

SOCIAL MEDIA AND WOMEN: An intrinsic analysis of contents shared in Facebook

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Abstract: Social media has had its beginnings in the form of Sixdegrees.com in 1996. As years went by it took varied forms such as Ryze, Friendster etc. Facebook was launched in 2005 as a social networking site. The amount of user generated content is humongous. The usage of Facebook is 2.32 billion active users who login every day. As far as the usage is concerned, Facebook is not limited to a particular group of users. Women, who form a major percentile of India's populace, are as active as men in Facebook. The current research study looks to envision the types of contents shared by women in Facebook. The research study adopts quantitative research approaches in the form of questionnaires to elicit response from the respondents.

Key Words: Social media, Facebook, Content sharing, Women, Questionnaire.

1. INTRODUCTION:

1.1 SNS:

Haythornthwaite (2005) said that the uniqueness of social network sites lies in allowing individuals to meet strangers, and also for the users to articulate and make their thoughts as well as viewpoints reach a wider audience. Boyd (2010) said that after joining a social network site, users are prompted to identify others in the system with whom they have a relationship. There are one-directional ties that also happens. These one-directional ties are sometimes labeled as "Fans" or "Followers," but many sites call these Friends as well.

1.2 The Early years:

According to Boyd D.M. and Ellison N.B (2007), the first recognizable social network site launched in 1997. Many of the existing workers and professionals working in other SNS websites were connected both personally and professionally. They believed that they could support each other without competing.

1.3 SNS hit the mainstream:

Hargittai E. (2007) said that people paid little attention to SNSs that gained popularity despite being built and launched by major corporations. A "Brazilian invasion" made Orkut the national SNS of Brazil. Microsoft's Windows Live Spaces (a.k.a. MSN Spaces) also launched to lukewarm U.S. reception but became extremely popular elsewhere.

2. REVIEW OF LITERATURE:

2.1 Online SNS:

Raacke and Bonds-Raacke (2008) found out that SNS provided a great platform where users communicated, shared and discussed ideas with a larger audience. From a marketing communications perspective, popular SNS such as Bebo and Facebook constitute brands in their own right and offer marketers access to substantial information about site members.

2.2 Impact of Social Media:

Chou et., al (2011) found out that Social media outlets were used by cancer patients to tell their survivor stories through YouTube. Their stories proved to be very effective as it helped more people to have increased confidence to endure pain and cure themselves. Lampe et., al (2006) found that social media is used by students and women to foster new friendships outside of Facebook.

3. METHODOLOGY:

This study engages Technology Acceptance Model (TAM) as the theoretical framework for this study. The study adopts quantitative research approaches in the form of questionnaires.

3.1 OBJECTIVE OF THE STUDY

- To explore the categories of content shared by women in Social Media.

- To explore the contents shared and communicated by women in Tamil Nadu through Social Media.

