

IMPACT OF NEW MEDIA ON WOMEN EMPOWERMENT – A STUDY IN TAMILNADU

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ABSTRACT

New media is one of the most effective growing gears in the world. India is experiencing a speedy growth within the ICT quarter when you consider that 1990's and extended because 2000. The use of new media Face book, Twitter, LinkedIn has come to be considered one of the popular methods of socializing. Consistent with the studies report of PEW Research Centre's internet venture survey 2014, according to the research report, the proliferation of cell phones, mainly sports phones, has made new media networking countable on the fingers of cell phone owners. Completely 40% of cell cell phone owners use a social networking site on their cell phone, and 28% do so on a normal day. India ranks 2nd in Face book and 1/3rd in Twitter utilization. Those new media networking websites not best pave a manner for communicating across the globe however they have played a primary position in empowering girls, encouraging the civic participation among girls in Western, middle East and Asian countries. This paper specializes in how new media may be used accurately to empower women in Tamil Nādu.

Keywords: Social Media, Face book, Women Empowerment, Twitter

1. INTRODUCTION

A new media network is a social form that maps out the relationships between people. Technically we all belong to at least one giant social community, but humanly we are our families and friends. Profiles are precise pages wherein it is easy to kind oneself into being. New media networks that described where we live, where we went to high school, hobbies, and past times and more. Figures are accurate pages. It's easy for Atis to turn into a nano. After becoming a member of an SNS, an individual is requested to fill out bureaucracy containing a sequence of questions. The profile is generated the usage of the solutions to those questions, which typically encompass descriptors consisting of age, location, pursuits, and an "about me" segment. Most web sites also inspire customers to add a profile image. Allowing some website to beautify their profile. Others, including Facebook, allow customers to add modules ("programs") that decorate their profile. Three outstanding new media networking tools presently available to people to share content material and comments encompass Facebook, Twitter, and YouTube. The first tool, Facebook is currently the most used online new media networking among adults therefore the present study is to investigate the empowerment of women through new media in Tamil Nādu.

2. NEW MEDIA IN EMPOWERING WOMEN

New media acts as a platform to share and promote women's voices while empowering them. Help women and share their stories in every moment. Thousands of fellows joined Cyber-palms to assist women, share their voices in each protest. The difficulty of empowering women needs to be put on mild. Empowerment is vital to make a brilliant future of the family, society, and country, to make their personal selections for their non-public based. Whenever a voice is constrained, it is able to be made loud thru any other viable manner new media brings us altogether.

3. STATEMENT OF THE PROBLEM

The existing examine became and strive to investigate the position of media in women empowerment in Tamil Nādu. It has analyzed women's attitude towards using media. It assesses m pact of use of new media on women empowerment and some of the impacts of media on women's empowerment for policy makers and society.

It has highlighted some effects of media on women empowerment to suggest measures to policy makers and society to use it for learning people about the women empowerment.

4. OBJECTIVES OF THE STUDY

This study is aimed to analyse following objectives.

1. To using new media in Tamil Nadu through knowledgeable women for look at the fashion.
2. Compare effect of use of new media in women empowerment.
3. Women about their empowerment to analyzing the role of instructing new media.
4. Endorse measures to enhance position of new media for women empowerment.

5. SIGNIFICANCE OF THE STUDY

This have a look at is beneficial to apprehend the trends in the use of new speculations with female partners in Tamil Nadu. This study is useful to understand that new media is no longer a distribution of leisure and women's development and women's empowerment because its miles are very important for new media to be evaluated through its strengths and diversity. Policy analysts, writers, and officials can get Posen to analyze their efforts to improve society through gender equality and women's empowerment. They can indulge their efforts in its dire consequences. The research perspective is drawn from the fields of education, media, gender research and women's empowerment. It Concept of upliftment of society by harnessing the contribution of women helps in cleaning. It is important for educators to play their role in promoting the concept of women empowerment through the classic.

6. METHODOLOGY OF THE STUDY

To promote and market business ventures by women. The purpose of the study was to understand the use and implications of new media as a device. The research carried out was transformed into a descriptive one and the research device converted to survey using questionnaire method. Business through new media. The sample unit consisted of women online customers running the enterprise venture. Model length is 150. This allows for time and resource constraints. To collect data from new media users, purposive respondents were selected, and random sampling technique was used. Easy frequency tables usage information analyzed and with appropriate charts.

7. RESULTS AND DISCUSSIONS

The following table looks at entirely represented by women as the look at aims to find out their participation in new media.

Table 1 – Age of the Respondents

Age	Frequency	Percent (%)
Below 30 years	15	10.0
31 – 40 years	40	26.67
41 – 50 years	70	46.67
51 years and above	25	16.66
Total	150	100.0

It is observed from the table 1 reveals that among 150 respondents, 15 (10.0%) are below the age group of 30 years, 40 (26.67%) are between the age group of 31 to 40 years, 70 (46.67%) are between the age group of 41 to 50 years and the remaining 25 (16.66%) are having 51 years and above. It is concluded that, maximum of 70 respondents are between the age group of 41 to 50 years.

Table 2 – Marital Status of the Respondents

Marital Status	Frequency	Percent (%)
Married	115	76.67
Unmarried	35	23.33
Total	150	100.0

It is observed from the table 2 depict that among 150 respondents, majority of 115 (76.67%) respondents are married and the remaining 35 (23.33%) respondents are unmarried.

