MANIFESTATION OF WOMEN IN SOCIAL MEDIA: AN INTRINSIC ANALYSIS OF CONTENTS SHARED BY WOMEN IN FACEBOOK

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Abstract: *Social media had its beginnings in the form of sixdegrees.com and Ryze. Over the years it grew on to various forms in the form of Friendster, Orkut, Face book etc. Social media is now becoming the heart of things for common people to look up to for various avenues such as news updation, opinion sharing, learning new things and so on. Women hold important places at various levels in the society. They are seen on par with men in many fields and sectors at the workplace. This scenario was not what it used to be many years ago. However, there are still many issues that are needed to be addressed. One such issue is the manifestation of women. Manifestation of women is important because there was always a section of women who were unable to reveal and express themselves even in the age of IT and digital revolution. Social media has made the digital gap to shrink. More women are now expressing themselves in various forms in social media. This research study will focus on how Face book is serving as a platform for women to express themselves by analysing contents shared by women users by employing convenience sampling method and analysing the contents quanititatively to discover the type of content shared.*

Keywords: *Social Media, Women, Manifestation, Contents, Face book.*

1. INTRODUCTION:
1.1 Social media
Valkenburg, Peter and Shouten (2006) in their study spoke about the positive relationship between young people's usage of social networking services and the effect on their self-esteem. Oliver et. al (2006:1) argued that social media brings about a sense of community belonging and increasing people's resilience, giving them the ability to successfully adapt to change and stressful events.

1.2 Under representation of Women
Julia T. Wood (2015) in her study speaks about the under representation of women in media outlets. She cites Basaw's views of under representation of women that "A primary way in which media distort reality is in under representing women."

2. LITERATURE REVIEW:
2.1 Social media and User Interactivity
Tapscott and Williams (2006) consider social networks as a part of a wider trend in communication landscapes. They characterize it as "mass collaboration". In their opinion, transparency, peer collaboration, audience participation and globalization are changing markets and companies and social networks like YouTube or MySpace are crucial. A new type of market is being shaped: copyright, communication strategy and message control by hierarchical management structures is increasingly under attack. Judy Taylor (2015) argues that online can enhance and re-inforce face-to-face relationships and broaden their geographical spread (Kavanaugh, 2014). Nonetheless it is noteworthy that the examples used to illustrate this are international and national online movements rather than local community-based action.

2.2 Social media and Contents
Social media provides a never ending communication aspect for communication and it is the individuals who serve as the influencing factor and not the technology that they use (Gonzalez, 2010, 23). (Kaplan and Haenlein 2010, 61) in their study describe User Generated Content (UGC) as "the sum of all ways in which people make use of social media, usually applied to describe the various forms of social media content that are publicly available and created by end users." At this moment, social media website of choice for many is Facebook. Users continuously produce and consume a variety of information: profiles, status updates, photos, "likes" and other clicks, streaming media, wall and direct conversations, and so on in Facebook.

(Cho et. al, 2014) in their study spoke about how Facebook was incrasingly used for informatinon dissemination and added that information dissemiantion is not encouraging public engagement and relationship building.

3. OBJECTIVES OF THE STUDY:
- To educe the kind of content shared by women users.
- To examine the kind of self-representation that women manifest through the contents shared by them.

4. METHODOLOGY:
The research study adopts Quantitative Content Analysis method to examine the kind of contents shared by women users and in finding the kind of self-representation shown by women through the contents shared by them. The period of study is two months, September and October 2017 in the social networking site Facebook. The sample size for the research study is 200 and all respondents are women users in Facebook.

