

Social media and diversity: Study of Facebook users

-RASHI MISHRA

Purpose of the Study

To understand the diversity of use patterns and access to SNS (Facebook) among school going teenagers in the city of Dehradun



• In this study I attempt to describe Facebook use in respect of gender and age groups

• Is there any difference between male and female respondents with respect to pattern of uses and gratification of Facebook

Method

Participants

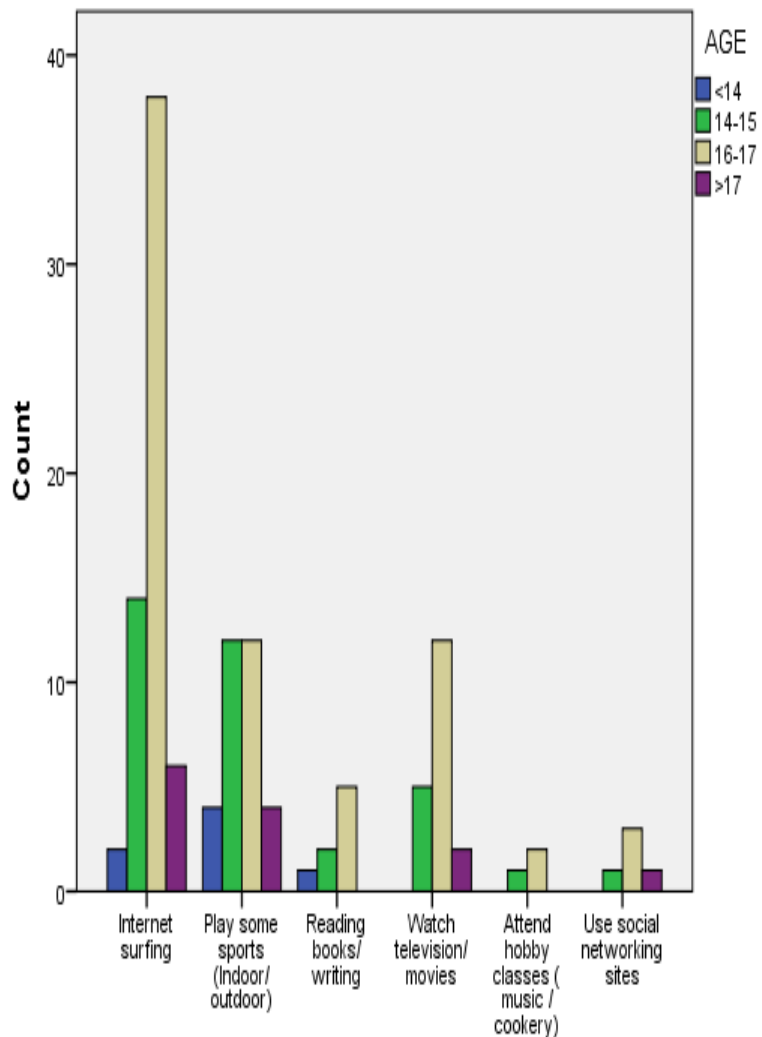
- 300 school going teenagers in Dehradun participated in the present study.
- Sample was comprised of 46% male and 54% female.

Method

- Data was collected by means of a field survey using the questionnaire
- Data obtained by the survey was analyzed using the SPSS program with the percentage, frequency, cross tab and chi-square statistical analysis techniques

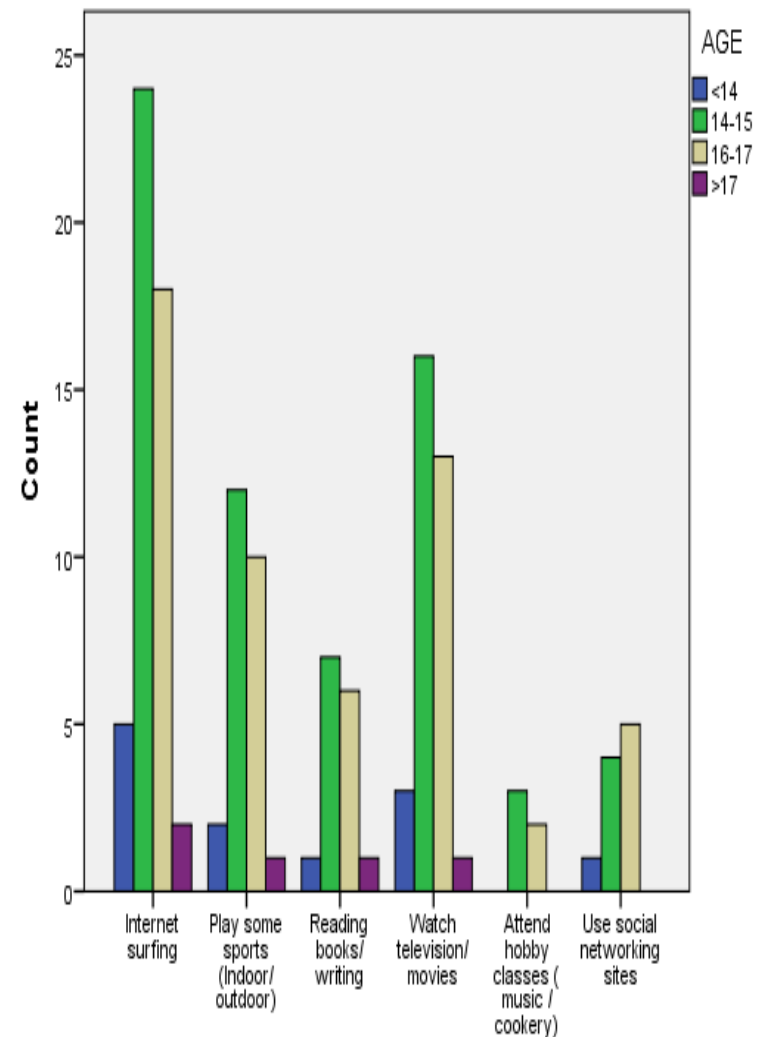
Spending time

GENDER=Male



Spend free time?

