



Awareness and Utilization of New Media in the Empowerment of Urban Women

K.MANJULA

Asst. Professor, Dept of Journalism Maharani Lakshmi Ammanni College for Women Malleswaram, Bangalore

Dr.J.M CHANDUNAVAR

Associate Professor, Dept of Mass Communication & Journalism Karnatak University, Dharwad

ABSTRACT

Most technologies described as “new media” are digital, often having characteristics of being manipulated, networkable, dense, compressible and interactive. The New Media such as Internet, Computer, Cell Phones, and Video Conferencing, blogs, Skype, social networking sites are bringing noticeable changes in Indian Society.

Women are more empowered to do whatever they want. This means that they have the ability to choose their own destiny, job, and vote and do anything a man can do.

It is our moral, social and constitutional responsibility to ensure their progress by providing them with equal rights and opportunities and give power and help them face the challenges of being women in society.

New Media is playing an important role in creating self-awareness and self-expression among modern-day women, so that they can create their own identity in society.

KEYWORDS

New Media, Women Empowerment, Technology, Awareness and Utilization among urban women

INTRODUCTION

New Media is broad term in Media Studies that emerged in the later part of the 20th century to encompass the amalgamation of traditional media such as film, images, music, spoken and written word, with the interactive power of computer and communications technology, computer-enabled consumer devices and most importantly the Internet. There are many aspects related to the term. For example, new media holds out a possibility of on-demand access to content anytime, anywhere, on any digital device, as well as interactive user feedback, creative participation and community formation around the media content.

New Media has revolutionized the nature and pace of human interaction across the world, which is increasingly assuring the contours of a “Global Village”.

Characteristics of new media

- More effective communication
- It allows for a huge increase in the volume of communication
- It provides the possibility of increasing the speed of communication
- Provides opportunities for interactive communication
- It is Digital, Interactive Multimedia, Non-linear Global, Hyper-textual, Browser-based Electronic Mail, Digital, Audio and Video, Interactive, Multimedia, Digital Television, Smart phones

As today women are equal with men. But we have to give more importance to empowering rural women. Most societies put a special focus on empowering women and girls, because we believe they hold the key to long-lasting social change in communities. Empowering women must be a united approach, a cause that requires continued attention and stewardship by all. We need to augment our efforts for empowering women and enhance their progress.

Today women with their smartness, grace and elegance have conquered the whole world. With their hard work and sincerity, they have excelled in each and every profession. Women are considered to be more honest, meticulous, and efficient and hence more and more companies prefer hiring women for

better performance and result. Nobody ever thought of this before, to give preference to female job seekers.

Empowerment of women may be taken to mean strengthening women’s position in the socio-political power structure of the society. Women play a significant role in our society. Apart from maintaining household activities, women participate in various economic activities. A woman has an extremely vital role in building the nation. Women must be empowered at all levels to contribute to the achievement of the principles of equity and social justice.

Access to technology plays an important role in helping women make a successful transition to permanent housing, sustainable employment, and independent living. The goal of women is to challenge patriarchal ideology to transform the structures and institutions that reinforce and perpetuate gender discrimination and social inequality.

OBJECTIVES OF THE STUDY

1. To find the reach and access of new media among urban women
2. To study the usefulness of new media among urban women.
3. To study the use of Internet
4. To find out the use of new media in their career
5. To find the new media utilization for the empowerment of women in different fields.

SIGNIFICANCE OF THE STUDY

The present study helps in understanding how women are developed and developing, their status, empowerment etc. This paper is a fact finding study on new media and women. The present study will spread light to know how extensively development has taken place in women empowerment in this era of information and technology-intensiveness. The research tries to find out how women are empowered in different fields.

AREA OF THE STUDY

The area of the study is Metropolitan city, Bangalore

METHODOLOGY:

This study has used Survey method (Random Sampling), Questionnaire is the prime tool used to collect the data from the respondents.

