An Analytical Study on the Effects of Social Media Exposure on Different Age-Groups of Women in India

By

Rachna Shruti

Designation: Research Scholar School of Social Sciences and Humanities, CMR University, Bangalore-560043, India. Phone No: 9449471825
Email id: rachnashruti2105@gmail.com

Dr. Smitha Philip

Designation: Assistant Professor, School of Social Sciences and Humanities, CMR University, Bangalore-560043, India

Rachna Shruti

Designation: Research Scholar School of Social Sciences and Humanities, CMR University, Bangalore-560043, India. Phone No: 9449471825
Email: rachnashruti2105@gmail.com

Abstract

The age of social media has opened the portals of interactive technologies that allow the creation or sharing/exchange of information, ideas, career interests and other forms of expressions via virtual communities and networks. Today's social media is a powerful tool to bring about revolutionary changes in our society as a whole, in form of, Facebook and Facebook messenger, TikTok, WeChat, Instagram, QZone, Weibo, Twitter, Tumblr, Baidu Tieba, LinkedIn, YouTube, QQ, Quora, Telegram, WhatsApp, LINE, Snapchat, Pinterest, Viber, Reddit, Discord, VK, Microsoft Teams, and more. Wikis are the example of collaborative content creation. It has speedily spread awareness in the society. A piquant internet, with its multiple flavoured technologies, has made our lives easy. Interestingly, we are in a phase of knowledge explosion, which is providing a changed thinking in the global outlook including the Indian society. It is now more open, welcomes values of each culture; moreover, it has started to become open to progressive thoughts and respecting women. Today, a major portion of lives of women goes into maintaining an online life. With the help of this study, we tried to understand how different age-groups of females in India are influenced by the use of social networking platforms. The paper aims to comprehend the influence on young, middle age and older women. The rise of feminists, activists, environmentalists, and many other groups with the help of social media is strongly evident. Sample of 300 women respondents was surveyed to know the effect from the exposure. Alongside the focused study, a number of both positive and negative effects of social media on women were also analysed and significant difference is found between different age groups.

Keywords: Women, Social Networking sites, Society, Patriarchy, Feminism, Women Empowerment

Introduction

The present days social media is a mighty tool for bringing about radical changes in our society as a whole. It has quickly diffused consciousness, leading to its global impact as any other large-scale movement. The rise of feminists, activists, environmentalists, and many other groups, with the help of social media is strongly evident. Our lives have become easier since

the advent of the internet and its numerous tempting technologies. We are, interestingly, in the midst of an information explosion. We have witnessed a monumentally elevated level of exposure to knowledge and thanks to smartphone education apps, the younger generations can carry their teachers everywhere with them. Alexa and Google Voice are under our control (Nelson, et. al, 2022).

These are bringing about a shift in Indian society, which is becoming more accepting of the values of all cultures; in addition to its significant influence on how people live their lives in society, social media has taken on a central role in everyday activities including buying, emailing, learning, and conducting business. Online media consists of blogs and social networking sites where users may easily connect with one another. A high-wire performance has been done by journalists and their organizations as social networking sites like Twitter and Facebook have become crucial news sources. Businesses have also grown the use of social media. Kudeshia, Sikdar & Mittal (2016) argued that the small business entrepreneurs are attracting the users to their Facebook Fan Page. This not only provides a pool of segmented customer who like and who are interested in the company's products but also help the company to promote its new and existing offers. The term "mass media" refers to a variety of communication networks or technologies that allow messages to be delivered to huge populations of people. Magazines, newspapers, radio, TV, and cinema are only a few examples of the numerous social communication mediums that make up mass media. Social networking services allow users to establish connections with their new friends. People may also exchange information, including photographs, music, and video, and meet new acquaintances. The current study, aims to understand the influence of social media on society in general and women in particular, than males, through popular social media platforms including Facebook, Twitter, YouTube, Skype, LinkedIn, and WhatsApp (Melissa, et. al, 2015).

