

SOCIAL MEDIA AND THE QUALITY OF LIFE OF WOMEN

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Abstract. Social media has become an inseparable part of today's life—it informs, interacts, entertains and provides social support, motivation and much more to its participants. This study examined the effect of social networking sites on four domains of Quality of Life (QOL): Physical, psychological, social and environmental, using a sample of 161 women from the Delhi–NCR (National Capital Region), India. A Web-based survey was done using a questionnaire that has 11 demographic questions, 26 questions from the WHOQOL-BREF (World Health Organization QOL survey tool) and three open-ended questions on social support, work-efficiency and self-satisfaction. Correlation tests indicated an association between the period of social media use and psychological health of the women, whereas the women's physical, social and environmental health did not seem to have any association with social media use. Further, 84 percent of the respondents admitted a positive influence of social networking sites on at least one of the following parameters—self-satisfaction, work efficiency or social support—and 32 percent of the respondents admitted that social media had a positive influence on all of those three aspects of their lives. The study also estimated the self-reported quality of life (QOL) of the women to be positive.

Keywords. *Women, social media, Quality of Life, social support, work-efficiency, self-satisfaction*

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Introduction

In the present world, social media's influence is steadily growing in multiple spheres of human life. It has significantly affected how people communicate with others, collect, and disseminate information, do business, and enjoy entertainment (Shek & Yu, 2012). This mediated communication channel has become the priority for both personal as well as professional conversation (Morahan–Martin & Schumacher, 2003; Leung, 2002). The primary reason for social media's popularity is that it provides equal opportunities and freedom to all participants to interact, debate, share information, and get emotional and professional support.

Social media sites (SNS), such as Facebook (launched Feb 2004), Twitter (launched March 2006), WhatsApp (launched February 2009), and Instagram (launched April 2012), have emerged as conduits of the social revolution. Millions of people worldwide have associated themselves with these social networking sites for different reasons and motivations. Various studies reveal that connection with social media has affected participants' Quality of Life (QOL) in many ways. Arthur C. Pigou, a British economist best known for his work on welfare economics, for the first time, gave the concept of QOL in his book on Economic Wellbeing in 1920. After World War II, the World Health Organization defined individuals' QOL as decided by one's physical and psychological health, social liaisons, degree of independence, and his/her interactions with their surroundings (Ruzevicius, 2007).

The QOL of an individual is measured with many components, which comprises self-satisfaction, mental health, entertainment value, intellectual value, environmental conditions, job satisfaction, emotional support, and many more. The Quality of Life Research Center, Denmark, measures subjective and objective QOL. The subjective measure of an individuals' QOL is associated with good feelings and happiness with things around them. In contrast, the objective measure of QOL is concerned with satisfying the social and cultural needs of material wealth, social status, and physical well-being.

However, the World Health Organization (WHO) defines QOL as “an individual's perception of their position in life in the context of the culture and value systems in which they live and concerning their goals, expectations, standards, and interests” (Katya et al., 2015). It proposes that people's association with social media affects multiple dimensions of their lives and determines their QOL. Many research findings advocate that people's association with social networking sites directly affects their individual and social lives in several ways, either positively or negatively, and influences their QOL.

The advent of social media played a crucial role in opening up the hitherto restricted and closed world of women worldwide, including Indian women, who have been the victims of male – dominant society for years. Social networking sites have given them immense opportunities to gratify their personal, professional, psychological, social and cognitive needs.

As per the 2011 Census report, 16.8 Million people live in Delhi, including 5,542,911 women, of whom 80.76 percent are literate (www.census2011.co.in), and a majority of them are active on social networking sites. According to the Internet and Mobile Association of India

(IAMAI) Report - 2018, India has the world's second-largest internet user base after China. The study found that the country has an estimated 281 million active internet users, 182.9 million or 62 percent are in urban areas, and 98 million or 53 percent are in rural India. An estimated 143 million female internet users in India constitutes approximately 30 percent of total Internet users (www.economictimes.indiatimes.com).

Literature review

Although social media is comparatively a new communication tool, its influence on several aspects of its users' lives has been noteworthy because of its global reach, easy availability, and higher interactivity. People's dependence on the tool has been on a continuous rise that has attracted many researchers to study its impact on different aspects of human lives (Soegoto & Tjokroadiponto, 2018). At present, when women are trying hard to make their presence noticed along with balancing their families and job responsibilities, their reliance on social media has increased manifold. Some previous work on social media, QOL, and women have been reviewed for this research work. Besides, some studies that have used the WHOQOL (BREF) as a survey tool to analyze different dimensions (Physical, Psychological, Social and Environmental) of QOL of social media participants, including women, are also covered.