4. DATA ANALYSIS AND PRESENTATION:

Table 4.1 Social Media users

Gender	Total	Percentage%
Female	200	100

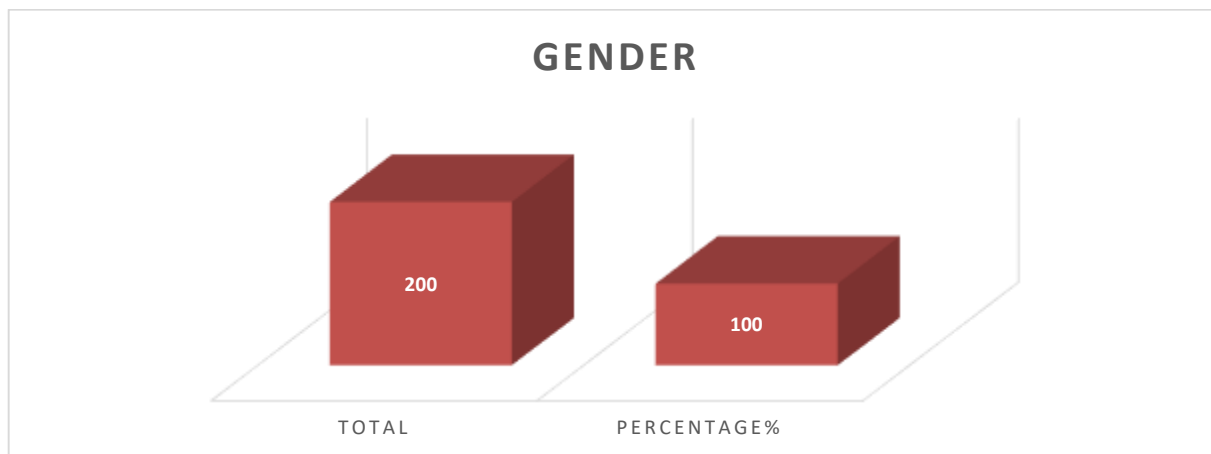


Table 4.2 Age Group of respondents

Age Group	Total	Percentage%
18-20	100	50
21-25	50	25
25-30	50	25

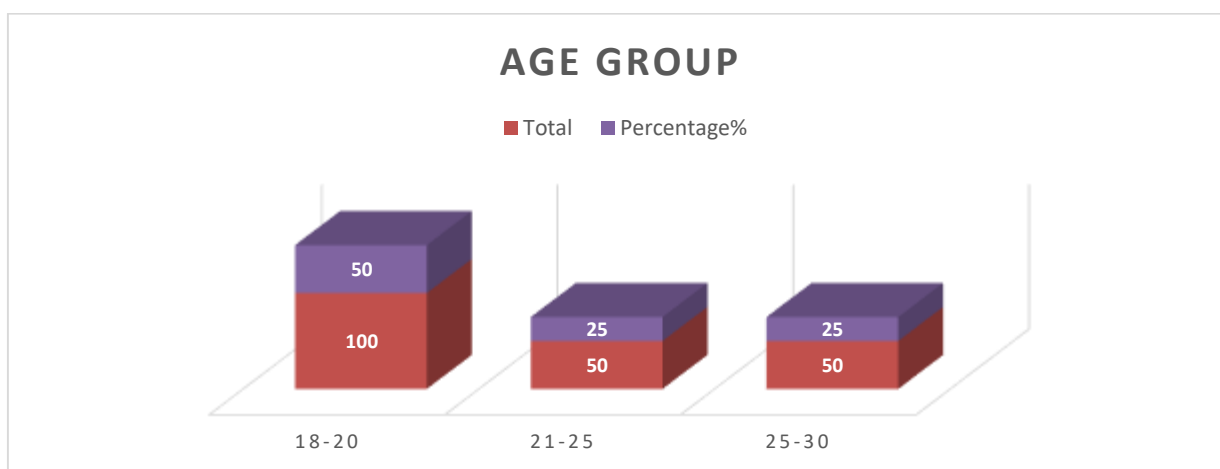


Table 4.3: Respondents view on types of Content shared in Social Media

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	46	62	54	38
Culture / Religion	42	50	62	46
Sports	86	56	16	42
Politics	96	54	20	30
Wishes (General/ Festival)	94	54	20	32
Social Awareness & Issues	80	64	34	22
Memes	86	64	20	18