Despite the evident social media beneficial effects, it is hard to overlook the flip side to it which presents a substantial degradation in the quality of physical and psychological health of individuals especially women as a result of its constant exposure. Anxiety and depression are the tragic and undesired results towards which an individual leads by excessive and impulsive use of social media. Shortage of personal relations and cut out from the real-world social connections, defines social isolation which occurs when the users lack true engagement with others, a sense of social belonging, and a satisfying relationship which is related to increased mortality and morbidity in several cases. Women of all ages are experiencing social isolation where they are deprived of social relations and are not having physical contact and social activities with others which results into anxiety and depression. Physical interaction and connection with "family members, friends, and relatives" gives satisfaction leading to increased calm and stability and decreased anxiety and depression. Another imminent threat to the women regarding excessive social media usage is the factor of "self-awareness", which again, triggers depression in women when the intensity of their online world exposure is increased with the constant engagement with manipulated influences. Thus, along with offline depression, people are also suffering from Facebook depression. They are always in search of some "help" from the internet sites and blogs which are there on social media to promote "substance abuse, unsafe sexual practices, aggressive and self-destructive behaviours." The female population is generally considered a more emotionally vulnerable population. They trust strangers more than their family and friends in times of an emotionally confused state, as a result of their media addiction. They post their images and videos on social media, which might later cause problems for them in the form of blackmail. Through social media, outsiders can easily take advantage of women by violating their privacy (Ukpere, et. al, 2014).

Literature Review

Social media is a venue where individuals can express their questions and thoughts. Social networking sites help families enjoy their leisure time. However, because of these sites, the members cannot spend enough time with one another. People must understand what social media is before they can understand the components of social networking sites. These are computer programs that empower people to communicate or exchange information, ideas, photos, videos, and more.

Amongst other aspects related to social media usage, it is necessary to bring awareness to the issue of strengthening the status of women with the help of social media. To ensure an optimistic future for the family, society, and nation, they must be authorized to make their choices for their upcoming generations. This essay focuses on how social media may expand the potential for action in support of women's rights and gender equality (Cesaroni, et. al, 2016).

In India, with such a huge population counting over a billion, women make up around half of the population. The situation of women in the nation has improved in terms of equal rights, thanks to the work of several reformers over the course of a century. In India's contemporary history, women have held significant positions such as leaders, PM, Speaker of the LS, top executive positions, entrepreneurship, and others. India's rapid development makes it impossible for the country to disregard the empowerment of women (Perloff, 2014).

Today's technology has a direct influence on women's growth and has made it possible for their voices to be heard and seen across the world. A recent Google study claims that by giving Indian women quick access to information and enabling them to make better informed decisions about their everyday lives, the internet is empowering this segment of population. More than 60 million women use the internet to manage their everyday life in India, which has 150 million internet users, according to the "Women and Web Study" study, which was published in June 2013. It has expanded their presence in online entrepreneurship too. Kudeshia and Mittal (2015) discussed that the advertisers are utilizing social networking as a strategic tool for advancement. The study finds that enhanced presence and communication on various social media channels helps the firms in creating a better brand image while reducing promotional budgets. The paper additionally indicates how the exceptional attributes of correspondence by means of online networking help organizations not only in building a superior connection with their customers but also in converting them into their brand advocates. Various scholars have varied opinions about the importance of social media in civic involvement and social activism. Social networking sites are used by traditional mainstream media to obtain up-to-date information on protests, which they then transmit to a large audience through their own channels. In the middle of the 2000s, as social networking sites gained popularity among the tech-savvy, cyber-activism groups began. These movements include those that are anti-globalization, anti-war, and pro-awareness. A number of democratic organizations and movements were also made possible by the internet, including those that attracted over 100,000 activists in Mumbai in 2004 and Brazil in 2003 (Clark, et. al, 2018).

Social network leadership by women has the power to dismantle outdated prejudices and demographic divisions, having a significant influence on media, advertising, and entertainment. India has had rapid ICT industry growth throughout the 1990s, and this growth has continued since 2000 (Tamplin, et. al, 2018).

The development of social media technologies provided the general public with a number of ways to show their support for movements that called for significant responses but

could not be funded by the mainstream media. In cases where women's voices are being suppressed, it offers a platform for sharing and raising their voices. Numerous men too, have come up in support of women (Andreassen, et. al, 2017).

Social Networking sites enable users to connect with people they would otherwise be unable to meet. This promotes cross-regional idea exchange as well. It gives every author and blogger a convenient way to interact with their readers. Social networking websites also have the good effect of bringing individuals together on a worldwide scale to achieve similar objectives, which leads to constructive societal development (Arora, & Rahul, 2018).

It also offers social knowledge such as advertisements and promotions that keep society informed about current events. Social media serves as an alternate type of media, a forum for sharing, and a way to increase women's voices when those voices go unheard or are silenced. To support women and contribute to every demonstration, thousands of men joined Cyber-hands. It is necessary to bring awareness to the issue of empowering women. Women must be given the freedom to make their own decisions for their dependents in order to secure a bright future for the family, society, and country. Thanks to social media, a woman's voice may be magnified in every possible way when it is muted (Shillcutt, & Silver, 2018).

