

## Gender Differences in using Of Face Book – A Case Study of Eritrea

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### ABSTRACT

This study examined the gender usage of face book. The survey was administrated to random sample of 200 face book users of two cities in Eritrea Asmara and Massawa, in 2015, December. Face book, which is one the most popular and being most widely used social network, is investigated in this study. The analysis of the results showed that face book usage can be categorized under Economic Characteristics of Respondents of Face book Users, Frequently of using face book, Main reason for using face book, frequently updating face book, setting to see your friends list, status and posts. Significant differences were found between genders in all the purposes mentioned

### INTRODUCTION

Face book is a social networking site it makes the world open and connected. Social networking sites facilitate connecting people based on shared interests, friendship, values, membership in particular groups (i.e., friends, professional colleagues, music, movies), etc. It makes it easier to find and communicate with individuals who are in their networks using the Web as the interface. Face book is growing rapidly and dominant social network site in the world with over 1550 billion daily active users. In current years using of internet means using of social networking sites, such as Face book, twitter, my space and many more other social networking sites.

### NEED FOR THE STUDY

The study of gender differences in using of face book is important because communication is changing every day and also people want to know about their friends tastes, opinion about different issues which are going to happen in the world, face book is the biggest social networking site bearing more than 1550 million users all over the Globe and also fast growing social networking site in the world. Moreover we have to know the usage differences between male and female about face book and their interest on face book and sharing and allowing of photos, videos, frequency of using and updating, setting face book setting and to know reason for using face book.

### OBJECTIVES

1. To study about socio-economic characteristics of respondents
2. To study the frequency of using and updating of face book
3. To study about main reasons for using face book
4. To study the settings to see friends list status and posts.

### RESEARCH METHODOLOGY

#### Source of data

##### Primary data

The primary data collected through questionnaire administrated of sample of 200 hundred customers selected from the Eretria country (east Africa).the questionnaire was pre designed pre tested before it was administered.

##### Secondary Data

Secondary was collected through various publications of magazines, journals, news papers and books.

#### Sample Design

A Total of 200 respondents (Face book users) were selected from the Eretria country (east Africa).

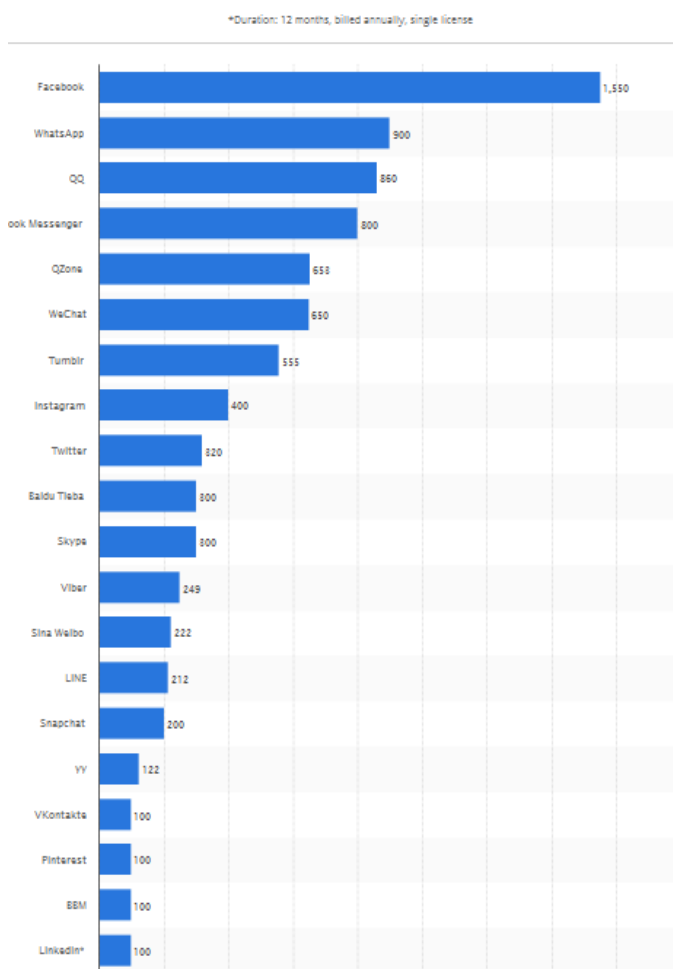
**Time period:** the research was conducted during the period 2015 July to 2016 march.

