



# Increasing use of social media and its impact on working women

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**Abstract:** Social media is something that is quite popular among working women. It is the medium through which they express their achievements in public. They share happy moments of their life on social media handles like Facebook, Instagram, WhatsApp, Twitter (now X), etc. It has become a trend to share one's feeling among social media friends and seek appreciation from them. Even the working women are also aware of using social media amid their busy schedule. An effort has been made in this study to know whether social media is being used by them for knowledge enhancement and skill development. This study was done to ascertain the utility of social media for working women in the state of Gujarat. This study has been executed in the Ahmedabad city of Gujarat state.

**Keywords:** Social Media, Working Women, Knowledge, Skill.

## 1. INTRODUCTION:

Social media is one of the most used e-platform. Even working women use social media for connectivity and sharing of knowledge and information. They also join Facebook pages of their interest and regularly surf on sites through their mobile phone.

Preeti Shrivastava (2012) in her research study she revealed that most of the schools and colleges block social networking websites giving a pretext of cyber security. They considered it as time waste and misuse of resources. Though, the use of social media can be done wisely with proper sensitization.<sup>1</sup>

Gupta Pallavi, Singh Bharati and Marwaha Tushar (2013) observed that internet is one of the greatest tool with which distance learning is possible comfortably. Social media is one of the most widely used internet element that can contribute in imparting such education. It is the most used indirect mode of disseminating information.<sup>2</sup>

According to Bhardwaj Rajkumar (2013), social media networking sites are pretty helpful in providing information related to upcoming events, seminars, conferences and job updates to the students and professionals. They can be well aware of the opportunities in their area of interest.<sup>3</sup>

Asur and Huberman (2010) found that social media is taking toll of the human relations. These are getting diluted. Only the show off and affectation is increasing; real feeling and bonding is gradually missing. Information being provided on it is again questionable.<sup>4</sup>

Wang and Meiselwitz (2015) concluded that adoption of social media in higher education is increasing with the onslaught of technology. People are inadvertently using social media to gain and assimilate information. It has become an integral part of day to day life.<sup>5</sup>

## 2. OBJECTIVES OF THE STUDY:

- To know the significance of social media for knowledge enhancement among working women of Gujarat.
- To know the significance of social media for skill development among working women of Gujarat.

## HYPOTHESIS:

**H1:** There is no significant use of social media for knowledge enhancement by working women in Gujarat.

**H2:** There is no significant use of social media for skill development by working women in Gujarat.



### 2.1 DATA COLLECTION:

The researcher conducted a survey in Ahmedabad city of Gujarat state. In this study, ninety (90) working women were selected through random sampling technique. The age group of selected women varies from twenty-five (25) years old to forty-five (45) years old. The respondents were mailed Questionnaire (Google Forms).

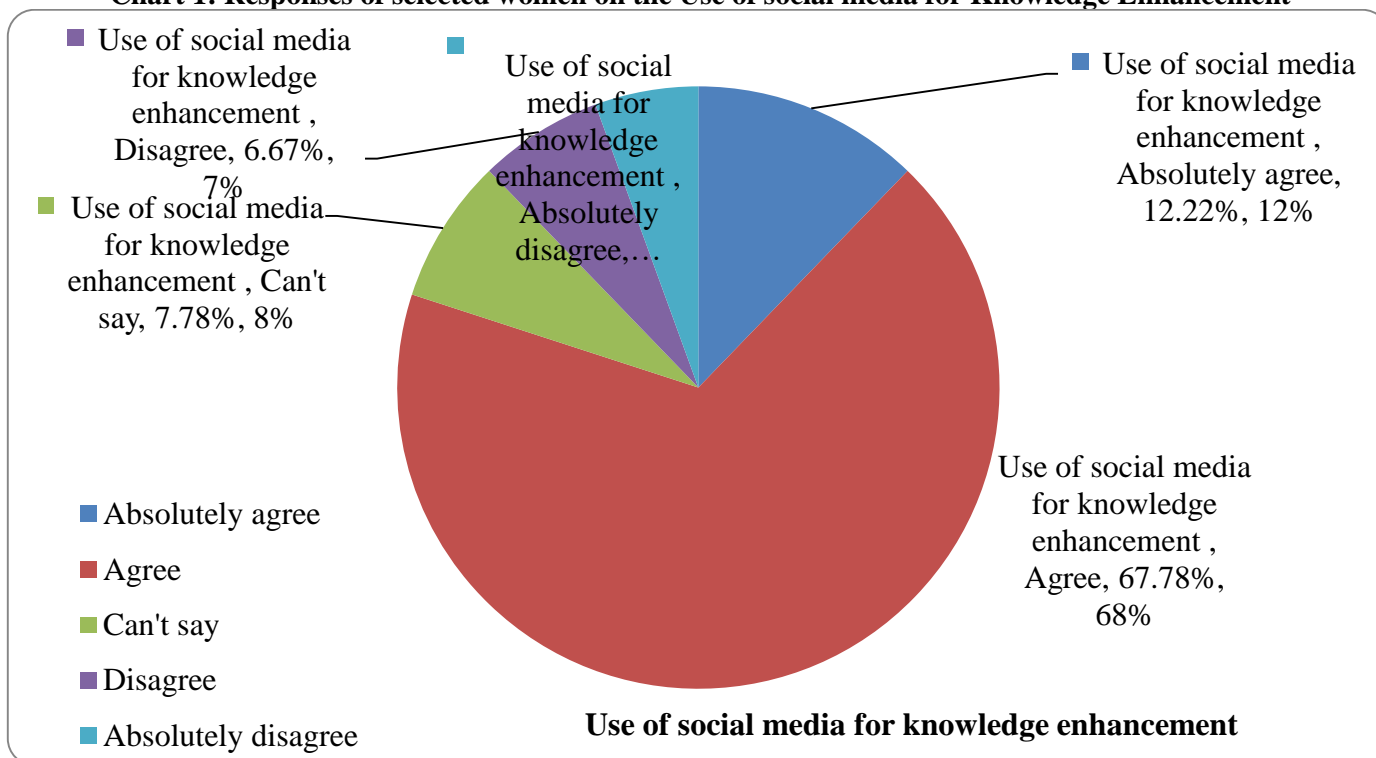
### 3. RESEARCH ANALYSIS:

The present study has shown that 12.22% women who are working; absolutely agree that social media increase their knowledge. Further, remaining 67.78% working women agree that social media increase their knowledge while only 6.67% disagree and 5.56% absolutely disagree about role of social media in enhancing their knowledge (Table 1).