5. ANALYSIS:

Table 1: Respondents view on types of content shared in Social Media

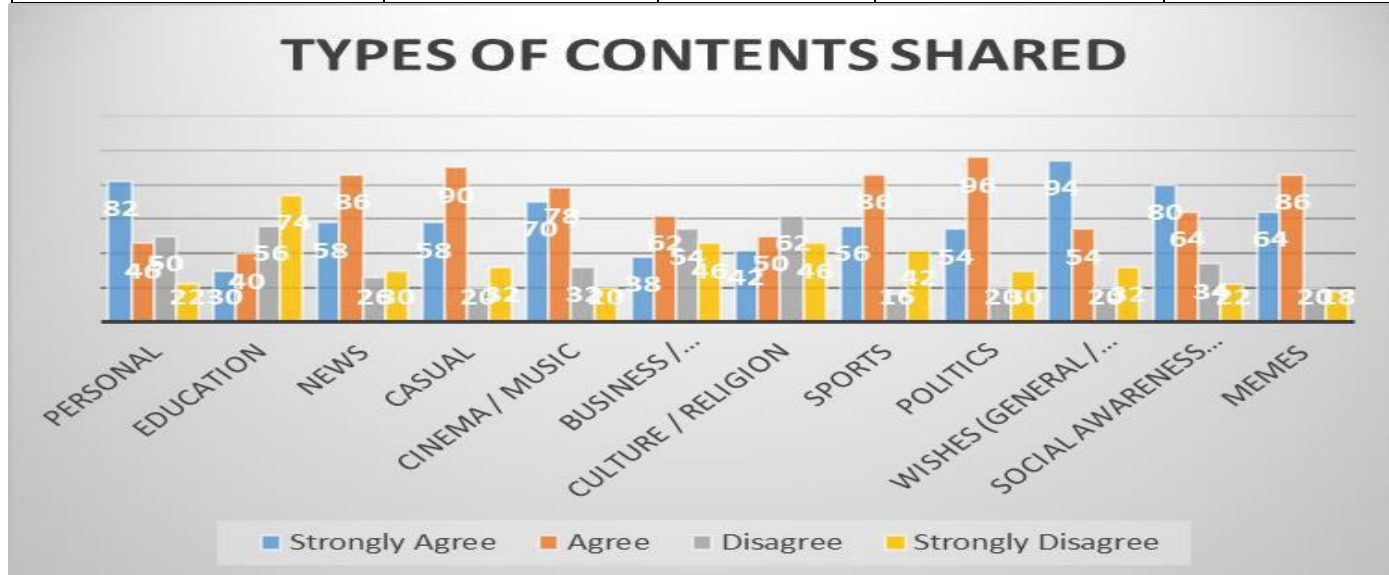| Categories	Strongly Agree	Agree	Disagree	Strongly Disagree
Personal	82	46	50	22
Education	30	40	56	74
News	58	86	26	30
Casual	58	90	20	32
Cinema / Music	70	78	32	20
Business / Technology	38	62	54	46
Culture / Religion	42	50	62	46
Sports	56	86	16	42
Politics	54	96	20	30
Wishes (General / Festival)	94	54	20	32
Social Awareness & Issues	80	64	34	22
Memes	64	86	20	18

Figure 1

Table 1 and Figure 1 shows the types of contents shared by the respondents. 82% of the respondents strongly agreed that they share personal contents, 46% agreed to the statement. 30% of the respondents strongly agreed that they shared Education based contents, 40% of the respondents agreed to the statement. 58% of the respondents strongly agreed that they shared News based contents, 86% of the respondents agreed to the statement. 58% of the respondents strongly agreed that they shared Casual contents, 90% of the respondents agreed to the statement. 70% respondents strongly agreed that they shared Cinema / Music based contents, 78% of the respondents agreed to the statement. 38% of the respondents strongly agreed that they shared Business / Technology based contents, 62% of the respondents agreed to the statement. 42% of the respondents strongly agreed that they shared Culture / Religion

based contents, 50% of the respondents agreed to the statement. 56% of the respondents strongly agreed that they shared Sports based contents, 86% agreed to the statement. 54% of the respondents strongly agreed that they shared Politics based contents, 96% of the respondents agreed to the statement. 94% of the respondents strongly agreed that they shared Wishes (General / Festival) based contents, 54% of the respondents agreed to the statement. 80% of the respondents strongly agreed that they shared Social Awareness / Issues based contents, 64% of the respondents agreed to the statement. 64% of the respondents strongly agreed that they shared Memes based contents, 86% of the respondents agreed to the statement.

