

Women's Empowerment Through Digital Media

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ABSTRACT- Women play an enormous role in society. At these times, digital media's role is crucial in every aspect of society. Because in a short period, we can communicate information to a large set of the public through the mode of digital communication. This paper explores the importance and influence of Digital media in Women's empowerment activities. For this purpose, ANOVA statistical tool is used. The results have shown that digital media has a significant influence on Women's empowerment and through the literature survey, it is clear that there are a lot of modifications and developments are needed to empower women through digital media.

Keywords- Digital Media, Society, Women empowerment, media platforms

Introduction- Women's empowerment might be described as promoting female sense of self-worth, their ability to make a decision their extremely possess choices, and they are appropriate to influencing social extraditions for themselves and others. It is cautiously aligned with female empowerment – a necessary human proper that's additionally key to accomplishing a greater peaceful, wealthy world. In Western countries, female empowerment is regularly connected toward a meticulous level of female rights activity in history. This activity inclined to be a ruptured up into 3 waves, this most important started in the nineteenth and early twentieth century in which suffrage become a key feature. The 2d wave of the Nineteen Sixties blankets the sexual revolution and the situation of the females in society. Third-wave feminism is recurrently perceptible as opening in that period of 1990s. Digital media are an outline of media that make employ on a digital gadget for distribution. This figure of media might be created, viewed, distorted and, disburse from side to side electronic gadgets. Digital media is classically used software, video games, videos, websites, social media, and on top of the line advertising.

Objectives of the study

- 1) To study the Theoretical concept of Women's empowerment
- 2) To study the importance of Digital Media
- 3) To identify practical issues in the implementation of Women's empowerment.

Review of Literature

Digital media has a very important location in empowerment efforts. In this scrutinize, the effective media is vocal switch thru computer- primary base complete systems, comprehensive of maze site and social media, as an account of spoken swap and interaction from 'many to many' through the effective age group that allow clientele to create and amount content. Today, maximum of community empowerment application uses effective media as a channel to harvest particulars and disseminate particulars to a great deal wider network. Similarly, the empowerment of female, effective media has a close to date with the voice of females in assortment making. Many investigate contribution effective media as a medium to transaction through gender inequality and female empowerment (Hilbert, 2011, Gurumurthy, Singh, Mundkur, & Swamy, 2006; Antonio & Tuffley, 2014), unfortunately, few researchers focus their investigation in important literature on Women empowerment (1). Interactivity of practical media permits female at the present no longer most excellent get hold of particulars and external ideas, though as well to take it to dissimilar parties. However, practical media in addition represent a manufacturing region this in enthused via way of means of the individual sector's interest. Digital media turn into the region of patriarchal subculture's photocopy which might limit, even bleak, the empowerment of 8 females. On the differing hand, females can develop the patriarchal subculture within side the gender-unfastened on-line realm (Agung, 2017) (3). The near media bring new potential for female to exact themselves, amount their opinions, and lobby imperative troubles for them. However, dissimilar social actors in addition container use the same fundamental media to echo their voices to that universal community and make stronger their political and financial pursuit (Sreekumar, 2007) (6). However, inside plenty of situations the essential media can bang female's power by means of being a facilitator for female to precise their views, pursuit and preferences. A watch by means of the Overseas Development Institute (ODI) on that practice on effective media in women empowerment request explains that there are seven limit possible compensation of that used on practical media via method of means of female (1). Learning method the used on effective media can bang female's confidence and permit them to emulate critical location of conservative gender and their location in international society (2). The use of practical media can make known females and their group to create a higher female opportunity illustration of female non-conventional roles which competence had a bang of social attitudes preceding to females and extrude female's non-public aspirations(3). Studying competency and having get correct on opening to to practical media can improve the social reputation of females (4) Skills and dig up accurate on admission towards practical media propose an chance approach for females to unambiguous themselves and had communiqué in public affairs so this perhaps will be unsettled from gender-primarily bottom wholly limitations that silence their voice (5). The use of near media complements the independence of female via way of means of imparting extra freedom and authority for female to linger their sports in preparation entrepreneurship, and different fields past their conservative gender roles(6). Using virtual media may be a manner for females to get right of entry to new possibilities in the public sphere, along with gaining access to facts approximately training and commercial enterprise services, so the female can broaden extra manipulate over their personal lives. (7) The use of

fundamental media offer new channels of verbal exchange and engagement which possibly will enlarge networks, detonation social capital, facilitate the boom of female's movements, and actualize their capacity to apply oppositional voices(2). Exchanging facts in our on-line world additionally foster the mobilization of female within side the offline realm. Digital media aren't always a device to achieve cloth advantages, however, may be understood as a new functionalities for female, lack or irritate of obtaining correct admission to effective media is a shape of inadequacy (Gurumurthy, 2008)(5).

Research Methodology-

The present study is based on primary data only. The selected sample size is 15 from each group. The ANOVA statistical tool is used to test the significance of digital media on women empowerment. The selected sampling method is Random sampling method.

Importance of Digital Media in Women empowerment

S.No	Social media platform
1	Face book
2	YouTube
3	Quora
4	Twitter
5	Instagram
6	Lindein

Facebook is one of the leading digital platforms to connect various women all over the world to share their ideas for improving empowerment in jobs and entrepreneurship ideas. Now a day’s uneducated people also using android based apps like YouTube. Skilled women opening their YouTube channels and habitat to earn through digital platforms like YouTube and so on. An American social question-and-solutions internet location chiefly based completely in Mountain View, California, United States. It divided thisbase on June 25, 2009,and made available it to the universal communal on June 21, 2010.Users can collaborate through pretty questions and commenting on solutionwhat has been submitted dissimilar customers. As of 2020, the internet sitetwisted into visited among that support of through three hundred million clients a month. Twitter, Instagram, Linkdein are popular ways as digital platform to improves women empowerment in recent days.

Data Analysis

Anova: Single Factor						

SUMMARY						
Groups	Count	Sum	Average	Variance		
Group 1	15	629	41.93333	4.352380952		
Group 2	15	626	41.73333	3.066666667		
Group 3	15	590	39.33333	2.095238095		
ANOVA						
Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	62.8	2	31.4	9.900900901	0.0003	3.219942
Within Groups	133.2	42	3.171429			
Total	196	44				

The above table gives ANOVA statistical tool for data analysis. The sample size as per each group is 15. The sum is 629,626,590 and so on. The averages 41.93,41.73,39.33. The variances are as follows 4.35, 3.06, and 2.09.The between groups is sum of squares is 62.8, with in the groups is 133.2.The degree of freedom is 2,the degree of freedom within groups 42. The mean square is 31.4, within the group is 3.171.The F value is 9.900.The p value is 0.0003. The F critical value is 3.219942.

H0- Digital media has no significant influence on Women’s empowerment

H1- Digital media has a significant influence on Women’s empowerment

The ANOVA table describes the probability is less than 0.05, so we conclude that Digital media has significant influence on Women’s empowerment

Findings

The major findings are The variances as follows 4.35,3.06,2.09. The F value is 9.9009 and the probability value is 0.0003. The F critical value is 3.21.Through the ANOVA table we conclude that Women’s empowerment is playing a crucial role in Indian Economic growth. Now a day’s women play a crucial role in every field of economy. Through statistical analysis The Digital media has significant influence on Women empowerment(4).

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