### FACE BOOK STATISTICS: (2015)

Every 20 minutes on Face book	
Links shared	>1 million
Friends requested	>2 million
Messages sent	>3 million
Face book plat form statistics	
Average number of applications installed on Face book each day	>20 million
Total number of apps and websites integrated with Face book	>7 million
Percent of People Who Use Social Networks	
Any social network	58%
Face book	56%
LinkedIn	14%
Twitter	11%

Source: (statisticbrain.com)

**NUMBER OF ACTIVE USERS IN FACEBOOK AND COMPARASION OF OTHER SOCIAL NETWORKING**



SOURCE: (Statista 2016)

From the above chart it is clear that face book is in dominant role with the 1550 million users in the Globe, when compared to whatsapp, twitter and so on.

**REVIEW OF LITERATURE**

**Iskandar ishah et al.,(2009)**, have studied the gender awareness is divided into three categories; basic, technical and advocacy. The study can be categorized based on gender and educational level; in terms of gender based user category female respondents are more aware of social networking site (face book) usage than the male users and irrespective of their educational background are unwilling to meet new friends in face book site. **Azza abdel-** in his study found that female are more particular about their online privacy than male and more reserved than male about setting to see their personal information. However, males are more active in using and treating social networking sites more than females. **Remia Mahajan** - in his study reviewed that male are engage in frequent use of face book and updating profile than female. **Alessandro Acquisti & Ralph Gross(2006)-** female respondents are providing accurate and complete information about their birthday, partner’s name than male but female provide less likely to provide personal address, cell phone numbers, i.e. 29% of females were found providing cell phone information compared to 50% of male. And also that female respondent’s in general high average concerns awareness of

privacy than male. **S.Guzin mazman-**The study pointed at the distinction between the uses of face book users a sample of 870 face book users, the results showed that usage person can be categorized as four, making new relationships are found as favor to males, other three such as existing relationships, using academic purpose and specific agenda are favor to females. **Mike Thelwall (2008)** in his study on “social networks, gender and friending an analysis of my space member profiles”. The results with regard to gender confirm that female users are more likely than males to be mainly interested in friendship, although this is true for a majority of both genders. Male are more likely to be interested in dating and/or serious relationships, Female users also tended to have more friends, and probably log on more frequently, although the differences were not large. Male and female members both seemed to preferring to have a majority of female friends, but males preferred to have a significantly greater proportion of female friends. **Pin Luarn et al., (2015)** on their study on “social support on face book: the influence of tie strength and gender differences”. The results showed that individuals with strong ties have a significantly higher frequency of clicking “like,” and posting comments and messages on Face book than individuals with weak ties do. In addition, females have a significantly higher frequency of liking, commenting and messaging than males. The results reconfirm the gender difference of social support in sociology and reveal the pattern behind user behavior on a social network website. **Barirah Nazir (2012)**, the research aims at finding the Women were more likely to go to face book to maintain existing relationships, pass time and be entertained. On the other hand, men were more likely to go to face book to develop new relationships or meet new people.

**RESULTS AND DISCUSSION**

**Table-1**  
**Socio Economic Characteristics of Respondents of Facebook Users**

S. No	Characteristics	Category	Frequency	Per(%)	Total
1	Gender	Male	139	69.50	100
		Female	61	30.50	
2	Age	<20 Years	16	8.000	100
		21-30 Years	170	85.00	
		31-40 Years	10	05.00	
		> 40 Years	4	02.00	
3	Education	High School	22	11.00	100
		Diploma	115	57.50	
		Bachelor	42	21.00	
		Master	21	10.50	
4	Income	< 500 Nakfa	70	35.00	100
		500-1000 Nakfa	75	37.50	
		1000-2000 Nakfa	35	17.50	
		2000-3000 Nakfa	20	10.00	

(Source: Primary data)

The Socio Economic characteristics of respondents of face book users were analyzed and results presented in table-1. The results indicated that about 69.50 per cent of the respondents are males while 30.50 per cent of the respondents are females. The result also shows that the majority of respondents (85.00 per cent) belong to the age group of 21- 30 years followed by < 20 years (8.00 per cent), 31- 40 years (5.00 per cent) and > 40 years (2.00 per cent). The result also shows that about (57.50 per cent) are diploma holders followed by bachelors (21.00 percent), high school (11.00 per cent) and masters (10.50 per

cent).the result also shows that about (37.50 per cent) of respondents belongs to income of nakfa 500- 1000 followed by nakfa <500 (35.00 per cent), 1000-2000 nakfa (17.50 per cent) and nakfa 2000- 3000 (10.00 per cent).