Table 2: Respondents view on type of picture contents shared in Social Media

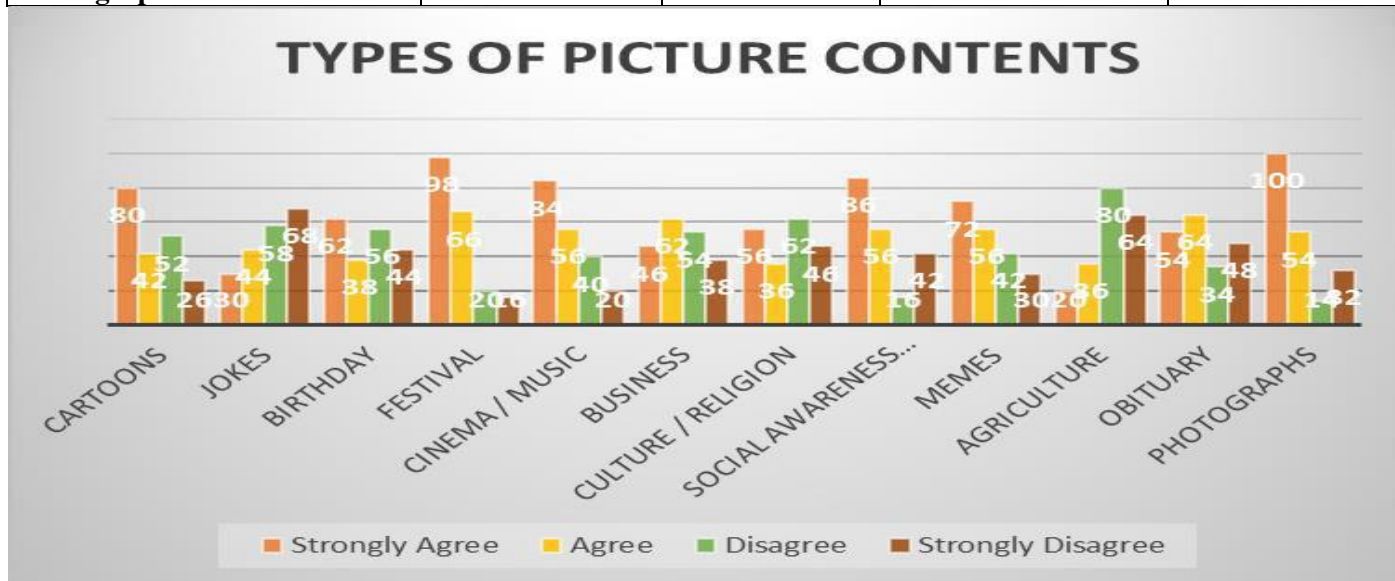| Categories	Strongly Agree	Agree	Disagree	Strongly Disagree
Cartoons	80	42	52	26
Jokes	30	44	58	68
Birthday	62	38	56	44
Festival	98	66	20	16
Cinema / Music	84	56	40	20
Business	46	62	54	38
Culture / Religion	56	36	62	46
Social Awareness & Issues	86	56	16	42
Memes	72	56	42	30
Agriculture	20	36	80	64
Obituary	54	64	34	48
Photographs	100	54	14	32

Figure 2

Table 2 and Figure 2 shows the types of picture contents shared by the respondents. 80% of the respondents strongly agreed that they share Cartoons based picture contents, 42% agreed to the statement. 30% of the respondents strongly agreed that they shared Jokes based picture contents, 44% of the respondents agreed to the statement. 62% of the respondents strongly agreed that they shared Birthday based picture contents, 38% of the respondents agreed to the statement. 98% of the respondents strongly agreed that they shared Festival based picture contents, 66% of the respondents agreed to the statement. 84% respondents strongly agreed that they shared Cinema / Music based picture contents, 56% of the respondents agreed to the statement. 46% of the respondents strongly agreed that they shared Business / Technology based picture contents, 62% of the respondents agreed to the statement. 56% of the respondents strongly agreed that they shared Culture / Religion based picture contents, 50% of the respondents agreed to the statement. 86% of the respondents strongly agreed that they shared Social Awareness / Issues based picture contents, 56% agreed to the statement. 72% of the respondents strongly agreed that they shared Memes based picture contents, 56% of the respondents agreed to the statement. 20% of the respondents strongly agreed that they shared Agriculture based picture contents, 36% of the respondents agreed to the statement. 54% of the respondents strongly agreed that they shared Obituary based picture contents, 64% of the respondents agreed to the statement. 100% of the respondents strongly agreed that they shared Photographs based picture contents, 54% of the respondents agreed to the statement.

