Role of Social Media in the Women Empowerment

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Abstract
Social media has quickly taken over as the primary channel for both personal and professional communication. Education, even on social media, can help people feel more self-assured, independent, and capable of coming up with solutions to problems. This raises the possibility that women's lives will become more valuable and conducive to peaceful living. Thus, the current paper's main topic is "The importance of social media in the empowerment of women." The current study's goals are to examine and evaluate women's social media usage and its effects in all spheres, as well as to gauge women's knowledge of socioeconomic empowerment, equity, and life skills. This study used critical analysis and implications to examine the function of social media in securing equitable consideration and respect for Indian women's rights, opportunities, and sense of dignity.
Keywords: *Women empowerment, women rights, social media, social empowerment, equity*

I. INTRODUCTION

Women were the first humans to experience bondage; they were slaves before there were any slaves or forms of slavery. August Bebel Women talked about taking charge of their life and engaging in making decisions that affect them at home, in the community, and in government and global development programs long before the word "empowerment" gained popularity. However, discrimination against women continues to occur on a variety of grounds, including age, ethnicity, nationality, religion, health, marital status, education, handicap, and socioeconomic status. When creating measures and actions to combat discrimination against women, it is important to take into account these intersecting kinds of discrimination as well as legal requirements, rights, dignity, and power. Social media can be crucial for the empowerment of women.

The term "social media" refers to a group of websites, online communication tools, and mobile applications that give users the ability to contribute to and collaborate on community-based input, interaction, sharing, and creation of content. Among the various forms of social media include forums on websites and apps, microblogging, social networking, social bookmarking, social curation sites, and wikis. Users often access social media services through web-based technologies on desktop, laptop, and mobile devices, or by downloading apps that provide social media capabilities. Common traits include:

1. User-generated content, such as text posts or comments, digital photos or videos, and data generated through all online interactions, is the lifeblood of social media.
2. Users create service-specific profiles for the website or app that are designed and maintained by the social media organization.
3. Social media facilitate the development of online social networks by connecting a user's profile with those of other individuals or groups. When engaging with these services, users can create highly interactive platforms through which individuals, communities, and organizations can share, co-create, discuss, and modify user-generated content or pre-made content posted online.

Objectives

According to numerous surveys, a significant portion of women and young women use multiple social media networks and go online everyday. Some reported being online practically constantly and having access to a smartphone. The most popular platform is Facebook, but many teenagers are migrating to other media outlets, even in low-income and rural households. Generations from wealthy homes were more likely to use messaging apps like WhatsApp, Instagram, Twitter, and blogs.

According to Ms. Lazo, "a mixture and interaction of environmental elements" is what causes women to feel powerless. Thus, the culture of obtaining information and necessary knowledge, establishing social aid groups, and exercising power are necessary for women's empowerment, as well as for their rights, conceptual protections, and legal provisions. Social media is a powerful tool for generating the flux of female empowerment in a variety of ways.

Operational Definitions

Social Media: It is computer-mediated technologies that facilitate the creation and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks in the click of smart phones and other devices wherever they go.

Women Empowerment: 'Women's empowerment' is the ability to exercise full control over one's actions'. It is the granting of political, social or economic power to an individual or group.

Women Social Empowerment: It is a process to change the distribution of power in interpersonal relations among different people, cultures and activities of the society of the women.

Social Life: It is a process to develop interpersonal relations among different people, cultures and activities of the women in the society.

Life Skill: Life skills are defined as psychosocial abilities for adaptive and positive behaviour that enable individuals to deal effectively with the demands and challenges of everyday life.

Critical Analysis

The present study is critically analysed on the different issues related to women empowerment and social media status and its impact in all aspects and to assess the knowledge on socio- economic empowerment, equity and life skills, among women in all aspects.

Education, empowerment and dignity

Education is considered one of the most important means to empower women with the knowledge, skills and self-confidence necessary to participate fully in development processes. Importance of women education can be briefly summarized as economic development and prosperity, economic empowerment, improved life, improved health, dignity and honour. Educated women are now looked upon with dignity and honour and become a source of inspiration for other women. Dignity is a sense of self-worth in women's life. It is valued by the society that one belongs to with the ability to work for a decent living. Dignity is life of women with adequate standard of living along with human right.

