



## **Facebook Usage Differences Amongst Men & Women : An Exploratory study**

**Prashant Dubey**

*Indira Institute of Management Pune*

---

**Abstract:** Technology has changed the Internet and mobile service over the last few years. Facebook has played important role in connecting people. We have seen how the public is spending more time on Facebook, This research paper worked on understanding reason behind it, why today's youth are so attracted to this social media platform, This Research paper will see how genders differently act on Facebook . People spend a lot of time in changing profile pictures & sharing expressions in the form of similes

It is noticed that women more often change profile pictures & love to share expressions while shopping. However, both the genders equally connected with their family members & relatives on Facebook.

**Keywords:** Mobile Applications Social Messaging, Facebook Charts, Social Media, Mobile Data.

---

### **I. INTRODUCTION**

#### **Role of Mobile and Internet:**

In today's world you cannot imagine a life without the internet and mobile We are spending more time on social media, it has become a means of entertainment and opened a new business opportunity to many people.

Because of the Facebook the world has become one .Today Facebook members share pictures as if there is no distance gap between them

#### **Research Gap**

A lot of the study has been done in different parts of the world like Norway US, UK to understand the need of social media and why people are attached to it, but not much emphasis given to understanding how the genders react to social media differently this paper would focus majorly on men and women and their behavioral patterns on Facebook.

### **II. LITERATURE REVIEW**

In a Study motives for social network site (SNS) use, group belonging, collective self-esteem, and gender effects among older adolescents. Communication with peer group members was the most important motivation for SNS use. Participants high in positive collective self-esteem were strongly motivated to communicate with peer group via SNS. (Barker, V., 2009)

Findings in another study confirm that website service quality and consumers' predispositions to use Facebook for online shopping directly and positively affect consumer trust toward an e-tailer. In contrast, peer recommendations affect attitude directly rather than indirectly via trust. The results further show that peer recommendations have a significantly stronger influence on attitudes

of females than they do on attitudes of males.( Nadeem, W., Andreini, D., Salo, J. and Laukkanen, T., 2015 )

Life, whilst gender and sexuality stay at the core of how somebody thinks about his identity. With the media containing so many images of women and men, and messages about men, women and sexuality today, it is highly unlikely that these ideas would have no impact on our own sense of identity..., (Gauntlett, D., 2008)

In a study it suggests that women tend to be more likely to use SNS for comparing themselves with others and for searching for information. Men, on the other hand, are more likely to look at other people's profiles to find friends. Moreover, women tend to use group names for their self-presentation and prefer adding portrait photos to their profiles, while men choose full-body shots.( Haferkamp, N., Eimler, S.C., Papadakis, A.M. and Kruck, J.V., 2012. )

In the increasingly user-generated Web, users' personality traits may be crucial factors leading them to engage in this participatory media. The literature suggests factors such as extraversion, emotional stability and openness to experience are related to uses of social applications on the Internet. Using a national sample of US adults, study investigated the relationship between these three dimensions of the Big-Five model and social media use (defined as use of social networking sites and instant messages). It also examined whether gender and age played a role in that dynamic. Results revealed that while extraversion and openness to experiences were positively related to social media use, emotional stability was a negative predictor, controlling for socio-demographics and life satisfaction. These findings differed by gender and age.( Correa, T., Hinsley, A.W. and De Zuniga, H.G., 2010 )

An article draws on two theories—uses and gratification and the James–Lange theory of emotion—to investigate gender differences in Instagram hashtag use. The content analyzed 1,382 Instagram posts with the hashtag #Malaysianfood and categorizes them as informative/emotional and positive/negative. The results shown that compared to male users, female users tend to use emotional and positive hashtag descriptions ( Ye, Z., Hashim, N.H., Baghirov, F. and Murphy, J., 2018 )

### **III. RESEARCH DESIGN**

1. Research Statement The research statement for the study is as follows : Men and women act differently on Facebook – An Exploratory study
2. Research Objective To understand and analyze how men and women use social media platform like Facebook
3. Research question: Is it true that gender plays any role in the usage of Facebook
4. Methodology and data collection  
In this study we have done the primary data collection through a structured questionnaire between the period 15<sup>th</sup> December 2018 to 14<sup>th</sup> March 2019 in Pune region In this we have included 70 men and 70 women (i e Total = 140) as the sample size and the method used was the convenience sampling method.
5. Statistical technique used SPSS 16.0 software has been used for data tabulation cross tabulation and applying the chi square test.