Social media works differently for different people. The outcome of Campisi, J. et al. (2015) study explained the various ways of utilizing social media platforms by its participants and how effects of the media varied from person to person, depending on the extent of their reliance on the media and the kind of support they sought from it. The relationships between social media and its' users worked as significant factors to influence participants' QOL. Variables like the time they devoted to social media, the number of online friends they had, the kind of information they pursued from it, and their other purposes associated with social media also worked as deciding factors to determine their quality of life.

Campiri et al. used web-based survey methods for data collection. The research findings were based on the information shared by altogether 137 respondents, including males and females between 18 to 60 years of age. The questionnaire comprised questions about social media usages, experiences, and feelings, using a 1-5 Likert-type response scale. They used the World Health Organization QOL Scale (abbreviated version WHOQOL-BREF), consisting of 26 questions to examine the subjects' QOL. The findings explained that the individuals who used social media to connect with friends had higher QOL than those who used social media for dating purposes. The result also highlighted no association between the frequencies of social networks used by a person and his/her quality of life.

In a similar study, Damant et al. (2016) found that ICT (Information and Communication Technology), including mobile, computer, and the Internet, had a positive impact on the QOL of older adults with regards to their daily lives as well as their other needs related to health and social interactions. The research findings underlined that older adults got self-control over their lives and a sense of self-reliance in their day-to-day routine because of

ICT use. The technology helped them to strengthen their social interaction, sense of safety, and security. Mobile ownership enabled them to be involved in meaningful activities that affected positively their psychological health. The findings also revealed that the use of ICT made older adults self-reliant. Damant et al. collected 1129 academics and grey literature between January 2007 and August 2014. After screening the titles, abstracts, and full texts, 91 articles were finally selected for the study. The basis of the selection was ICT and mentioned words like “elderly,” “older,” or “senior citizen.” They used the framework analysis approach to analyze the QOL of older adults. Based on deductive coding with QOL scales of ASCOT (Adult Social Care Outcomes Toolkit (Netten et al., 2011) and WHOQOL (The WHOQOL Group, 1998), the result findings and analysis were done. The scales examined six domains of QOL of older people. The ASCOT was for measuring social care related QOL while WHOQOL evaluated the physical, psychological, social, and environmental health of the QOL. The results revealed that older people’s use of ITC had positive and negative impacts on their QOL; however, many qualitative studies have proved that the older people who used ITC had a better QOL.

Tobi. et al. (2013) examined the effect of social networking sites on all four domains of QOL of college students. The research findings stated that the students’ association with online social networking sites positively impacted their psychological health. However, their personal life and social support were unaffected by social media use. There was no significant association between students’ usage of social media and the latter three QOL domains. An online survey was done to obtain the data, using a WHOQOL (BREF) scale and the questions related to demographic characteristics and social media usage. Altogether 422 Malaysian students were surveyed, with half of them spending two to three hours every day on social networking sites that supported the psychological domain of their QOL.

Shen (2015) insisted on better QOL that inspired people’s behavior on social networking sites. His study’s results emphasized that loneliness and life-dissatisfaction were positively related to social support seeking behavior of social media users. He stated that loneliness and life-dissatisfaction factors promote people to spend more time on social media to get social support from their online friends. For this research work, data collection was done through surveys and in-depth interviews of social media participants on Facebook, Twitter, and Plunk. As a data collection tool, he developed a questionnaire based on a five-point scale, carrying the expressions from “strongly agree” to “strongly disagree.”

The electronic questionnaire was sent to 2000 social media users. The questionnaire comprised seven constructs: self-disclosure, loneliness in real life, life dissatisfaction, social support seeking, perceived usefulness, attitude towards using social networking sites, and intention to use social networking sites. A total of 467 responses were received. A series of exploratory factor analyses were done to remove those items, which had factors lower than 5, followed by three professionals’ in-depth interviews to conclude the findings.