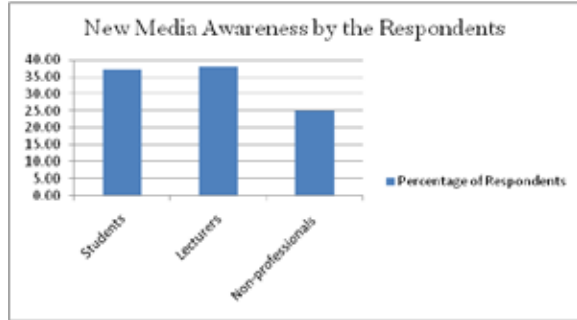
SAMPLE:

The sample size of the study is 80 women, in which 30 respondents were Lecturers, 30 Students and 20 Non-Professionals.

ANALYSIS AND INTERPRETATION

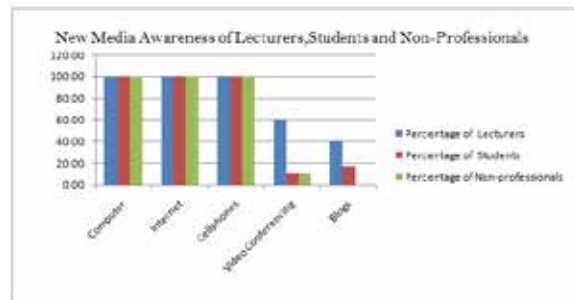
**Table – 1
New Media Awareness**

Respondent	Response	No. of Respondents	Percentage of Respondents
Students	Yes	30	37.50%
Lecturers	Yes	30	37.50%
Non-professionals	Yes	20	25%
Total		80	100%



**Table – 2
New Media Awareness**

New Media	No of Lecturers	Percentage of Lecturers	No. of Students	Percentage of Students	No. of Non-professionals	Percentage of Non-professionals
Computer	30	100%	30	100%	20	100%
Internet	30	100%	30	100%	20	100%
Cell phones	30	100%	30	100%	20	100%
Video Conferencing	18	60%	3	10%	2	10%
Blogs	12	40%	5	16.67%	-	0%



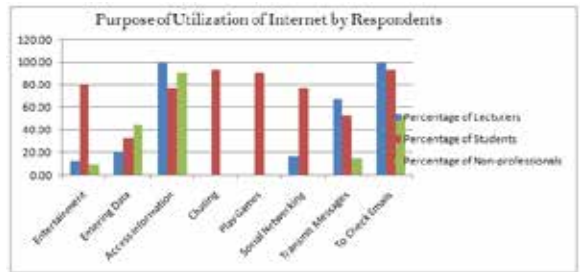
**Table – 3
Utilization of New Media**

Respondents	Response in New Media		No. of Respondents	Percentage of Respondents
	Internet	Cell Phones		
Lecturers	Yes	Yes	30	100%
Students	Yes	Yes	30	100%
Non-professionals	Yes	Yes	20	100%

Table - 3 observers that the percentage of the respondents for the use of new media is 100%

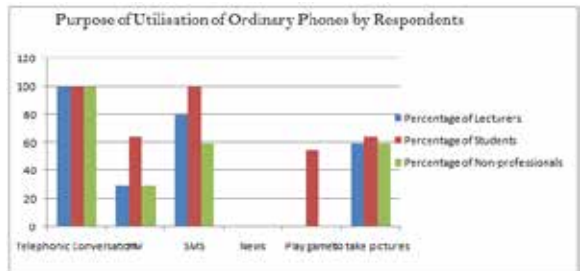
**Table-4
Purpose of utilization of Internet**

Purpose	No. of Lecturers	Percentage of Lecturers	No. of Students	Percentage of Students	No. of Non-professionals	Percentage of Non-professionals
Entertainment	4	13.34%	24	80%	2	10%
Entering Data	6	20%	10	33.33%	9	45%
Access information	30	100%	23	76.66%	18	90%
Chatting	-	0%	28	93.33%	-	-
Play Games	-	0%	27	90%	-	-
Social Networking	5	16.67%	23	76.66%	-	-
Transmit Messages	20	66.67%	16	53.33%	3	15%
To Check Emails	30	100%	28	93.33%	16	53.33%



**Table – 5
Purpose of using Ordinary phones**

Purpose	No. of Lecturers	Percentage of Lecturers	No. of Students	Percentage of Students	No. of Non-professionals	Percentage of Non-professionals
Telephonic Conversation	30	100%	11	100%	20	100%
FM	9	30%	7	63.64%	6	30%
SMS	24	80%	11	100%	12	60%
News	-	0%	-	0%	-	0%
Play games	-	0%	6	54.54%	-	0%
To take pictures	18	60%	7	63.64%	12	60%



