IMPACT OF SOCIAL MEDIA ON CHILDREN'S OF WORKING WOMEN'S

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ABSTRACT

This is a famous proverb that knowledge is power. Social media has a very significant role in furnishing the information to consumers in much faster pace which leads them to decision making. Now a day's social media becoming more popular and famous. Everyone is using social media very frequently. Even little children's using social media more than elder people. In my research I am searching the impacts of social media on children of working women's because lady who is house wife looking after his/her children can give better time to them relatively a working woman. That's why the focus of this research is on working women's who can't be able to give full time to their children's just because of their jobs. Quantitative research design & purposive sampling will follow in this research. For data collection a questionnaire was developed and filled by the sample of working women. The data analyses by average percentage method. The findings of this research are that the social media is not a bad thing what people understand and think about it. Social media has its advantage and drawbacks as we all know, it is up to us or parents to check social sites wisely to enhance their children social and personal life, and exercise caution to ensure they do not fall victim to online dangers. So that researcher found that social media is need of everyone in 21st century but when we talking about children they should be provided for limited time with check and balance when they are using it. Same as parents also should aware about it so that they can better understand and control the negative issues related to the social media.

KEYWORDS

Impacts, Social Media, Working Women's

INTRODUCTION

A social media is an online platform which people use to build social networks or social relations with other people who share similar personal or career interests, activities, backgrounds or real-life connections. (Akram, W., & Kumar, R. (2017).

Now a day's social media is very common terminology but very depth in his meaning. Social media in 21st century become need for everyone. It is very easy way to connect each and every other. Worldwide people are connected with the help of social media. Social media includes WhatsApp, Facebook, Instagram, twitter, viber, google, YouTube, messenger, skype etc. Mostly people use WhatsApp and Facebook, just because they are free of cost, if you have free Wi-Fi internet connection you can use it easily. By the help of Facebook people post their thoughts, feelings and current situations. It is very easy way to spread news and express their thoughts. Social media is helping students in their group study they can share their notes, assignments on what's app and Facebook etc.

Many people who running their own business, by the help of email or using google they sought out their problems and save their time. Social media help different kinds of people to share ideas with each other. In the other hand when social media is giving positive things or benefits it have some negative aspects to. For example, children in their early age are using much more social media and ignoring their physical activates which is harmful for their health, cyber bullying is more common now a day's psychological problems increasing day by day. Children's are more committing to suicide; women are sexually harassed and black mailed. Terrorism, criminal activities are also enhanced by the help of social media. If you can't imagine your life without social media, that's a sign that you've fallen a victim to the evil power of social networking. It also means that you've experienced one (or more) of the negative effects of social media on society .Don't pretend you've never heard of these. While social media can have a positive impact too, that doesn't mean its all hearts and flowers. Unfortunately, now here I am giving example that is using social media I have accounts on several social networking sites, and spend far too long on them writing my own updates and reading the updates of others. I enjoy doing so, being able to interact with friends, family, and random strangers online in a controlled environment. For someone who works at home, this is a big positive.

However, social networking sites aren't a wholly positive influence on the world. Infect, if you delve just a little into how they have changed the world you find there are some potentially negative impacts social networking sites are having on society as a whole and each of us as individuals.

This study aims to highlight the impacts of social media on children of working women. Here we are discussing negative and positive effects of social media we are also discussing and research on that social media should be used in front of parents or in their absences because children who is in the age of 10 or 12 don't know what is right or what is wrong so someone must be there to keep eye on them. Communication is a process of sharing meaning and experience between

people, this research intends to put the research problem into perspective by reviewing the related literature and explaining the current understanding of social media and impacts on children with the grow of new communication technologies the power of social media has gained more importance. The social media is crucial in defining what we think about, how we look at things and our social place and to discuss about the various issues in society.

This literature review has been taken from various websites, journals articles and my observation, thinking and own word as well. Now we are discussing in detail the types of social media and its benefits and negative impact too. Social Networks are one of the most important inventions of the 21st century.

This is the age of social networks, where the majority of the world population at least Facebook account. The ease of connectivity and dynamic interfaces have pushed social networking to evolve into a drive force for day to day activities, and no more be limited to being the media for staying in touch with one's distant friends and relatives. Today, social networks can work out as a newspaper, a virtual trading center; and a platform for finding jobs, promoting business, and doing a lot of creative things.