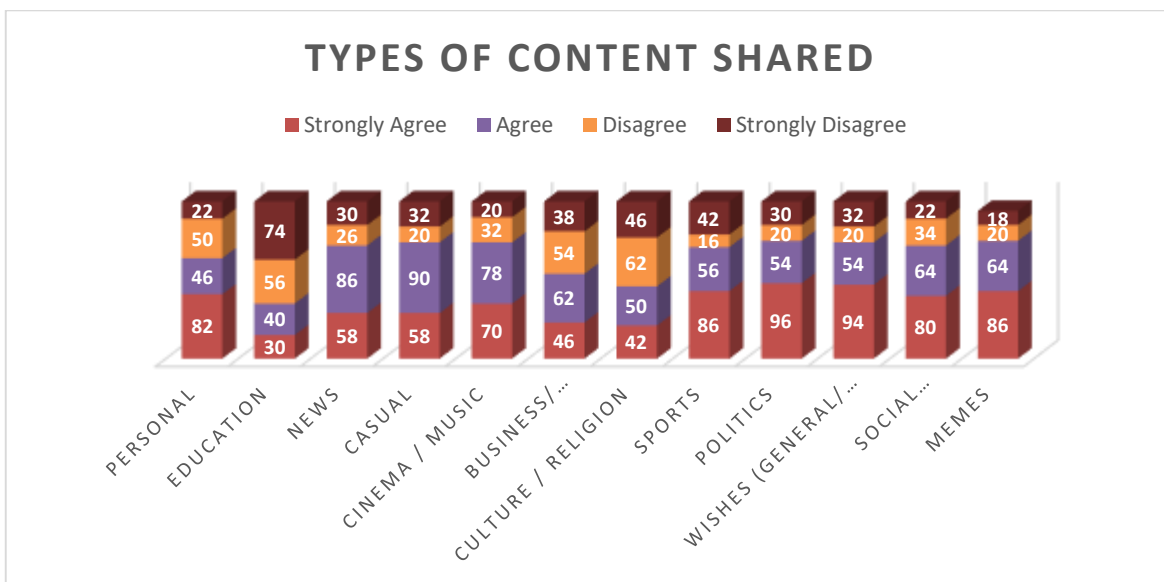


Table 4.4: Pictures with text, contents shared

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	62	46	54	38
Culture / Religion	56	36	62	46
Social Awareness & Issues	78	64	24	34
Memes	80	78	18	24
Agriculture	100	54	14	32
Obituary	46	64	48	42
Photographs	80	64	20	36

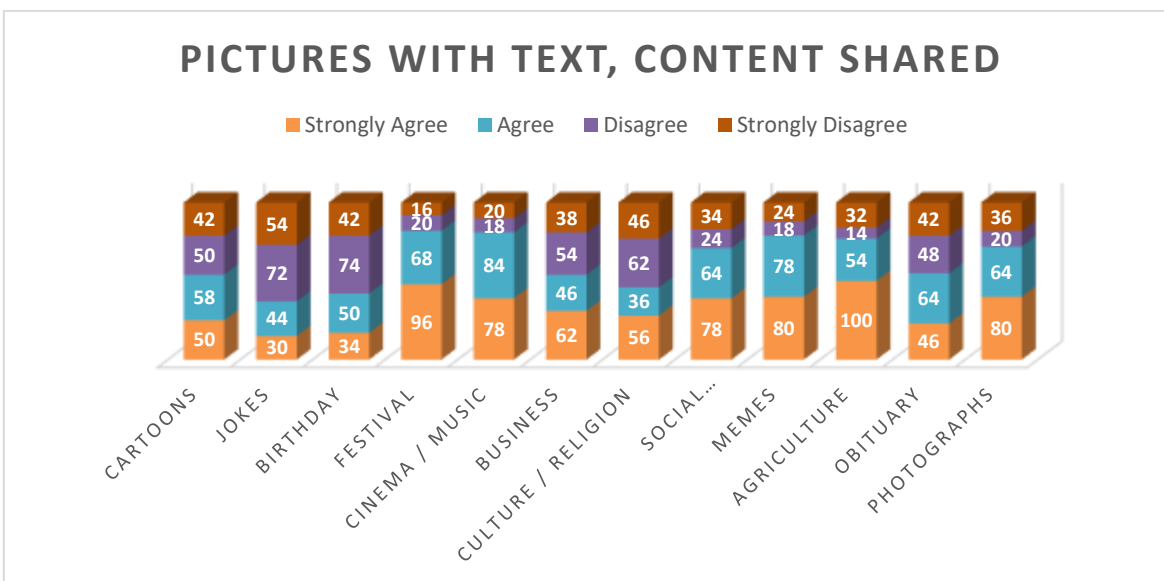
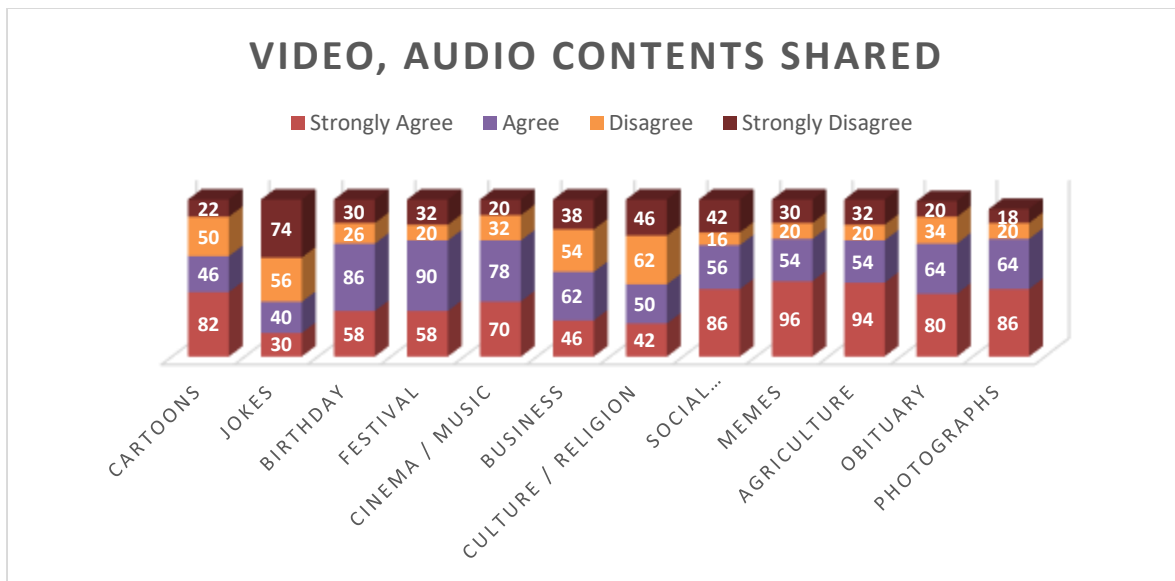


