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To study the impact of using social media on the life satisfaction among women

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Abstract
The need for the study is to understand and identify the impact of social media or women. It causes various psychological problem which result in to stress, boredom, anger. Women are much more active than men across major social media platform such as Facebook, twitter, you tube, skype, & WhatsApp women have stronger attachment towards social network. They send inspiration messages which result in negative impact in time. due to risk, the users may cause problem such as breach of privacy that is unauthorized use or distribution or disclosure of personal information like medical record, sexual preferences, and financial status. Other such as cyber stalking which involves following a person's movement across the internet by posting messages on the bulletin boards frequented by the victim, entering the chat-room frequented by the victim, constantly bombarding the victim with email. And the present study tries to explore the extent of use of social media and its impact on These life satisfactions among working and non-working women. With the fallowing objective. Ex post facto research design will be adopted in the present research. Multi stage random sampling technique will be adopted to select the sample. Approximately a sample of 120 women was selected from Lucknow city. The data was collected through interview methods relevant too for assessment of life satisfaction.

Keywords: Social media, life satisfaction

Introduction

Social networking on social media websites involves the use of the internet to connect users with their friends, family and acquaintances. Social media websites are not necessarily about meeting new people online, although this does happen. Instead, they are primarily about connecting with friends, family and acquaintances you already have in real life. The most well-known social media sites are Facebook, Twitter, Instagram and LinkedIn. These sites allow you to share photos, videos and information, organize events, chat, and play online games. Often, each of your "friends" (Facebook) or "followers" (Twitter) will be connected to each other. Just like in real life, the connections between people aren't just one-on-one, but a network of connections. This online social network is useful for spreading information, pictures and videos and generally staying in touch with people you wouldn't normally get to interact with all the time. For example, you can easily set up a Facebook page with details and pictures of an event you might be planning, such as a school fete. The page allows you to easily send out invitations to other users of the social media site. Just like other technology, for example mobile phones, social media is a very effective tool for connecting with people. However, there are a few privacy and security issues worth keeping in mind. If you are thinking about joining a social media site, ask a friend or family member who is familiar with the site to help set you up and show you some of the basics. It can seem a bit complex when you're getting started but once you get used to it you'll find it easier to navigate. When you sign up to a social media site you need to provide your email address to verify your identity. This will automatically create your profile page. Depending on the social media site you're using, a profile page usually allows you to post a picture and a few general details about you and your interests. Your friends will be able to see your profile page and the information that you share. They will also be able to leave comments or share information with you on your profile page. When signing up you don't have to fill all the fields in your profile – think carefully about what you want people to know about you before you fill it in.

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Social Media's Impact on Women: The Good and the Bad

The world is well aware that Twitter changed the social media game 140 characters at a time. And, let's not forget the transformation of the pound sign – or as the world knows it today, the hash tag.

Post published a great piece on how Twitter hash tags have changed the conversation on feminism. From Bring Back Our Girls to Yes All Women, Twitter has given women and girls a public platform to take a stand against the male dominated world. While there are still men who utilize Twitter to attack women's voices, Twitter has also served to unify women and men who support gender equality. Through the empowerment of women's perspectives, men's perspectives have been widened too.

With all the media attention on Twitter's 10th anniversary, we've been inspired to create a blog series addressing some of the ways social media specifically affects women. It would be impossible for the series to encompass all of the ways women are affected, so this series will merely scratch the surface. But, hopefully, it will spark conversations and push people to think more critically about social media – the good and the bad.

While social media has the power to unify voices, publicize important issues, and inspire the world, it also aids in the objectification of women, sex and human trafficking, and terrorist recruitment. Another important point we'll touch is that, even though the leading social media sites were founded by men and continue to be controlled by men – Mark Zuckerberg (Facebook); Steve Chen, Chad Hurley, Jawed Karin (YouTube); Kevin Sitcom (Instagram), and Biz Stone (Twitter) – social media undoubtedly serves to empower women.

The question is how we can reconcile a platform that aids women while also disproportionately negatively impacting women.

