

Age, Gender and their Presentation on Social Media

¹Rajnish Kumar Singh, ²Prof. Uma Tripathi

¹Research Scholar, Communication Studies and Research Department Rani Durgavati Vishwavidhyalaya, Jabalpur, M.P., India

²Communication Studies and Research Department Rani Durgavati Vishwavidhyalaya, Jabalpur, M.P., India

Abstract: This paper is an attempt to study the “Age, Gender and their Presentation on Social Media”. The youth are the spine of a state and thus need to study an important aspect of age and gender. Social Media keeps citizens better connected and informed. The attempt has been made in this paper to analyze and to see which gender i.e. male or female is most active and has age any impact on social media use. For the same, a representative sample of four University students of Bundelkhand Region was taken and analyzed.

Keywords: Social Networking, Social Media, Youth, Gender, Facebook, Twitter.

1. INTRODUCTION

Social media is a term used to describe the interaction between groups or individuals in which they produce, share, and sometimes exchange ideas over the internet and in virtual communities. The impact of social networks on young people is significant, how boys and girls present themselves through social media? Children are growing up surrounded by mobile devices and interactive social networking sites such as Twitter, MySpace, and Facebook, which has made the social media a vital aspect of their life. Social network is transforming the manner in which young people interact with their parents, peers, as well as how they make use of technology. In our context, the Agenda Setting theory of the media served as the theoretical framework on which the research is based. Many studies have indicated the validity of this theory.

2. REVIEW OF LITERATURE

Peluchette and Karl (2008) explore the survey of Midwestern University undergraduate students regarding use of social networking sites and their perceptions regarding the appropriateness of information they post, as well as how such information is accessed and used by other parties. The study (2008) found that 80% respondents have used at least one site in which majority of respondents use Facebook. They describe that respondents were generally in strong agreement that they were comfortable with their friends, classmates, and family having access to their profiles but were neutral regarding access by employers and strangers.

Goodman (2007) examines how college students engage with technology principally that involved in Social Networking Sites. He explores how students use Social Networking Sites, which Social Networking Sites and programmes they find more appealing than others and also tries to understand the major reasons for the increasing usage of Social Networking Sites among college students. Further he rightly pointed out “Social Networking Sites are not part of students’ lives these days, actually they are their lives”. Youths are not only the early adopters of most of the new technologies but they are also among the most sophisticated users as well.

In India, 76% of Facebook users are Men, and 24% users are women, which illustrates the barriers women face in India to access technology and information. India has world’s largest number of Facebook Users with over 195 million users, overtaking US by over 4 million subscribers. Top 5 countries accessing Facebook are India, USA, Brazil, UK and

Germany. Key Facebook Users from India are aged 18-24, which is the largest and fastest growing population segment.
OBJECTIVES:

After reviewing the past studies, it was revealed that social media has some positive impacts on youth. Keeping in mind the present phenomenon, the present study has been taken up with the following objectives:

- (i) To analyze the age group of the most active users on social media.
- (ii) To assess gender which is most active on social media.

To achieve these objectives, following four institutions will be taken for the research work by the research scholar. 110 respondents were selected randomly from each university e.i. BU Jhansi of U.P., MGCGV Chitrkoot of M.P., DHSGU Sagar of M.P., J U Gwalior of M.P. All institutes are located in the Bundelkhand region.

HYPOTHESIS OF THE STUDY:

- (1) Male social media users are more active than female on Social media.
- (2) Youth users are more active on social media than aged users.

3. METHODOLOGY

The survey type research was conducted, through the questionnaire youth opinion and perception was endorsed about the Age, Gender and their Presentation on Social Media and statements was developed related to the various aspect of social media users i.e. gender and age. The survey was being approach by this researcher to 440 youngsters. All the participants actively respond to this questionnaire. The return average of the questionnaire was greatly high with 97 percent. The average participation of the male respondents is greater than the female respondents with 58 percent. The level of qualification of the respondents varies from Bachelors to Post Graduate Students and they were belongs to four universities of Bundelkhand Region. Majority of the respondents belong to male gender. This shows that the social media is widely used by male youth while the female population utilized comparatively lesser to this sample survey. The average age groups which are being contacted by this researcher were between 14-28 years.

The data collected from the respondents of all the four universities presented here.