The evolution of the social network has affected the popularity of many social networking sites, pushing them to the brink of extinction, while a selected few have survived to be the fittest. Here are the top 10 social networking sites and apps that rule the roost in 2017. Over here, the top 10 social networks have been included, but there are hundreds of useful sites and apps that offer similar user experiences, the top ones are rated as per their popularity. Other significant mentions include Myspace, which used to be the most popular social network, Flickr, Reddit and Snapchat.

Facebook

This is the largest social media network on the Internet, both in terms of total number of users and name recognition (S.Shabnoor, S.Tajinder, 2016). Today, it has over 2 billion active users, making it the largest social network in the world. The unique thing about Facebook is its dynamic, multifunctional interface that brings together daily news, business, gaming, and sharing multimedia content at your fingertips. Facebook dominates the market with its strategic and frequent updates that keep it ahead of its time, with constant additions of cool new features like, location specification, cool status backgrounds, and sticker's store, hash-tagging, image tagging, and much more. It is a major platform for Social Media Optimization (SMO) and Online Brand Optimization, for businesses large and small.

Twitter

Twitter is the next best thing after Facebook. Today, public tweets break news faster than the media. The main feature is the 140-character word limit that makes the posts catchy. Users can share photos, GIF, videos and links, and with the Twitter Card upgrade, multimedia content can be shared. Twitter is also an important resource for Digital Marketing for businesses.

WhatsApp

WhatsApp is primarily an instant messaging app that allows multimedia sharing, including photos, videos, audio and documents. WhatsApp Messenger is a cross-platform instant messaging client for smartphones, PCs and tablets (W.Tariq, M.Mehboob, M.A.Khan, F.Ullah, 2012). It has also added free live video calling with high quality streaming, to its features. It is a sensational app that has a user base of over 1 billion. One can also create groups and connect with a number of people at once. There is a profile photo and status a lot, also a last seen panel, the visibility of which can be managed in the settings. This is a mobile based app, but the web version is also available, wherein users have to connect a code in their phone and access the app in their desktop. The data is secure with end to end encryption

Instagram

Instagram is a social networking app dedicated for sharing photos and videos. It was previously an Apple app, available only on iOS, but then broadened its availability, to android, windows as well as a website. You can also connect it with your Facebook account. Instagram is the muse of photographers, artists, restaurants and anybody that likes to post their images. It is a valuable resource for image optimization for businesses, especially Instagram Influencers.

YouTube

YouTube : the biggest and most well known video-based online networking site — was established on February 14, 2005, by three previous PayPal workers (Bin Zhao et al, 2011). YouTube is the largest video networking site in the world. It is a product of Google, and is available as a website and mobile application. Almost the entire world television since its beginning may be fitted inside You Tube. One can find movies, music, soaps and cartoons from all parts of the world; as well as private videos, blogs and YouTube Influencer videos all in one place. Most of the videos are free, and can be watched for countless times. It is a major platform for promoting movies and music as well as advertising.

LinkedIn

LinkedIn is the largest networking site for working professionals and business personnel. One can make a public portfolio, or resume by updating their profile. It

is a platform for finding jobs as well as employees, and connects professionals with mutual interests, also for promoting businesses, posting white papers, advertisements, and lots of trivia.

Google

Google is a networking arena, that is unique than all other networking sites and apps. It is an assortment of useful platforms that uses your core interests. Since its inception in 2010 with Google Buzz, then changing into Google Friend Connect, it was not until 2015 that this idea was well executed with Google+, and from then on, it had a drastic change in getting high impact usability.

Pinterest

Pinterest, is similar to Instagram, in terms that this, too, is a vast image network. However, it has a completely different interface, and is more like an image collection site, with a pinboard style layout. If you find a nice image, you can just ‘pin’ it, and it will show in your pinboard, along with the original source. You can also post your own pictures.