So, stay tuned in the coming weeks. This series will examine critical areas such as the objectification of women, sex and human trafficking, and terrorist recruitment. We'll also discuss the prominence of men on the corporate side of social media and the changes occurring in that realm. Ultimately, it is our hope that by the end of the blog series, we have opened a space for debate and discussion on solutions moving forward.

Review Literature

Boyd and Nielsen (2006) conducted a study on, "reported that the top ten social networking sites developed with the passage of time". Its number of users increases from 46.8 million to 68.8 million. This rating reveals the important information about how new generation interacts with each other. Talking about law and jurisdiction it is international law that one must be 18 years old minimum to use social networking websites but unfortunately, According to Lenhart & Madden (2007) calculation it has been analyzed that 41% of 12–13 years old and 61% of 14–17 years old users

Charlene Li *et al*., (2007) conducted a study on "estimated that students are more likely to use social networking websites;" nearly 47% of teenagers (12 to 17year olds) and 69% of young adults (18 to 21year olds) and 20% of adults (18+) use social networking sites, and only 20% use them to contact other people. According to Charlene Li *et al* (2007) student activity on social networking sites focuses on communicating with each other.

Kevin *et al*, (2010); conducted a study on *"the higher educational community has been noticeably slow in adopting social networking technologies into the curriculum." Non-commercial SNSs, like Ning in Education, provide an exciting and innovative alternative for higher education educators interested in the educational benefits associated with social networking technologies. Results from this study reveal that for a majority of students, SNSs provide significant e-learning benefits in their courses. Ozkan and McKenzie (2008) contend that educators need to engage students with a more 21st century approach to teaching and social networking Technologies can provide such a venue. As both distance education and SNSs continue to grow, it is becoming increasingly more important to examine how distance education and SNSs can be combined most effectively.

Jayme, Waddington (2011) conducted a study on "Social networking among adolescents is not just a fad;" it is part of their culture. While social networking can expose teens to danger, they are exposed to the same dangers in real life as well. A parent or teacher cannot expect a teen to abandon the internet and be able to thrive in modern society as computers, technology, the internet, and social networking is utilized in all aspects of modern life, even in the workplace. This is why social networking should not only be included as a valuable tool to enhance the classroom but should also be utilized as an opportunity to teach students the skills that ensure safe and enriching use of social media.

Hundey & Elizabeth (2012) conducted a study on "a Twitter account, and bring a laptop or smart phone if possible to the seminar". While giving the presentation on using social media in the geography classroom, the instructor is also demonstrating how to use social media in the classroom. Therefore, the presentation strategies are paramount to the success of the presentation and are included in each section of the presentation. In this project, the students learnt to use the innovative way of using social media like twitter, tumblr, Wikipedia, Poll Everywhere, Discussion boards, Facebook and YouTube.

Methodology

Social networking on social media websites involves the use of the internet to connect users with their friends, family and acquaintances. Social media websites are not necessarily about meeting new people online, although this does happen. Instead, they are primarily about connecting with friends, family and acquaintances you already have in real life. The most well-known social media sites are Facebook, Twitter, Instagram and LinkedIn.

Present study was conducted in Lucknow district which is purposively selected to conduct the study, as it is the capital city and largely inhabited. Sampling technique adopted in the present study is simple random sampling. Information was collected through interview method. Life satisfaction scale was used to present study. The data was coded, tabulated and analyzed using SPSS-20 version software. Correlation coefficient (r)-Karl Pearson test was used to interpret results.

Result

Table 1: Assessment of social networking sites on the basis feeling of stress to use of networking sites.

S.no	Feeling of stress or pressure due to use of networking sites	Frequency (%)	
		Working (N=60)	Non-working (N=60)
1	Yes-almost more than I could bear	9(12.5)	2(4.2)
2	Yes-quite a bit of pressure	31(43.1)	17(35.4)
3	Yes-some-more than usual	10(13.9)	9(18.8)
4	Yes-some, but about usual	12(16.7)	98(18.8)
5	Not at all	1013.9)	11(22.9)

(Figure in parenthesis indicate percentages)

The above table explains the perception of feeling of stress or pressure to use of networking sites among working and non-working women. Working women yes almost more than I could bear (12.5), non-working (4.2) and working women yes quite a bit of pressure (43.1) and nonworking women (35.4) and also, be noted that working women yes some more than usual (13.9) and non-working women (18.8). whereas working women yes some about usual (16.7) and nonworking women(18.8) percent.

