

IMPACT OF SOCIAL MEDIA ON WOMEN EMPOWERMENT IN RAJASTHAN: A GEOGRAPHICAL STUDY

Prof. R.N. Sharma*
Bhagwan Ram Godara**

ABSTRACT

The presented research paper is based on the study of four districts of Rajasthan state namely- Sriganganagar, Bharatpur, Jaisalmer and Dungarpur. The main objective of this research paper is to assess awareness about their rights among women who use social media and who do not use social media in Rajasthan such as awareness of laws made for women's safety, awareness of government schemes for women's development etc. to do a comparative study of women's economic self-reliance. A total of 96 respondents have been selected for this research paper. In this, 48 respondents are graduate students using social media and 48 respondents' who do not use social media. It is clear from the present study that social media has accelerated the empowerment of women. Women in the study area who often use social media, have a relatively higher level of awareness.

Keywords: Social Media, Internet, Women Empowerment, Gender Based Crime, Gender Based Violence.

Introduction

In the last few years, due to the way the influence of social media has increased in the country, a wide discussion has started on various aspects of social media by the scholars. While on one hand scholars have expressed concern about the negative impact of social media on society, on the other hand many positive aspects of social media have also been presented by various scholars from time to time. The impact of social media in the direction of women empowerment has also been a subject of study from time to time. Through social media, various social organizations, civil society, NGOs, Women's Commission, etc. have been raising the topic of women's rights and issues from time to time, giving women using social media an opportunity to become familiar with their rights and issues. From time to time, the government also publicizes the rights of women and the schemes run by the government for them on social media. In such a situation, it can be believed that social media has played an important role in making women aware of their rights. Keeping this background in view, the researcher has assessed the impact of social media in the direction of women empowerment in the study area of Rajasthan in this research.

The main objective of this research paper is to assess awareness about their rights among women who use social media and who do not use social media in Rajasthan such as awareness of laws made for women's safety, awareness of government schemes for women's development etc. to do a comparative study of women's economic self-reliance.

As a hypothesis for the research presented by the researcher, it is assumed that there is a significant difference in the awareness level of women who use social media and women who do not use social media in the study area.

* Department of Geography, University of Rajasthan, Jaipur, Rajasthan, India.

** Assistant Professor (Geography), Government Dungar College, Bikaner, Rajasthan, India.

Research Methodology

For the convenience of study, four districts of Rajasthan state have been selected for this research paper namely- Sriganganagar, Bharatpur, Jaisalmer and Dungarpur. All these districts represent different physical regions of Rajasthan. The present research work is based on primary data. The compilation of these data has been obtained through personal interview and filling of schedule of sample respondents from the selected districts. A total of 96 respondents have been selected for this research paper. All these respondents are female students studying in graduation classes. In this, 48 respondents are those who use social media while 48 respondents are those who do not use social media. 'Student's t test' has been used by the researcher to check the validity of his hypothesis.

Findings

Among women respondents who use social media in the study area, the number of female respondents who are aware of government run schemes for women development are 11 (91.67) in Ganganagar district, 10 (83.33) in Bharatpur district, 9 (9) in Dungarpur district. 75.00% and 7 (58.33%) in Jaisalmer district. Similarly, among the women respondents who do not use social media, the number of women respondents who do not have information about the schemes run by the government for women's development is 1 (8.33) in Ganganagar district, 2 (16.67) in Bharatpur district, 3 in Dungarpur district. (25.00%) and 5 (41.67%) in Jaisalmer district.

In the study area, among the women respondents who do not use social media, the number of women respondents who are aware of the schemes run by the government for women's development are 5 in Ganganagar district (41.67%), 4 in Bharatpur district (33.33%), 3 (25.00%) in Dungarpur district and 2 (16.67%) in Jaisalmer district. Similarly, while in the study area women who do not use social media, the number of women respondents who are not aware of the schemes run by the government for women development is 7 (58.33%) in Ganganagar district, 8 (66.67%) in Bharatpur district. Dungarpur district has 9 (75.00%) and Jaisalmer district has 10 (83.33%). (Table-1)

Table 1: Level of Awareness about Government Schemes for the Development of Women

