

Gender and Social Media Usage among Senior Bachelor of Science in Computer Science Students in President Ramon Magsaysay State University Main Campus

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Abstract— The study aimed to assess the gender and social media usage among Senior Bachelor of Science in Computer Students of President Ramon Magsaysay State University Main Campus. Specifically, it sought to identify the profile of the Bachelor of Science in Computer Science (BSCS) students in terms of gender; to determine the social media usage among senior BSCS students and to test the difference between the female and male on the social media usage among senior BSCS students. The researcher employed the descriptive research design using the survey questionnaire to the thirty- seven senior BSCS students. The data were analyze and interpreted with the use of frequency distribution, percentage, weighted mean and t- test. Female and male always used the social media in terms of social networking, creativity and production, entertainment and leisure, information searching and learning. On the other hand, both respondents often used the social media in terms of commercial activity. There is no significant difference between the female and male senior BSCS students on the usage of social media in terms of social networking, creativity and production, entertainment and leisure, information searching and learning and commercial activity.

Index Terms— usage, social media, gender, Computer Science students, President Ramon Magsaysay State University

1 INTRODUCTION

Social media is one of the current trends in Information Technology among college students. Social media is computer-based technology that facilitates the sharing of ideas, thoughts, and information through the building of virtual networks and communities. By design, social media is internet-based and gives users quick electronic communication of content. Content includes personal information, documents, videos, and photos. Users engage with social media via computer, tablet or smartphone via web-based software or web application, often utilizing it for messaging [1].

The digital shift, the Philippines has taken the global lead in at least one measure: time spent on social media. That is according to the closely followed internet trends report released by social media management platform Hootsuite and United Kingdom-based consultancy We Are Social Ltd. on Tuesday. The report, called Digital in 2017, showed that Filipinos spent an average of 4 hours and 17 minutes per day on social media sites such as Facebook, Snapchat and Twitter. The data were based on active monthly user data from social media companies as recent as Jan. 2017. The Philippines is followed by Brazil (3 hours and 43 minutes) and Argentina (3 hours and 32 minutes) [2].

Being involved in social media is one of the most active web-based activities in the Philippines. Because of this, Filipinos are declared to be the most active users on a number of web-based social network sites, such as Facebook, Instagram,

Snapchat and Twitter. The use of social networking websites has become so extensive that the country is now called "The Social Networking Capital of the World." [3].

Majority of the social network users are young individuals most of whom are university students. Therefore, social network sites are considered to be the most popular player in the lives of the younger generation [4] [5]. A study on the gender of users of social networking sites appears to have some impact on the online information behaviour. Globally, male students tend to use internet sources more frequently than females [6]. [7] and concerning media use, social networking sites emerge to be used by female rather than male students [8]

Hence, the researcher would like to study the social media usage of the Senior Bachelor of Science in Computer Science Students of President Ramon Magsaysay State University.

2 OBJECTIVES OF THE STUDY

This study aimed to assess the gender and social media among Senior Bachelor of Science in Computer Science (BSCS) students of the President Ramon Magsaysay State University Main Campus. Specifically, it sought to identify the profile of the Bachelor of Science in Computer Science students in terms of gender; to determine the social media usage among senior BSCS students and to test the difference between the female and

male on the social media usage among senior BSCS students.

3 METHODS AND MATERIALS

The descriptive methods of research was used in this study. The study was conducted at the College of Communication and Information Technology at the President Ramon Magsaysay State University, Iba, Zambales, Philippines. A total of thirty- seven (37) senior BSCS students participated in the study. All of them constitute the population for the study.

In this study, the researcher utilized the survey-questionnaire to collect data from the respondents. The instrument consisted of two (2) parts, the profile of the respondents and social media usage. On the question of social media usage, the respondents were asked to rate from the scale of 4 (always) to 1 (never). The data were analyzed and interpreted with the use of frequency distribution, percentage, weighted mean and t- test.

4 RESULTS AND DISCUSSIONS

Table 1 shows the distribution of the respondents as to gender.

Table 1
Distribution of Respondents

Gender	Frequency	Percentage
Male	16	43.24
Female	21	56.76
Total	37	100.00

There are sixteen (16) or 43.24 male respondents and twenty- one (21) or 56.76 female respondents. Majority of the respondents were females in the class.

Table 2 shows the summary on the usage of social media among Senior BSCS students of President Ramon Magsaysay State University.

Female respondents always used the social media for social networking with a rating of 3.74. Women use social media to share more personal information than men, revealing more about their personal lives. Women are more vocal, expressive and willing to share. In other words, women are biologically wired for social networking [9]. According to the study of [7]; concerning media use, social networking sites emerge to be used by female rather than male students [8]. Male respondents always used the social media for entertainment and leisure with a rating of 3.68. Studies have shown that boys have been online more than girls in previous decades because

of earlier forms of technology such as video or computer games [10].

Table 2
Summary on the Social Media Usage among Senior BSCS Students

Use of Social Media	Female		Male	
	WM	DI	WM	DI
1. Social Networking	3.74	Always	3.59	Always
2. Creativity and Production	3.54	Always	3.44	Always
3. Entertainment and Leisure	3.63	Always	3.68	Always
4. Information Searching or Learning	3.33	Always	3.25	Always
5. Commercial Activity	2.83	Often	3.03	Often
	3.41	Always	3.40	Always

On the other hand, female and male respondents often (Descriptive Interpretation) used the social media for commercial activity with a least weighted mean (WM) of 2.83 and 3.03, respectively. This imply that the respondents cautious in doing transactions online. Facebook, Instagram and Pinterest foster the most brand trust and help young adults find discover products they would actually use [11]. According to [9] females use social media less than men for business reasons.

Table 3 shows the test of difference of female and male senior BSCS Students on the usage of social media.

Table 3
Test of Difference of Female and Male Senior BSCS Students on the Usage of Social Media

Indicator	df	t-Stat	P(T<=t) Two-tail	t-Critical Two-tail	Interpretation /Decision
1. Social Networking	36	0.95	0.32	2.30	Not Significant Accept Ho
2. Creativity and Production	36	0.58	0.57	2.30	Not Significant Accept Ho
3. Entertainment and Leisure	36	0.04	0.96	2.30	Not Significant Accept Ho
4. Information Searching or Learning	36	0.27	0.79	2.30	Not Significant Accept Ho
5. Commercial Activity	36	-0.82	0.43	2.30	Not Significant Accept Ho

There is no significant difference between the female and male senior BSCS students of President Ramon Magsaysay State University on the usage of social media in terms of social networking (t -Stat = 1.04), creativity and production (t -Stat = 0.58), entertainment and leisure (t -Stat = 0.04), information searching and learning (t -Stat = 0.27) and commercial activity (t -Stat = -0.82) where in the significant value is less than the t -Critical value. Thus, the null hypothesis is accepted. This implies that female and male respondents have the same perception on the purpose of utilizing the social media.

5 CONCLUSIONS AND RECOMMENDATIONS

The researcher concluded that typical respondents were females. Female and male senior BSCS students always used the social media in terms of in terms of social networking, creativity and production, entertainment and leisure, information searching and learning. On the other hand, both respondents often used the social media the commercial activity. There is no significant difference between the female and male senior BSCS students on the usage of social media in terms of social networking, creativity and production, entertainment and leisure, information searching and learning and commercial activity.

Based on the findings of the study, on the usage of social media in terms of commercial activity the respondents always be cautious in doing online transactions to avoid hacking, scamming and malwares.

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