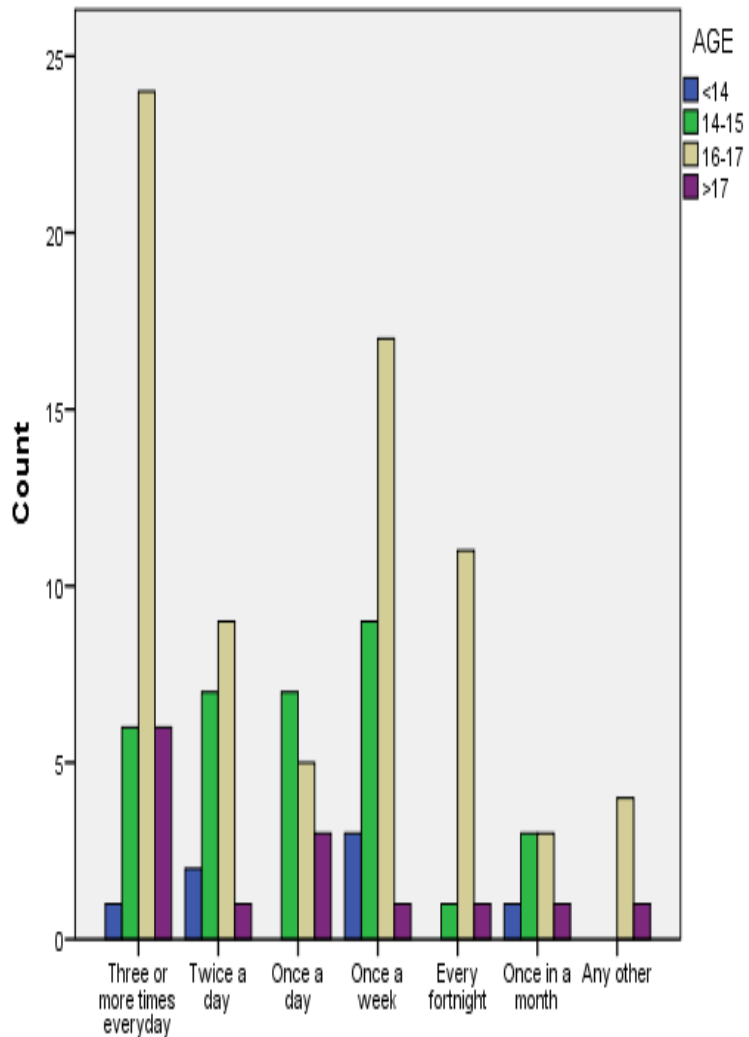
GENDER=Female



Spend free time?

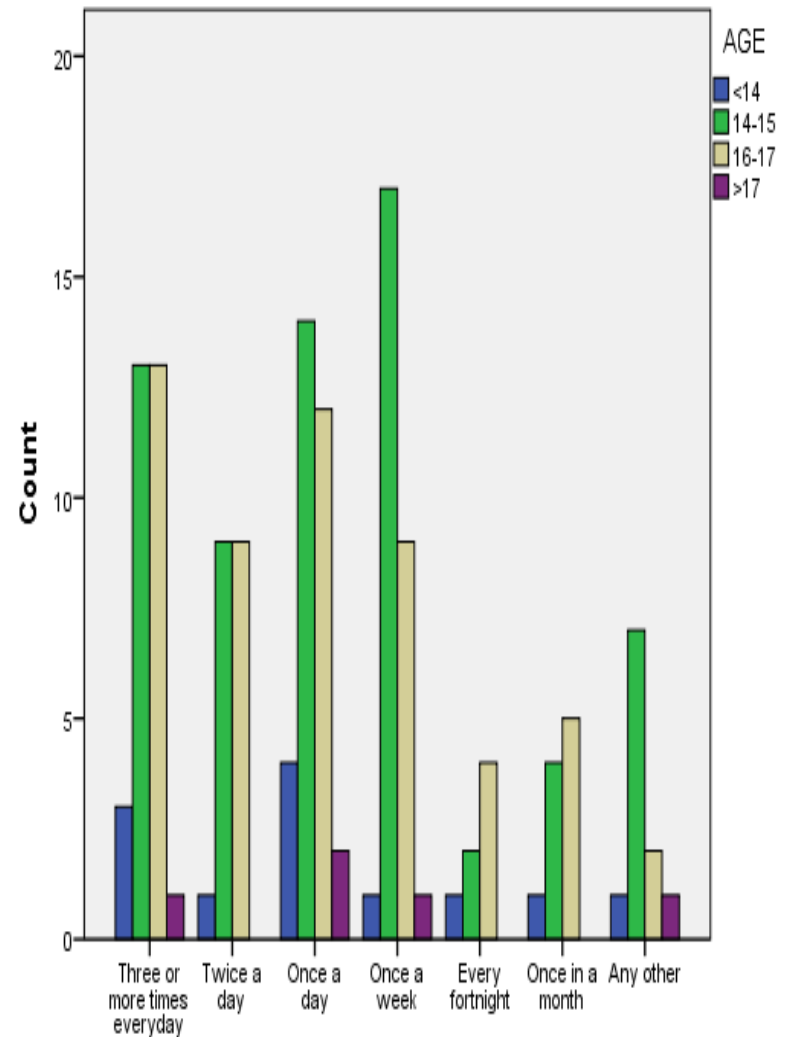
Visiting Facebook

GENDER=Male



How often do u visit Fb?

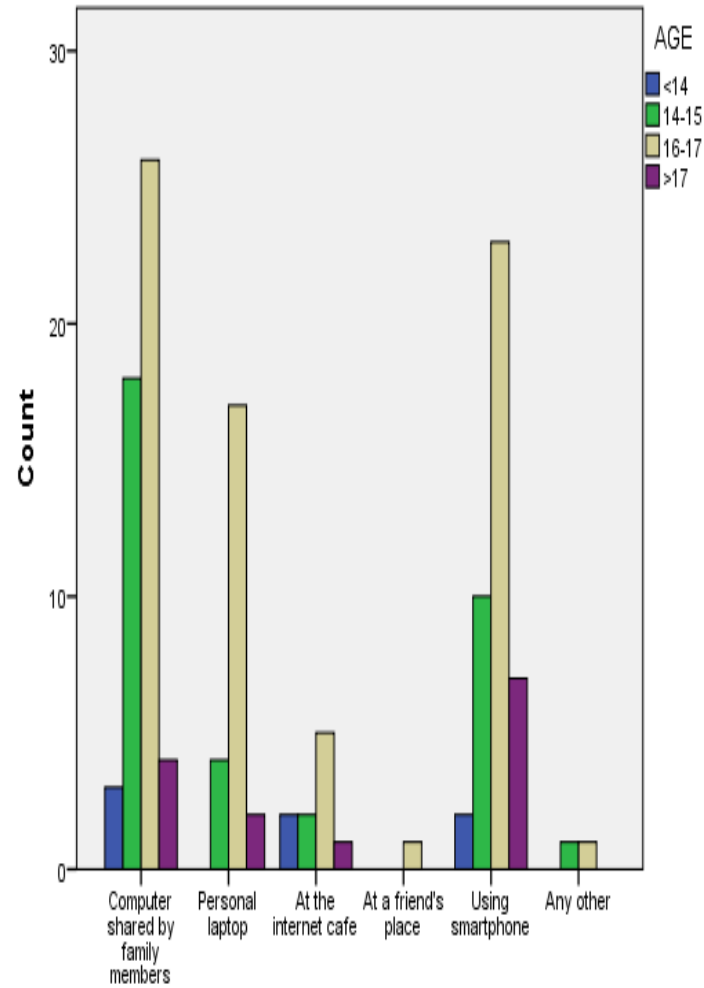
GENDER=Female



How often do u visit Fb?