Leung & Lee (2005) did a similar study on social media and its effect on the QOL of its users. The findings suggested that loneliness and life dissatisfaction caused people to visit more

social networking sites to seek social support and leisure activities. They examined the effect of Internet-related activities, such as social connectivity, information gathering, and fun activities on new media that positively correlated to the social domain of QOL. Many such studies have proved the positive influences of social media on its participants. The findings of some are as follows. In a study, Omar et al. (2014) emphasized that association with social networking sites helped people make a better quality of work-life. However, Stanca (2016), in his book “Happiness and New Media,” stated that the use of the Internet had positive effects on its users. In their study, Siddiqui and Singh (2016) stressed that social networking sites had added several positive aspects to the people from the different strata of Indian societies.

Oh. et al. (2014) found that social networking sites’ supportive interactions enhanced life satisfaction in individuals, and a sense of community also grew among them. In contrast, Bozoglan. et al. (2013) concluded that lonely people with low self-esteem visited social networking sites more often to get self-satisfaction. In a similar study, Erickson and Johnson (2011) observed that older people improved their psychological wellness and self-esteem with internet use. Wilczek (2018) found that it was social events that triggered the uses of interactive media to gain life satisfaction. Moreover, Paul’s (2015) qualitative research work on Indian women discovered that the working women often take the help of information and communication technology to improve their work –efficiency, social support, and self-satisfaction. The kinds of literature mentioned above have established that social media has influenced human lives in various ways. The association of social media directly affects several domains of the participants’ QOL; however, most of the research findings highlighted that the psychological health of the social media participants mostly got affected by their social media uses, and their social support was positively influenced.

Theoretical framework

Based on the reviewed research work for this study, two theoretical bases have been derived, comprising “Social Exchange Theory” and “Quality of Life Theory.”

People’s association with social media is goal-oriented. They participate in social networking sites to fulfill their informational, social, emotional, and other needs by exchanging information. The Social Exchange Theory talks about particular types of social activities that are usually goal-oriented and promote social relationships’ formation that is frequently influenced by individuals’ evaluations of cost-benefit analysis. The previous research findings, supported by the theory, have proved that people visit social networking sites to fulfill their different needs to enhance their QOL (Adler & Kwon, 2002; Nahapiet & Ghoshal, 1998).

The Quality of Life (QOL) theory is derived from Abraham Maslow’s human developmental (Hierarchy of Needs) perspective (Sirgy, M.J. 1986). According to the theory, a society that has a higher need for satisfaction also has higher QOL. Social media users generally get associated with the virtual world to achieve their desired life expectations by fulfilling their emotional, social, cognitive, and other needs. These needs are much more significant than

basic survival needs. It proves that social media users participate in social networking sites to improve their QOL. The two above mentioned theories are the guiding frame of the present study that is an extension of the previous studies, which assessed social media's impact on several participants' QOL.

Aim

The aim of the study was to know the impact of social media, either positive or negative, on the four domains of QOL of women of Delhi–NCR.

Research objectives

- To assess the impact of social media on the four domains of the Quality of Life of women of Delhi-NCR.
- To understand the relationships between social media and women's self-satisfaction, work-efficiency and social support.

Research questions

RQ1: How does women's association with social networking sites affect their physical, psychological, social, and environmental health?

RQ:2 What are the factors (variables) that affect women's QOL with their social media association?

RQ:3 Which are the domains of women's QOL that get affected by their social media association?

RQ:4 How social networking sites influence women's social support, self-satisfaction, and work-efficiency?

Research methodology

For this study, a quantitative research methodology was used. A web-based survey was done to collect the data for women's demographic information and the four domains of their QOL. A Google form comprising 40 questions - 11 demographic questions, 26 questions of the WHOQOL-BREF, and three open-ended questions on social support, work-efficiency, and self-satisfaction, was sent to more than 300 women aged between 25 – 50 years, through email and WhatsApp. For sample selection, simple random and snowball sampling methods were used. Altogether 169 responses were received, eight responses were not useful because either the demographic information or WHOQOL questions were left unanswered. Hence, for the data interpretation, the information of 161 respondents was used.

Software R was used to find the Spearman Rank Order Correlation test to get the P-values to understand the significant correlation between the ranks of two variables.

WHOQOL-BREF – Field Trial Version (December 1996), an abbreviated version of the WHOQOL-100 and also known as a field trial version, was used for the questionnaire. The questions related to the Physical, Psychological, Social, and Environmental health of QOL are listed in Table 1: WHOQOL-BREF Domain and Questions.

