

# The Role of Social Media in Women Empowerment in Present Scenario

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**Abstract:** *Women empowerment plays a transformative role in shaping the social, economic, and political landscape of the present world. It refers to granting women equal access to opportunities, resources, and decision-making processes, thereby enabling them to realize their full potential. In today's globalized and technology-driven era, women empowerment has become a key factor in achieving sustainable development and inclusive growth. Governments, international organizations, and civil society are increasingly recognizing that empowering women leads to stronger economies, healthier communities, and more stable societies.*

*In the present scenario, women are making remarkable strides in various fields' education, politics, business, science and technology demonstrating their competence and leadership. The rise of digital platforms and entrepreneurship has provided women with new avenues for economic independence. However, despite significant progress, challenges such as gender discrimination, wage gaps, underrepresentation in leadership roles, and violence against women persist across many regions. Addressing these issues requires a multidimensional approach that includes education, legal reforms, financial inclusion, and social awareness.*

*Furthermore, the empowerment of women is closely linked with achieving the United Nations Sustainable Development Goals (SDGs), particularly those related to gender equality, poverty reduction, and quality education. True empowerment extends beyond individual success; it transforms societal attitudes and dismantles patriarchal structures that limit women's participation. In essence, women empowerment is not just a matter of justice but a prerequisite for a progressive and equitable society. Strengthening women's voices and leadership in every sphere remains essential for holistic national and global development..*

**Keywords:** Women empowerment plays a transformative role in shaping the social, economic, and political landscape of the present world

## I. INTRODUCTION

As communication is must for humans, equally important are the tools or mediums of communication. In the world history wherever revolutions for freedom, industry growth or for better political powers have taken place the role of communication and the role of written words, newspapers, Books, magazines, Radio, Television can be seen clearly. Communication and the dissemination of information to masses have played equal role in the world revolutions. For example, in the freedom fight of India against British Government, the role of newspapers can never be ignored. On those very terms, in the contemporary times the Internet, Social media have emerged as a strong media of communication all over the world. This virtual space and social media portals are having impact on all aspects of life be it education, technology, science, society, culture, political studies, religion, cultures etc. In fact, all the possible subjects, topics can be accessed on the internet.

**Social Media:** Applications and websites designed for microblogging, discussion forums, social networking, social curation, bookmarking and search engines the various kinds of social media (Whats.com, n.d.). There are basically six



kinds of social media, social networks lie Myspace, Facebook, Bebo. Blogs which are online journals, Wikipedia communal document or database, online encyclopedia, PODCASTS for audio video files, Online Forums which are powerful elements of Online communities, Content communities like Flickr, YouTube, Microblogging like Twitter (Mayfield, 2008). Social media made it easy for users to communicate, sharing information, thoughts, to cooperate and collaborate for creating art, thought process and commerce, debates, discussions, discourse, looking for friends and allies (Mayfield, 2008). People can find information, like-minded people, communities and collaborations, new ideas services, jobs, business models, entrepreneurship options and much more on social media (Mayfield, 2008).

## II. SOCIAL MEDIA PORTALS

**Facebook:** Facebook is a social networking site to get connected and share with family and friends who are also users of social media and are available of these media (What is Facebook?) for students for studies purpose, as a student of Harvard, Mark Zuckerberg created in in 2004 and within two years it was very popular among young students (What is Facebook?). it is world's largest social network. Mark Zuckerberg, in 2004, built it for use by Harvard school students but within 14 years it has become the largest social network in the world (W.Stout, 2019). Facebook has become the standard for all other social media networks on social media statistics (W.Stout, 2019). Facebook has 2.2 billion active users on monthly basis and 1.4 billion active users on daily basis and over 300 million photos are uploaded every day. Youth constitute 30% of Facebook users, 8 billion videos are seen every day.