Social media has a wide array of positive effects on women in India. Hashtag activism has aided in bringing women's rights concerns to the forefront of political agendas by bringing them to the public's notice and making them more visible than they would otherwise be. Several examples testify to this. The prominent UN Women campaign #HeForShe's success in drawing attention to the need to include men and boys in the pursuit of gender equality shows the ability of social media to reach new and bigger audiences. Over 1.2 billion individuals were exposed to the ad globally. Females now have a voice thanks to the #MeToo movement. A sizable number of public figures have come forward to talk about the struggles they had in the past but were afraid to do so, for fear of losing their jobs, reputation and social standing. Began with Hollywood in Australia, moved to the UK, and is currently in Bollywood in India. Women are speaking up and defending themselves. This definitely represents a creative leap forward. The Indian women now have a secure platform to speak for themselves, thanks to Facebook and Twitter (Francesca, et. al, 2017). Social media platforms have allowed women to share their experiences of viciousness with other women, which has enhanced their rights, helped changing the legal systems, and welfare services. In 2010, Egypt saw the introduction of HarassMap, an online mapping application that enables victims to discreetly report instances of sexual harassment via their mobile device. All of the reports are organised through this crowdsourcing effort, which is backed by public awareness-raising activities about how serious the problem is in Egypt (Fardouly, et. al, 2015).

The grassroot organizations for women are increasingly calling for more public accountability in the field of gender equality using social media. When a young woman was gang-raped in Delhi in 2012, the #DelhiGangRape hashtag campaign was created to draw attention to the prevalence of gender-based violence in India. The hashtag campaign contributed in the mobilization of the general populace, which led to changes being made to the Criminal Code to add explicit anti-rape provisions. The hashtags #sendeanlat (speak your story) and #ozceganaslan were used on Twitter to show a similar level of indignation around the world in response to the rape and death of a young woman in Turkey. Large-scale public demonstrations generated a discussion on the country's violence against women among political and civil society leaders (Perloff, 2014).

#PadManChallenge: In India, girls and women who experience menstruation are stigmatized as filthy and untouchable. Since they are unable to use the kitchen, travel to temples, touch pickles, or sleep on beds, they adhere to numerous objections. In addition, the pharmacist provides the consumer their requested sanitary pads after wrapping them in newspaper and putting them in a black polythene bag. This natural process in a woman's body should not be addressed the way we do. Numerous celebrities, including Twinkle Khanna, Deepika Padukone, and Amir Khan, participated in the #PadManChallenge in 2018 by posting updates and pictures of themselves carrying sanitary pads in their hands on their Twitter or Instagram accounts. The notion of looking down on far longer eras of patriarchal culture has altered as a result (Odine, 2013).

When Indian Prime Minister Narendra Modi introduced the #SelfieWithDaughter campaign on January 28, 2015, it received a lot of positive attention (Walker, et. al, 2021).

#BetiBachaoBetiPadhao: Prime Minister Narendra Modi of India once again took a terrific initiative via Twitter. This program was launched to combat the rise in female foeticide cases and the rising number of female school dropouts each year. The ratio of females to boys has significantly decreased. This movement has also generated pleasant sentiments via social media. Today, a girl kid is no longer referred to as a misfortune (Guta, & Karolak, 2015).

Social media has developed into a potent tool for women's emancipation due to its speed of dissemination and reach. Women can now support one another more easily, which is the perfect #SheForShe motivator. The "like" button has become a virtual hug for those who share their personal stories online, allowing women to connect with those individuals (Hogue, & Mills, 2019).

Unquestionably, social networking sites in particular are changing the ways, how younger and future generations communicate with one another. It was discovered that more people visited these websites than any other websites. Mobile devices are frequently used to conveniently start social networking sites. According to polls, 95% of college students in the United States who are between the ages of 18 and 29 have a social networking presence of some kind. It is estimated that college students in particular spend at least 100 minutes each day on social media, communicating with peers mostly by uploading and viewing images. Given how frequently social media platforms are used, there are many interpersonal assessments and comparisons available on social media. Online social networks provide another venue for presenting images, giving women yet another way to compare themselves to others, even if concerns about weight and looks are undoubtedly not new to modern culture. It may be argued that the widespread usage of these sites, and in particular the popularity of sharing and seeing images, has contributed to the so-called "obsession" with weight, looks, and beauty in today's culture. Every hour, almost 10 million new pictures are added to the Facebook website alone. Participation in social networking involves promoting one's image and being constantly exposed to stimuli that are appearance-focused. Social networking sites are thus a possible new channel via which young women can encounter more self-consciousness (Wilcox, & Laird, 2000).