Tumblr

Tumblr is a standout amongst the most hard to utilize informal communication stages, but at the same time it's a standout amongst the most fascinating locales (A.T.M Shahjahan, K.Chisty, 2014). Tumblr is a blogging network; along with blogging it has a photo sharing network, like Pinterest. It has enticing blog themes, content formats, and connecting facility with other users, via the follow button. One can also share/re-blog or like other's blogs.

Quora

Quora is a dedicated network to information and knowledge where users interact with each other over a meaningful information exchange. Typically, a user posts a question and others answer it, more like Yahoo answers, but the interface is more like Facebook. Questions like “What Are the Top Social Networking Sites in the World” are abundant. The users here are more serious and non-bot. Quora was launched by two former employees of Facebook in 2009.

Over here, the top 10 social networks have been included, but there are hundreds of useful sites and apps that offer similar user experiences, the top ones are rated as per their popularity. Other significant mentions include Myspace, which used to be the most popular social network, Flickr, Reddit and Snapchat. This is perhaps the biggest impact for the worse that social networking as a whole is having on society. The very concept of privacy seems to be inexorably eroding, and at a fantastic pace. Those of us who are connected to the Internet are connected 24/7, and we have

immersed ourselves in an extension of society in which privacy is not treated with the high regard it is offline.

It isn't just social networks that are to blame for this, but Facebook has led the way in showing how powerful a tool it can be in coercing people to happily give up personal information. Most of us list our full name and birthday, reveal who our family members are, share our work history, our hobbies and interests, and even what we like and dislike. And we're doing so without any kind of prodding or pushing.

Most people would rightly refuse to walk around with a billboard attached to their front revealing all and sundry to the world. Yet we do just that on social networking sites. A dream for advertisers and marketers, but a nightmare for the rest of us. We still think social networking sites are, at worst nothing to worry about, at best wholly positive influences on humanity? If so then I'll be amazed, but I would love to hear your reasoning about these negative impacts of social networking sites. Will any of this make me delete my Facebook and Twitter accounts? Of course not, but it does make me a little more cautious about how (and how often) I use them.

OBJECTIVES

1. To examine the impact of social media on children of working women
2. To know about did working women children use social media
3. Why social media is gaining a lot of popularity now day's

HYPOTHESIS

1. Social media has negative effect on children of working women
2. Does social media help children in their education
3. Childhood is the right age to use social media

RESEARCH METHODOLOGY

In this research study quantitative research design is adopted in order to answer the research questions and for testing hypothesis. All the women who are working in any place and have got the children of the age of 10 to 14 are the population of this research. Because of the time and resources, I have used convenient sampling method. Researcher designs a questionnaire for collection of data. This questionnaire is according to the objectives of the study and consists of 16 questions. Some questions are open ended and some are close ended.

Most of the females refuse to fill my questioner it because they did not feel safe to give their information. Some women who know about research, they use to reply my questionnaire. Although I ask them and make them comfortable that their

information is confidential and if they feel uncomfortably, they didn't mention their names and ages. After searching so many women my questionnaire filled and completed. Researcher collected the required data and used quantitative method for data analysis. The achieved data is presented in the form of tables. Average percentage method is used for statistical analysis of data. After every table their result is also mention in below which shows the highest and lowest ratio which I found in my research through questionnaire.

Data Analysis

For the purpose of data collection, a questionnaire will be formed. It will include almost 16 questions. This questionnaire was filled by working women, which will include in my thesis sample. After getting the answers we analysis the data and with help of tables we present our data some questions are close ended and some are open ended. Most of the mother's give some answer of the questions after developing questionnaire I search those women who are working and give answer of my question and filled questionnaire sincerely. The analysis of all question will present through tables and after tables their results also explained:

Table no. 1 This table shows the age limit of mothers

AGE	TOTAL	PERCENTAGE
25 TO 35	12	24%
36 TO 45	33	66%
46 TO 55	5	10%
TOTAL	50	100%

Result

In this research mothers who are included in this survey, the maximum age of answer is 36 to 45 (66%) and second one is 25 to 35 (24%) and the lowest age is 46 to 55 (10%).

Table no. 2 This table shows profession of the working women,

PROFESSION	TOTAL	PERCENTAGE
Teacher	18	36%
Nurse	16	32%
BANKER, POULAR WORKERS, DESIGNER	16	32%
Total	50	100%

Result

In this table researcher shows the profession of the mothers, 18 (36%) mothers are from teachers' profession and 16 (32%) are nurses and 16 (32%) are connected with banking, working in polar and having boutique.