Table 1: WHOQOL-BREF Domain and Questions

<p>Domain – 1 (Physical Health) Energy and fatigue Pain and discomfort Sleep and rest</p>	<p>Q-3 To what extent do you feel that physical pain prevents you from doing what you need to do? Q-4 How much do you need any medical treatment to function in your daily life? Q-10 Do you have enough energy for everyday life? Q-15 How well are you to get around? Q-16 How satisfied are you with your sleep? Q-17 How satisfied are you with your ability? Q-18 How satisfied are you with your capacity to work?</p>
<p>Domain – 2 (Psychological Health) Bodily image and appearance Negative feelings Positive feelings Self-esteem Thinking, learning, memory and concentration</p>	<p>Q-5 How much do you enjoy life? Q-6 To what extent do you feel your life to be meaningful? Q-7 How well are you able to concentrate? Q-11 Are you able to accept your bodily appearance? Q-19 How satisfied are you with your sleep? Q-26 How often do you have negative feelings such as blue mood, despair, anxiety, depression?</p>
<p>Domain – 3 (Social Health) Personal relationships Social support Sexual activity</p>	<p>Q-20 How satisfied are you with your personal relationships? Q-21 How satisfied are you with your sex life? Q-22 How satisfied are you with the support you get from your friends?</p>
<p>Domain – 4 (Environmental Health) Economic status Self-determination, physical safety, and security Health and social care: availability and quality Home environment Opportunities for obtaining new information and assistances Participation in and chances for regeneration/ relaxation Physical environment (air pollution, noise pollution, weather) Transportation</p>	<p>Q-8 How safe do you feel in your daily life? Q-9 How healthy is your physical environment? Q-12 Have you enough money to meet your needs? Q-13 How available to you is the information that you need in your day-to-day life? Q-14 To what extent do you have the opportunity for leisure activities? Q-23 How satisfied are you with the conditions of your living place? Q-24 How satisfied are you with your access to health services? Q-25 How satisfied are you with your transport?</p>

The raw scores for each domain were transformed on a scale of 4 - 20 for individual respondents

Domain 1 score was divided by 35 and multiplied by 20

Domain 2 score was divided by 30 and multiplied by 20

Domain 3 score was divided by 15 and multiplied by 20

Domain 4 score was divided by 40 and multiplied by 20

Findings

As previously stated, the analysis of demographic information was done using the data from 161 respondents.

Demographic Information

Age of Respondents

Table 2: Age of Respondents

Age	Frequency	Percentage
25-30	57	36
31-35	35	22
36-40	26	16
41-45	19	12
46-50	16	10
Blank	7	4
Total	160	100

Qualification of Respondents

Table 3: Qualification of Respondents

Educational Qualification	Frequency	Percentage
Post -Graduation	103	64
Graduation	51	32
Diploma	1	1
High School	1	1
Intermediate	4	3
Blank	0	0
Total	160	100

Occupation of Respondents

Table 4: Occupation of Respondents

Occupation	Frequency	Percentage
Student	14	9
Service	104	65
Self employed	16	10
Others	3	2
Homemaker	23	14
Total	160	100

Location of Respondents

Table 5: Location of Respondents

City	Frequency	Percentage
Delhi	65	41
Gurugram	15	9
Faridabad	8	5
Ghaziabad	59	37
Noida	12	8
Blank	1	1
Total	160	100

Family Income of Respondents

Table 6: Family Income of Respondents

Family income	Frequency	Percentage
Under Rs 15,000	3	2
Above Rs 20,000	6	4
Above Rs 30,000	15	9
Above Rs 40,000	55	34
Above Rs 100,000	78	49
Blank	3	2
Total	160	100

Family Size of Respondents

Table 7: Family Size of Respondents

Family Size	Frequency	Percentage
Two	18	13
Three	35	25
Four	49	35
Five	39	27
Five & More	19	13
Total	160	100

Mean and Standard deviation for the data series of each domain was calculated (Table 8). The Mean of the four domains (Table 8), including Physical, Psychological, Social, and Environmental health, were calculated from the respondents' data. The means' values were 14.81, 15.25, 15.69, and 15.21, respectively.

The calculated Standard Deviations of the domains were 2.89, 2.41, 3.91, and 2.62, respectively. The values of means and standard deviation of the domains established that the QOL of women of Delhi-NCR was excellent.