The final result might be that social networking sites make individuals more susceptible to negative self-evaluation and encourage them to desire to alter who they are in order to fit in with others. Even though the field of study is very young, correlational evidence points to some clear links between social networking site use and disordered eating, internalization of the slim ideal, and body dissatisfaction. It has been discovered that having a Facebook account is linked to increased internalization of the slim ideal, a drive for thinness, and body monitoring in

adolescent girls. Additionally, there was a substantial correlation between time spent on the such websites and the individuals' "friends" and a higher level of body dissatisfaction. Internet appearance exposure was the only medium type in a comparative study of television, magazines, and the internet that negatively correlated with weight satisfaction, meaning that the more frequently young girls were exposed to appearance-focused content online, the less likely they were to report being satisfied with their current weight. According to preliminary evidence, females who use Facebook are more likely to have eating disorders, a desire to diet, and anorexia and bulimia symptoms. Studies have limitations since they do not take into consideration the unique social media usage habits of individual users, and as a result, do not account for the range of online activities offered. Instagram is a network with a heavy emphasis on images, with the sole purpose of enabling picture sharing and viewing. Nevertheless, it is getting harder to avoid pictures and other triggers that can harm Internet users' perceptions of their bodies. Given the widespread usage of these social networking sites, it is conceivable that the propensity for drawing comparisons of looks is growing as the accessibility and immediate photo sharing and watching are on the rise. Many social networking site users are exposed to photographs that provide them with close comparison points on a regular basis (Cohen, et. al, 2017).

According to data from the Facebook alone, users share 14 million videos weekly and more than 2 billion photographs every month (up to 250 million per day). It is obvious that self-disclosure and openness are involved in online social media. Investigating the effects that such transparency might have on young women is therefore crucial, especially in light of what is already known about the effects that other forms of media have on them. Users of social networking sites reported devoting a lot of time to maintaining their profiles, which they did in an effort to present idealized versions of themselves (Sherlock, & Wagstaff, 2019). They also admitted to spending a lot of time looking at other people's profiles and making comments that were primarily about other people's beauty in their pictures. The pervasiveness of photo sharing and watching on social media platforms can make the fixation with idealized beauty standards even more complicated and endanger young women's self-worth. Researchers have also noted that photo-sharing websites may increase self-consciousness and have an impact on self-presentation, as well as the fact that tools used by celebrities to present flawless images are now accessible to people with computers (such as the Photoshop program, which allows images to be modified and/or "corrected") (Saunders, & Eaton, 2018).

It has been shown that certain female young adults who are more emotionally involved in the online interactions, are more focused on their beauty. When a person's self-worth is dependent on outside factors, they may persistently look for affirmation from others and ultimately put themselves at risk for unfavorable results. Recently, the link between appearance contingencies for self-worth and social media sites like Facebook, photo-sharing activity was examined, and it was discovered that these two are substantially correlated (Lonergan, et. al, 2019).

Apart from the above-mentioned problems with social media exposure, there are certain other issues with different age-group women for social media usage. Women, in general, have limited access to new technologies. Many women, due to the lack of literacy, language obstacles, and the infrastructural constraints, are unable to properly utilise social media due to the divide between rural and urban areas. Particularly rural and indigenous women's internet activism and networking possibilities are affected by these variables. Women's participation in online activities may be restricted by a lack of cross-institutional networking opportunities, particularly those with decision-makers and public figures, as well

as a separation from local women's groups (Creedon, 2014). A proliferation of minor online campaigns centered on certain issues can quickly become overpowering, making activists weary of their cause. This affects a campaign's ability to grow on a wide scale and draw in new viewers (Su, et. al, 2020)

Governments have a history of banning blogs and websites with female creators. Female activists have experienced sexual harassment in online debates, and websites that provide guidance on sexual health and reproductive rights have been taken down. Online, the voices of women are further stifled by harmful gender stereotypes and the underrepresentation of women in traditional and new media organisations (Posavac, et. al, 2001).

