

Users and Non-Users of Social Media: An Exploratory Study of Rural Women in Eastern Uttar Pradesh

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Abstract : For the purpose of this study a village of district Azamgarh has been selected which is a part of the most populous and backward state of the country, Uttar Pradesh. In the age of information, everyone has the right to acquire information and it becomes important to assess the acceptance and non-acceptance of social media among rural population. Rural women of the state are showing positive trends in the form of increased social media and mobile usage. This study is an effort to know the purpose of rural women for using social media. The study design is exploratory and qualitative in nature. Data collection primarily consisted of 25 semi-structured individual interviews having 10 open-ended specific questions in one of the villages of Azamgarh district of Eastern Uttar Pradesh. Sampling approach is flexible and situational. Data reveals that rural women have become active on social media since last six months to one year. Most of them are using Facebook, Whatsapp, and YouTube for the purpose of interaction, learning new skills, checking out recipes and latest fashion. This pilot study gives a bird eye view of the problem and opens door for exploring this least explored area.

Keywords : exploratory research, mobile usage, rural women, social media

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