

Research Paper

A Study of the Impact of Social Media Use among Working and Non-Working Women in Varanasi

Kashi Nath Pandey^{1*}

ABSTRACT

The current study aims to compare the social media use of working and unemployed married women in terms of their time spent on social media, preference for networking sites, favourite search engine, and preferred device for social media use. Samples included 150 active married (U.P. primary government teachers) and 150 unemployed married women between the ages of 30 and 60. The SNS checklist (2016) created by Dr. Rashmi Singh and Depika includes a demographic data sheet as well as 15 statements relating to social interaction and communication patterns on social media. Statistical analysis was performed with SPSS. All hypotheses were accepted, and the results found that working and non-working women differed non-significantly in terms of time spent, preference for networking sites, favourite search engine, and preferred device for social interaction on social media.

Keywords: *Social Media Use, Time Spent, Preference for Networking Sites, Favourite Search Engine, Preferred Device*

Social media is a community of people who share common interests. They communicate their ideas and points of view. It is one entertainment medium that enables us all to connect with people online who share our interests. Online communication can be done through social media websites like Facebook, Twitter, YouTube, Skype, LinkedIn, and WhatsApp, among others. These days, even though they have benefits, it is more crucial for people like us to have these amenities, so one must be careful about their drawbacks. Because of the significant impact, one should use such social media in a secure and safe manner. The misuse of women, online bullying, and psychological effects that harm the family, society, and culture are other problems. There are not many situations where men directly or indirectly threaten to harm women. Despite the fact that women have significantly influenced every aspect of life, there are still many ways that women are mistreated in society. Because of the misuse of social media, some women seem to experience much more abuse than others, including actors, celebrities, and journalists who work in the media. The content of mass communications reflects the pattern of values in any society. The majority of women experience abuse of some kind, which is related to how society views women in public settings.

¹Ph.D. Scholar, Department of Psychology, M.G.K.V.P. Varanasi, U.P. India

*Corresponding Author

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Women and Social media

Information technology advancements over the past ten years have made it possible to create a global communication network that cuts across national borders and has an impact on public policy, individual attitudes, and behaviour, particularly in children and young adults. The social media has the potential to significantly increase its contribution to the improvement of women everywhere. Although more women are using chat and the internet to communicate with others, they still have a lot of issues. They communicate across local, national, and international boundaries. It must be changed that some users continue to project demeaning and negative images of women in social media communications. Additionally, pornographic or violent images have a detrimental impact on women's participation in society. The same can be said for programming that upholds women's traditional roles. By expanding their knowledge, skills, and access to information technology, women should be given more power. To stop user misbehaviour in social media, self-regulatory mechanisms must be built, strengthened, and new strategies must be developed.

REVIEW OF LITERATURE

According to research by **Singh et al. (2021)** on the topic of patterns of smartphone use among young Indians and found that the females more use the internet for all forms of interpersonal communication and information gathering than males.

According to **Liang et al. (2020)**, workers would use personal or corporate social media for work- and social-related goals. Employee job satisfaction can be increased by utilizing socially motivated goals, while productivity can be increased by adopting career-driven goals.

Singh's 2020 research project, titled "Smart Phone Addiction and Emotional Intelligence among Adolescents," acknowledges the significance of the topic and concludes, "There is a critical need to have standardized and more accurate research in this area as a of advancing the Smartphone usage and providing an understanding to determine discrepancy in the studies on whether addiction to smartphones is responsible for loneliness or loneliness results from excessive use of Smartphone."

According to Liang et al. (2020), the task of the types of social media use by employees was extended, and it was also investigated how social media features impacted productivity at work. By bridging the gap between theory and practise, this would serve as a resource for business decision-making.

According to **O'Reilly's (2020)** qualitative study of adolescents, they are exposed to both the positive and negative effects of social media, and the same actions on social media can give birth to both positive and bad feelings.

According to a study by **Twenge et al., (2019)** on the influence and importance of social media in relation to the mental health and of adolescents. A statistically significant correlation between increased social media use and mental health issues has been shown in some studies, although further research is needed.

Bohlouli (2018) noted that there was a statistically significant correlation between social media use, personality neuroticism, and depression in his paper titled "Relationships

A Study of the Impact of Social Media Use among Working and Non-Working Women in Varanasi

between Social Media Use, Personality Neuroticism, and Depression: A Mediating Effect of Neuroticism on Social Media Interaction and Depression."