### **IV. KEY FINDINGS**

#### **Hypothesis:**

Men and women use the social media platform Facebook all together in a different way.

Q1 Expression /Emotions  
 I use a lot in my Facebook messages

**Gender \* Emotions/smiley's Crosstabulation**

Count

		Emotions/smiley's					Total
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Gender	Male	2	8	22	29	9	70
	Female	0	3	11	28	28	70
Total		2	11	33	57	37	140

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	17.714 <sup>a</sup>	4	.001

*Table 1*

The data presented in the table 1 has pearson's Chi square value is equal to 17.7 14 which is significant at 4 degrees of freedom P is less than 0.05 the chi-square test suggests that uses of emotions in Facebookmessages is influenced by the gender of the respondents this means that the proportion of respondents who used emotions differently ,with respect to the gender ,as compared to men a large number of women respondents revealed that they used emotions in their message on facebook

Q2 How many groups you are connected with on Facebook

**Gender \* No of Groups Crosstabulation**

Count

		No of Groups				Total
		2 or less	3 to 5	6 to 10	11 or more	
Gender	Male	1	16	23	30	70
	Female	0	18	36	16	70
Total		1	34	59	46	140

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.243 <sup>a</sup>	3	.041

The data presented in the table 2 has Pearson Chi square value is equal to 8.2 43 which is significant at 4 degrees of freedom P is less than 0.05 the chi-square test suggest that the number of groups using Facebook is influenced by the gender of the respondents , a large number of male respondents said that the as compared to the women they formed more groups on Facebook

Q3 How much active time in a day you spend on Facebook

**Crosstab**  
Count

		TimeSpent					Total
		Less Than 5 Minutes	30 minutes	60 Minutes	2 to 5 Hours	5 Hours or More	
Gender	Male	3	20	24	17	6	70
	Female	0	8	19	39	4	70
Total		3	28	43	56	10	140

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	17.767 <sup>a</sup>	4	.001

the data presented in the table 3 has PearsonChi square value is equal to 17.767 which is significant at 4 degrees of freedom is less than 0.05.It suggests that the amount of active time spent by respondent on Facebook is influenced by the gender of the respondents a large number of female respondents is shared that as compared to men they spend a greater amount of active time on Facebook.

Q4 I frequently change my profile picture

**Crosstab**  
Count

		PictureChange				Total
		Disagree	Neutral	Agree	Strongly Agree	
Gender	Male	26	17	18	9	70
	Female	11	17	25	17	70
Total		37	34	43	26	140

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.682 <sup>a</sup>	3	.021

The data present in the table 4 for SPSS. Chi square value is equal to 9.682 which is significant at 3 degrees of freedom is less than 0.05 the chi-square test suggests that the tendency to change the profile picture on Facebook is influenced by the gender of the respondents ,a large number of the women respondents(sixty percent) as compared to the man (38%) change their profile picture frequently on Facebook

Q 5 I frequently change my profile status on Facebook

**Gender \* ProfileStatusChange Crosstabulation**  
Count

		ProfileStatusChange					Total
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Gender	Male	7	20	14	24	5	70
	Female	3	7	18	30	12	70
Total		10	27	32	54	17	140

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.908 <sup>a</sup>	4	.018

The data present in the table Chi Square Value is equal to 11.908, significant at 4 degrees of freedom is less than 0.05, the chi-square test suggests that the tendency to change profile status of on Facebook is increased by the gender of the respondents, a large number of women respondent 61% as compared to the men 41% change profile status more frequently on facebook .