Table 4.5: Number of Videos & Audio contents shared by users

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 / Music	70	78	32	20
Business	46	62	54	38
Culture / Religion	42	50	62	46
Social Awareness & Issues	86	56	16	42
Memes	96	54	20	30
Agriculture	94	54	20	32
Obituary	80	64	34	20
Photographs	86	64	20	18



5. FINDINGS:

- With regards to gender, all respondents were females.
- As far as the age group of respondents were concerned, respondents in the age group of 18-20 were the highest with 50% followed by those who were 21-25 years of age and 25-30 years of age with 25% each.
- Concerning the types of content shared in Social Media, 41% of respondents strongly agree for sharing personal content, 37% respondents strongly disagreed that they do not share Education based content, 43% respondents agreed that they share news based content, 45% respondents agreed that they shared Casual content, 39% respondents agreed that they share Cinema based content and 35% respondents strongly agreed that they share Cinema based content, 31% respondents agreed that they share Business / Technology based content, 25% respondents agreed that they share Culture / Religion based content, 21% strongly agreed that they share Culture / Religion based content, 43% strongly agreed that they share sports based content, 48% respondents strongly agreed that they share Political content, 47% respondents strongly agreed that they share Wishes(General / Festival) based content, 40% respondents strongly agreed that they share content based on Social Awareness / Issues, 43% respondents strongly agreed that they share Memes as content.
- As regards Pictures with text and content shared in Social Media, 29% respondents agreed that they share Cartoons with text and content, 36% respondents disagreed that they share Jokes pictures with text and content, 37% respondents disagreed that they share Birthday pictures with text and content, 48% respondents strongly agreed that they share Festival pictures with text and content, 42% respondents agreed that they share Cinema / Music pictures with text and content, 31% respondents agreed that they share Business pictures with text and content, 31% respondents disagreed that that they do not share Culture / Religion pictures with text and content, 39% respondents strongly agreed that they share Social Awareness / Issues pictures with text and content, 40% respondents strongly agreed that they share Memes related pictures with text and content, 39% respondents agreed that they share Memes related pictures with text and content, 50% respondents strongly agreed that they share Agriculture related pictures.
- Regarding number of Videos and audios shared by users in Social Media, 41% respondents strongly agreed that they shared Cartoon video and audio content, 23% respondents agreed that they shared Cartoon video and audio content, 37% respondents strongly disagreed that they share Jokes based video and audio content, 28% content,

39% respondents agreed that they share Cinema / Music based video and audio content, 31% respondents agreed that they share Business based video and audio content, 31% respondents disagreed that they share Culture / Religion based video and audio content, 47% respondents strongly agreed that they share Agriculture based video and audio content, 40% respondents strongly agreed that they share Obituary based video and audio content, 43% respondents strongly agreed that they share Photographs based video and audio content in Social Media.

6. CONCLUSION:

Social Media is now the order of the day for people, especially women. They have now made social media to stand high above all forms of traditional mass media. Social Media has given women a user-friendly medium of 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 have the freedom and access to provide their feedback, ideas and opinions. Users nowadays are very eager in sharing their personal content like picture, text, videos, etc., where the self-marketing parameter among women in Tamil Nadu seems increasing in internet, and study also reveals the users also show interest in sharing social Awareness content, which shows the users' social responsibility factor in social media. Some data reveals more surprising factor in this aspect, such that users in Tamil Nadu shows very low interest in sharing neither contents related to jokes nor birthday. Maximum numbers pictures shared by women users in Tamil Nadu were Social awareness. Women in Tamil Nadu possess interest in sharing more social awareness related contents in social media space which envisions that social media not just as a part of entertainment among adolescents but moreover can be a tool to increase more social awareness within their peers.

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