

Differences in Motivations for the Use of Facebook between Males and Females

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Abstract : Social networking sites have evolved with great pace and India has been no exception. Facebook is the top most rated social networking site (SNS) in India. Though this site is mostly used by younger generations, the popularity of this site is increasing among all masses and classes. The current paper explores gender differences in motivations for the use of Facebook. Of the sample (N=556), 229 male and 327 female Facebook users from India were asked to rate the motivations for the use of Facebook from 'most preferred' to 'least preferred'. The five motivations studied were- time passing, information, relationship development, relationship maintenance and trend following. The cross tab chi square analyses revealed significant differences in three out of five motivations between male and female Facebook users, namely time passing, relationship development and trend following. Female Facebook users rated 'time passing' as a more preferred motivation in comparison to male Facebook users, while male users rated 'relationship development' and 'trend following' motivations as more preferred in comparison to female Facebook users. Suggestions for future research are discussed.

Keywords : facebook, gender, motivations, social networking sites

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