

A STUDY ON GENDER VARIATIONS IN THE USAGE OF SOCIAL NETWORKING SITES

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ABSTRACT

The purpose of this study is to identify the gender variation in the usage of social networking sites among students community. The study implemented the descriptive survey research design to receive responses from a sample size of 120 undergraduate students of Erode district who were selected via random sampling techniques. Data were collected from this population using structured questionnaire. Among the sample size 120, this had 60 male students and 60 female students. The usage of social networking sites is categorized under four categories, namely Relationship maintenance, Entertainment activities, Academic support and Job/Career orientation. Analyses of these results showed that no significant differences are found between genders in Entertainment activities, Academic support and Job/Career orientation. Only in Relationship maintenance there is significant difference found in favour of males, than females.

KEYWORDS: Social networks, Facebook, gender differences, usage, purposes.

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