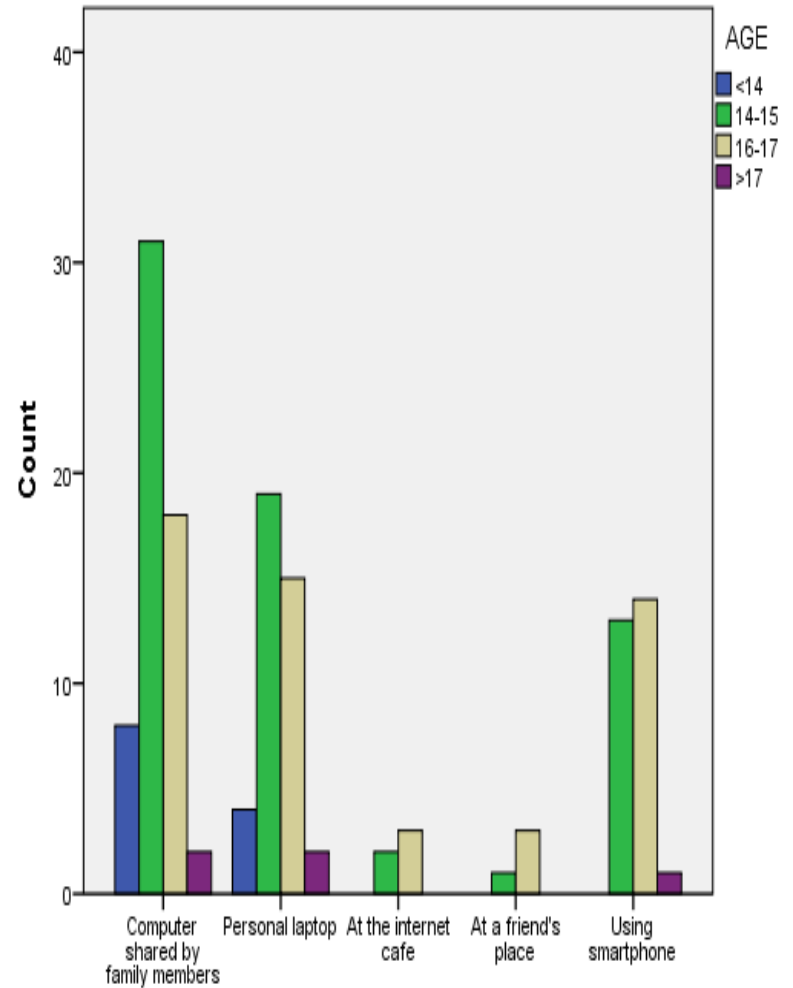
Access Facebook

GENDER=Male



How do u access Fb?

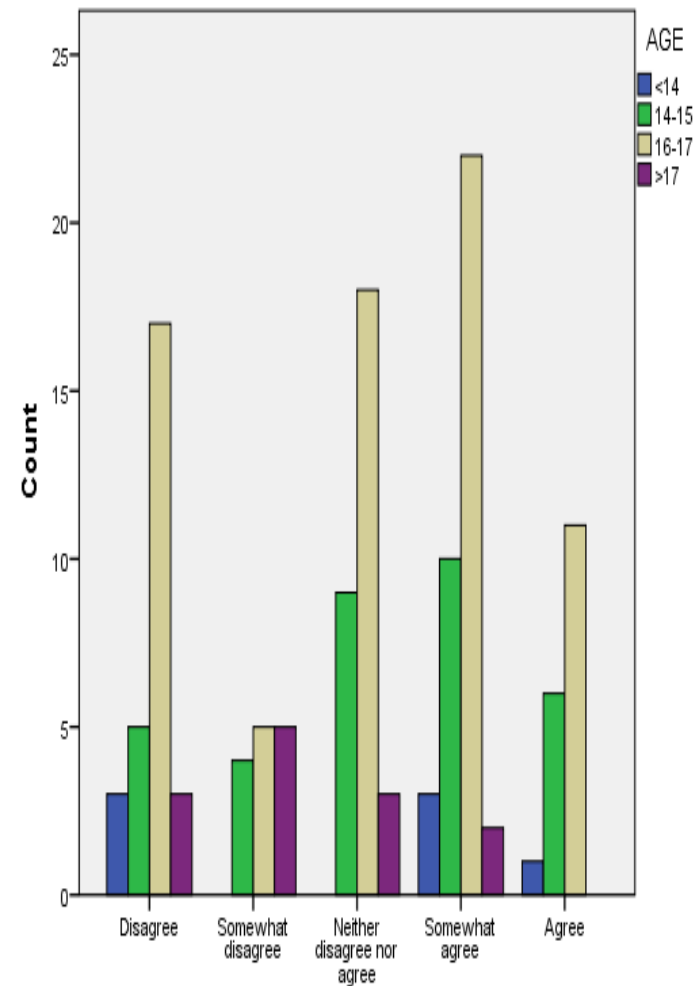
GENDER=Female



How do u access Fb?

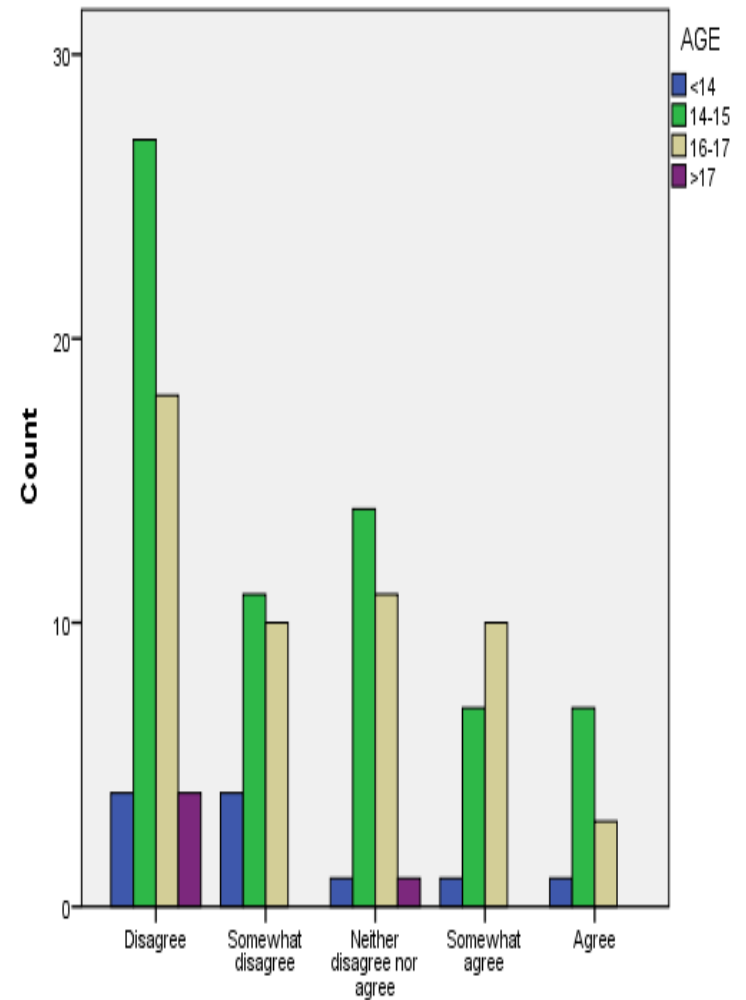
For showing off

GENDER=Male



15)