District	Female Respondents using social media				female Respondents not using social media			
	Yes	per cent	No	per cent	Yes	per cent	No	per cent
Sriganganagar	11	91.67	1	8.33	5	41.67	7	58.33
Bharatpur	10	83.33	2	16.67	4	33.33	8	66.67
Dungarpur	9	75.00	3	25.00	3	25.00	9	75.00
Jaisalmer	7	58.33	5	41.67	2	16.67	10	83.33

Source: Field Survey by Researcher

In the study area, among women respondents who use social media, the number of women respondents who are beneficiaries of government schemes for women development are 9 in Ganganagar district (75.00%), 8 in Bharatpur district (66.67%), 6 in Dungarpur district (50.00%) and in Jaisalmer district it is 4 (33.33%). Similarly, among women respondents who use social media, the number of women respondents who are non-beneficiaries of government schemes run for women development is 03 (25.00%) in Ganganagar district, 4 (33.33%) in Bharatpur district, 6 (50.00%) in Dungarpur district and 8 (66.67%) in Jaisalmer district.

Among women respondents who do not use social media in the study area, the number of female respondents who are beneficiaries of government schemes for women development are 4 (33.33%) in Ganganagar district, 3 (25.00%) in Bharatpur district, 2 (16.67%) in Dungarpur district and 1 (8.33%) in Jaisalmer district. Similarly, among women respondents who do not use social media, the number of non-beneficiary women respondents of government schemes for women development is 8 (66.67%) in Ganganagar district, 9 (75.00%) in Bharatpur district, 10 (83.33%) in Dungarpur district and 11 (91.67%) in Jaisalmer district. (Table-2)

Table 2: Are women beneficiaries of government schemes for development or not?

District	Female respondents using social media				Female respondents who do not use social media			
	Yes	per cent	No	per cent	Yes	No	per cent	
Sriganganagar	9	75.00	3	25.00	4	33.33	8	66.67
Bharatpur	8	66.67	4	33.33	3	25.00	9	75.00
Dungarpur	6	50.00	6	50.00	2	16.67	10	83.33
Jaisalmer	4	33.33	8	66.67	1	8.33	11	91.67

Source: Field Survey by Researcher

In the study area, the number of female respondents who have basic knowledge of the legal and constitutional provisions for prevention of crimes against women are 9 (75.00%) in Ganganagar district, 7 (58.33%) in Bharatpur district, 6 (50.00%) in Dungarpur district and Jaisalmer district has this number 5 (41.67%) among the women respondents who use social media.

The number of female respondents who do not have basic knowledge of the legal and constitutional provisions for the prevention of crimes against women among women using social media is 3 (25.00%) in Ganganagar district, 5 (41.67%) in Bharatpur district, Dungarpur district 6 (50.00%) and 7 (58.33%) in Jaisalmer district.

Number of females who have basic knowledge of the legal and constitutional provisions for prevention of crime against women among women respondents who do not use social media in the study area 4 (33.33%) in Sriganganagar district, 3 (25.00%) in Bharatpur district, 1 (8.33%) in Dungarpur district and 0 in Jaisalmer district.

Similarly, among the women respondents who do not use social media, the number of women respondents who do not have basic knowledge of the legal and constitutional provisions for the prevention of crimes against women is 8 (66.67%) in Ganganagar district, 9 (75.00%) in Bharatpur district, Dungarpur district has 11 (91.67%) and Jaisalmer district has 12 (100.00%). (Table-3)

Table 3: Level of Awareness about the Legal and Constitutional Provisions to Prevent Crimes against Women.

District	Female respondents using social media				Female respondents who do not use social media			
	Yes	per cent	No	per cent	Yes	per cent	No	per cent
Sriganganagar	9	75.00	3	25.00	4	33.33	8	66.67
Bharatpur	7	58.33	5	41.67	3	25.00	9	75.00
Dungarpur	6	50.00	6	50.00	1	8.33	11	91.67
Jaisalmer	5	41.67	7	58.33	0	0.00	12	100.00