Marino et al. (2018) conducted a meta-analysis of 23 studies, and the findings showed a link between problematic Facebook use and depression in both adolescents and adults.

Jasso-Medrano & Lopez-Rosalez (2018) conducted a study including 374 university students and discovered a connection between social "addiction" or problematic use, depression, and negative impact. However, these symptoms are not connected to the beneficial time spent on social media.

According to Behringer et al. (2017), employees reported higher levels of happiness when they selected a kind of media that catered to their particular requirements. Social media significantly impacted different workplace or commercial management or communication. The usage of social media in has been demonstrated in prior research to help with internal knowledge management.

Nyagah et al. (2015) carried out research to determine the main advantages and benefits of social networking sites. For instance, Facebook bolsters people's self-confidence, offers them a sense of freedom, and lifts their spirits when things are tough.

Objective of the study

1. To examine the social media use differences between working and non-working female in term of time spend on social media.
2. To examine the social media use differences between working and non-working female in term of preference for networking site for social media use.
3. To examine the social media use differences between working and non-working female in term of favourite search engine on Social media.
4. To examine the social media use differences between working and non-working female in term of preferred device for social media use.

Hypothesis

- H01: There is not a significant variation in social media use between working and non-working female in term of time spend on social media.
- Ho2: There is no discernible difference in social media use differences between working and non-working female in term of preference for networking site for social media use.
- H03: There is not a significant variation in social media use between working and non-working female in term of favourite search engine on Social media.
- Ho4: There is no discernible difference in social media use differences between working and non-working female in term of preferred device for social media use.

METHOD

Sample

A sample of 300 women is selected for this study, 150 of them will be employed (as U.P. primary government teachers), and the remaining 150 will be married women who are currently not employed and living in urban areas of Varanasi UP.

Instruments

Scale of social networking (SNS): The SNS checklist (2016) created by Dr. Rashmi Singh & Depika includes a demographic datasheet as well as 15 statements relating to social interaction and communication patterns on social media. It was revised during the course of research with the permission and cooperation of her mentor. So that it can be more useful in the present.

Procedure

Utilizing purposive sampling, the current study was done in Varanasi, Uttar Pradesh, on 300 married women (150 assistant teachers who were also married and 150 other married women who were not employed). The purposive sampling approach was used to help in sample selection. Statistical analysis of the behavioural measures included the analysis of Chi square has been calculated to analyse ordinal responses on SNS measure.

RESULTS & DISCUSSION

The purpose of the current study was to examine the social media use in working and non-working women. After data collection, the scores were determined in accordance with the scoring method recommended by the creator of the relevant behaviour measures. The current study's findings are discussed in the following manner:

The association between working status and time spent, preference for networking sites, favourite search engine, and the preferred device of working married women and non-working on the measure of social media usage level have been illustrated in Tables 1a:1b.,2a:2b,3a:3b & 4a:4b.

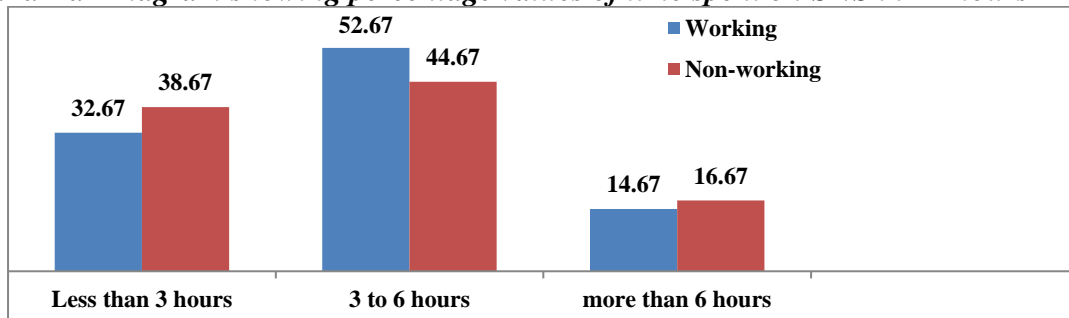
Time spent on SNS in 24 hours

Table No. 1a and Fig. 1b show the respondents' reactions to the statement, "the amount of time they spend on social media each day". The majority of working respondents (52.67%) and non-working respondents (44.67%) reported using social media for approximately three to six hours per day. The majority of respondents (48%) said they used social media for about three to six hours every day.