Considering above issues, social media access can definitely be improved for the benefit of women. Maximizing the potential for advocacy through social media requires equal access to and use of new technology. The usage of social media by women might be improved by educating gender activists on effective ways to run an internet campaign (e.g., hashtag use, effect measurement, selecting target markets, and developing persuasive messaging) (Fardouly, et. al, 2015). Internet activism for women's rights may be successful by increasing female leadership in media organizations and processes of decision-making. Strategic partners may close the policy loop, have an impact on public perception of important issues affecting women's rights, and have an influence on decision-making (Chen, & Abedin, 2014). To increase advocacy efforts, social media campaigns must build on and involve local women's groups, conventional media, and males. Combining social media with conventional media allows for the scaling up of campaigns. Additionally, by strengthening message and grabbing more attention, involving men and other non-traditional partners may aid campaigns in gaining momentum both locally and globally (O'Higgins, et. al, 2014).

Objective of the Study

1. To know both the positive and negative effects of social media on different age-groups of women in India.
2. To compare the effects of social media exposure on women in India on the basis of their age.

Research Methodology

A sample of 300 women respondents was surveyed to know the effect of social media with the help of a structured questionnaire particularly designed for this study. The primary data was collected through random sampling method. Comparative mean and ANOVA were applied to analyse and evaluate the data and get the end results.

Findings of the Study

Table below is showing demographic details of the respondents where total 300 women were surveyed for present study survey. Among them 33.3% belong to the category of young women, 33.3% are middle aged and rest 33.3% are from the older category of women. 28.7% of the respondents are students, 47.3% are working and rest 24.0% are non-working.

Table 1 *Demographic Details*

Variable	Respondents	Percentage
Gender		
Male	0	0
Female	300	100
Total	**300**	**100**
Age		
Young	100	33.3
Middle aged	100	33.3
Elderly	100	33.3
Total	**300**	**100**
Occupation		
Students	86	28.7
Working	142	47.3
Non-working	72	24.0
Total	**300**	**100**

Table 2 *Comparative mean for different age categories for impact of social media on women*

S. No.	Impact of social media	Age (years)			
		Young	Middle age	Older	Total
	Positive Impact				
1.	Social media helps women to shed light on their issues and paves the way for solutions	4.13	4.08	3.63	3.95
2.	Social media empowers women by covering fields from knowledge to lifestyle, education and health	3.89	3.66	3.32	3.62
3.	Enables women to break oppressive traditions and speak out for right and the necessary improvements in society	3.97	3.66	3.26	3.63
4.	Social media helps women to participate and share their concerns with others	4.30	4.11	3.65	4.02
5.	Social media helps women in becoming increasingly aware of the rights and abilities	4.11	4.14	3.64	3.96
	Negative Impact				
6.	Women devote a lot of time to maintain their profiles on social media	4.42	4.13	3.57	4.04
7.	Women get emotionally involved in social media sites and focus more on their beauty	4.03	3.95	3.73	3.90
8.	Social media pushes women to put themselves at risk for unfavorable results	4.10	3.72	3.73	3.85
9.	Photo-sharing activity on social media is correlated with appearance possibilities for self-worth	4.30	4.09	3.94	4.11
10.	Self-disclosure and openness are involved more in social media	4.12	3.92	3.76	3.93

Table 2 is showing comparative mean between different age categories for impact of social media on women in India. It is observed that higher mean values are shown by young and middle age women for positive impact of social media such as social media helping women to shed light on their issues and paving the way for solutions (4.13 and 4.08), social media

empowering women by covering fields from knowledge to lifestyle, education and health (3.89 and 3.66), enabling women to break oppressive traditions and speak out for right and the necessary improvements in society (3.97 and 3.66), social media helping women to participate and share their concerns with others (4.30 and 4.11) and women becoming increasingly aware of the rights and abilities through social media (4.11 and 4.14) respectively as compared to women belonging to older group which shows lower mean values. For negative impact of social media higher mean values are shown by young and middle age women for the statements like women devoting a lot of time to maintain their profiles on social media (4.42 and 4.13), women getting emotionally involved in social media sites and focussing more on their beauty and outer appearances (4.03 and 3.95), social media pushing women to put themselves at risk for unfavourable results (4.10 and 3.72), photo-sharing activity on social media is correlated with appearance possibilities for self-worth (4.30 and 4.09) and self-disclosure and openness are involved more in social media with mean values 4.12 and 3.92 respectively.