Types of Women empowerment Supported by Social Media

According to Makamba online, Women Empowerment can have six components:

Cognitive Empowerment would include the ''women are understanding of their conditions of subordination and the causes of such conditions at both micro and macro levels of society. It involves acquiring new knowledge to create a different understanding of gender relations as well as destroying old beliefs that structure powerful gender ideologies''.

Psychological Empowerment would include the "development of feelings that women can act upon to improve their condition. This means formation of the belief that they can succeed in change efforts."

Economic Empowerment "requires that women can be able to engage in a productive activity that will allow them some degree of autonomy, no matter how small and hard to obtain at the beginning".

Political Empowerment would encompass the "ability to organize and mobilize for change and democracy. Consequently, an empowerment process must involve not only individual awareness but collective awareness and collective action. The notion of collective action is fundamental to the aim of attaining social transformation" (Stromquist).

Social Empowerment is a "process to change the distribution of power in interpersonal relations among different people, cultures, activities of the society". In past awareness regarding the society is unknown to the women but present scenario reveals completely different pictures and knows they are equally participating in all activities of the society.

Legal Empowerment is legal protection needed for the women in terms of health, harassments, superstitions, cultural barriers and protection.

Make the women aware of the civil rights, exercising the legal rights necessary, preparing and canvassing the documents regarding the legal freedom for women, providing good literary programmes regarding the legal empowerment, etc.

Factors of Social Media favorable for Women Empowerment

1. Existence of women's organizations.
2. Availability of support systems for women.
3. Availability of women-specific data and other relevant information.
4. Feminist leadership.
5. Networking.
6. Knowledge of favourable policy climate.

Constraining Factors for Women Empowerment overcomed by Social Media
1. Heavy work load of women.
2. Isolation of women from each other.
3. Illiteracy.
4. Traditional views that limit women's participation.
5. Disagreements/conflicts among women's groups.
6. Structural adjustment policies.
7. Discriminatory policy environment.
8. Less fund and capital.
9. Cyber bullying.
10. Harassment and exploitation by social media.
11. Images of women in advertising.
12. Negative and sensational coverage of media.

II.   Findings

Role of Social Media in Women Empowerment
Empowerment through education is ideally seen as a continuous holistic process with Cognitive, Psychological, Economic, Social, Legal and Political dimensions in order to achieve emancipation. Women Empowerment exert the possible consequences –
1. Emotional connections: Social media can help to connect with more people and stay in touch with those with whom you're already close. Connecting with people has proven emotional benefits.
2. Mood enhancer: Social media can help connect with more people and stay in touch with those with whom one wants to be.
3. Cognition building through internet surfing: Can find a large amount of required and helpful empowerment related information on social media.
4. Relation and Intimacy Building: Connection improves socio-metric skills and makes people intimate and belongingness.
5. Managing money and fund: Encouraged to get an app for tracking spending and making a budget.
6. Getting new information and opportunities: Serves new probability of getting job, work or employment related news.
7. Women empowerment: It is incorporating the feminist perspective in the concept of empowerment implying a long-term re-designing of societies that will be based on democratic relationships and promotion of gender awareness.
8. Legal Protection: Make the women aware of the civil rights, exercising the legal rights and information regarding the legal empowerment are some ways social media can contribute.
9. Information and lessons on politics.
10. Information and lessons on health and hygiene.
11. Awareness of her social and political rights.
12. Integration of women in the general national development plan.
13. Existence of women's networks and publications.
14. Integration of technical, entrepreneurial, cultural and communal aspects.

Using Social Media for Women Social Life
Campaigns
1. Pushing for a dialogue between stake holders.
2. Raising gender issues within the national policy arena.
3. Pressuring to upgrade women's bureaus into ministries of women's affairs.
4. Raising issues for sex-equity and affirmative action legislation.
5. Women rural development, literacy, health and sanitization.