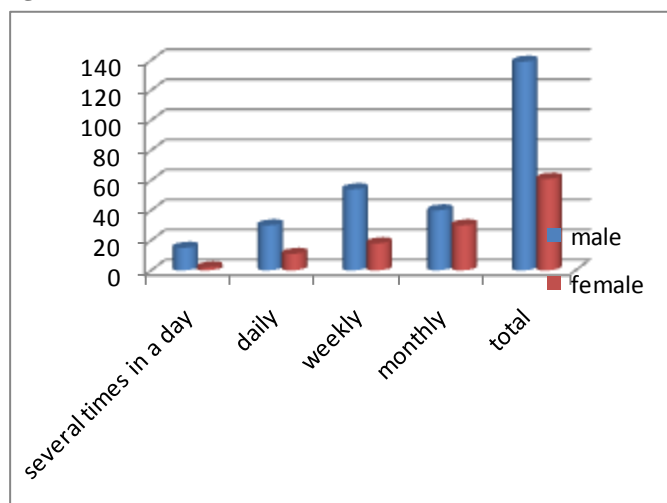
**Table-2**  
**Frequently of using Face Book**

	Gender	
	Male	Female
Several times in a day	15(1.80)	2(3.30)
Daily	30(21.60)	11(18.00)
Weekly	54(38.80)	18(29.50)
Monthly	40(28.80)	30(49.20)
Total	139(69.5)	61(30.50)

(Source: primary data)

The table No.02 shows that out of (69.50per cent) of male respondents, the largest percentages of respondents, which is frequently using face book (38.80 per cent), are weekly. The next number of respondents are frequently using face book (28.80 per cent) are monthly. The least number of respondents are frequently using face book (1.80 per cent) are several times in a day. In female respondents (49.00 per cent) are frequently using face book by monthly followed by weekly(29.50 per cent), daily ( 18.00 per cent) and several times in a day ( 3.30 per cent).

**Figure-01**



**Table-3**  
**Main Reason for Using Face Book**

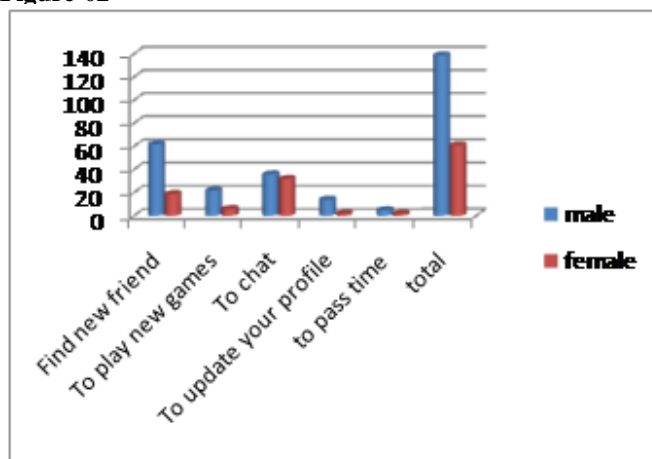
	Gender	
	Male	Female
Find new friend	62(44.60)	19(31.10)
To play new games	22(15.80)	6(9.80)
To chat	36(25.90)	32(52.50)
To update your profile	14(10.10)	02(3.30)
To pass time	05(3.60)	02(3.30)
Total	139(69.50)	61(30.50)

(Source: primary data)

From the above Table No.02 shows that, in male the largest number of respondents said that the main reason for using face book is find new friends (44.60 per cent). Followed by to chat

(25.90 per cent), to play games (15.80 per cent), to update profile (10.10 per cent), to pass time (3.60 per cent). Where as in female respondents (52.50 per cent) of respondents the reason for using face book is to chat followed by find new friends (31.10 per cent), to play games (9.80 per percent) and to update profile (3.30 per cent).