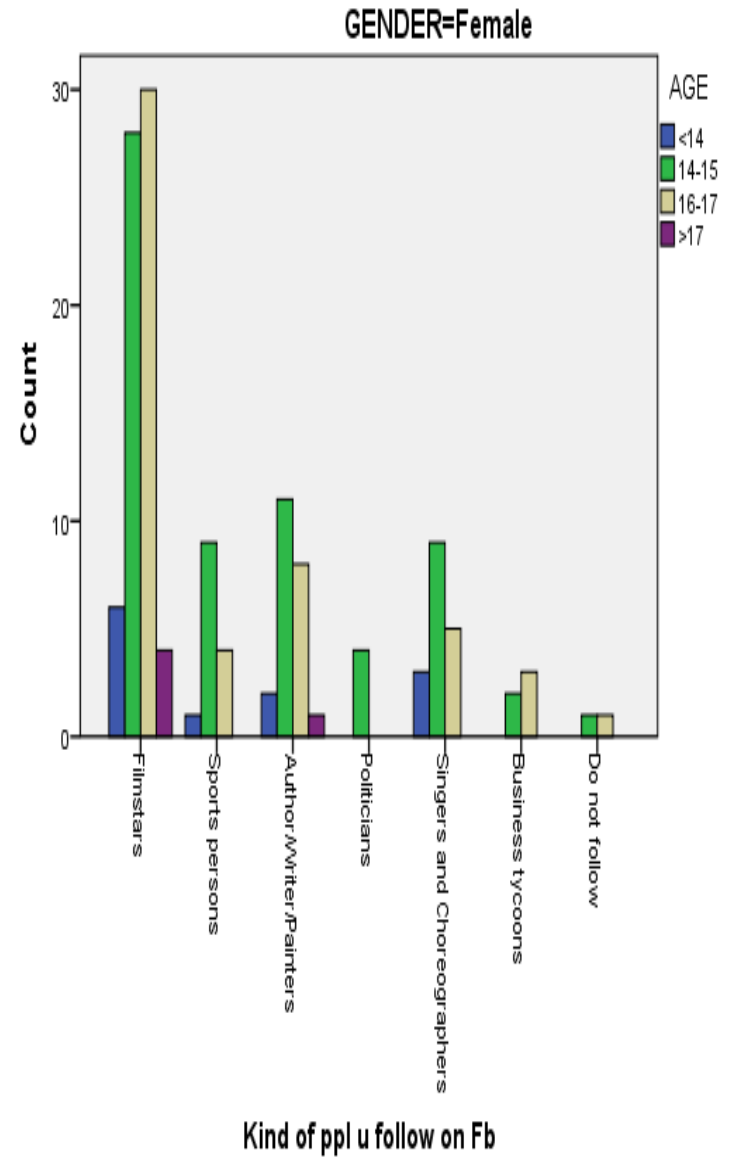
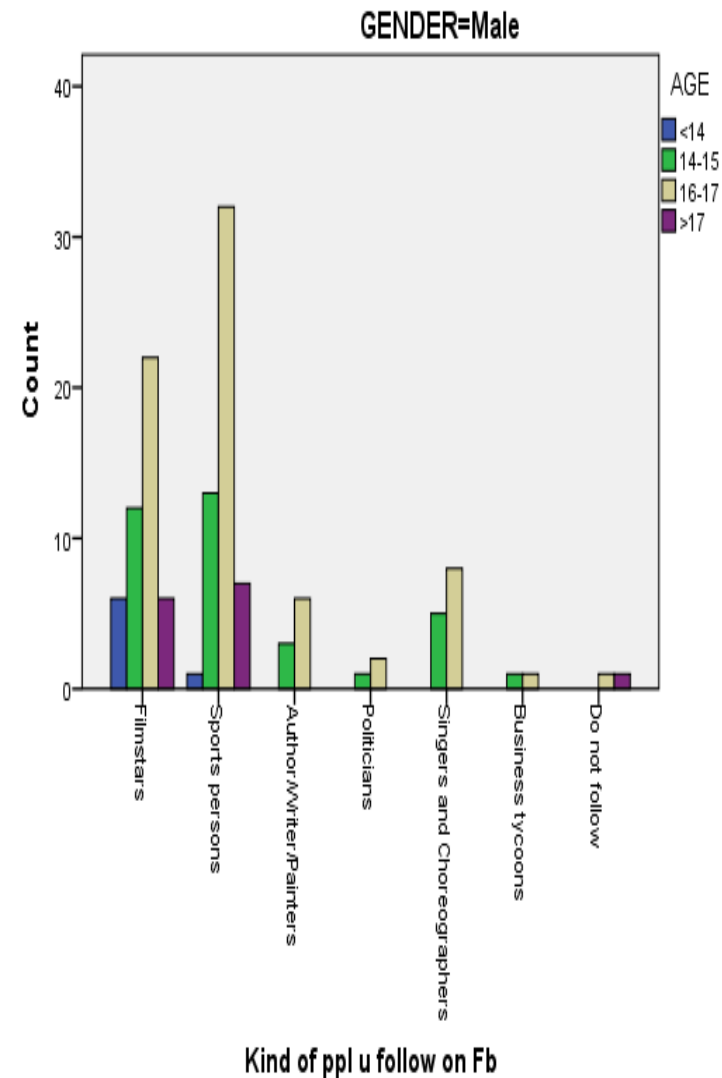
GENDER=Female



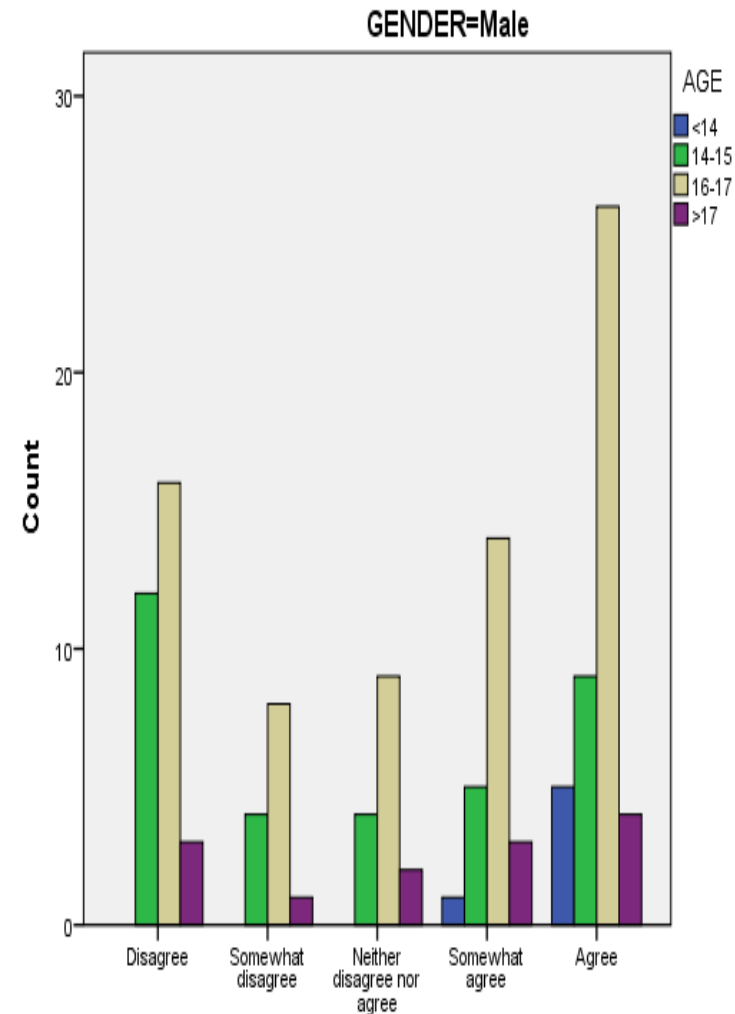
15)