**Table – 6
Purpose of using Smart phones**

Purpose	No. of Lecturers	Percentage of Lecturers	No. of Students	Percentage of Students	No. of Non-professionals
Email	3	100%	19	100%	5
Playing games	-	-	18	95%	3
Chatting	3	100%	17	89%	3
Video Photography	-	-	5	26%	3
Video Conferencing	-	-	-	0%	-

Table -6 shows the purpose of use of smart phones by respondents, the highest percentage of use of smart phones by lecturers is for email And chatting and even students and non professionals say that 100% is used for Email.

Table - 7
Usefulness of New Media in Career

Response	No. of Lecturers	Percentage of Lecturers	No. of Students	Percentage of Students	No. of Non-professionals	Percentage of Non-professionals
Very useful	11	36.67%	13	43.33%	12	60%
Useful	19	63.33%	17	56.67%	8	40%
Not useful	-	0%	-	0%	-	0%
No opinion	-	0%	-	0%	-	0%
Total	30	100%	30	100%	20	100%

Table - 7 shows that the usefulness of new media among lecturers is 63.33%, the students say 56.67% is useful the most and 60% of Non professionals say that it is very useful.

Table - 8
Obtained placement due to New Media

Response	No. of Lecturers	Percentage of Lecturers	No. of Students	Percentage of Students	No. of Non-professionals	Percentage of Non-professionals
Yes	11	36.67%	-	0%	12	60%
No	19	63.33%	30	100%	8	40%
Total	30	100%	30	100%	20	100%

Table - 8 reveals that the placement obtained due to new media, 36.67% of lecturers says yes and 63.33% says no, as the 100% of students says no, where as the 60% of non professional says yes and 40% says no.

Table - 9
Grading of New Media Usefulness by Lecturers

New Media	Very useful	Percent age	Useful	Percent age	Not useful	Percent age	No opinion	Percent age
Computer	27	90%	3	10%	-	0%	-	0%
Internet	25	83.34%	5	16.66%	-	0%	-	0%
Cell phones	23	76.67%	7	23.33%	-	0%	-	0%
Video Conferencing	-	0%	12	40%	-	0%	18	60%
Blogs	-	0%	2	6.67%	-	0%	28	93.33%

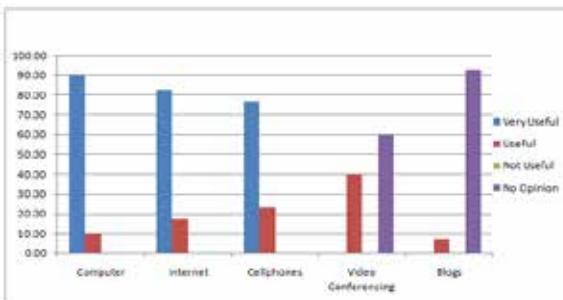


Table - 10
Grading of New Media Usefulness by Students

New Media	Very useful	Percent age	Useful	Percent age	Not useful	Percent age	No opinion	Percent age
Computer	26	86.66%	4	13.37%	-	0%	-	0%
Internet	26	86.66%	4	13.37%	-	0%	-	0%
Cell phones	28	93.33%	2	6.67%	-	0%	-	0%
Video Conferencing	-	0%	-	0%	3	10%	27	90%
Blogs	-	0%	9	30.00%	21	70%	-	0%

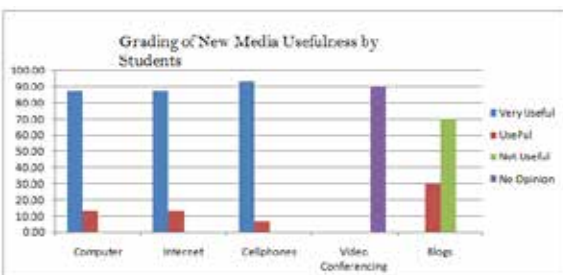


Table - 11
Grading of New Media Usefulness by Non Professionals

New Media	Very useful	Percent age	Useful	Percent age	Not useful	Percent age	No opinion	Percent age
Computer	20	100%	-	0%	-	0%	-	0%
Internet	20	100%	-	0%	-	0%	-	0%
Cell phones	18	90%	2	10%	-	0%	-	0%
Video Conferencing	-	0%	-	0%	4	20%	16	80%
Blogs	-	0%	-	0%	2	10%	18	90%