Table 3: Pictures with text, contents shared

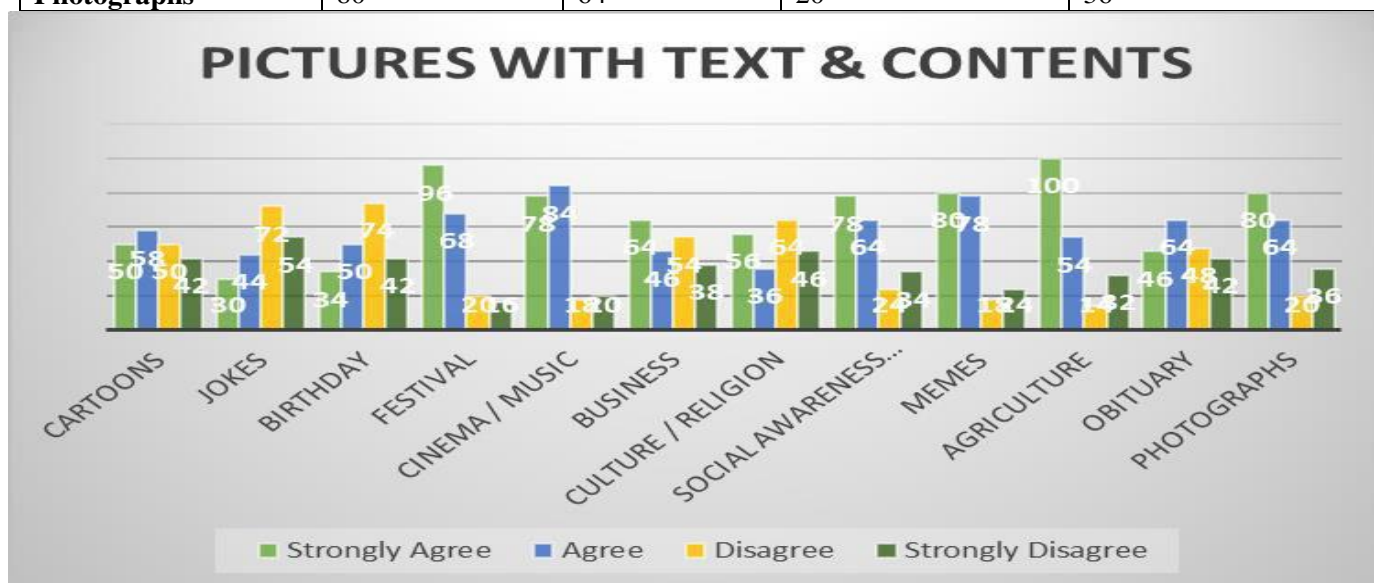| Categories	Strongly Agree	Agree	Disagree	Strongly Disagree
Cartoons	50	58	50	42
Jokes	30	44	72	54
Birthday	34	50	74	42
Festival	96	68	20	16
Cinema / Music	78	84	18	20
Business	64	46	54	38
Culture / Religion	56	36	64	46
Social Awareness & Issues	78	64	24	34
Agriculture	100	54	14	32
Obituary	46	64	48	42
Photographs	80	64	20	36

