



STUDY OF USES OF SOCIAL MEDIA AND VARIOUS APPLICATIONS BY WOMEN IN THE 21ST CENTURY

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ABSTRACT:

Whenever we study an article regarding women, we always consider the woman's history right from the ancient era. To develop contemporary history and its record we will discuss the social media which is prevailing in the era of the 21st century and its impact on women's life. In the 21st century, the entire globe has inclined towards social media and various other virtual platforms. In this paper, mobile applications, and their uses will be discussed. Through this paper, an attempt is made to discuss women's uses of social media and various applications.

Key words: - *Women, social media, apps.*

INTRODUCTION:

In the 21st century, social media is booming like never before. There are various apps (computer applications) available on social media. Today, there are numerous sites that are supportive for distinct purposes, for instance, for entertainment, communication and education as well. Internet is not the brainchild of any particular person but many scientists, who collectively worked for it. People are highly benefitted in different aspects of life, when they associate themselves with social media apps namely WhatsApp, Instagram Facebook, messenger, Groffer, Uber, UrbanClap, and many more.

OBJECTIVES:

- A. To study various computer applications, sights available on social media.
- B. To understand the uses of social media by women.
- C. To understand the Importance of social media in women's life.

Social media and working women:

In the Indian culture, we have studied that Indian women are always tied with a lot of baggage like taking care of the household chores. Right from cooking, cleaning, washing to

taking care of the children. Her tasks are endless. On top of it just to match up with the trend and to provide good education to the children in many families, women need to assist in the family's economy by working in various offices or workplaces. They are not just restricted to that, but a majority of the time it is a woman's wish that whatever education they have received they want to make use of it by working and earning money. It's a good idea, but on the other hand, a working woman in a way helps in nation-building. It increases the gross income of the entire nation. While doing so, social media is being a boon to the working woman. Working women who have to complete a certain task in stipulated time. She also needs some help assistance. Certain apps like the "Grofers, (Blinkit (formerly Grofers) were founded in December 2013 by Albinder Dhindsa and Saurabh Kumar. "Grofers is an e-commerce marketplace for your daily shopping. It allows you to shop from your favourite store in your neighbourhood and get delivery within 90 minutes. You can shop for groceries, Fruits & Vegetables, Bakery items, Flowers, Meats, Pet Care, Baby Care, and Cosmetics products with just a few taps." You can get everything

delivered instantly or schedule it for a convenient time later.

Pharm Easy was built on a vision of “healthcare accessible and affordable across India through a quick and efficient doorstep service with great discounts. This vision gave birth to Pharm Easy, India's No. 1 healthcare aggregator. Founded by Dharmil Sheth, an MBA from IMT Ghaziabad and Dr Dhaval Shah, an MBBS from Rajiv Gandhi Medical College and MBA from XLRI Jamshedpur.”

“Google Pay founder is Sujith Narayan and Sumit Gwalani. Sujith Narayan and Sumit Gwalani, founded on September 11, 2015. Gpay - Google Pay is a digital wallet and online payment system that's developed by Google to make it easy for you to make purchases. It automatically syncs your saved credit cards wherever your Google account is logged in for quick payments, and it will import loyalty cards, tickets, and offers from your Gmail account.”

Many a times, social media apps also assist working ladies. Their newspaper which publishes their e-content of news gives great information source to not only women but to every individual who can read. For example- E-Lokmat, E-Times of India.

Often, working women are not in touch with our society but the media can assist her in finding out a good tutor for their children. These days there are applications like Unacademy. “Unacademy is founded by Roman Saini, He started Unacademy to provide affordable education, webinars, and motivational speeches.” and “BYJUS is an Indian multinational educational technology company, headquartered in Bangalore. It was founded in 2011 by Byju Raveendran and Divya. BYJU'S' app was developed by Think and Learn Pvt. Ltd, a company which was established by Byju Raveendran, Divya Gokulnath and a group of students in 2011.”

“Engguru {With live classes, the app aims to provide its users with an even more personalized

learning experience by connecting students from across the country with Cambridge-qualified English teachers in an online group setting. The first live class is completely free.” There are many features that are beneficial for first-time learners.