**YouTube:** Since its launching in 2005, YouTube has become first priority for video content. Google owned site has gained the most viewed site, it allows users to share their videos with other all over the world (How does YouTube work? 2016). It helps used to show their art talent by uploading their videos, Justin Bieber was first discovered when a talent show saw video of him singing. User can earn money directly from YouTube by sharing their videos and advertisers also use YouTube for advertising their products (How does YouTube work?, 2016). YouTube is popular as Introduction – Cyber feminism with Social Media it is very easy to use, people make video to flaunt their opinions or their dances, singing, comedy pieces, cooking talents or many more. List is unlimited how users are uploading their videos. YouTube converts the video into Adobe flash video with file extension .FLV. YouTube also have option to embed video from other websites (How does YouTube work?, 2016).

**Instagram:** Mike Krieger and Kevin Systrom created Instagram in 2010 for sharing pictures and video. In 2012 Facebook acquires it, it has 800 million active users, daily users are 500 million and 95 million photos nearly are uploaded on Instagram on daily basis (W.Stout, 2019). Facebook paid worth of a billion dollars to Facebook, as it was a good photo-sharing app (Mitchell, 2012). It is best and has a square image format, nostalgic filters, sharing is the fun part on Instagram (Mitchell, 2012). It works like Twitter follower model; it is easy to get friends from Facebook and Twitter and to follow them on Instagram. With photos users find many new people. On popular tab users can see the most liked photos on the network with a big grid of thumbnails (Mitchell, 2012). News tab shows the notifications about all likings and following. Using the hashtag photos can be discovers in Instagram. Instagram is very good site to make connections with people who see the world in an interesting ways, users can find and follow people who inspire them (Mitchell, 2012).

**WhatsApp:** WhatsApp is a platform for instant messaging which helping in exchange the messages, pictures, videos, audios for free (Rouse M. ). It is very popular with the users for unlimited text messaging; it can be used to make calls among WhatsApp users. It allows having group chats and location sharing options. Jan Koum and Introduction – Cyberfeminism with Social Media Brian Acton created it in 2009, bought by Facebook in 2014 has 700 million active users every month. There are 320 million daily users, 1 million people register daily on WhatsApp (W.Stout, 2019). When WhatsApp came only Skype was there to chat but for skype computer was must and mobiles were not there. WhatsApp came when mobile companies were charging a lot for messages; WhatsApp was free with no limits on words and with graphics, video audio as addition and even no restriction on the number of contacts receiving the messages (Unuth, 2018). It was easy to get connected with other users as numbers are the identity on WhatsApp so the numbers on your cell phones can easily be contacted for WhatsApp. WhatsApp also introduces voice messages and



video calling, it was easy to access as it was made for mobiles, it's a free App but data rates apply at few places, best part it is not showing advertisements, with the wider user base (Unuth, 2018).

**Twitter:** Jack Dorsy, Biz Stone and Evan Williams in 2006, It has registered users nearing about 1.3 billion, active users nearing 330 million, daily active users are 100 million. Nearly 4 million people get registered every day (W.Stout, 2019). A social network with word limit of 140 characters is very successful; it helps in keeping in touch with friends but with strangers also. Once twitter gets the sense of what users is what are his interests, what interests a user it brings others to him or her on twitter (Why has Twitter become so popular, 2013). In 2013, Twitter launched a successful ipo that raised \$1.8 billion, with 5000 million users who tweet an average of 58 million times per day (Why has Twitter become so popular, 2013) Twitter gives contextualized and personal experience providing most relevant experience (Why has Twitter become so popular, 2013).

### **III. WOMAN & WOMEN EMPOWERMENT**

Dictionary meaning of woman or women is the female human being, an adult female person, women collectively (Women). Women empowerment means to create a women supporting environment or atmosphere in which women have the decision making power, can take decisions for them, benefitting them personally and also the society. Ensuring equality of rights for women and making them sufficiently confident to claim and fight for their rights.

The word empowerment is explained in many ways providing many perceptions. The dictionary meaning of the word woman means the act or action of empowering someone or something, providing the power to do some duties and acts (Empowerment). A research done on finding an appropriate definition for empowerment concluded that there is no clear or one definition of the word empowerment, with diverse meanings and it motivated people to take their life's decision in their hands (Czuba, 1999). Society keeps men and women in different segments and has long standing beliefs who defines how different they are, family structures, religious faiths, division of labor in society, gender based division of work, marriage customs, laws, educational system, expectations all have gender base in societies and it differs from society to society (Anonuevo, 1993).

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