Table 8: Mean and Standard deviation for the data series of each domain

Domain name	MEAN Value	Standard Deviation
Domain 1: Physical Health	14.81	2.89
Domain 2: Psychological Health	15.25	2.41
Domain 3: Social Health	15.69	3.91
Domain 4: Environmental Health	15.21	2.62

Matrix for tests to find out correlations among variables

Table 9: Correlation among variables

Independent Variable	Dependent Variable	Hypotheses
Exposure to Social Media – in years.	Domain 1: Physical Health	Null - Irrespective of the number of years spent on social media, the Physical domain of social media users is unaffected.
		Alternative – The number of years on social media directly affects the physical domain of women on social media
Exposure to Social Media – in years.	Domain 2: Psychological Health	Null- Irrespective of the number of years spent on social media, the Psychological domain of social media users is unaffected
		Alternative – The number of years on social media directly affects the Psychological domain of women on social media.
Exposure to Social Media – in years.	Domain 3: Social Health	Null- Irrespective of the number of years spent on social media, the Social domain of social media users is unaffected.
		Alternative – The number of years on Social media directly affects the social domain of women on social media.
Exposure to Social Media – in years.	Domain 4: Environmental Health	Null- Irrespective of the number of years spent on social media, the Environmental domain of social media users is unaffected.
		Alternative – The number of years on Social media directly affects the Environmental domain of women on social media.
Number of friends on Social Media	Domain 1: Physical Health	Null- The number of friends on social media has no impact on the Physical domain of social media users.
		Alternative – The number of friends on social media has a direct impact on the Physical health of women on social media.
Number of friends on Social Media	Domain 2: Psychological Health	Null- The number of friends on social media has no impact on the Physical domain of social media users.
		Alternative – The number of friends on social media has a direct impact on the Physical health of women on social media..

Number of friends on Social Media	Domain 3: Social Health	Null- The number of friends on social media has an impact on the social domain of social media users.
		Alternative – The number of friends on social media has a direct impact on the social health of women on social media.
Number of friends on Social Media	Domain 4: Environmental Health	Null- The number of friends on social media has no impact on the Environmental domain of social media users.
		Alternative – The number of friends on social media has a direct effect on the Environmental health of women on social media.

P-Value Analysis of all the Eight Tests

Table 10: P-Value Analysis of all the Eight Tests

Independent Variable	Dependent Variable	Test Type	P-Value
Exposure to Social Media (Years)	Domain 1: Physical Health	Spearman Rank Order Correlation	0.2498
Exposure to Social Media (Years)	Domain 2: Psychological Health	Spearman Rank Order Correlation	0.0387
Exposure to Social Media (Years)	Domain 3: Social Health	Spearman Rank Order Correlation	0.7249
Exposure to Social Media (Years)	Domain 4: Environmental Health	Spearman Rank Order Correlation	0.7347
Number of friends on Social Media	Domain 1: Physical Health	Spearman Rank Order Correlation	0.4429
Number of friends on Social Media	Domain 2: Psychological Health	Spearman Rank Order Correlation	0.0813
Number of friends on Social Media	Domain 3: Social Health	Spearman Rank Order Correlation	0.9912
Number of friends on social media	Domain 4: Environmental Health	Spearman Rank Order Correlation	0.7536

The Spearman Rank Order Correlation tests were done using R software to find out the P values (Table 10) – to know the level of significant correlation between the ranks of two variables. Among the eight statistical rank order tests, the ‘alternative’ hypothesis was accepted in only one test. In this test, the P-value was 0.03869, which was less than 0.05, indicating a strong significant correlation between “Exposure to social media (years)” and “Psychological health” of women of Delhi-NCR. Here, the P-value proves a positive impact of a years-long association with social media on the respondents’ self-esteem, body image, appearance, positive feelings, negative feelings, thinking, learning, concentration, and memory. Here, the P-value strongly emphasized a significant correlation between association with social media for years-long association with social media and its positive impact on women’s psychological health in Delhi-NCR. The P-value of the Physical, Social, and Environmental health of QOL were 0.2498, 0.7249, and 0.7347, respectively, proving no significant correlation with “Exposure to Social Media (years).” The P values of the test proved that the Physical, Social, and Environmental health of women that included satisfaction with self-ability, capacity to work, support from friends, personal relationships, sex life, ability to get around, and other related aspects of these domains had no significant correlation with women’s exposure to social media. All these three domains were independent of the social media effects.

Another Spearman Rank Order Correlation test was done to understand the correlation between “Number of friends on Social Media” and all the four domains of QOL. The obtained P-Values were 0.4429, 0.08126, 0.9912, and 0.7536, respectively. The findings proved that the null-hypothesis was accepted in all four Rank Order tests, hence the independent variable “Number of friends on social media” did not correlate with the four domains of the QOL of the women. The values of means of the four domains and their standard deviations indicated excellent Quality of Life of women of Delhi –NCR but were independent of the influence of social media, save the Psychological health domain that has a positive and significant correlation with the number of years on social media.

