

Research Paper

A Study of the Purpose of Social Media Use on Social Networking among Working and Non-Working Women

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ABSTRACT

The current study aims to investigate how married women, both employed and unemployed, use social media for a variety of activities, including leisure, connecting with family and friends, making new friends on social networks, finding entertainment, and updating their online profiles. The sample consisted of 150 employed women, aged 30 to 60, who were elementary government teachers in Uttar Pradesh, along with 150 jobless women. Dr. Singh and others (2016) developed an SNS checklist that consists of 15 assertions about social media patterns. Our statistical analysis was conducted with the aid of the SPSS application. The findings validated all the assumptions, demonstrating significant variations between employed and unemployed women in terms of leisure activities, communicating with friends, reaching out to family members, establishing new connections, and maintaining social media profiles.

Keywords: *Social Media Use, Purpose of social media, Working, Non-working, Female*

The term "social media" refers to various digital platforms and applications that provide users the ability to produce, share, and engage with material as well as with one another. Social media and women have a complex relationship that touches on many different areas, such as body image, mental health, career chances, and interpersonal relationships. Social media has a multifaceted impact on women's life, both employed and not, influencing everything from relationships and personal identity to professions and mental health.

REVIEW OF LITERATURE

Pandey (2023) conducted a study of the impact of social media use among working and non-working women in Varanasi and found that 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.

Kuss et al. (2017) view that social media offers users a wide range of activities, including maintaining real-world relationships through calls and chats, sharing one's own or others'

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Received: May 25, 2024; Revision Received: May 30, 2024; Accepted: June 03, 2024

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creative content and viewpoints, participating in cultures, playing a game, gambling, and killing time by perusing other users' activities.

Chan (2012) view that through the use of various platforms, social media tools and apps facilitate collaborative interactions and the sharing of data between audiences and organizations. The landscape of usage has changed as a result of social media's enormous popularity. Governmental and non-governmental organizations frequently use social media tools for crisis management.

Objective of the study

1. The study aims to compare working and non-working females' use of social media for contact with their friends.
2. The study aims to compare working and non-working females' use of social media for contact with their families.
3. To examine the differences between working and non-working female in term of making new friends on Social networking.
4. The study aims to compare working and non-working females' use of social media for entertainment purposes.
5. To examine the differences between working and non-working female in term of profile update on Social networking.

Hypothesis

- **H01:** Social media use by working and non-working females will not differ significantly in terms of contact with friends.
- **H02:** Social media use by working and non-working females will not differ significantly in terms of contacting family on social media.
- **H03:** There will be no difference variation in social media use between working and non-working female in term of making new friends on social media.
- **H04:** Social media use by working and non-working females will not differ significantly in terms of entertainment on social media
- **H05:** There will be no difference variation in social media use between working and non-working female in term of profile update on social media.

METHODOLOGY

Sample

Our sample size for the study will be a total of 300 women. Specifically, 150 of them will be government-employed teachers in primary schools in Uttar Pradesh, while the remaining 150 will be married women living in urban areas of Varanasi who are not working.

Behavioural Measure

The present research uses the SNS checklist, which Dr. Singh et al. (2016) developed and consists of 15 assertions related to social media patterns.

Procedure

The current study comprised a cohort of 300 married women residing in Varanasi, Uttar Pradesh. This sample comprised 150 assistant teachers and an additional 150 married women who were not working. To simplify the sample selection process, we used purposeful sampling. We performed statistical analyses on behavioural measures, specifically Chi square analysis, to evaluate the ordinal responses on the SNS measure.

RESULTS & DISCUSSION

The objective of the present study was to investigate the utilisation of social media by women who are employed and those who are not employed. The discussion of the current study's findings proceeds as follows: Tables 1 and Fig. 1b illustrate the association between the working status and the purpose of social networking on social media for both working and non-working women, as measured by their social media usage levels.

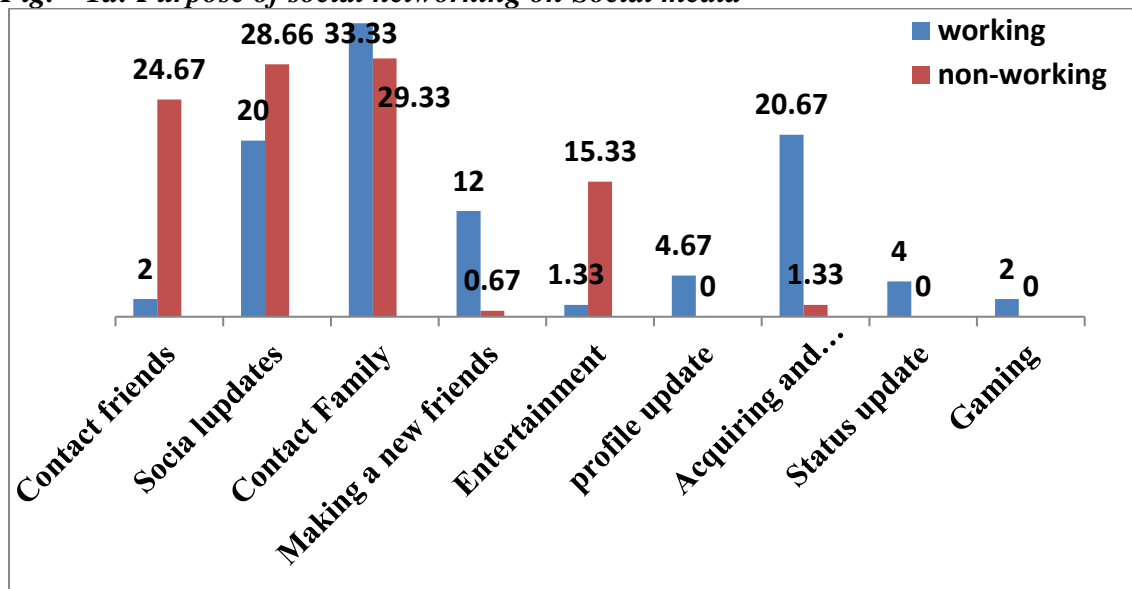
Table 1: Purpose of social networking on Social media