Networking
1. Organizing meeting of gender sensitive organizations.
2. Bringing together donor agencies, governments and NGOs.
3. Setting up a cooperation and exchange.
4. Linking women's movements all over the world.
5. Establishing alternative credit schemes, micro and mini bank system that offer women access to funds.

Media
1. Organizing mass media campaigns to raise awareness.

2. Creating a social climate friendly to women's issues.
3. Resisting the tendency to send women back to the kitchen.

Impacts of Social Media encouraging Empowerment of Women
Social Empowerment
Social media involves acquiring new knowledge to create a different understanding of gender relations as well as destroying old beliefs that structure powerful gender, the development of feelings that women can act upon to improve their condition, requires that women can be able to engage in a productive activity that will allow them some degree of autonomy, no matter how small and hard to obtain at the beginning and the ability to organize and mobilize for change.

Social Life
There's plenty of evidence that social isolation is associated with a shorter life span, not to mention a diminished quality of life. Seniors and those who are disabled, who may have limited mobility, elderly people, someone stationed overseas in the military workers, friends who live in different states can use social media for positive connections to connect and improve social life.

Mental well-being
The capacity to live a full and creative life, and the flexibility to deal with life's inevitable challenges results in having high levels of positive emotions, social well-being and psychological well-being as having the presence of psychological and social skills and abilities that contribute to optimal functioning in daily life.

Proper Self Concept
The individual's belief about himself or herself, including the person's attributes and who and what the self is, become very important. The fallout from these unrealistic standards becomes more dangerous once girls reach college, where they face higher stakes, harder work, and a largely parent-free environment. The pressure to look perfect to impress new peers, not to speak of friends and family back home is due to negative self concept.

Proper Self Esteem
The term self-esteem is used to describe a person's overall sense of self-worth or personal value. Girls who have created idealized online personas pretend to the knowledge that these images mask serious problems don't seem to alleviate the pressure they cause. They're struggling to stay on top of things or suffering from low self-esteem.

Decision Making
In psychology, decision-making is regarded as the cognitive process resulting in the selection of a belief or a course of action among several alternative possibilities. Every decision - making process produces a final choice, which may resultant to prompt action required for women empowerment.

Usage of Technology
Computer literacy involves change in education of women will be beneficial to the entire family and the society as a whole. Use of internet and social media to get a job, future world of work, interacting with those around us given us new opportunities and learn the skills to incorporate technology whenever possible.

III. Conclusion

"The ladies must be awakened in order to awaken the people. The family, the community, and the country all move as she does. – Jawahar Lal Nehru, Pandit. However, there are still significant disparities, and the realities of women are continually shifting due to the frequent emergence of new forms of discrimination against them. One of the most important criteria for determining whether an action was successful is how much consideration was given to the various roles that women play and how they contributed to lightening the load. The study reveals the objectives and evaluates the status of women on social media and its impact on all aspects of women's empowerment, equity, and dignity. Incorporating women's love of technology and helping them to learn essential skills for life will boost their chances of success in the long run. Contrarily, in reality, many women, even in developing nations, still do not have access to these information technologies because of monetary and political issues like oppression, poor infrastructure, and a lack of funding.

'is an accurate term to characterize feel-good internet activity that has no political or social impact,' claims FP magazine. It provides those who take part in slacktivist activities the false impression that they are making a significant difference in the world without requiring them to do much more than join a Facebook group. We can only hope that social media stood for freedom of speech and the ability to prompt news stories in the mainstream media. This is precisely where social media's potential lies, both generally and with regard to women's rights. If you educate a man, you teach an individual, but if you educate a woman, you educate a family as a whole, as Pandit Jawahar Lal Nehru once said."

Educational Implications

- Better empowerment and dignity of women have vital role in making a woman competent and socially empowered.
- The knowledge of the life skills and execution of decisional power will promote equality and fight gender discrimination faced by women.
- The attainment of equal status and economic-empowerment of women will uplift the community and nation at large.

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