**Table 1: Responses of selected women on the Use of social media for Knowledge Enhancement**

Use of social media for knowledge enhancement			
Grade	No. of Working women	Weightage	Score
Absolutely agree	11	4	44
Agree	61	3	183
Can't say	7	2	14
Disagree	6	1	6
Absolutely disagree	5	0	0
Total	90		247

**Chart 1: Responses of selected women on the Use of social media for Knowledge Enhancement**



In all the social media, contribution for enhancing knowledge of working women is 247 points i.e. 68.61%. To assess its significance T test was performed which shows that T value is 2.43 which is more than table value 1.96. It confirms that social media significantly increases the knowledge of working women in Gujarat (Chart 2).

**Table 2: Responses of selected women on the Use of Social Media for Skill Development**

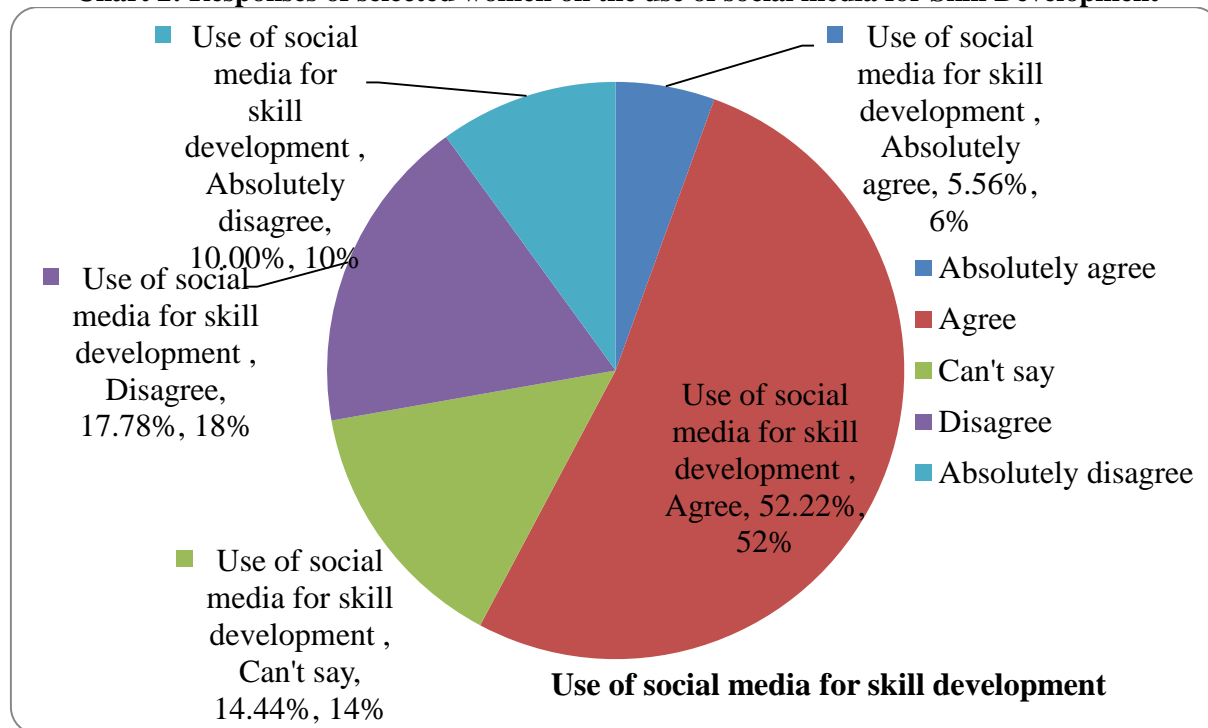
Use of social media for Skill Development			
Grade	No. of Working women	Weightage	Score
Absolutely agree	5	4	20
Agree	47	3	141
Can't say	13	2	26
Disagree	16	1	16



Absolutely disagree	9	0	0
Total	90		203

Similarly, the research has shown that 5.56% women who are working; absolutely agree that social media increase their skill. However, 52.22% working women agree that social media increase their skill while only 17.78% disagree and 10% absolutely disagree about social media increasing their skill (Table 2).

**Chart 2: Responses of selected women on the use of social media for Skill Development**



In all the social media contribution for skill development of working women is 203 points i.e. 56.39%. To assess its significance T test was performed which shows that T value is 1.74 which is less than table value 1.96. It confers that use of social media increases, but does not significantly increase the skill of working women in Gujarat.

#### 4. CONCLUSION:

Social media is a meaningful tool for working women and it can be used by the companies for imparting more knowledge. They need to make it more engaging as working women also spend good time on it. It is nothing but just a myth that working women have no time for social media. As they are interested in social media, they somehow manage time for it and seek knowledge & skills through it either directly or indirectly.

It is a wrong notion that social media is waste of time and do not add any value to the life of professionals. Even the advertisers can gain through social media platform for the products being used by working women.

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