Working status		Response									Total
		I.	II.	III.	IV.	V.	VI.	VII.	VIII.	IX.	
Working	F	3	30	50	18	2	7	31	6	3	150
	%	2	20	33.33	12	1.33	4.67	20.67	4	2	100
Non-working	F	37	43	44	1	23	0	2	0	0	150
	%	24.64	28.66	29.33	.67	15.3	0	1.33	0	0	100
$\chi^2=$		3.99	0.06	4.20	4.20	4.31	3.93	1.13	3.42	1.87	
P=		0.04*	0.80	0.04*	0.04*	0.03*	0.04*	0.28*	0.06*	0.179	

*.05 Level

- | | |
|---|--|
| <p>1. Contact friend</p> <p>3. Contacting Family</p> <p>5. Entertainment</p> <p>7. Acquiring and disseminating Information</p> <p>9. Gaming</p> | <p>2. Social updates</p> <p>4. Making new friends</p> <p>6. Profile update</p> <p>8. Status update</p> |
|---|--|

Fig. – 1a: Purpose of social networking on Social media



- Contact friends-** There is a significant difference among the respondent's on their networking activity related to contacting friends on SNS. Non-working women (24.67%) contacted more friends than their working counterparts (2%)
- Social updates-** There is a no significant difference among the respondent's on their networking activity related to social updates on SNS. Non-working women (28.66%) social updates more than their working counterparts (20%)

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3. **Contacting Family-** There is a significant difference among the respondents on their networking activity related to contacting Family on SNS. Working women (33.33 %) contacting family more than their non-working counterparts (29.33%)
4. **Making new friends-** There is a significant difference among the respondents on their networking activity related to making new friends on SNS. Working women (12 %) making new friends more than their non-working counterparts (.67%)
5. **Entertainment-** There is a significant difference among the respondents on their networking activity related to entertainment on SNS. Non-working women (15.33 %) entertainment more than their working counterparts (1.33%)
6. **Profile update-** There is a significant difference among the respondents on their networking activity related to profile update on SNS. Working women (4.67 %) profile update more than their non-working counterparts (0. %)
7. **Acquiring and disseminating Information-** There is a no significant difference among the respondents on their networking activity related to acquiring and disseminating Information on SNS. Working women (20.67 %) acquiring and disseminating information more than their non-working counterparts (1.33%)
8. **Status update-** There is no significant difference among the respondents on their networking activity related to status update on SNS. Working women (4 %) status update more than their non-working counterparts (0%)
9. **Gaming-** There is a no significant difference among the respondents on their networking activity related to gaming on SNS. Working women (2 %) gaming more than their non-working counterparts (0%)

Perusal of above analyses reveals significant difference in the amount of **Contact friends, Contacting Family, Making new friends, Entertainment, Profile update** between working and non-working respondents on social networking activities. Results indicate that housewives women were also engaged in social networking activities on social media, especially for contacting **with friends, social updates, and entertainment comparatively** more than working women. Whereas working women were significantly engaged more in **Profile update Acquiring and disseminating Information** and using social media for contacting family.

Chan (2012) view that through the use of various platforms, social media tools and apps facilitate collaborative interactions and the sharing of data between audiences and organizations. The landscape of usage has changed as a result of social media's enormous popularity. Governmental and non-governmental organizations frequently use social media tools for crisis management. Kuss et al. (2017) view that social media offers users a wide range of activities, including maintaining real-world relationships through calls and chats, sharing one's own or others' creative content and viewpoints, participating in cultures, playing a game, gambling, and killing time by perusing other users' activities.

Based on the above analysis, we accept all of the study's hypotheses. There were notable differences between working and non-working in terms of contacting with friends, contacting with family, making new friends, entertainment and updating social media profiles.

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Acknowledgment

The author(s) appreciates all those who participated in the study and helped to facilitate the research process.

Conflict of Interest

The author(s) declared no conflict of interest.

How to cite this article: Pandey, K.N. (2024). A Study of the Purpose of Social Media Use on Social Networking among Working and Non-Working Women. *International Journal of Indian Psychology*, 12(2), 3014-3018. DIP:18.01.263.20241202, DOI:10.25215/1202.263