Table 3 *ANOVA*

Impact of social media		Sum of Squares	df	Mean Square	F	Sig.
Social media helps women to shed light on their issues and paves the way for solutions	Between Groups	15.167	2	7.583	12.945	.000
	Within Groups	173.980	297	.586		
	Total	189.147	299			
Social media empowers women by covering fields from knowledge to lifestyle, education and health	Between Groups	16.447	2	8.223	11.973	.000
	Within Groups	203.990	297	.687		
	Total	220.437	299			
Enables women to break oppressive traditions and speak out for right and the necessary improvements in society	Between Groups	25.340	2	12.670	19.539	.000
	Within Groups	192.590	297	.648		
	Total	217.930	299			
Social media helps women to participate and share their concerns with others	Between Groups	22.340	2	11.170	19.801	.000
	Within Groups	167.540	297	.564		
	Total	189.880	299			
Women are becoming increasingly aware of the rights and abilities through social media	Between Groups	15.727	2	7.863	7.762	.001
	Within Groups	300.870	297	1.013		
	Total	316.597	299			
Women devote a lot of time to maintain their profiles on social media	Between Groups	37.340	2	18.670	18.722	.000
	Within Groups	296.180	297	.997		
	Total	333.520	299			
Women get emotionally involved in social media sites and focus more on their beauty	Between Groups	4.827	2	2.413	3.098	.047
	Within Groups	231.370	297	.779		
	Total	236.197	299			
Social media pushes women to put themselves at risk for unfavourable results	Between Groups	9.380	2	4.690	4.856	.008
	Within Groups	286.870	297	.966		
	Total	296.250	299			
Photo-sharing activity on social media is correlated with appearance possibilities for self-worth	Between Groups	6.540	2	3.270	7.203	.001
	Within Groups	134.830	297	.454		
	Total	141.370	299			
Self-disclosure and openness are involved more in social media	Between Groups	6.507	2	3.253	6.894	.001
	Within Groups	140.160	297	.472		
	Total	146.667	299			

Table above is showing ANOVA results for impact of social media on women belonging to different age categories. It is observed that value under significance column for all the statements is below 0.05.

Table 4 *Multiple Comparisons*

Dependent Variable	(I) Age	(J) Age	Mean Difference (I-J)	Std. Error	Sig.
Social media helps women to shed light on their issues and paves the way for solutions	Young	Middle age	.05000	.10824	.889
		Older	.50000*	.10824	.000
	Older	Middle age	-.45000*	.10824	.000
Social media empowers women by covering fields from knowledge to lifestyle, education and health	Young	Middle age	.23000	.11720	.123
		Older	.57000*	.11720	.000
	Older	Middle age	-.34000*	.11720	.011
Enables women to break oppressive traditions and speak out for right and the necessary improvements in society	Young	Middle age	.31000*	.11388	.019
		Older	.71000*	.11388	.000
	Older	Middle age	-.40000*	.11388	.001
Social media helps women to participate and share their concerns with others	Young	Middle age	.19000	.10622	.175
		Older	.65000*	.10622	.000
	Older	Middle age	-.46000*	.10622	.000
Women are becoming increasingly aware of the rights and abilities through social media	Young	Middle age	-.03000	.14234	.976
		Older	.47000*	.14234	.003
	Older	Middle age	-.50000*	.14234	.001
Women devote a lot of time to maintain their profiles on social media	Young	Middle age	.29000	.14123	.102
		Older	.85000*	.14123	.000
	Older	Middle age	-.56000*	.14123	.000
Women get emotionally involved in social media sites and focus more on their beauty	Young	Middle age	.08000	.12482	.798
		Older	.30000*	.12482	.044
	Older	Middle age	-.22000	.12482	.184
Social media pushes women to put themselves at risk for unfavourable results	Young	Middle age	.38000*	.13899	.018
		Older	.37000*	.13899	.022
	Older	Middle age	.01000	.13899	.997
Photo-sharing activity on social media is correlated with appearance possibilities for self-worth	Young	Middle age	.21000	.09529	.072
		Older	.36000*	.09529	.001
	Older	Middle age	-.15000	.09529	.258
Self-disclosure and openness are involved more in social media	Young	Middle age	.20000	.09715	.100
		Older	.36000*	.09715	.001
	Older	Middle age	-.16000	.09715	.228

Table above is showing multiple comparisons between different age categories for effect of social media on women in India. For the statement, social media helping women to shed light on their issues and paving the way for solutions and social media empowering women by covering fields from knowledge to lifestyle, education and health, there is a significant difference between the age groups of (young & older) and (older & middle age). It enables women to break oppressive traditions and speak out for right and the necessary improvements in society (young & middle age), (young & older) and (older & middle age). Social media helps women to participate and share their concerns with others. Women are becoming increasingly aware of the rights and abilities through social media. There is a significant difference between the age groups (young & middle age), (young & older) and (older & middle age) regarding women devoting a substantial time span on social media. For

the statement like women getting emotionally involved on social media sites and focussing more on their beauty, outer appearances for self-worth and self-disclosure and openness are involved more in social media, there is a significant difference between young and older age groups.