Table 2: Assessment of social networking sites on the basis of control of your behaviour thought emotions or feeling.

S.no	control of your behaviour thought, emotions or feelings	Frequency (%)	
		Working	Non-working
1	Yes, definitely so	19(26.4)	8(16.3)
2	Yes-for the most part	19(26.4)	14(29.2)
3	Generally, so	22(30.6)	16(33.3)
4	Not too well		
5	No, and I am somewhat disturbed	1(4.2)	2(4.2)

(Figure in parenthesis indicate percentages)

The above table explains the perception of control of your behaviour thought emotion or feeling among working and non-working women. Working women yes definitely so (26.4), non-working (16.3) and working women yes for the most part (26.7) and nonworking women (29.2) and also, be noted that working women generally (30.6) and non-working women (33.3). whereas working women no and I am somewhat disturbed (4.2) and nonworking women (4.2) percent.

Table 3: Assessment of social networking sites on the basis of reaction to strange comments for the posts.

S. No	Reaction to strange comments for the posts	Frequency (%)	
		Working (N=60)	Non-working (N=60)
1	Avoid	60(83.3)	32(66.7)
2	Very aggressive	5(6.9)	2(4.2)
3	Embarrass	5(5.6)	5(10.4)
4	Any other	3(4.2)	3(6.3)

(Figure in parenthesis indicate percentages)

The above table explains the reaction to strange comments for the posts use of social networking sites among working and non-working women. Working comments for the posts working women avoid (83.3), non-working (66.7) and working women very aggressive (6.9) and nonworking women (4.2) and also, be noted that working women embarrass (5.6) and non-working women (10.4). whereas working women any other (4.2) and nonworking women (6.3) percent.
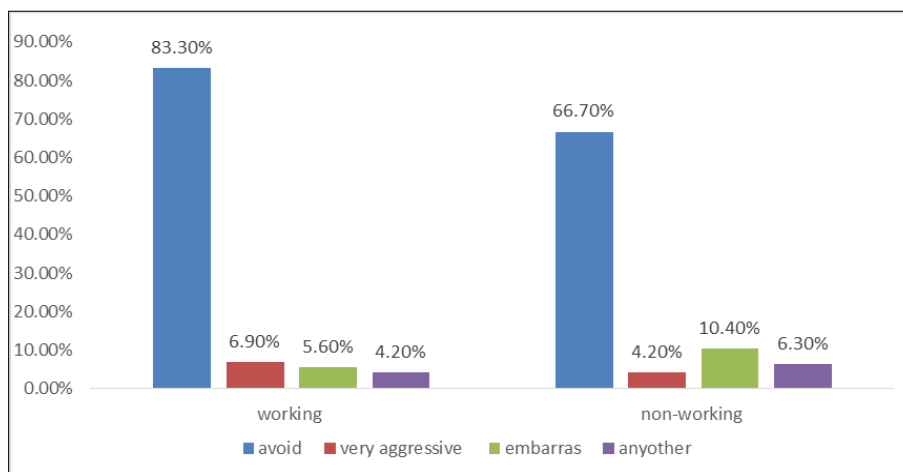

Fig 1: Assessment of social networking sites on the basis of reaction to strange comments for the posts.

Conclusion
As the technology is growing the social media has become the routine for each and every person, peoples are seen addicted with these technologies every day. With different fields its impact is different on people. Social media has increased the quality and rate of collaboration for women. Business uses social media to enhance an organization's performance in various ways such as to accomplish business objectives, increasing annual sales of the organization. Women are seen in contact with these media daily. Social media has various merits but it also has some demerits which affect people negatively. False information can lead the education system to failure, in an organization wrong advertisement will affect the productivity, social media can abuse the society by invading on people's privacy, some useless blogs can influence youth that can become violent and can take some inappropriate actions. Use of social media is beneficial but should be used in a limited way without getting addicted.

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