

**A STUDY ON ECONOMIC UPLIFTMENT OF WOMEN VLOGGERS WITH SPECIAL  
REFERENCE TO MALAPPURAM DISTRICT**

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**ABSTRACT**

*This is the modern era of technology where women stands jobless and there are not being confined to the duties of the home. Vlogging is a new door to overcome their financial insecurity and unemployment. As a medium for entertainment it is risk less. It is also a new opportunity to make financial stabilization and they don't need to depend on their husband or parents. They fully utilize their knowledge and talents for developing new strategies more of YouTube video blogs. Various novel topics can be introduced through the vlogs. YouTube is a two way communication media for rectification the mistake are everywhere, the comment will give a chance to change their mistakes. The earning of vlogs is enough to get a good living with a good number of subscribers. Most of the You Tubers post on a routine basis through YouTube channels and they get good returns. This is study aimed to identify the challenges and prospects related to the Homemakers as a vlogger. Descriptive research design is used for the study. 50 Women vloggers from the Malappuram District of Kerala are chosen for the study. Various tools for analysis such as Weighted rank analysis, Likert scale analysis, Percentage analysis is used for the study. The findings has identified the motive, economic benefits, problems related to technical and social assistance, social attitude towards the women vloggers. The study also highlights the future prospects and some limitations of women vloggers.*

**Keywords –** Vloggers, Video blogging, You Tubers, Women empowerment, Economic upliftment

**I. INTRODUCTION**

Vlog is the short term for video blogging: instead on writing like in a dairy, explain step by step their work, vloggers film themselves and document their lives throughout the day in his research. Martin (2012) developed the principle that any social actor in online world holds two different roles: the role of opinion leader or influencer and the role of communicator. Vlogs due to the standard of the original content for each video are constantly growing therefore their audience keep evolving and increasing. The role of communicator can be associated with the principal of word of mouth. Due to their normality, or sense of reality, vloggers have the aptitude to create conversation or debates among their fan base, but also to initiate feedback or to influence as specific direction in an on-going within the online public.

Vlogging is an emerging trend in edutainment. YouTube is a platform which creates an opportunity to be creative, experiment with content and form a community. People can sit down in front of their video or web camera and talk about anything. vlogs or video blogs capture the everyday life, opinions, point of views, thoughts and feelings of an individual relating to various aspects.

Social media is emerging an alternative media has a platform to share and raise the voices of women when their voices is restricted. Empowerment of women is necessary for a bright future of the women, family, society and country so as to make them take their own decisions for personnel growth. Social media is the latest technological tools for economic empowerment of women. Social media enhance women participation in economic and political life and allow them to increase their self-experience and promote social change, and this is a strong belief that has risen up in the society. They express themselves in a whole new way through vlogs and certainly this leads to a greater role of social media in empowering women.

**II. LITERATURE REVIEW**