Table 3 – Educational Qualification of the Respondents

Education	Frequency	Percent (%)
Up to +2	33	22.0
Under Graduates	39	26.0
Post Graduates	55	36.67
Professional	23	15.33
Total	150	100.0

From the table 3 cleared that among 150 respondents, 33 (22.0%) are having up to +2, 39 (26.0%) are under-graduates, 55 (36.67%) are post-graduates and the rest of 23 (15.33%) are professionals. It is observed that majority of 55 (36.67%) respondents are post-graduates.

Table 4 – Occupation of the Respondents

Occupation	Frequency	Percent (%)
Homemaker	15	10.0
Women Entrepreneur	45	30.0
Salaried	72	48.0
Professional	18	12.0
Total	150	100.0

From the table 4 indicates that among 150 respondents, 15 (10.0%) are homemakers, 45 (30.0%) are women entrepreneurs, 72 (48.0%) are salaried and the remaining 18 (12.0%) are professionals. It could be concluded that, maximum of 72 (48.0%) salaried respondents are new media users.

Table 5 – Income of the Respondents

Income	Frequency	Percent (%)
Below Rs.10,000	8	5.33
Rs.10,001 – 20 ,000	36	24.0
Rs.20,001 – 30,000	78	52.0
Rs.30,001and above	28	18.67
Total	150	100.0

Table 5 shows that monthly income of the respondents. Out of 150 respondents, 8 (5.33%) respondents area earned monthly income of below ₹10,000, 36 (24.0%) respondents have earned income between ₹10,001-20,000, 78 (52.0%) respondents have earned income between ₹20,001-30,000 and the remaining 28 (18.67%) respondents have earned income of above ₹ 30,001. It is observed that as per the above analysis indicates that those new media usershas an earned sufficient income (i.e. ₹20,001-30,000).

Table 6 –Respondent Opinion about Impact of New Media on Their Empowerment

S. No	Opinion	Strongly Agree		Agree		No Opinion		Disagree		Strongly Disagree	
		F	%	F	%	F	%	F	%	F	%
1	Attitude	78	52.0	48	32.0	4	2.67	12	8.0	8	5.33
2	Language	57	38.0	83	55.33	7	4.67	2	1.33	1	0.67
3	Improvement of economic status	44	29.33	88	58.67	7	4.67	6	4.0	5	3.33
4	Development of personality	57	38.0	74	49.33	6	4.0	9	6.0	4	2.67
5	Increased knowledge	53	35.33	91	60.67	1	0.67	2	1.33	3	2.0
6	Change in lifestyle	52	34.67	68	45.33	6	4.0	10	6.67	14	9.33
7	Improvement of confidence level	46	30.67	90	60.0	4	2.67	8	5.33	2	1.33
8	Societal recognition	97	64.67	41	27.33	1	0.67	4	2.67	7	4.66

Table 7 exhibits the new media users opinion about the impact of new media on their empowerment. Out of 150 users, 78 (52.0%) users opined that attitude was improved while using new media, 48 (32.0%) are agreed, 4 (2.67) are stated ‘no opinion’, 12 (8.0%) are disagreed and the remaining 8 (5.33%) are strongly disagreed. As per the empowerment of language aspect, 57 (38.0%) are strongly agreed, 83 (55.33%) are agreed, 7 (4.67) are stated ‘no opinion’, 2 (1.33%) are disagreed and the remaining 1 (0.67%) are strongly disagreed. Improvement of economic status aspect, 44 (29.33%) are strongly agreed, 88 (58.67%) are agreed, 7 (4.67) are stated ‘no opinion’, 6 (4.0%) are disagreed and the remaining 5 (3.33%) are strongly disagreed.

In the aspect of ‘development of personality’, 57 (38.0%) are strongly agreed, 74 (49.33%) are agreed, 6 (4.0) are stated ‘no opinion’, 9 (6.0%) are disagreed and the remaining 4 (2.67%) are strongly disagreed. Increased knowledge aspect, 53 (35.33%) are strongly agreed, 91 (60.67%) are agreed, 1 (0.67) are stated ‘no opinion’, 2 (1.33%) are disagreed and the remaining 3 (2.0%) are strongly disagreed. As per ‘change in lifestyle’ aspect, 52 (34.67%) are strongly agreed, 68 (45.33%) are agreed, 4 (4.0) are stated ‘no opinion’, 10 (6.67%) are disagreed and the remaining 14 (9.33%) are strongly disagreed. Improvement of confidence aspect, 46 (30.67%) are strongly agreed, 90 (60.0%) are agreed, 4 (2.67) are stated ‘no opinion’, 8 (5.33%) are disagreed and the remaining 1 (1.33%) are strongly disagreed. From the social recognition aspect, 97 (64.67%) are strongly agreed, 41 (27.33%) are agreed, 1 (0.67) are stated ‘no opinion’, 4 (2.67%) are disagreed and the remaining 7 (4.66%) are strongly disagreed. From the analysis it is found that, the majority of the respondents are agreed that they are empowered through new media usage.

8. CONCLUSION

The technology must have reached a great saturation point, however humans would be helpless if they were not privy to developments in the media. For this reason, they prefer to train women to manage and equip the cyber world. Thus, they revolutionize money power. Empowerment of women it shows a scenario where giving can have the ability to empower others in return. It's an additional wonder waiting to appear with their tech virtual presence, techSavy. Women can also tweet in line. Meet and Know WhatsApp Offline may be most of the respondents are empowered through the use of new media.

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