Table: 1 University wise respondents

Name of the University		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	J U, Gwalior	105	24.5	24.5	24.5
	B U, Jhansi	107	25.0	25.0	49.5
	DHSGSU, Sagar	110	25.7	25.7	75.2
	MGCGU, Chitrakoot	106	24.8	24.8	100.0
	Total	428	100.0	100.0	

Table: 2 Age Group wise Distribution

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 & Younger	76	17.8	17.8	17.8
	19-21 Years	200	46.7	46.9	64.8
	22-24 Years	118	27.6	27.7	92.5
	25-27 Years	12	2.8	2.8	95.3
	28 & Older	20	4.7	4.7	100.0
	Total	426	99.5	100.0	
Missing	System	2	.5		
Total		428	100.0		

Table: 3 Gender wise Distribution

Gender		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	248	57.9	57.9	57.9
	Female	180	42.1	42.1	100.0
	Total	428	100.0	100.0	
Reliability Statistics					
Cronbach's Alpha		Cronbach's Alpha Based on Standardized Items			N of Items
.615		.604			10

Cronbach's Alpha= or >0.5 for less than 10 items.

Uses and Gratification Theory:

Uses and gratification theory seeks to understand why people seek out the media that they do and what they use it for. Uses and gratification theory differs from other media theories in that it assumes that individuals have power over their media usage, rather than positioning individuals as passive consumers of media. Uses and gratification theory explore how individuals purposely seek out media to accomplish certain requirements, needs or goals such as education, entertainment, relaxation, or socializing.

4. DATA ANALYSIS AND INTERPRETATION

Collected data entered in SPSS and analyze in the form of table and made all percentage, frequencies, median and interquartile range by applying statistical formulas.

- (i) Every youth is using some kind of social media

Table: 4

		Frequency	Percent	Valid Percent	Cumulative Percent	Median	Interquartile Range
Valid	Disagree	15	3.5	3.5	3.5		
	Somewhat disagree	45	10.5	10.6	14.1		
	Uncertain	19	4.4	4.5	18.6	5	1
	Somewhat Agree	80	18.7	18.8	37.4		
	Agree	266	62.1	62.6	100.0		
	Total	425	99.3	100.0			
Missing	-99	3	.7				
Total		428	100.0				

Above Table provides the opinion of the respondents about the statement - 'Every youth is using some kind of social media'. A majority of the respondents (62.6%) said that they were agree with the statement and 18.8% said somewhat agree, whereas 4.5% respondents were not sure about the statement. 10.6% respondents somewhat disagreed and 3.5% were disagreed with the above statement. Median score 5, interquartile range 1 and majority 62.6 % respondents supported the statement.

- (ii) Youth use social networking sites more to explicitly foster social connections

Table: 5

		Frequency	Percent	Valid Percent	Cumulative Percent	Median	Interquartile Range
Valid	Disagree	21	4.9	4.9	4.9		
	Somewhat disagree	26	6.1	6.1	11.0		
	Uncertain	67	15.7	15.7	26.8		
	Somewhat Agree	131	30.6	30.8	57.5	4	2
	Agree	181	42.3	42.5	100.0		
	Total	426	99.5	100.0			
Missing	-99	2	.5				
Total		428	100.0				

Above Table provides the opinion of the respondents about the statement - 'Youth use social networking sites more to explicitly foster social connections'. A majority of the respondents (42.5%) said that they were agree with the statement and 30.8% said somewhat agree, whereas 15.7% respondents were not sure about the statement. 6.1% respondents somewhat disagreed and 4.9% were disagreed with the above statement. Median score 4, interquartile range 2 and majority 42.5 % respondents supported the statement.

(iii) Social media is connecting the gender and families especially youth

Table: 6

		Frequency	Percent	Valid Percent	Cumulative Percent	Median	Interquartile Range
Valid	Disagree	32	7.5	7.5	7.5		
	Somewhat disagree	14	3.3	3.3	10.8		
	Uncertain	40	9.3	9.4	20.3		
	Somewhat Agree	87	20.3	20.5	40.8	5	1
	Agree	251	58.6	59.2	100.0		
Total		424	99.1	100.0			
Missing	-99	4	.9				
Total		428	100.0				

Above Table provides the opinion of the respondents about the statement 'Social media is connecting the gender and families especially youth'. A majority of the respondents (59.2%) said that they were agree with the statement and 20.5% said somewhat agree, whereas 9.4% respondents were not sure about the statement. 3.3% respondents somewhat disagreed and 7.5% were disagreed with the above statement. Median score 5, interquartile range 1 and majority 59.2 % respondents supported the statement.