Conclusion

Women for generations, have been facing problems on all fronts and each and every problem took place over an extended period of time, and it took some strong minds to solve them. Many women are battling for life, rights, and survival while suffering from conditions brought on by their families and society. Every single woman does not always find solutions quickly. Social media at least has the potential to shed some light on their issues and pave the way for answers with specific context of India. There are already websites devoted to empowering women, covering a variety of subjects from knowledge to lifestyle to education to health, to end on a tone of positivity regarding the benefits of social media for women in Indian society (McGuire, 2017). Women in India today have a variety of options for employment, education, and labor. People are breaking free from oppressive traditions and speaking out for what is right and the necessary improvements for our culture. We also want to address the relatively low level of digital literacy among women. If we encourage women to pursue education in every field, we can aid in India's improved development. Thanks to social media, learning about women's empowerment is now easier than ever. Social media transforms into a quicker medium during an occurrence, enabling users from all over the world to participate and share their experiences. Similar incidents, which were unanimously condemned, compelled governments from all across the world to act. Such awareness and outpouring were only possible with the development of the Internet and social media. Women are becoming increasingly aware of the rights and abilities that they possess on an equal basis with men in every aspect of society. Thanks to the Internet and social media, all of these remarkable developments are already occurring and will only intensify over time (Stanton, et. al, 2017).

The study concludes that social media has helped women to shed light on their issues and pave the way for solutions, empower women, enabling them to speak out for right, help women to share their traumatic experiences with others and possibly finding out solutions for the issues. It, undoubtedly, makes them aware of the rights and abilities, but at the same time social media is hugely time-consuming in order to maintain profiles. Women, sometimes, get emotionally involved, putting themselves at risk for unfavorable results and it also involves self-disclosure and openness of women making them vulnerable to undesired elements, which is found in form of several positive and negative effects of social media on different age groups of women, in an age-group exclusive manner. It all comes down to an individual and their social media usage in the right direction and amount to have an optimized output availed.

References

Andreassen, C. S., Pallesen, S., & Griffiths, M. D. (2017). The relationship between addictive use of social media, narcissism, and self-esteem: Findings from a large national survey. Addictive behaviors, 64, 287-293.

Arora, N., & Rahul, M. (2018). The role of perceived risk in influencing online shopping attitude among women in India. International Journal of Public Sector Performance Management, 4(1), 98-113.

CESARONI, F., Demartini, P., & Paoloni, P. (2016). Women in business and social media: state of the art and research agenda. Towards a New Architecture of Knowledge: Big Data, Culture and Creativity, 1929-1943.

Chen, G. M., & Abedin, Z. (2014). Exploring differences in how men and women respond to threats to positive face on social media. Computers in Human Behavior, 38, 118-126.

Clark, K., Fletcher, J. B., Holloway, I. W., & Reback, C. J. (2018). Structural inequities and social networks impact hormone use and misuse among transgender women in Los Angeles County. Archives of sexual behavior, 47(4), 953-962.

Cohen, R., Newton-John, T., & Slater, A. (2017). The relationship between Facebook and Instagram appearance-focused activities and body image concerns in young women. Body image, 23, 183-187.

Creedon, P. (2014). Women, social media, and sport: Global digital communication weaves a web. Television & New Media, 15(8), 711-716.

Fardouly, J., Diedrichs, P. C., Vartanian, L. R., & Halliwell, E. (2015). Social comparisons on social media: The impact of Facebook on young women's body image concerns and mood. Body image, 13, 38-45.

Fardouly, J., Diedrichs, P. C., Vartanian, L. R., & Halliwell, E. (2015). The mediating role of appearance comparisons in the relationship between media usage and self-objectification in young women. Psychology of Women Quarterly, 39(4), 447-457.

Francesca, M. C., Paola, D., & Paola, P. (2017). Women in business and social media: Implications for female entrepreneurship in emerging countries. African Journal of Business Management, 11(14), 316-326.

Guta, H., & Karolak, M. (2015). Veiling and blogging: social media as sites of identity negotiation and expression among Saudi women. Journal of International Women's Studies, 16(2), 115-127.