| | | 14-15 | 16-17 | Total |
|--------|----------------|--------|--------|---------|
| Male | Somewhat agree | 9 | 18 | 31 |
| | | 29.00% | 58.10% | 100.00% |
| | Agree | 9 | 27 | 47 |
| | | 19.10% | 57.40% | 100.00% |
| | Total | 34 | 72 | 127 |
| | | 26.80% | 56.70% | 100.00% |
| Female | Somewhat agree | 13 | 14 | 29 |
| | | 44.80% | 48.30% | 100.00% |
| | Agree | 13 | 13 | 33 |
| | | 39.40% | 39.40% | 100.00% |
| | Total | 65 | 54 | 135 |
| | | 48.10% | 40.00% | 100.00% |

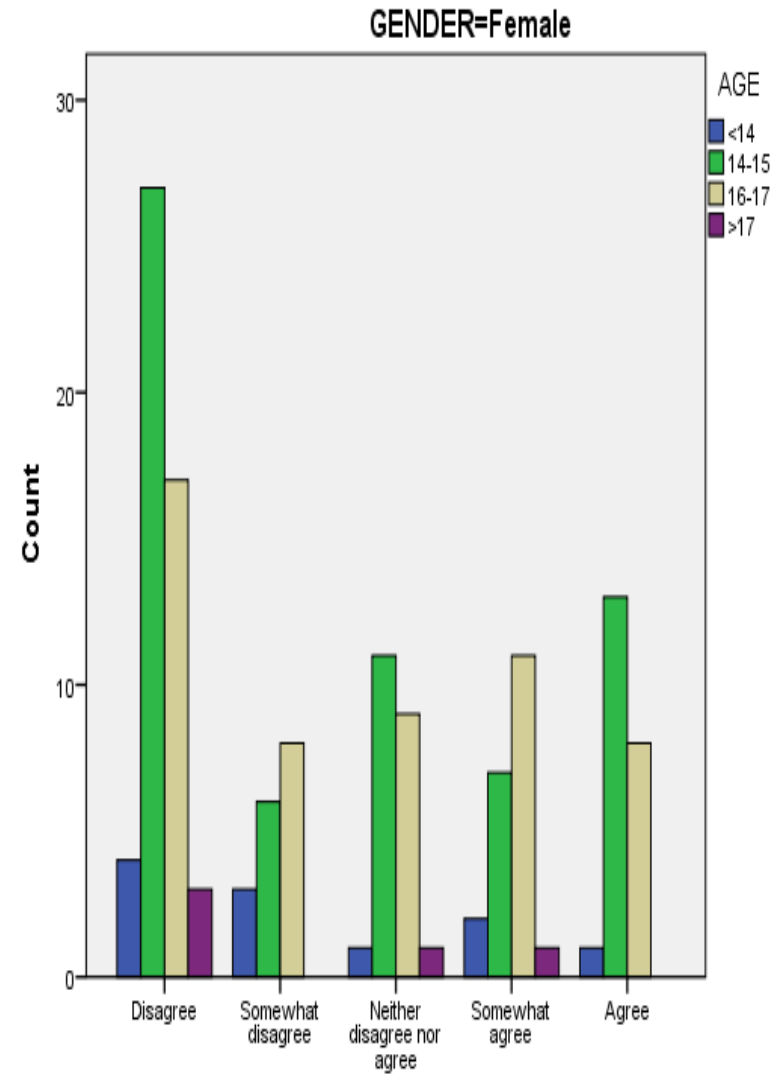
Kind of ppl you follow on Fb



Enhancing my personal relationships



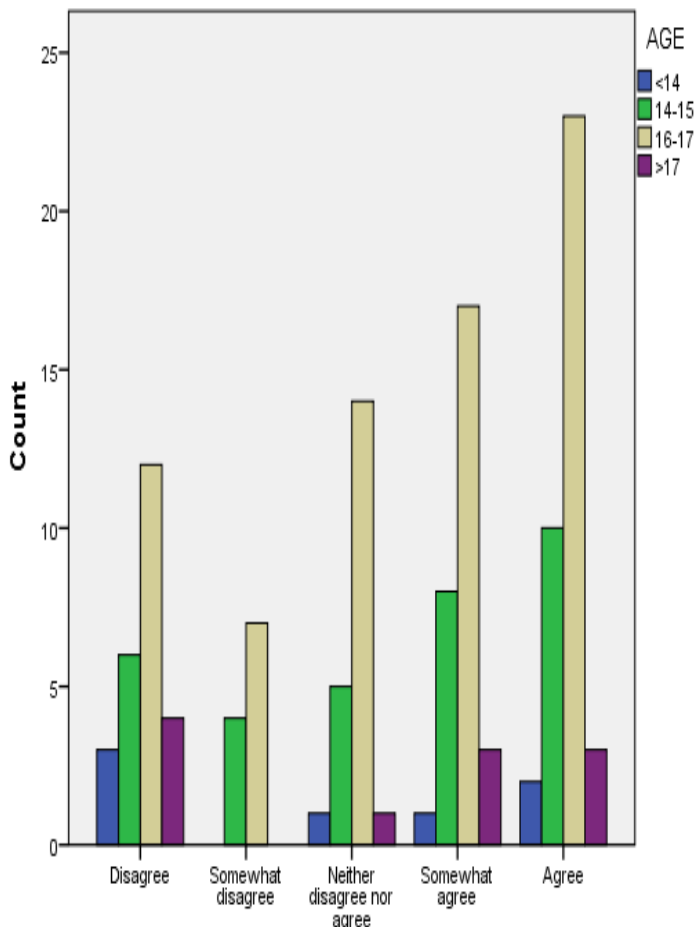
5)



5)

