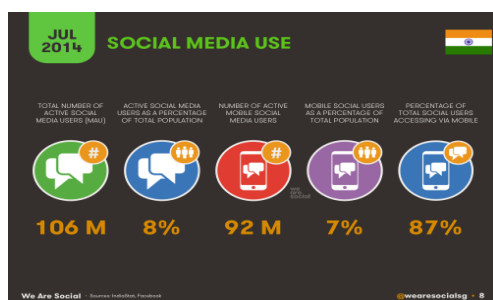
Annexure – Fig 1

(Source: <http://www.sunday-guardian.com/artbeat/misogynyalert-the-grievous-threat-to-women-online>)



Annexure – Fig 2

(Source : <http://was-sg.wascdn.net/wp-content/uploads/2014/07/Slide04.png>)



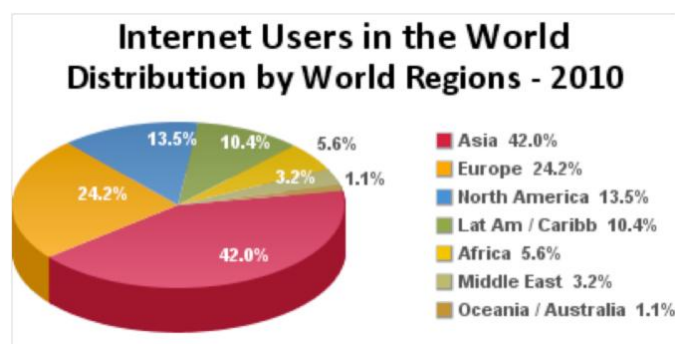
Annexure – Fig 3

(Source : <http://was-sg.wascdn.net/wp-content/uploads/2014/07/Slide08.png>)



Annexure – Fig 4

(Source: <http://americablog.com/wp-content/uploads/2014/06/sexual-harassment.jpg>)



Annexure – Fig 5

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