Hogue, J. V., & Mills, J. S. (2019). The effects of active social media engagement with peers on body image in young women. Body image, 28, 1-5.

Kudeshia, C., & Mittal, A. (2015). Social Media: An Eccentric Business Communication Tool for the 21st Century Marketers. International Journal of Online Marketing, 5(2), 37-57. doi: 10.4018/ijom.2015040103

Kudeshia, C., & Mittal, A. (2016). The effect of eWOM on brand attitude and purchase intention of consumers: a cross-sectional study on consumer electronics. International Journal of Internet Marketing and Advertising, 10(3), 131-151. doi: 10.1504/ijima.2016.080162

Kudeshia, C., Sikdar, P., & Mittal, A. (2016). Spreading love through fan page liking: A perspective on small scale entrepreneurs. Computers In Human Behavior, 54, 257-270. doi: 10.1016/j.chb.2015.08.003

Lonergan, A. R., Bussey, K., Mond, J., Brown, O., Griffiths, S., Murray, S. B., & Mitchison, D. (2019). Me, my selfie, and I: The relationship between editing and posting selfies and body dissatisfaction in men and women. Body image, 28, 39-43.

McGuire, H. (2017). College-aged women on Instagram: an analysis of gender and social media.

Melissa, E., Hamidati, A., Saraswati, M. S., & Flor, A. (2015). The Internet and Indonesian women entrepreneurs: Examining the impact of social media on women empowerment. In Impact of information society research in the global south (pp. 203-222). Springer, Singapore.

Nelson, S. L., Harriger, J. A., Miller-Perrin, C., & Rouse, S. V. (2022). The effects of body-positive Instagram posts on body image in adult women. Body Image, 42, 338-346.

Odine, M. (2013). Role of social media in the empowerment of Arab women. Global Media Journal, 12(22), 1-30.

O'Higgins, A., Murphy, O. C., Egan, A., Mullaney, L., Sheehan, S., & Turner, M. (2014). The use of digital media by women using the maternity services in a developed country. Irish medical journal, 107(10), 313-315.

Perloff, R. M. (2014). Social media effects on young women's body image concerns: Theoretical perspectives and an agenda for research. Sex roles, 71(11), 363-377.

Perloff, R. M. (2014). Social media effects on young women's body image concerns: Theoretical perspectives and an agenda for research. Sex roles, 71(11), 363-377.

Posavac, H. D., Posavac, S. S., & Weigel, R. G. (2001). Reducing the impact of media images on women at risk for body image disturbance: Three targeted interventions. Journal of social and clinical psychology, 20(3), 324-340.

Saunders, J. F., & Eaton, A. A. (2018). Snaps, selfies, and shares: How three popular social media platforms contribute to the sociocultural model of disordered eating among young women. Cyberpsychology, Behavior, and Social Networking, 21(6), 343-354.

Sherlock, M., & Wagstaff, D. L. (2019). Exploring the relationship between frequency of Instagram use, exposure to idealized images, and psychological well-being in women. Psychology of Popular Media Culture, 8(4), 482.

Shillcutt, S. K., & Silver, J. K. (2018). Social media and advancement of women physicians. N Engl J Med, 378(24), 2342-2345.

Stanton, A. G., Jerald, M. C., Ward, L. M., & Avery, L. R. (2017). Social media contributions to strong Black woman ideal endorsement and Black women's mental health. Psychology of Women Quarterly, 41(4), 465-478.

Su, W., Han, X., Yu, H., Wu, Y., & Potenza, M. N. (2020). Do men become addicted to internet gaming and women to social media? A meta-analysis examining gender-related differences in specific internet addiction. Computers in Human Behavior, 113, 106480.

Tamplin, N. C., McLean, S. A., & Paxton, S. J. (2018). Social media literacy protects against the negative impact of exposure to appearance ideal social media images in young adult women but not men. Body Image, 26, 29-37.

Ukpere, C. L., Slabbert, A. D., & Ukpere, W. I. (2014). Rising trend in social media usage by women entrepreneurs across the globe to unlock their potentials for business success. Mediterranean Journal of Social Sciences, 5(10), 551-551.

Walker, C. E., Krumhuber, E. G., Dayan, S., & Furnham, A. (2021). Effects of social media use on desire for cosmetic surgery among young women. Current Psychology, 40(7), 3355-3364.

Wilcox, K., & Laird, J. D. (2000). The impact of media images of super-slender women on women's self-esteem: Identification, social comparison, and self-perception. Journal of Research in Personality, 34(2), 278-286.