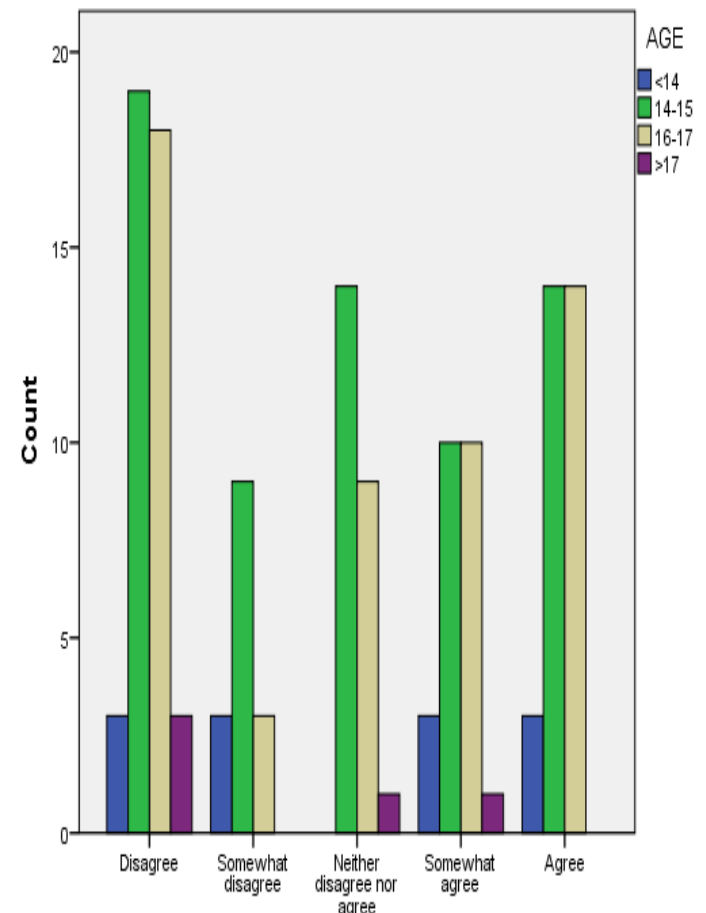
Allowing me to say what I may not say otherwise

GENDER=Male



7)

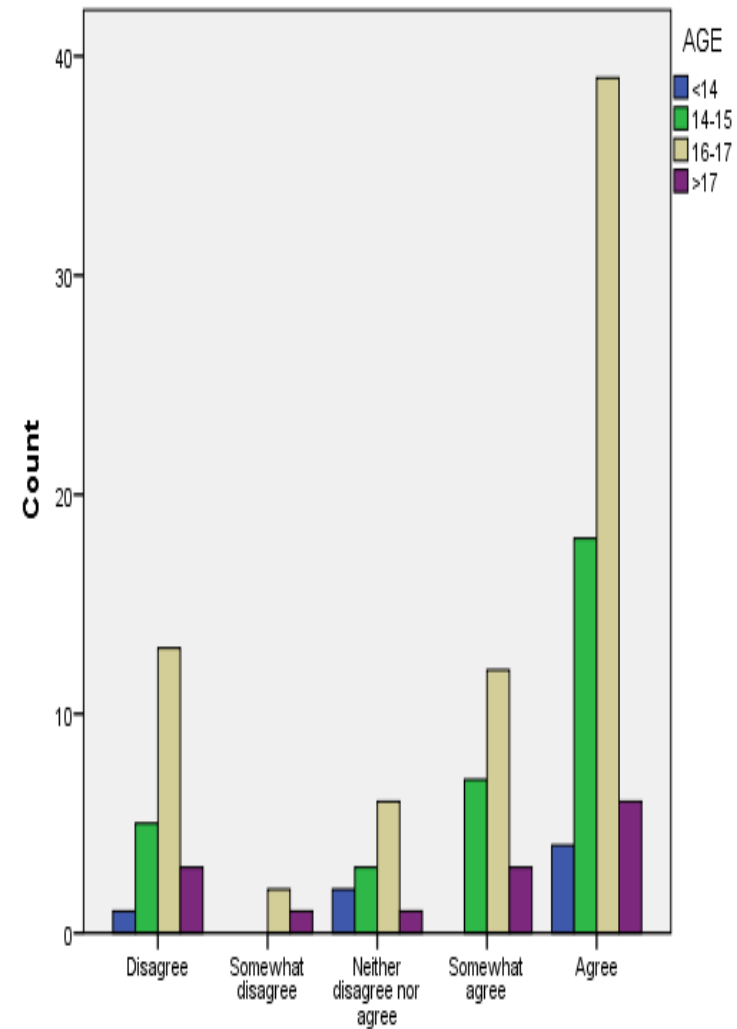
GENDER=Female



7)

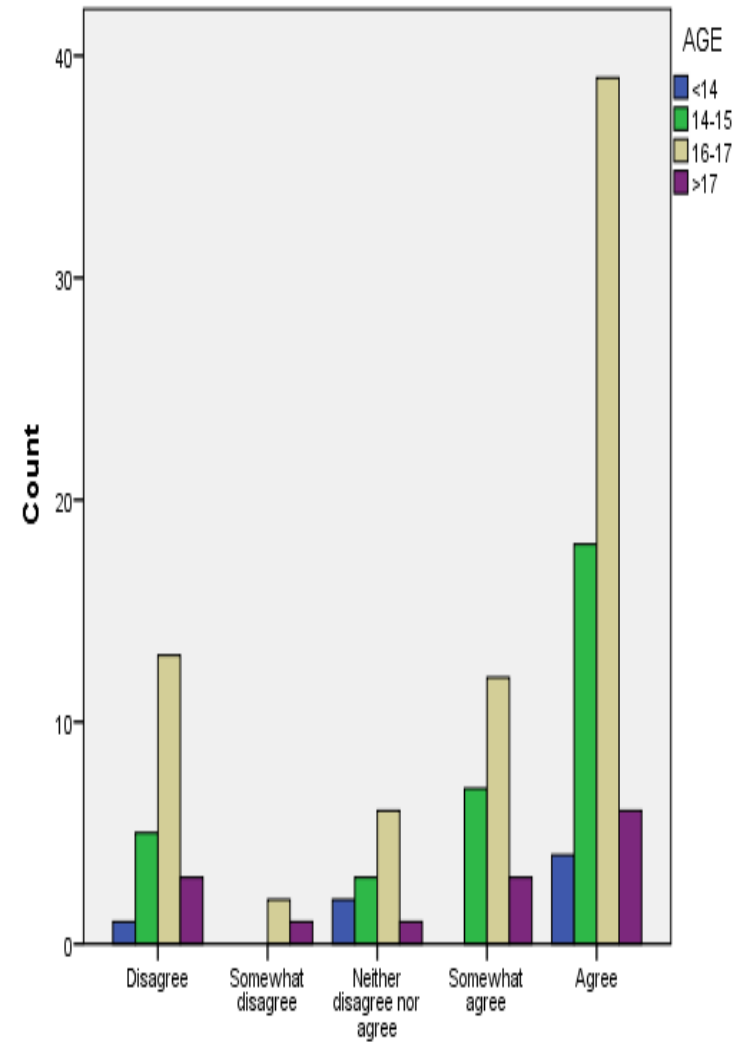
When I am happy

GENDER=Male



1)