(iv) Social media is necessary for youth now a day

Table: 7

		Frequency	Percent	Valid Percent	Cumulative Percent	Median	Interquartile Range
Valid	Disagree	26	6.1	6.1	6.1		
	Somewhat disagree	31	7.2	7.3	13.4		
	Uncertain	22	5.1	5.2	18.6		
	Somewhat agree	107	25.0	25.2	43.9	5	1
	Agree	238	55.6	56.1	100.0		
Total		424	99.1	100.0			
Missing	-99	4	.9				
Total		428	100.0				

Above Table provides the opinion of the respondents about the statement 'Social media is necessary for youth now a day'. A majority of the respondents (56.1%) said that they were agree with the statement and 25.2% said somewhat agree, whereas 5.2% respondents were not sure about the statement. 7.3% respondents somewhat disagreed and 6.1 % were disagreed with the above statement. Median score 5, interquartile range 1 and majority 56.1 % respondents supported the statement.

(v) Social media users are inviting young people who are already using the platform

Table:8

		Frequency	Percent	Valid Percent	Cumulative Percent	Median	Interquartile Range
Valid	Disagree	33	7.7	7.8	7.8		
	Somewhat disagree	25	5.8	5.9	13.7		
	Uncertain	32	7.5	7.5	21.2		
	Somewhat agree	109	25.5	25.7	46.9	5	1
	Agree	225	52.6	53.1	100.0		
Total		424	99.1	100.0			
Missing	-99	4	.9				
Total		428	100.0				

Above Table provides the opinion of the respondents about the statement 'Social media users are inviting young people who are already using the platform'. A majority of the respondents (53.1%) said that they were agree with the statement and 25.7 % said somewhat agree, whereas 7.5 % respondents were not sure about the statement. 5.9 % respondents somewhat disagreed and 7.8 % were disagreed with the above statement. Median score 5, interquartile range 1 and majority 53.1 % respondents supported the statement.

(vi) Age has impact on the use of social media

Table: 9

		Frequency	Percent	Valid Percent	Cumulative Percent	Median	Interquartile Range
Valid	Disagree	62	14.5	14.6	14.6		
	Somewhat disagree	28	6.5	6.6	21.1		
	Uncertain	54	12.6	12.7	33.8		
	Somewhat agree	126	29.4	29.6	63.4	4	2
	Agree	156	36.4	36.6	100.0		
	Total	426	99.5	100.0			
Missing	-99	2	.5				
Total		428	100.0				

Above Table provides the opinion of the respondents about the statement 'Age has impact on the use of social media'. A majority of the respondents (36.6 %) said that they were agree with the statement and 29.6 % said somewhat agree, whereas 12.7 % respondents were not sure about the statement. 6.6 % respondents somewhat disagreed and 14.6 % were disagreed with the above statement. Median score 4, interquartile range 2 and majority 36.6 % respondents supported the statement.

(vii) Social media become boring as user grow older

Table: 10

		Frequency	Percent	Valid Percent	Cumulative Percent	Median	Interquartile Range
Valid	Disagree	99	23.1	23.2	23.2		
	Somewhat disagree	47	11.0	11.0	34.3		
	Uncertain	58	13.6	13.6	47.9		
	Somewhat Agree	103	24.1	24.2	72.1	4	3
	Agree	119	27.8	27.9	100.0		
	Total	426	99.5	100.0			
Missing	-99	2	.5				
Total		428	100.0				

Above Table provides the opinion of the respondents about the statement 'Social media become boring as user grow older'. A majority of the respondents (27.9 %) said that they were agree with the statement and 24.2 % said somewhat agree, whereas 13.6 % respondents were not sure about the statement. 11.0 % respondents somewhat disagreed and 23.2 % were disagreed with the above statement. Median score 4, interquartile range 3 and majority 27.9 % respondents supported the statement.

(viii) Social media is not relevant to people of older generation

Table: 11

		Frequency	Percent	Valid Percent	Cumulative Percent	Median	Interquartile Range
Valid	Disagree	116	27.1	27.2	27.2		
	Somewhat disagree	66	15.4	15.5	42.7		
	Uncertain	36	8.4	8.5	51.2		
	Somewhat Agree	112	26.2	26.3	77.5	3	3

	Agree	96	22.4	22.5	100.0		
	Total	426	99.5	100.0			
Missing	-99	2	.5				
Total		428	100.0				

Above Table provides the opinion of the respondents about the statement 'Social media is not relevant to people of older generation'. A majority of the respondents (27.2 %) said that they were disagree with the statement and 15.5 % said somewhat disagree, whereas 8.5 % respondents were not sure about the statement. 26.3 % respondents somewhat disagreed and 22.5 % were disagreed with the above statement. Median score 3, interquartile range 3 showed neither in favour nor against the statement.