Source: Field Survey by Researcher

Number of female respondents who have faced gender-based violence at least once in their life among female respondents who use social media in the study area is 4 in Ganganagar district (33.33%), 3 in Bharatpur district (25.00%). In Dungarpur it is 1 (8.33%) and 2 (16.67%) in Jaisalmer district. And among the women respondents who use social media, the number of women respondents who have not faced gender-based violence at least once in their life is 8 (66.67%) in Ganganagar district, 9 (75.0%) in Bharatpur district, 11 (91.67%) in Dungarpur district and 10 (83.33%) in Jaisalmer district. The number of female respondents who have faced gender-based violence at least once in their life among female respondents who do not use social media in the study area is 5 (41.67%) in Ganganagar district, 4 (33.33%) in Bharatpur district, Dungarpur district has 2 (16.67%) and Jaisalmer district has 0.

Similarly, among the female respondents who do not use social media, the number of female respondents who did not face gender-based violence at least once in their life is 7 (58.33%) in Ganganagar district, 8 (66.67%) in Bharatpur district, Dungarpur District has 10 (83.33%) and Jaisalmer district has 12 (100.00%). (Table-4)

Table 4: The level of agreement of respondents on the question 'Have the respondent women experienced gender-based violence or not?'

District	Female respondents using social media				Female respondents who do not use social media			
	Yes	per cent	No	per cent	Yes	per cent	No	per cent
Sriganganagar	4	33.33	8	66.67	5	41.67	7	58.33
Bharatpur	3	25.00	9	75.00	4	33.33	8	66.67
Dungarpur	1	8.33	11	91.67	2	16.67	10	83.33
Jaisalmer	2	16.67	10	83.33	0	0.00	12	100.00

Source: Field Survey by Researcher

The number of economically independent female respondents who use social media in the study area is 8 (66.67%) in Ganganagar district, 7 (58.33%) in Bharatpur district, 5 (41.67%) in Dungarpur district and 5 (41.67%) in Jaisalmer district. 6 (50.00%). Similarly, among the women respondents using social media, the number of women respondents who are not economically self-dependent are 4 (33.33%) in Ganganagar district, 5 (41.67%) in Bharatpur district, 7 (58.33%) in Dungarpur district and 6 (50.00%) in Jaisalmer district.

The number of economically self-dependent women respondents who do not use social media in the study area is 6 (50.00%) in Ganganagar district, 7 (58.33%) in Bharatpur district, 5 (41.67%) in Dungarpur district and 3 in (25.00%) Jaisalmer district. Similarly, in the study area, among women respondents who use social media, the number of economically dependent women respondents is 6 (50.00%) in Ganganagar district, 5 (41.67%) in Bharatpur district, 7 (58.33%) in Dungarpur district and Jaisalmer district has 9 (75.00%). (Table-5)

Table 5: Status of economically self-dependent women among respondent women

District	Female respondents using Social Media				Female respondents who Do not use social media			
	Yes	per cent	No	per cent	Yes	per cent	No	per cent
Sriganganagar	8	66.67	4	33.33	6	50.00	6	50.00
Bharatpur	7	58.33	5	41.67	7	58.33	5	41.67
Dungarpur	5	41.67	7	58.33	5	41.67	7	58.33
Jaisalmer	6	50.00	6	50.00	3	25.00	9	75.00

Source: Field Survey by Researcher

In the Study Area, Female respondents using social media, the number of female respondents who have a say in important family decisions making 10 (83.33%) in Ganganagar district, 11 (91.67%) in Bharatpur district, 7 (58.33%) in Dungarpur district and Jaisalmer district has 8 (64.67%).

Similarly, among women respondents who use social media, the number of female respondents who do not participate in important family decision makings is 2 (16.67%) in Ganganagar district, 1 (8.33%) in Bharatpur district, 5 (41.67%) in Dungarpur district and 4 (33.33%) in Jaisalmer district.

Among female respondents who do not use social media in the study area, the number of female respondents who participate in important family decisions is 11 (91.67%) in Ganganagar district, 10 (83.33%) in Bharatpur district, 8 (66.67%) in Dungarpur district and 6 (50.00%) in Jaisalmer district.

Similarly, among female respondents who do not use social media, the number of female respondents who do not participate in important family decisions is 1 (8.33%) in Ganganagar district, 2 (16.67%) in Bharatpur district, 4 (33.33%) in Dungarpur district and 6 (50.00%) in Jaisalmer district. (Table-6)

Table 6: Level of agreement of respondents on the question 'Whether the respondent women are involved in family decisions makings or not?'