Table no. 3 In this table we are asking about number of children's

NUMBER OF CHILDREN	TOTAL	PERCENTAGE
1 TO 3	29	58%
4 TO 6	21	42%
7 TO 9	0	0%
TOTAL	50	100%

Results

In this table we show num of children, so 29(58%) mothers have 1 to 3 children and 21(42%) mothers have 4 to 6 children.

Table no. 4 In this table we ask about age limit of children

AGE OF CHILDREN	TOTAL	PERCENTAGE
1 TO 10	20	40%
11 TO 20	25	50%
21 TO 30	5	10%
TOTAL	50	100%

Results

In this table we were asking about age limit of children's so 25(50%) mothers have 11 to 20 years old children and 20(40%) mothers have 1 to 10 years children and 5(10 %) mothers have 21 to 30 years children.

Table no. 5 In this table we are asking mothers about using of social media.

USEOF SOCIAL MEDIA	TOTAL	PERCENTAGE
YES	50	100%
NO	0	0%
TOTAL	50	100%

Results

In this question we are asking mothers did their children use social media so 50 (100%) mothers says yes, their children use social media.

Table no. 6 Type of social media children use

TYPE OF SOCIAL MEDIA	TOTAL	PERCENTAGE
WHATSAPP	20	40%

FACEBOOK	15	30%
YOUTUBE, GOOGLE, INSTAGRAM	15	30%
TOTAL	55	100%

Results

In this question we asking about which type of social media their children use so 20 (40%) use WhatsApp and 15 (30%) children use Facebook and other 15 (30%) use another type of social media like YouTube, google, Instagram etc.

Table no. 7 Social media is wasting of time or not.

WASTING OF TIME	TOTAL	PERCENTAGE
YES	38	76%
NO	12	24%
TOTAL	50	100%

Results

In this table we are showing that social media is useful or not so 38(76%) mother says ye it Is helpful and 12(24%) mothers says no its just waste of time.

Table no. 8 Utilizing time on social media

UTILIZE TIME	TOTAL	PERCENTAGE
SHARING GOOD KNOWLEDGE	30	60%
EDUCATION PURPOSE	14	28%
OTHERS	6	12%
TOTAL	50	100%

Results

In this question we ask about how they utilize their time on social media so 30 (60%) mothers says they share knowledgeable this on social media with friends and 14 (28%) mother says they utilize their time on social media for education purpose and 6 (12%) mother give mixed opinion on this question.

Table no. 9 Right age for given the cell phone / tablet

RIGHT AGE	TOTAL	PERCENTAGE
YES	20	40%
NO	30	60%
TOTAL	50	100%

Results

After asking this question 30 (60%) mothers says no this is not a right age to give them cell phone and tablet to use social media on it and 20 (40%) mothers says yes, they can use it.

Table no. 10 Social media is helpful in education or not

HELPFUL IN EDU	TOTAL	PERCENTAGE
YES	48	96%
NO	2	4%
TOTAL	50	100%

Results

So, after asking this question 48(96%) mothers says social media is helping in their child education and 2(4%) mother says no it is not helpful in education.

Table no. 11 Social media is useful and give them suitable option to choose right one.

USEFULL	TOTAL	PERCENTAGE
NEW TECHNOLOGY	9	18%
KNOWLEDGE	37	74%
OTHERS	4	8%
TOTAL	50	100%

Results

In this question we ask about how social media is useful for them so 37(74%) mothers says it is knowledgeable and 9(18%) mothers says social media introduce new technology that's why social media is useful for them.

Table no. 12 Social media is misguiding your child or not

MISGUIDING	TOTAL	PERCENTAGE
YES	10	20%
NO	40	80%
TOTAL	50	100%

Results

In this question we were ask about does social media is misguiding your child so 40(80%) mothers says no social media is not misguiding our child and 10(20%) mothers says yes social media is misguiding our child.