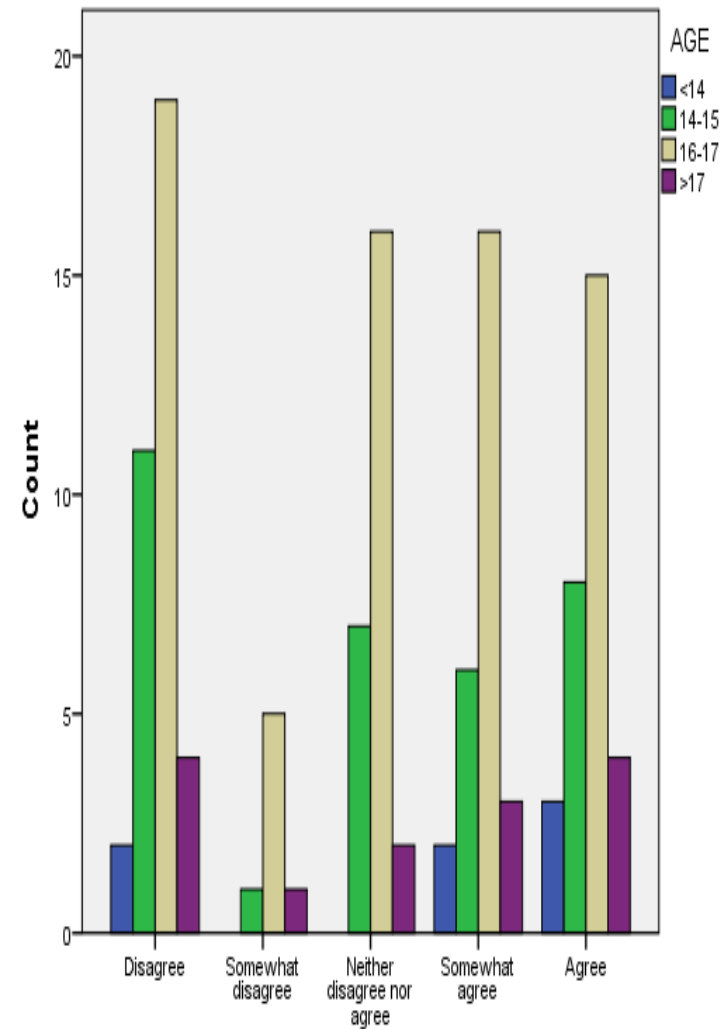
GENDER=Male



1)

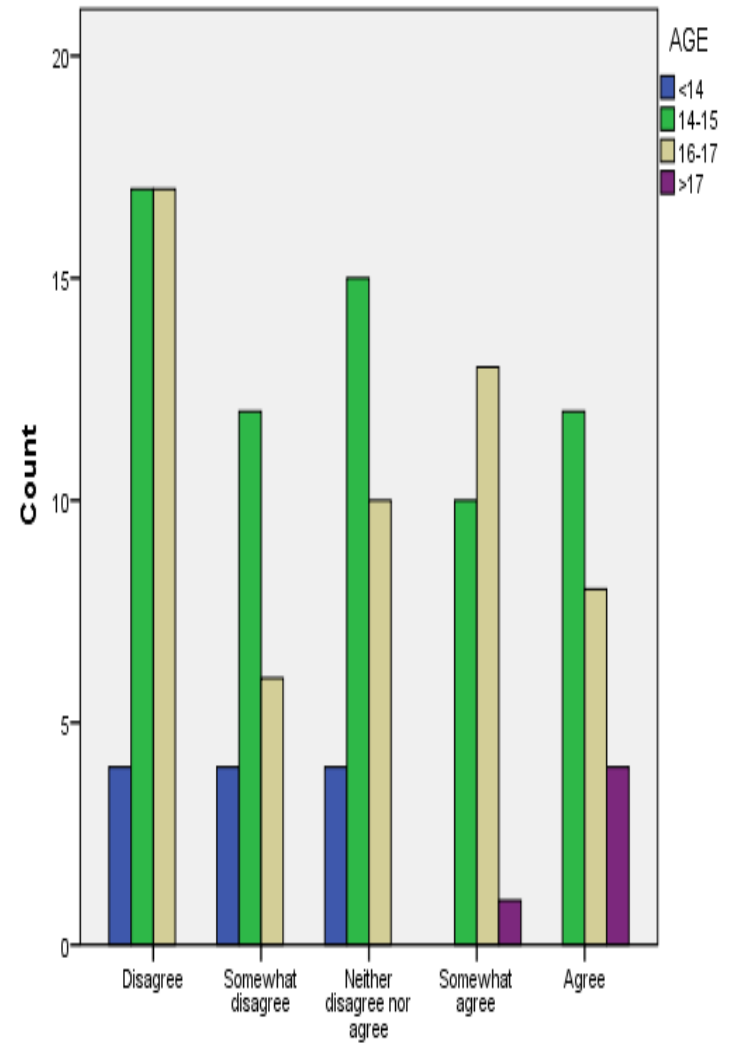
When I am sad

GENDER=Male



2)

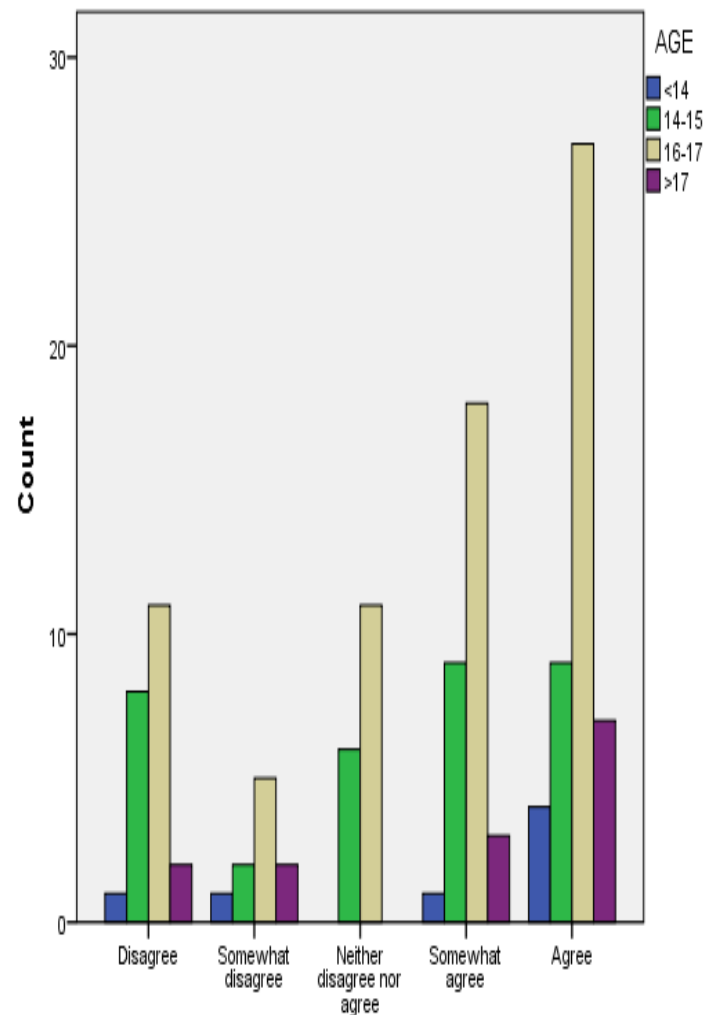
GENDER=Female



2)

