



## Networking sites and its impact on life satisfaction among women

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### Abstract

The need for the study is to understand and identify the impact of social media on women. It causes various psychological problems which result in stress, boredom, anger. Women are much more active than men across major social media platforms such as Facebook, Twitter, YouTube, Skype, & WhatsApp. Women have stronger attachment towards social networks. They send inspirational messages which result in negative impact in time. Due to risk, the users may cause problems such as breach of privacy that is unauthorized use or distribution or disclosure of personal information like medical records, 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 following 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 will be selected from Lucknow city. The data will be 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. You can usually adjust this information later on if you need to

### 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 17 year olds) and 69% of young adults (18 to 21 year 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.

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.

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.

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 and discussion**

**Ho: There exists no significant difference in life satisfaction of women across education.**

**Table 1:** Correlation between life satisfaction and social networking

Variable	Mean	SD	r value	Sig.	Conclusion
Life satisfaction	71.06	7.72	.069	.456	NS
Social networking	85.22	7.89			

r=.069, N=120 p>0.05

These results indicate that there is positive correlation between life satisfaction and social networking. As the r value is positive and p<0.00 thus null hypothesis is accepted.

**Table 2:** Correlation between life satisfaction and age of the respondent.

Variable	Mean	SD	R value	Sig.	Conclusion
Life satisfaction	71.0667	7.72830	.092	.316	NS
Age of the respondent	1.1750	.44273			

r=.092, N=120 p>0.05

These results indicate that there is positive correlation between life satisfaction and age of respondent. It is indicated that when age increase, life satisfaction among women is also increase. As the r value is positive and p<0.00 thus null hypothesis is accepted.

**Table 3:** Correlation between life satisfaction and working status of the respondent

Variable	Mean	SD	r value	Sig.	Conclusion
Life satisfaction	71.06	7.72	.042	.652	NS
Working status of the respondent	1.40	.49			

R=. 042, N=120 p>0.05

These results indicate that there is positive correlation between life satisfaction and working status of the respondents. It is indicated that non-working women more ssatisfied with their life. As the r value is positive and p<0.00 thus null hypothesis is accepted.

**Table 4:** Correlation between life satisfaction and educational status of the respondent.

Variable	Mean	SD	r.value	Sig.	conclusion
Life satisfaction	71.06	7.72	.097	.388	NS
Education of the respondent	3.12	.95			

R=. 097, N=120 p>0.05

These results indicate that there is positive correlation between life satisfaction and education of the respondent. It is also indicated that post graduate women more satisfied with their life in comparison to other educational status. As the r value is positive and p<0.00 thus null hypothesis is accepted.

**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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