Table - 12
Awareness of vast volume of data on women empowerment in New Media

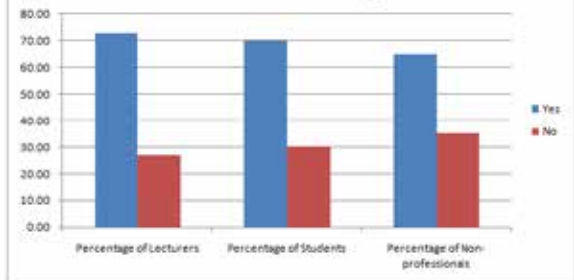
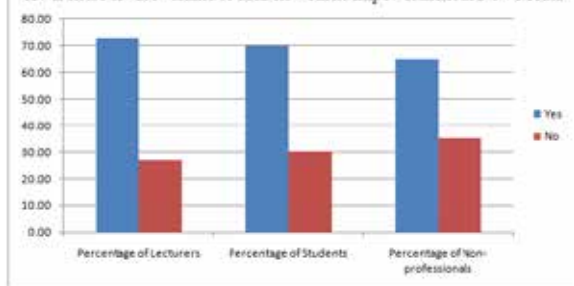
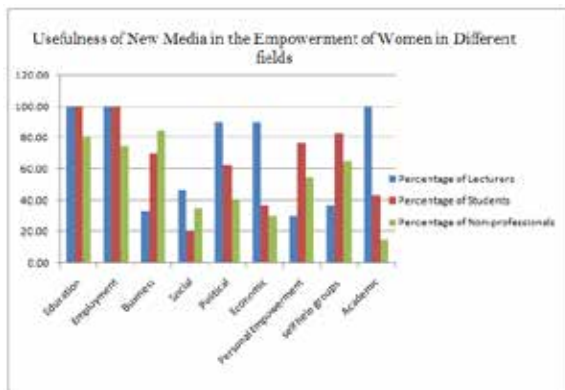


Table - 13
Usefulness of New Media in the Empowerment of Women in different fields

Response	No. of Lecturers	Percentage of Lecturers	No. of Students	Percentage of Students	No. of Non-professionals	Percentage of Non-professionals
Yes	22	73.24%	21	70%	13	65%
No	8	26.66%	9	30%	7	35%
Total	30	100%	30	100%	20	100%

Table - 13
Usefulness of New Media in the Empowerment of Women in different fields





Findings of the study:

- This study reveals that, all urban women are aware New Media.
- In terms of urban women all Lecturers, Students and Non professionals are 100% aware of Computer, Internet and cell phones.
- In this study, almost 100% of Lecturers, students and Non professionals use New Media.
- Most of the women say that Internet is used to access information, and to check Emails and also chatting, playing games and entertainment.
- Majority of urban women in this study, are using ordinary cell phones.
- Most of the Lecturers said that new media is useful in career.
- Most of them are satisfied with the benefits from new media for the empowerment of women. They are also aware of the vast volume of data available on new media in the empowerment of women and few of them are also obtained the placement because of new media
- In this study, the women says that new media has helped in creating awareness, confidence level, self management, individuality, financial independence through jobs, opportunities in varies fields.

New media is an effective means of communication in which it allows a huge increase in the volume of communication. It has language compatibility, it is a user friendly media in which it propagates social connections among people, it communicates a variety of information to variety of people, and it has a maximum size of storage capacity, it provides the possibility of increasing in the speed of communication, it also influence on younger generation, it enables to enhance relationships with friends and also to make contacts, social status is also improved because of networking , it provides opportunities for interactive communication.

REFERENCES

http://en.wikipedia.org/wiki/New_media | http://en.wikipedia.org/wiki/Women_in_India | http://wikigender.org/index.php/women_empowerment_in_India | <http://answers.yahoo.com/question/index?qid>