Figure 3

Table 3 and Figure 3 shows pictures with text & contents shared by the respondents. 50% of the respondents strongly agreed that they share Cartoons based pictures with text contents, 58% agreed to the statement. 30% of the respondents strongly agreed that they shared Jokes with text & picture contents, 44% of the respondents agreed to the statement. 34% of the respondents strongly agreed that they shared Birthday based pictures with text & contents, 50% of the respondents agreed to the statement. 96% of the respondents strongly agreed that they shared Festival based pictures with text contents, 68% of the respondents agreed to the statement. 78% respondents strongly agreed that they shared Cinema / Music based pictures with text & contents, 84% of the respondents agreed to the statement. 64% of the respondents strongly agreed that they shared Business / Technology based pictures with text & contents, 46% of the respondents agreed to the statement. 56% of the respondents strongly agreed that they shared Culture / Religion based pictures with text & contents, 36% of the respondents agreed to the statement. 78% of the respondents strongly agreed that they shared Social Awareness / Issues based pictures with text & contents, 64% agreed to the statement. 80% of the respondents strongly agreed that they shared Memes based pictures with text & contents, 78% of the respondents agreed to the statement. 100% of the respondents strongly agreed that they shared Agriculture based pictures with text & contents, 54% of the respondents agreed to the statement. 46% of the respondents strongly agreed that they shared Obituary based pictures with text & contents, 64% of the respondents agreed to the statement. 80% of the respondents strongly agreed that they shared Photographs based picture contents, 64% of the respondents agreed to the statement.

Table 4: Number of Videos & Audio contents shared by users

Categories	Strongly Agree	Agree	Disagree	Strongly Disagree
Cartoons	82	46	50	22
Jokes	30	40	56	74
Birthday	58	86	26	30
Festival	58	90	20	32
Cinema /	70	78	32	20

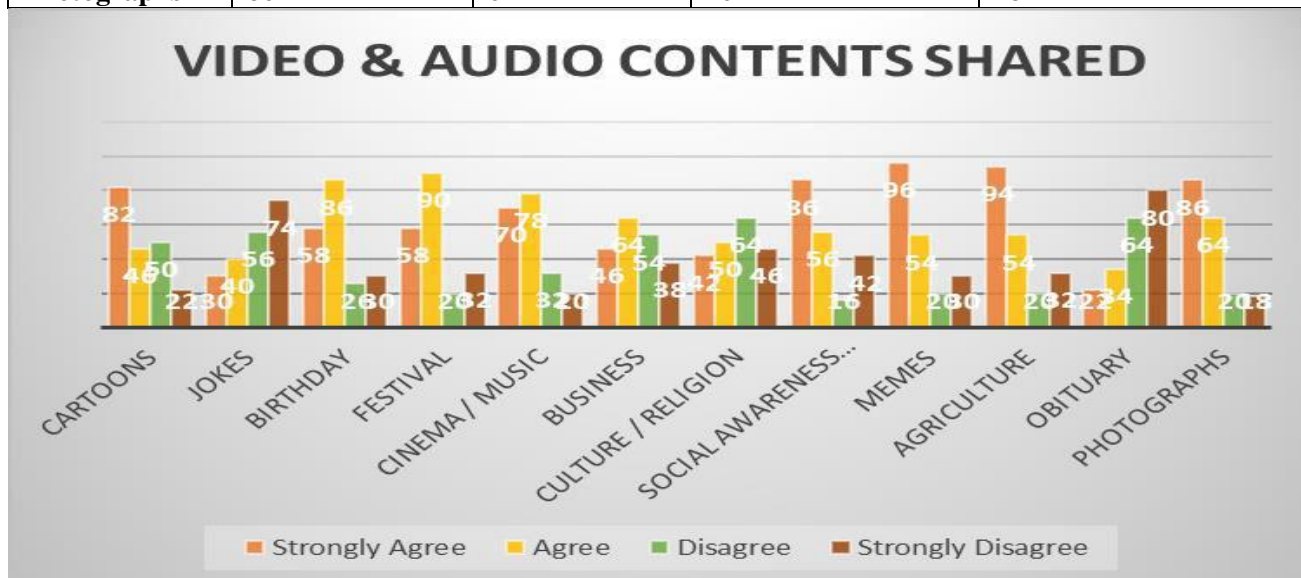|				
Music				
Business	46	64	54	38
Culture / Religion	42	50	64	46
Social Awareness & Issues	86	56	16	42
Memes	96	54	20	30
Agriculture	94	54	20	32
Obituary	22	34	64	80
Photographs	86	64	20	18