Table- 1a Time spent on SNS in 24 hours

Working status		Response			Total	
		Less than 3 hours	3 to 6 hours	More than 6 hours		
Working	F	49	79	22	150	$\chi^2=1.935$ P=.380
	%	32.69	52.67	14.67	100	
Non-working	F	58	67	25	150	
	%	38.67	44.67	16.67	100	

Fig:1a Bar Diagram showing percentage values of time spent on SNS in 24 hours



A Study of the Impact of Social Media Use among Working and Non-Working Women in Varanasi

There is a slight difference in the amount of time working and non-working respondents spend on social media each day. The working status group of respondents and the duration of daily social media use in the study area have a non-significant association ($P = 0.380$).

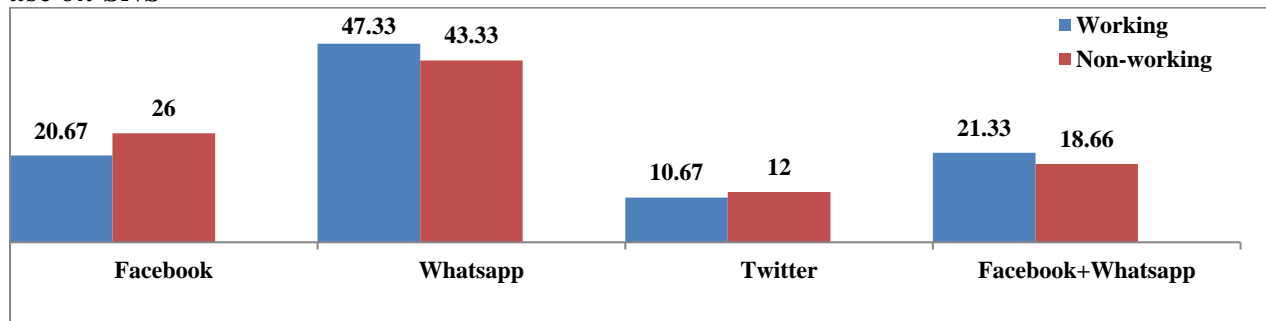
Preference for networking site for social media use

Table No.2a and Fig. 2b show how participants think about the statement "the number of social networking sites on social media". The majority of working respondents (47.33%) and non-working respondents (43.33%) reported using social media on WhatsApp, approximately. The majority of respondents (50.00%) said they used social media on WhatsApp.

Table –2a Preference for networking site for social media use

Working status		Response				Total	
		Facebook	WhatsApp	Twitter	Facebook +WhatsApp		
Working	F	31	71	16	32	150	$\chi^2=8.753$; $P=.119$
	%	20.67	47.33	10.67	21.3	100	
Non-working	F	39	65	18	28	150	
	%	26	43.33	12	18.66	100	

Fig 2b: Bar Diagram showing percentage values for the networking site for social media use on SNS



There is a slight difference in the number of working and non-working respondents on social media. The working status group of respondents and the site of social networking on social media use in the study area have a non-significant association ($P = 0.19$) Westgate et al. (2016) view social networking as one of the expanding communication methods used by young people around the world. Popular social media sites like Facebook, Twitter, YouTube, Instagram, WhatsApp, and Snapchat are just a few examples. Nowadays, social media platforms including Facebook, YouTube, WhatsApp, and Instagram interact with teachers and other individuals and encourage group work and interactivity, thereby forming an identity (Khoza, 2021).

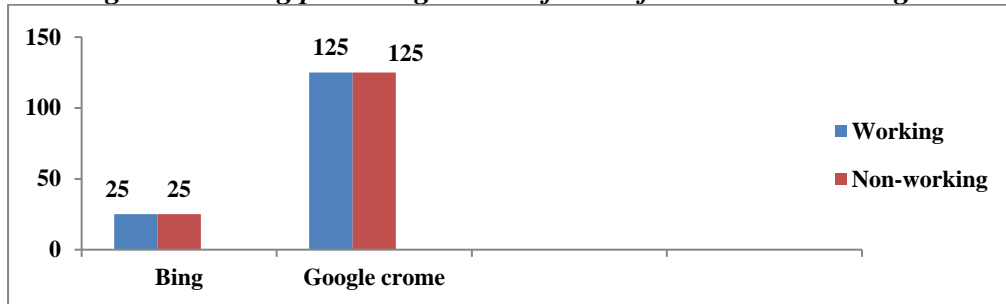
Favourite search engine

Table No. 3a and Fig. 3b show how participants think about the statement, "their favourite search engine for social media". The majority of respondents (83.33%) both working and non-working, said they used social media on Google's search engine and 16.67% of them were using Bing.