**Figure-02**



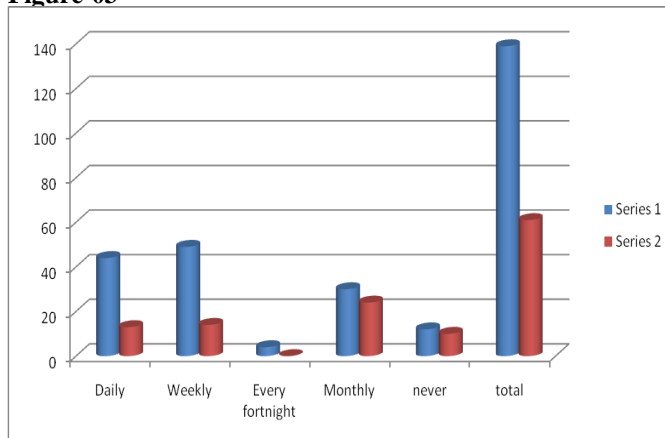
**Table-4**  
**Frequently Updating Face Book**

	Gender	
	Male	Female
Daily	44(31.70)	13(21.30)
Weekly	49(35.30)	14(23.00)
Every fortnight	04(02.90)	0(0.00)
Monthly	30(21.60)	24(39.30)
Never	12(8.60)	10(16.40)
Total	139(69.50)	61(30.50)

(Source: primary data)

From the above Table No.03: it is apparent that out of 139 male respondents, about 35.30 per cent are updating face book by weekly followed by daily (31.70 per cent),monthly (21.60 per cent), never ( 8.60 per cent) and every fortnight ( 2.90 per cent).the table also indicates that out of 61 females respondents, about (39.30 per cent) updating face book monthly followed by weekly ( 23.00 per cent), daily ( 21.30 per cent), never ( 16.40 per cent) and none from every fortnight.

**Figure-03**



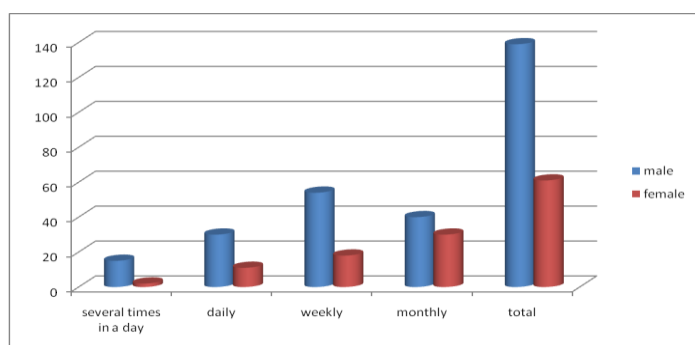
**Table-5**  
**Setting To See Your Friends List, Status and Posts**

	Gender	
	Male	Female
Every one	70(50.40)	29(47.50)
Friends only	53(38.10)	28(45.90)
Friends of friends only	2(1.40)	0(0.00)
Only me	14(10.10)	4(6.60)
Total	139(69.50)	61(30.50)

(Source: primary data)

From the above Table No.03 it is apparent that out of 139 male respondents, about 50.40 per cent are Setting to see your friends list, status and posts every one followed by friends only (38.10 per cent),only me (10.10 per cent), and friends of friends only. The table also indicates that out of 61 females respondents, about (47.50 per cent) Setting to see your friends list, status and posts every day followed by friends only (45.90 per cent), only me (6.60 per cent), and none from friends of friends only.

**Figure 04**



**FINDINGS AND CONCLUSIONS**

The research done on the “gender usage of face book” has left us with a number of findings. The findings and conclusions are basically drawn from the questionnaire, which are filled by the respondents.

1. Regarding Gender usage of face book, above found that the frequency of using face book among 200 respondents sample, the least, 15 respondents of male and 2 respondents of female are using face book several times in a day. The highest in frequently using face book, in male are weekly 54 respondents, in female monthly 30 respondents.
2. Regarding main reason for using face book. In male, to find that new friends 62 respondents, in female to chat 32 respondents are highest and to pass time, in male 5 and in female 2 respondents are least in reason for using face book.
3. Regarding the frequently of updating face book most of the respondents weekly once 49 respondents in male and in female, monthly 24 respondents. The least is every fortnight in male 4 respondents, and in female none respondents.

4. Regarding setting to see friends list, status and posts most of the respondents in male 70 respondents, in female 29 respondents are setting to see friends list, status and posts for everyone, and least both male and female are friends of friends only.

**SUGGESTIONS/ RECOMMENDATIONS**

After analyzing the findings, the following suggestions are recommended.

1. There is a heavy demand for internet in Eritrea; the government has to take steps to provide frequently availability of internet so that many number of face book users may increase the using of face book.
2. It is also suggested that frequency of using face book weekly and monthly is high when compared to daily and several times in a day. So, it is concluded that frequently of using face book should increased from monthly to several times in a day.
3. A considerable number of respondents are not updating their profile, so it is recommended that update the profile.

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