Figure 4

Table 4 and Figure 4 shows video and audio contents shared by the respondents. 82% of the respondents strongly agreed that they shared Cartoons based video & audio contents, 46% agreed to the statement. 30% of the respondents strongly agreed that they shared Jokes with video & audio contents, 40% of the respondents agreed to the statement. 58% of the respondents strongly agreed that they shared Birthday based video & audio contents, 86% of the respondents agreed to the statement. 58% of the respondents strongly agreed that they shared Festival based video & audio contents, 90% of the respondents agreed to the statement. 70% respondents strongly agreed that they shared Cinema / Music based video & audio contents, 78% of the respondents agreed to the statement. 46% of the respondents strongly agreed that they shared Business / Technology based video & audio contents, 64% of the respondents agreed to the statement. 42% of the respondents strongly agreed that they shared Culture / Religion based video & audio contents, 50% of the respondents agreed to the statement. 86% of the respondents strongly agreed that they shared Social Awareness / Issues based pictures video & audio contents, 56% agreed to the statement. 96% of the respondents strongly agreed that they shared Memes based video & audio contents, 54% of the respondents agreed to the statement. 94% of the respondents strongly agreed that they shared Agriculture based video & audio contents, 54% of the respondents agreed to the statement. 22% of the respondents strongly agreed that they shared Obituary based video & audio contents, 34% of the respondents agreed to the statement. 86% of the respondents strongly agreed that they shared Photographs based video & audio contents, 64% of the respondents agreed to the statement.

6. FINDINGS:

- Regarding the types of contents shared by the respondents, it was revealed that 82% of the respondents strongly agreed that they share personal contents, 46% agreed to the statement. 30% of the respondents strongly agreed that they shared Education based contents, 40% of the respondents agreed to the statement. 58% of the respondents strongly agreed that they shared News based contents, 86% of the respondents agreed to the statement. 58% of the respondents strongly agreed that they shared Casual contents, 90% of the respondents agreed to the statement. 70% respondents strongly agreed that they shared Cinema / Music based contents, 78% of the respondents agreed to the statement. 38% of the respondents strongly agreed that they shared Business / Technology based contents, 62% of the respondents agreed to the statement. 42% of the respondents strongly agreed that they shared Culture / Religion based contents, 50% of the respondents agreed to the statement. 56% of the respondents strongly agreed that they shared Sports based contents, 86% agreed

to the statement. 54% of the respondents strongly agreed that they shared Politics based contents, 96% of the respondents agreed to the statement. 94% of the respondents strongly agreed that they shared Wishes (General / Festival) based contents, 54% of the respondents agreed to the statement. 80% of the respondents strongly agreed that they shared Social Awareness / Issues based contents, 64% of the respondents agreed to the statement. 64% of the respondents strongly agreed that they shared Memes based contents, 86% of the respondents agreed to the statement.

- About picture contents shared by the respondents, it was reveled that 80% of the respondents strongly agreed that they share Cartoons based picture contents, 42% agreed to the statement. 30% of the respondents strongly agreed that they shared Jokes based picture contents, 44% of the respondents agreed to the statement. 62% of the respondents strongly agreed that they shared Birthday based picture contents, 38% of the respondents agreed to the statement. 98% of the respondents strongly agreed that they shared Festival based picture contents, 66% of the respondents agreed to the statement. 84% respondents strongly agreed that they shared Cinema / Music based picture contents, 56% of the respondents agreed to the statement. 46% of the respondents strongly agreed that they shared Business / Technology based picture contents, 62% of the respondents agreed to the statement. 56% of the respondents strongly agreed that they shared Culture / Religion based picture contents, 50% of the respondents agreed to the statement. 86% of the respondents strongly agreed that they shared Social Awareness / Issues based picture contents, 56% agreed to the statement. 72% of the respondents strongly agreed that they shared Memes based picture contents, 56% of the respondents agreed to the statement. 20% of the respondents strongly agreed that they shared Agriculture based picture contents, 36% of the respondents agreed to the statement. 54% of the respondents strongly agreed that they shared Obituary based picture contents, 64% of the respondents agreed to the statement. 100% of the respondents strongly agreed that they shared Photographs based picture contents, 54% of the respondents agreed to the statement.