Table –3a Favourite search engine

Working status		Response			
		Bing	Google Crome	Total	
Working	F	25	125	150	$\chi^2=000$ P=.561
	%	16.66	83.33	100	
Non-working	F	25	125	150	
	%	16.66	83.33	100	

Fig3b: Bar Diagram showing percentage values for the favourite search engine



There is a no difference in the number of working and non-working respondents on social media. The working group of respondents and the site of social networking have a non-significant association ($P = .561$). Barak (2017) argues that in a society that is always evolving, social media sites are both a component and a vector for the best inclusion of those who will educate and are learning how to educate the general public.

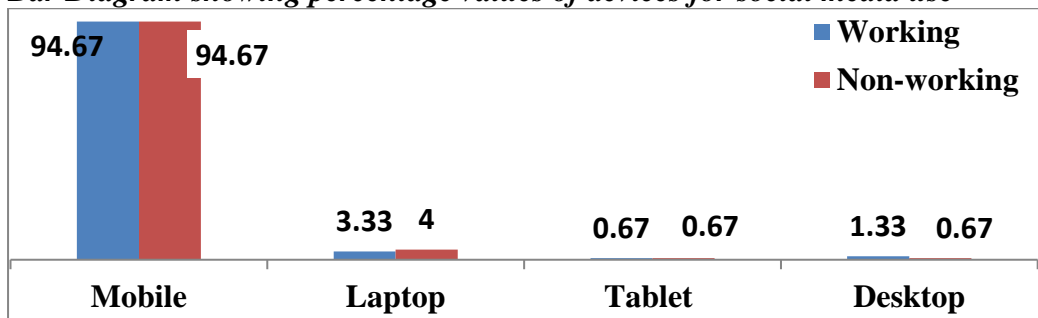
Preferred Device for social media use

Table No. 4a and Fig. 4b show how participants think about the statement, "On which platform do you usually use social networking." The majority of working respondents (94.67%) and non-working respondents (94.67%) reported using social media on mobile devices, approximately. The majority of respondents (94.67%) said they used social media on smart phone mobile devices.

Table No.4a: Preferred Device for social media use

Working status		Response				Total	
		Mobile	Laptop	Tablet	Desktop		
Working	F	142	5	1	2	150	$\chi^2=.424$; P=.935
	%	94.67	3.33	.67	1.33	100	
Non-working	F	142	6	1	1	150	
	%	94.67	4	.67	.67	100	

Fig 4b: Bar Diagram showing percentage values of devices for social media use



A Study of the Impact of Social Media Use among Working and Non-Working Women in Varanasi

There is a slight difference in the social media devices used by working and non-working respondents on social media. The working status group of respondents and the user device for social media users have a non-significant association ($P = .935$). In addition, more people can now afford to purchase smartphones and laptops with access to social media sites like Facebook, Snapchat, Twitter, WhatsApp, and Instagram, which has led to an increase in the number of people using these sites (Laguna et al., 2020).

In light of this, the **null hypothesis 1**, which claims that "there is not a significant variation in social media use between working and non-working females in terms of time spent on social media," was accepted. Thus, it can be said that the working status group of respondents and the time spent by social media users have a non-significant association.

In light of this, the **null hypothesis 2**, which claims that "there is no discernible difference in social media use between working and non-working females in terms of preference for networking sites for social media use," was accepted. Thus, it can be said that the working status group of respondents and the preference for a networking site for social media users have a non-significant association.

In light of this, the **null hypothesis 3**, which claims that "there is not a significant variation in social media use between working and non-working females in terms of favourite search engine on social media," was accepted. Thus, it can be said that the working status group of respondents and the favourite search engine for social media users have a non-significant association.

In light of this, the **null hypothesis 4**, which claims that "there is no discernible difference in social media use between working and non-working females in terms of preferred device for social media use," was accepted. Thus, it can be said that the working status group of respondents and the user device for social media users have a non-significant association.

CONCLUSION

Therefore, on the basis of the above analysis, the first, second, third, and fourth hypotheses of the study were fully accepted. Working and non-working women differed non-significantly in terms of time spent on social media, preference for networking sites for social media use, favourite search engine for social networking, and preferred device for social interaction on social media.

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A Study of the Impact of Social Media Use among Working and Non-Working Women in Varanasi

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Conflict of Interest

The author(s) declared no conflict of interest.

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