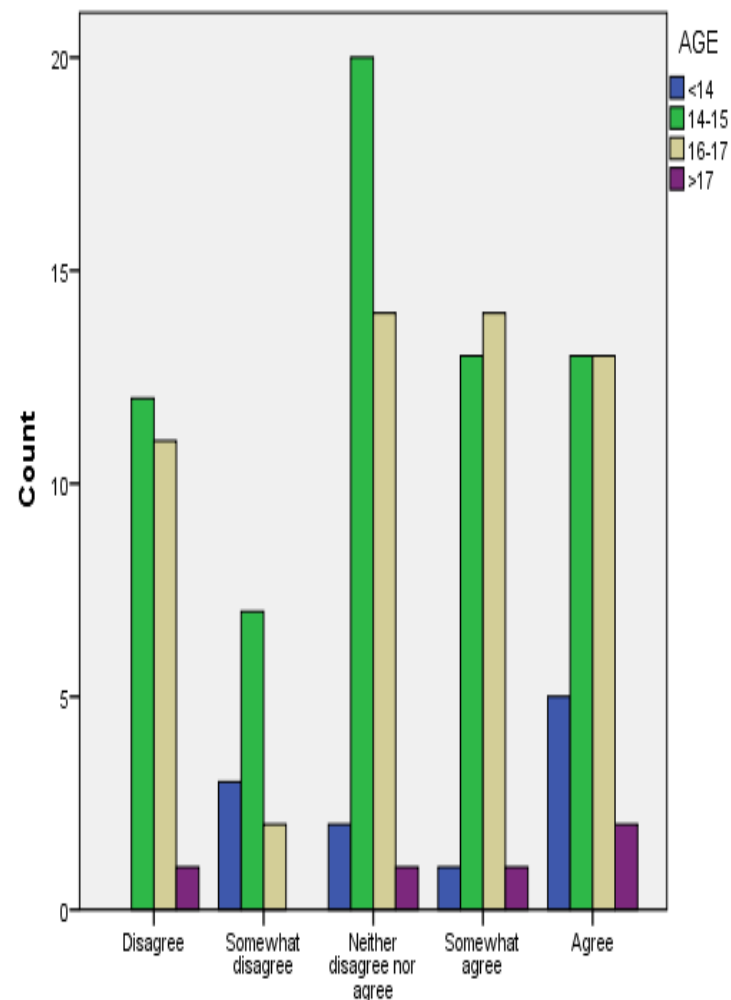
I do not feel alone anymore

GENDER=Male



4)

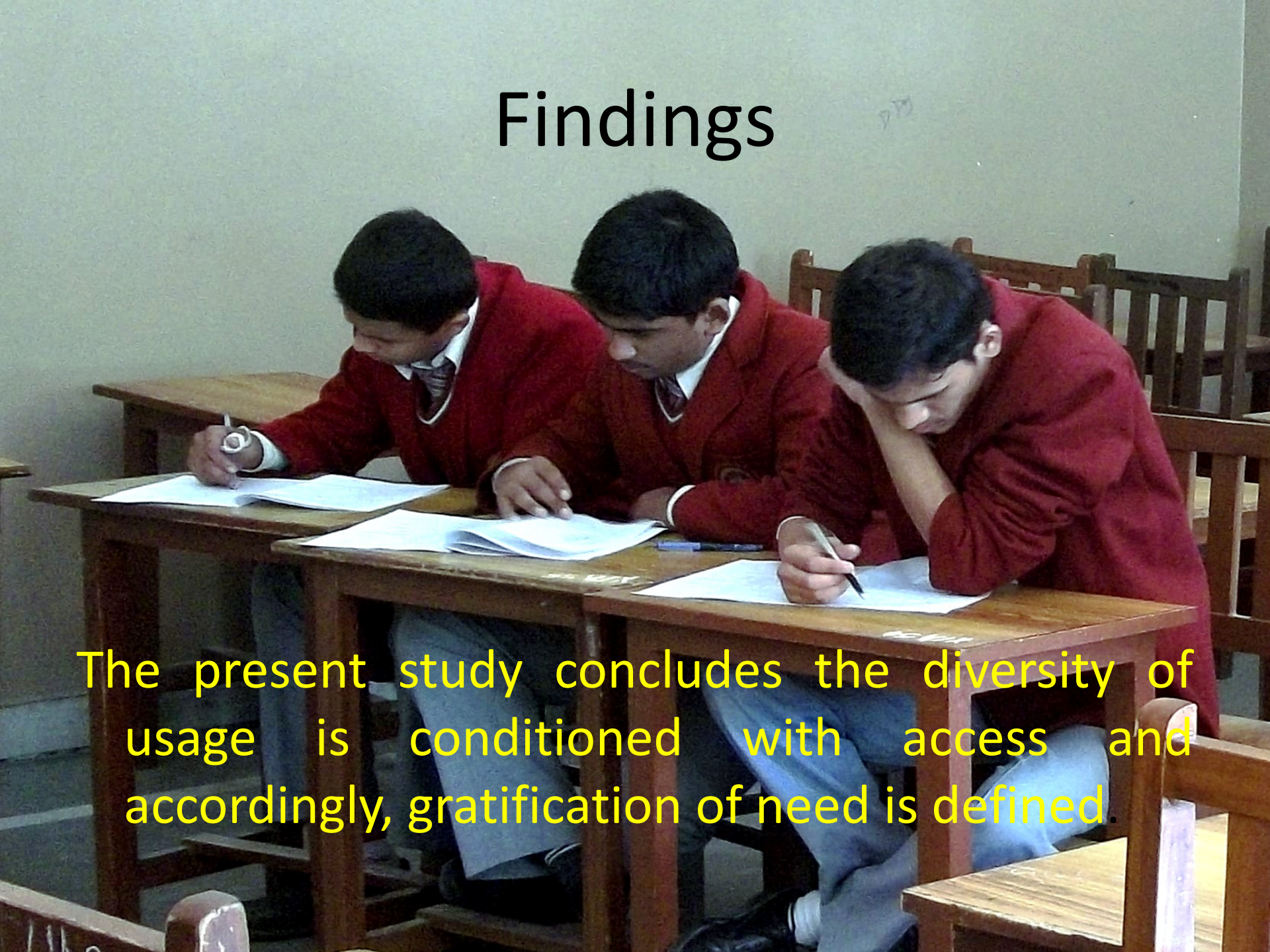
GENDER=Female



4)

| | | 14-15 | 16-17 | Total |
|--------|----------------------------|--------|--------|---------|
| Male | Somewhat agree | 9 | 18 | 31 |
| | | 29.00% | 58.10% | 100.00% |
| | Agree | 9 | 27 | 47 |
| | | 19.10% | 57.40% | 100.00% |
| | Total | 34 | 72 | 127 |
| | | 26.80% | 56.70% | 100.00% |
| Female | Disagree | 12 | 11 | 24 |
| | | 50.00% | 45.80% | 100.00% |
| | Neither disagree nor agree | 20 | 14 | 37 |
| | | 54.10% | 37.80% | 100.00% |
| | Somewhat agree | 13 | 14 | 29 |
| | | 44.80% | 48.30% | 100.00% |
| | Agree | 13 | 13 | 33 |
| | | 39.40% | 39.40% | 100.00% |
| | Total | 65 | 54 | 135 |
| | | 48.10% | 40.00% | 100.00% |

Findings



The present study concludes the diversity of usage is conditioned with access and accordingly, gratification of need is defined.

Thankyou!

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