- On subject of pictures with text & contents shared by the respondents, it was reveled that 50% of the respondents strongly agreed that they share Cartoons based pictures with text contents, 58% agreed to the statement. 30% of the respondents strongly agreed that they shared Jokes with text & picture contents, 44% of the respondents agreed to the statement. 34% of the respondents strongly agreed that they shared Birthday based pictures with text & contents, 50% of the respondents agreed to the statement. 96% of the respondents strongly agreed that they shared Festival based pictures with text contents, 68% of the respondents agreed to the statement. 78% respondents strongly agreed that they shared Cinema / Music based pictures with text & contents, 84% of the respondents agreed to the statement. 64% of the respondents strongly agreed that they shared Business / Technology based pictures with text & contents, 46% of the respondents agreed to the statement. 56% of the respondents strongly agreed that they shared Culture / Religion based pictures with text & contents, 36% of the respondents agreed to the statement. 78% of the respondents strongly agreed that they shared Social Awareness / Issues based pictures with text & contents, 64% agreed to the statement. 80% of the respondents strongly agreed that they shared Memes based pictures with text & contents, 78% of the respondents agreed to the statement. 100% of the respondents strongly agreed that they shared Agriculture based pictures with text & contents, 54% of the respondents agreed to the statement. 46% of the respondents strongly agreed that they shared Obituary based pictures with text & contents, 64% of the respondents agreed to the statement. 80% of the respondents strongly agreed that they shared Photographs based picture contents, 64% of the respondents agreed to the statement.

- With regards to the video and audio contents shared by the respondents, it was revealed that 82% of the respondents strongly agreed that they shared Cartoons based video & audio contents, 46% agreed to the statement. 30% of the respondents strongly agreed that they shared Jokes with video & audio contents, 40% of the respondents agreed to the statement. 58% of the respondents strongly agreed that they shared Birthday based video & audio contents, 86% of the respondents agreed to the statement. 58% of the respondents strongly agreed that they shared Festival based video & audio contents, 90% of the respondents agreed to the statement. 70% respondents strongly agreed that they shared Cinema / Music based video & audio contents, 78% of the respondents agreed to the statement. 46% of the respondents strongly agreed that they shared Business / Technology based video & audio contents, 64% of the respondents agreed to the statement. 42% of the respondents strongly agreed that they shared Culture / Religion based video & audio contents, 50% of the respondents agreed to the statement. 86% of the respondents strongly agreed that they shared Social Awareness / Issues based pictures video & audio contents, 56% agreed to the statement. 96% of the respondents strongly agreed that they shared Memes based video & audio contents, 54% of the respondents agreed to the statement. 94% of the respondents strongly agreed that they shared Agriculture based video & audio contents, 54% of the respondents agreed to the statement. 22% of the respondents strongly agreed that they shared Obituary based video & audio contents, 34% of the respondents agreed to the statement. 86% of

the respondents strongly agreed that they shared Photographs based video & audio contents, 64% of the respondents agreed to the statement.

7. CONCLUSION:

Social Media despite starting only during the fag end of the 20th century has slowly evolved into a medium that has greater powers. Social media is serving various purposes for people from various walks of life. Also, people from various quarters and geographies are accessing and using theis new medium. However, despite the many fold advancements and newer incorporations in the field of new media there are still large pockets of users who are facing difficulties in sharing and portraying their thoughts in the medium. Women are one such group who are facing difficulties in many forms. Social media also happens to be one of the mediums among the mediums of communication where their voices are unheard and often muted due to various factors. Despite social media being a user friendly medium, women usually are not at the forefront in many aspects especilly with the sharing of contents. Social media has given the women folk access and a new platform to voice their opinions over various issues like social, cultural, religion, sports, economics, politics, entertainment, business, government policies etc. Women are very eager in sharing their personal content like pictures, texts, videos, etc., where the self-marketing parameter seems increasing in internet, and study also reveals women show interest in sharing Social Awareness issues and contents,which shows the social responsibility factor in social media. Some data reveals more surprising factor in this aspect, such that women users in Tamil Nadu shows very low interest in sharing neither contents related to education, culture and religion. Maximum numbers pictures shared by women users in Tamil Nadu were photographs and festival related contents. Women users in Tamil Nadu possess interest in sharing more social awareness related, agriculture and meme based contents in social media space which envisions that social media not just as a part of entertainment among women but moreover can be a tool to increase women empowerment and active participation.

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