

## **GENDER DIGITAL DIVIDE AND SOCIAL MEDIA (FACEBOOK): FEMALE USING SOCIAL MEDIA AND THE EFFECT OF LITERACY RATE AND GDP (PPP) AND COUNTRY LOCATION**

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### **ABSTRACT**

This paper is an analysis for proportion of women using social media, namely *Facebook*, and the effect of literacy rate, GDP (PPP) and country location. The study included 162 countries with a total of 957,358,940 *Facebook* users of whom 451,477, 260 are women, which amounts to 47 percent are female users. The research found that the 162 countries fall into three categories: first, fewer women than men use *Facebook* (83 countries). Second category, almost equal number of women and men use *Facebook* (53 countries). Third category, more women use *Facebook* than men (26 countries). The research also, found that there is positive correlation between GDP (PPP) and female literacy rate when being considered in the analysis of the ratio of female to male social media users. On a different dimension, the paper addresses the impact of the continent where the country is located, and if this factor has an effect on the ratio of *Facebook* female to male users.

**KEY WORDS:** Gender digital divide, social media.

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