Working women, Who once paid more attention to their studies and in the due course were not able to learn cooking and all of those small but important things of the kitchen or cooking can easily get assistance from various sites like YouTube, Facebook, Instagram, which provides a lot of recipes. The sites provide content that is good enough for anyone to understand.

Apps like Groffer, Daily Big Basket, and so on help get her for the entire month's grocery. Via these apps, women can get their desired groceries. Be it vegetables, pulses, or meat, any and every item is available. This is a boon for working women and to the entire women clan. These apps, social sights are helping women by making their life easy.

Housewives and social media:

Housewives are taking care of the house, cooking food for the entire family, doing laundry, keeping the house neat and clean, taking care of children her worklist is endless. In this hard work and smart work, both are required. Social media and various apps are helpful in day-to-day life. Since they are in the home majority of their time, housewives are away from the social life partially. Apps like WhatsApp help them get connected to their friends and families too.

“{WhatsApp was founded by Brian Acton and Jan Koum, former employees of Yahoo!. In January 2009,} More than 2 billion people in over 180 countries use WhatsApp to stay in touch with friends and family, anytime and anywhere. WhatsApp is free and offers simple, secure, reliable messaging and calling, available on phones all over the world.” with their friends and extended family members which helps them connect socially.

Social media and women's mental and physical health:

It is being told all the time that women are more active on WhatsApp and Twitter or spend a majority of their time chatting. But we often forget that it is this social media that makes them aware of a lot of things. Covid 19 has given a lot of information about sanitization, health, hygiene and wellbeing. There are so many apps that are developed, such as healthify for Lifestyle.

Topics like sanitization, health, and hygiene is now the new forte for many apps. Many apps are coming up keeping these avenues in mind. (Tushar Vashisht, Sachin Shenoy & Mathew Cherian, founded HealthifyMe in 2012. They provide them with varied health and nutrition plans and emphasize health.

Such apps give us an idea of how to keep yourself hydrated and promote healthy eating habits too.

Social media and Physical, spiritual well-being:

The pandemic witnessed in 2019 has changed the doctrine of every living being. It has brought everything online. Just like schools, offices, and businesses. COVID 19 gave a big pause to every human life. In order to stop the spread of Covid19, the government had to impose a strict lockdown. This made every human being stay confined in their houses compulsorily. Man is a social animal and needs other human beings' connections from time to time. This need was satisfied by social media and apps like messenger, "Facebook Messenger is a FREE mobile messaging app used for instant messaging, sharing photos, videos, audio recordings,} and for group chats. The app, which is free to download, can be used to communicate with your friends on Facebook and with your phone contacts."

Apps like Whatsapp, Messenger and Snapchat are the ones which have been helping us to get over our communication gap.

A woman, be it house manager or working women prefers to be presentable and keep themselves well-groomed. Along with house maintenance work software applications like urban company. ("Urban Company provides a platform that allows skilled and experienced professionals to connect with users looking for specific services"

The Urban Company Professionals are highly trained and they understand how to cater to their clients in the best possible ways.

Social media as an edutainment – seminars:

During the pandemic, social media has helped us tremendously. Social Media is also considered as a source of edutainment, where one gets exposure to entertainment as well as education. There are various apps available on social media which provide you with intellectual satisfaction while playing it. For example- In the app called Crossword "(In Part 2 of the Wordplay series, the puzzle makers David Steinberg and Natan Last design a crossword grid around our theme settings. Alarmy (Alarmy makes your body get out of bed first and then makes you get to the place like a bathroom where you have no other choice but to wake up. The alarm will keep ringing until you prove the fact that you arrived at the place through taking a "Photo" or scanning a "Barcode".

Another example of such an app is Cuemath. "Cuemath app is a free learning app for kids of kindergarten to class 10. It offers brain training, live online classes with coding & math tutors, math games, and other tools for kids to build problem-solving skills and elevate their IQ. We are building the world's foremost educational app for kids."

CONCLUSION:

Social media and various applications are the results of the tremendous brainwork of many brilliant people. These applications are very much useful in the day-to-day life of women. In the life of a woman, social media has taken an inseparable place. At large we can say that

social media and various apps are useful and time savers. They are user-friendly and a timesaver in many cases too.

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