District	Female respondents using Social media				Female respondents who Do not use social media			
	Yes	per cent	No	per cent	Yes	per cent	No	per cent
Sriganganagar	10	83.33	2	16.67	11	91.67	1	8.33
Bharatpur	11	91.67	1	8.33	10	83.33	2	16.67
Dungarpur	7	58.33	5	41.67	8	66.67	4	33.33
Jaisalmer	8	66.67	4	33.33	6	50.00	6	50.00

Source: Field Survey by Researcher

In the study area, whether the female respondents are aware of the local political, economic, social and legal issues, the information was obtained by the researcher on this question. It was found that among the female respondents who use social media, they are well aware of the local political, economic, social and legal issues. The number of female respondents who are aware of the issues are 9 (75.00%) in Ganganagar district, 7 (58.33%) in Bharatpur district, 8 (66.67%) in Dungarpur district and 5 (41.67%) in Jaisalmer district.

Similarly, while the number of female respondents who do not have knowledge of local political, economic, social and legal issues among female respondents using social media in the study area are 3 (25.00%) in Ganganagar district, 5 (41.67%) in Bharatpur district, 4 (33.33%) in Dungarpur district and 7 (58.33%) in Jaisalmer district.

Number of female respondents having knowledge of local political, economic, social and legal issues among female respondents not using social media in the study area is 7 (58.33) in Ganganagar district, 5 (41.67) in Bharatpur district, 5 (41.67) in Dungarpur district 4 (33.33%) and 3 (25.00%) in Jaisalmer district.

Similarly, among female respondents who do not use social media in the study area, the number of female respondents who do not have knowledge of local political, economic, social and legal issues is 5 (41.67%) in Ganganagar district, 7 (58.33%) in Bharatpur district, 8 (66.67%) in Dungarpur district and Jaisalmer district has 9 (75.00%). (Table-7)

Table 7: The level of agreement of respondents on the question 'Are the respondent aware of local political, economic, social and legal issues?'

District	Female respondents using Social media				Female respondents who Do not use social media			
	Yes	per cent	No	per cent	Yes	per cent	No	per cent
Sriganganagar	9	75.00	3	25.00	7	58.33	5	41.67
Bharatpur	7	58.33	5	41.67	5	41.67	7	58.33
Dungarpur	8	66.67	4	33.33	4	33.33	8	66.67
Jaisalmer	5	41.67	7	58.33	3	25.00	9	75.00

Source: Field Survey by Researcher

Testing the Validity of the Hypothesis

'Student's t test' has been used to check the validity of the hypothesis set by the researcher for the present research, the calculation of this test has been displayed through Table-8, from which it is clear that the value of t is 3.3943. is greater than 2, that means there is no significant difference between the two variables. Therefore, the researcher's hypothesis is proved to be true that there is a significant difference in the awareness level of women who use social media and women who do not use social media in the study area.

Table 8: Student t test calculated to check the veracity of the hypothesis.

	Female respondent using social media	Female respondent not using social media
Mean	55	36
Variance	68.66666667	56.66666667
Observations	4	4
Pooled Variance	62.66666667	
Hypothesized Mean Difference	0	
df	6	
t Stat	3.394300605	
P(T<=t) one-tail	0.007299026	
t Critical one-tail	1.943180281	
P(T<=t) two-tail	0.014598052	
t Critical two-tail	2.446911851	

Source: Self-calculation

Conclusion

It is clear from the above study that social media has accelerated the empowerment of women. Women in the study area who often use social media, have a relatively higher level of awareness. Women using social media have more understanding about government schemes for women development and legal and constitutional provisions for prevention of crimes against women. The participation of women using social media in important family decisions is also comparatively higher. Similarly, women who use social media also face less gender-based violence. For the empowerment of women in the field of study, it is necessary that social media should be made a more comprehensive and informative medium. The government should broadcast from time to time the schemes, laws and efforts of the government run by the government for women empowerment through social media. Additionally, women who are not using social media should also be encouraged to use social media.

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