Table 11: Results of 3 Open-Ended Questions

Answers Description	Do you think social networking sites play a crucial role in enhancing your self - satisfaction?	Did social networking sites help you to improve your work efficiency?	Does social media help you get social support?
Indicator of	Self-satisfaction	Work Efficiency	Social Support
Can't Say	12	12	21
No	62	44	37
Yes	80	98	96
Total	154	154	154
Percentage	Self-satisfaction	Work Efficiency	Social Support
Can't Say	8	8	14
No	40	29	24
Yes	52	64	62
Total	100	100	100

The results of open-ended Question No. 1 (Table 11) suggest that 52 percent of social media users agreed that their association with social media played a crucial role in enhancing their self-satisfaction. The subject "Self-satisfaction" is a part of Domain-2 Psychological health of the WHOQOL-BREF scale. Hence, this finding also supports the statistical finding that proved a significant relationship between the subjects' years of association with social media and their psychological health.

Question No 2 (Table 11) results indicate that altogether 64 percent of women social media users admitted that social media helped them in improving their work efficiency. Some of the respondents shared that social media reduced their dependency on others and helped them to enhance their knowledge regarding various subjects related to their jobs that helped develop their self-confidence.

Question No 3 (Table 11) shows that more women social media users believe that their participation in social networking sites has led to their social support increasing manifold with 62 percent of the respondents agreeing that social media helped them get social support. One respondent shared that during her pregnancy, social media proved to be of great help. Another said that her social media friends arranged blood of a rare type for her during an illness.

Discussion

This study's findings are similar to those of Tobi. et al. (2013). The study was conducted on Malaysian college students to ascertain the effect of social networking sites on the QOL of college students. The results suggested that social networking sites had a positive impact on

students' psychological health. However, on the other three domains of QOL - Physical, Social, and Environmental health, there was no significant relationship with students' association with social media. Besides, the findings of several other studies also proved a strong association between social media participation and the participants' positive psychological health. Many qualitative studies have also found similar results, establishing social media's positive role in enhancing social support, self-satisfaction, life -satisfaction, and work efficiency of its users, including the findings of a study conducted by Paul (2015).

The study's first objective was, "To assess the effect of social media on the Quality of Life of women of Delhi-NCR," which was framed on "Social Exchange Theory," which posits that human relationships are goal-oriented and are based on a cost-benefit analysis. The two findings of the study, one based on the WHOQOL scale, and another on the open-ended questions, proved that women's long association with social media helped them collect knowledge and information and widen their virtual public sphere.

These positive changes in their lives improved their life satisfaction, making their lives more meaningful, improved their self-satisfaction, enhanced their work efficiency, and upgraded life enjoyment, leading to many other positive developments. The Social Exchange theory also talks about social exchange being goal-oriented. The goal behind women's association with social media is exchanging information of various kinds to improve their psychological health, self-satisfaction, work efficiency, and social support.

The second objective of this study was to "Find out the relationships between social media association and women's self-satisfaction, work-efficiency and social support." It is derived from the "Quality of Life" theory, which says that a society whose members are engaged in satisfying higher order has a better quality of life. As the findings indicate, the women social media users of Delhi-NCR who have been active on social media for years, use this channel to get social support, self-satisfaction, and improve work efficiency, which are all much greater than basic needs. Hence, the women social media users of Delhi-NCR associate with social media for greater need satisfaction directly linked to their better QOL.

Conclusion

The results suggest a sound and positive relationship between women's psychological health and prolonged usage of social media. The finding is similar to the findings of several previous studies on different age groups, including adolescents and older adults in different parts of the world. The results indicate that social media association strongly links with human beings' psychological health, irrespective of their geographical location and age. Moreover, the answers to the three open-ended questions also prove the positive contribution of social media association in enhancing the respondents' work-efficiency, social support, and life satisfaction.

Future research

Research of a similar kind may be done in small towns and villages of India to find out how the accessibility of the Internet, availability of cheap data, and association with social networking sites have affected their QOL. Another study of this kind should be done on men and women living in remote parts of the country to understand how they use social media to make their lives better. Though this research establishes correlation between the variables measured and construes those relationships as effects, further research is required to establish the “effect” of social media usage on the dependent variables measured in this study.

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