Q6 I share my feeling emotions with my friends on Facebook

**Crosstab**  
Count

		EmotionalOutbursts					Total
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Gender	Male	9	18	17	18	8	70
	Female	2	12	15	32	9	70
Total		11	30	32	50	17	140

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.758 <sup>a</sup>	4	.045

The data presented in the table 6 has Pearson Chi-Square is equal to 9.758 which is significant at 4 degrees of freedom is less than 0.05, the chi-square test suggests that the tendency to share emotional outburst on Facebook is influenced by the gender, a large number of females responding 58% as compared to their male counterpart 38% shared emotional outburst on Facebook.

## **V. HYPOTHESIS TESTING**

Through the above findings now we can say that women use Facebook differently than men

Other findings

### 1 Subscription fees

- Women and men both are ready to even pay the subscription fees for using Facebook which would be less than rupees 500

### 2 Sharing Pictures

Both genders found that they share pictures often on Facebook

### 3 Number of friends on Facebook

It is found that both the genders are having more than 6 groups on Facebook

### 4. Family members

Both the genders are connected to their family and relatives on Facebook, this is in addition of their regular friends

### 5. Video downloads

Both the genders equally involved downloading videos from Facebook there is no significant difference

Sharing Good and Bad Moods Chi square test suggests that there is no significant difference among genders when there is a question of sharing good and bad Moods with friends

### 6. Spending time on Facebook:

It is found that both the genders spend time on Facebook almost equal, there is no significant difference noted

### 7. Spelling Errors

It is observed that both the genders make spelling mistakes while using Facebook messaging.

8. Picture and video sharing men and women equally involved in sharing pictures and downloading videos on Facebook

### 9. Length of the message

Both the genders having almost similar count of words while using Facebook messaging

### 10. Starting message with greeting on Facebook

Both genders Do greet while they message on Facebook

## **VI. DISCUSSION AND CONCLUSION**

It is quite clear that men and women both are engaging in a social media platform like Facebook. It is found that Men are having several groups on Facebook as compared to women where women are engaged in changing profile pictures, profile status and sharing pictures especially while shopping.

### **Managerial Implications:**

This particular habit of female Facebook members has opened a new opportunity for marketers they can know better understand their customers, their reactions on particular product and so they can introduce some new product categories they can easily please their customers which was not possible before.

Corporate HR can also trace their employees on Facebook, can understand their behavior pattern & how they react in different situations and conditions. According they may develop some training program for them.

Corporate presence is also playing a vital role, because a lot of customers giving feedback today on social media platform which helps in creating a good image but if it goes negative then it may spoil the image. CRM vertical can see Facebook ads a great opportunity of the future

### **Limitations of the study**

Like any other study, this research paper is also having its limitations firstly that this is done in a limited geographical area, the sample size, which was taken was too small it may have a different result altogether if the sample size changes and the geographical area widens up.

At certain places data collected in digital form which has its own limitations.

A time frame which was given to study was also very short, it may change the opinion if it's increases

### **REFERENCES**

- I. Barker, V., 2009. Older adolescents' motivations for social network site use: The influence of gender, **group identity, and collective self-esteem**. *Cyberpsychology & behavior*, **12(2)**, pp.209-213.
- II. Nadeem, W., Andreini, D., Salo, J. and Laukkanen, T., 2015. Engaging consumers online through websites and social media: A gender study of Italian Generation Y clothing consumers. *International Journal of Information Management*, **35(4)**, pp.432-442.
- III. Gauntlett, D., 2008. *Media, gender and identity: An introduction*. Routledge. Haferkamp, N., Eimler, S.C., Papadakis, A.M. and Kruck, J.V., 2012. Men are from Mars, women are from Venus? Examining gender differences in self-presentation on social networking sites. *Cyberpsychology, Behavior, and Social Networking*, **15(2)**, pp.91-98.
- IV. Correa, T., Hinsley, A.W. and De Zuniga, H.G., 2010. Who interacts on the Web?: The intersection of users' personality and social media use. *Computers in Human Behavior*, **26(2)**, pp.247-253.
- V. Ye, Z., Hashim, N.H., Baghirov, F. and Murphy, J., 2018. Gender differences in Instagram hashtag use. *Journal of Hospitality Marketing & Management*, **27(4)**, pp.386-404.