(ix) The younger generation is the most active user of social media

Table: 11

		Frequency	Percent	Valid Percent	Cumulative Percent	Median	Interquartile Range
Valid	Disagree	14	3.3	3.3	3.3		
	Somewhat disagree	12	2.8	2.8	6.1		
	Uncertain	15	3.5	3.5	9.6		
	Somewhat Agree	67	15.7	15.7	25.4	5	1
	Agree	318	74.3	74.6	100.0		
	Total	426	99.5	100.0			
Missing	-99	2	.5				
Total		428	100.0				

Above Table provides the opinion of the respondents about the statement 'The younger generation is the most active user of social media'. A majority of the respondents (74.6 %) said that they were agree with the statement and 15.7 % said somewhat agree, whereas 3.5 % respondents were not sure about the statement. 2.8 % respondents somewhat disagreed and 3.3 % were disagreed with the above statement. Median score 5, interquartile range 1 and majority 74.6 % respondents supported the statement.

(x) Gender determines the level of social media network usage

Table: 12

		Frequency	Percent	Valid Percent	Cumulative Percent	Median	Interquartile Range
Valid	Disagree	114	26.6	26.8	26.8		
	Somewhat disagree	57	13.3	13.4	40.1		
	Uncertain	81	18.9	19.0	59.2		
	Somewhat agree	72	16.8	16.9	76.1	3	3
	Agree	102	23.8	23.9	100.0		
	Total	426	99.5	100.0			
Missing	-99	2	.5				
Total		428	100.0				

Above Table provides the opinion of the respondents about the statement 'Gender determines the level of social media network usage'. A majority of the respondents (26.8 %) said that they were disagree with the statement and 13.4 % said somewhat disagree, whereas 19.0 % respondents were not sure about the statement. 16.9 % respondents somewhat disagreed and 23.9 % were disagreed with the above statement. Median score 3, interquartile range 3 showed neither in favour nor against the statement.

5. CONCLUSION

Overall the social media is doing good work in disseminating news/articles related to youth but can be better if they take in positive direction to increase the skill and knowledge of the students of Bundelkhand Region. It was observed that the social media is mostly informative in nature for youth and has less aged users. To bring about desirable changes in the condition of the youth, social media must be given priority as it is being used mostly by the youth in Bundelkhand region.

Social networking sites may also be used to network professionally. Young adults were among the earliest social media adopters and continue to use these sites at high levels. On the other side, male users use social media to gather the information they need to impress others. Social media helps them to enhance their links, gather relevant contacts and ultimately increase their status. Whereas data shows that there is no differences between the male and female users, and both are equally using the social media.

REFERENCES

- [1] Ajjan, H., & Hartshorne, R. (2008). Investigating faculty decisions to adopt Web 2.0 technologies: Theory and empirical tests. *The Internet and Higher Education*, 11(2),71-80.
- [2] Attwell, G. (2006). *Social Software, Personal Learning Environments and Lifelong Competence Development*. Available from http://www.knownet.com/writing/weblogs/Graham_Attwell/entries/6665854266/LLLandple.rtf/attach/LL_Landple.rtf [Accessed August 2, 2008].
- [3] Dr David J. Houghton, Adam N. Joinson , Nigel D. Caldwell Ben L. Marder , (2013), *Tagger's Delight?Disclosure and liking behaviour in Facebook:the effects of sharing photographs amongst multiple known social circles*,
- [4] http://epapers.bham.ac.uk/1723/1/2013-03_D_Houghton.pdf, accessed on October 19, 2013.
- [5] Eleanor Shaw, (2013), "Status update : Facebook Addiction Disorder",
- [6] <http://theglenecho.com/2013/01/29/status-update-facebook-addiction-disorder/>
- [7] Goodman, J. 2007. "Click First, Ask Questions Later: Understanding Teen Online Behaviour". *Aplis*, 20(2), 84-86.
- [8] Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business horizons*, 53(1), 59-68.
- [9] Nicole Ellison, C. S. (2007). The benefits of Face book "Fiends;" Social Capital and College Students' Use of Online Social Network Sites. *Journal of Computer- Mediated Communication*.
- [10] Peluchette, J. and Karl, K. 2008. "Social Networking Profiles: An Examination of Student Attitudes Regarding Use and Appropriateness of Content". *Cyberpsychology and Behaviour*, 11 (1), 95-97.
- [11] Sherman, Erica, (2011), "Facebook Addiction: Factors Influencing an Individual's Addiction". Honors Thesis Program in the College of Management. http://scholarworks.umb.edu/management_hontheses/5
- [12] <https://www.watconsult.com/2011/01/social-media-in-india-statistics-and-insights/>
- [13] <http://www.soravjain.com/social-media-facts-and-stats-india-2016>