Table no. 13 Children use social media in front of parents or in absence of their parents

In Front or absence	Total	Percentage
In front of parents	49	98%
Absence of parents	1	2%
Total	50	100%

Results:

In this question we ask mothers that children should use social media in front or absence of their parents so 49(98%) mothers says that they should use social media in front of them and 1(2%) says absence of their parents.

Table no. 14 **Social media is providing advantage / disadvantage in their life**

ADVANTAGE OR DIS ADVNTAGE	TOTAL	PERCENTAGE
ADVANTAGE	48	96%
DIS ADVANTAGE	2	4%
TOTAL	50	100%

Results

In this table we ask about advantage and dis advantage of social media so 48(96%) mothers say that social media is providing advantage to their children and 2(4%) mothers says it is dis advantage of their children.

Table no. 15 **Social media is misguiding child when they allow to use them in absence of their parents.**

AGREE OR DIS AGREE	TOTAL	PERCENTAGE
AGREE	44	88%
DIS AGREE	6	12%
TOTAL	50	100%

Results

This question is little bit different from table 4.13 now we are asking that social media is misguiding their children when they are allowing them to use it in absence of their parents so 44 (88%) mothers says they are agree that in their absence social media can misguide them and 6 (12%) are dis agree from this statement.

SUMMARY

We all recognize this saying but few understand the empowering the role of social media played. Social media has removed communication barriers. When we summaries this topic and research we say that mothers are mothers they are very conscious about children's their life their education. Some mothers are allowing them to use social media but some says when we are not their or with them social media can misguide them, they are not agreed to use social media in their absence. Now it is responsibility of mothers to keep eye on them and check them what they are doing where are they going what are their activities. But not on that much that your child lose their self-confidence because children on that age are not that much big to understand these restrictions so there must be check and balance on it so your

children by help of social media connect with other people's gain knowledge and share good things on social media.

FINDINGS

The findings of this research are that the social media is not a bad thing what people understand and think about social media, when I was researching and getting opinions on social media there is mixed opinions thoughts concepts on it some mothers accept that it is need for our young generation for their education but in the other hand mother says this is also waste of time some mother thinks that social media is giving latest information new knowledge but some says no children just take it as a fun and they can't enable to understand what is right or what is wrong, social media has its advantage and drawbacks as we all know, it is up to us or parents to check social sites wisely to enhance their children social and personal life, and exercise caution to ensure they do not fall victim to online dangers.

DISCUSSION

Through this research study and data analyses we conclude that social media is need of every person in this era. We cannot deny that social media is becoming much more popular and famous now a days. in my survey I found mixed opinions but mostly mothers thinks that in early age social media is not a very much good thing just because their child are not able to understand what is good for their self or what is bad for them. But mothers also understand that if they totally reject the need of social media their children will step back to other children or their generation, so after all this survey research and taking interview with mothers I can put that statement that mothers are much conscious with their children because social media where they are giving advantage there is a lot of negative point which we can never deny. But in limitations and in front of parents' children can use social media because in their education social media is helping them in new technology, on social media they know about new technology this is also knowledgeable and give them a new information as fast as it is needed. Let's talk about some negative picture of social media cybercrime cyber bullying and harassment on social sites. School children young girls and women can fall prey to online attack which can create tension and distress. If you are a victim of cyber bullying, do not take it lying down but try to take appropriate legal action against the attacker. social networking has been proved to have both positive and negative effects on our youths. Individuals should make a conclusion whether to go on using the sites or stop or even moderate on their usage. Parents should guide and advise their children on current matters like the usage of social media and warn them of its negative impacts to them when misused or overused. The education curriculum also should be revised so that it can include social media studies in its disciplines so as to alert students that they need to be careful in their social media usage

RECOMMENDATIONS

In the light of above research study, there are some recommendations which are given below;

Social media is need of everyone in 21st century but when we talking about children they should be provided for limited time.

There should be check and balance when they are using social media.

They should use social media in presence of their parents.

Parents should also know what are the advantages or dis advantage of social media then they guide better to their children.

Seminars or workshops should be conducted to educate parents and children what is safest and beneficial use of social media

Use of social media should be as a need of child unnecessary use of social media should be avoided by children.

Mothers are responsible to educate their children what are the limitations of social media in their daily life.

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