

A Study on Gender Differential Factors in Uses of Social Networking Sites

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ABSTRACT: *The different uses of Social Networking Sites (SNSs) have made it a favourite tool for interpersonal connectivity and interpersonal interactivity for social communication, irrespective of the gender. The study explores the frequently used SNSs, the divergent uses of SNSs and gender differences in the various uses of SNSs among young adults (20-35 years) in Bangalore city. The study used survey method to collect data across Bangalore city from 120 young adults. The study found 32 uses of SNSs to elucidate on the various ways in which people use SNSs every day. Also, the study found that men like to use SNSs for networking, dating, chatting, sharing quotes, promoting their favourite brands or actors; whereas women like to use SNSs to see what others have posted, creating and sharing new content, sharing knowledge, updating their whereabouts, using hashes & tags and to look for jobs.*

KEYWORDS: *Social Networking Sites, Facebook, LinkedIn, Twitter, Google+*

I. INTRODUCTION

Social networking sites (SNSs) have revolutionised the field of communication by changing the way people communicate via internet. Also, SNSs has added innovative features to interpersonal communication. Today, with the rising adoption of mobile phones or smart phones, SNSs are just a button away. With various SNSs available across the world, SNSs are competing by adding many new features. And with these new features it is becoming prone to addiction. SNSs are becoming addictive with various features like chatting, commenting, liking, posting new content, tagging photos, following actors or sport stars or celebrities, playing games, Selfies, etc. These features are not only entertaining, but are useful in the daily lives for interpersonal interconnectivity, networking, building and maintaining personal or business rapport, popularising their hobbies, etc. Hence, lately SNSs are even consuming offline activities' time.

SNSs was defined by Childnet International Research Report as, "Internet- or mobile-device based social spaces designed to facilitate communication, collaboration and content sharing across networks of contacts." SNS allows its users to become content creators and content consumers at the same time, thus allowing instant participation, sharing of thoughts or information and personalised communication" (Childnet International Research Report, 2008). PCmag Encyclopedia adds, SNSs are websites that provide a venue for people to share their activities with family, friends and colleagues or to share their interest in a particular topic. Members create an online profile with biographical data, photos and any other information they choose to post. They communicate with each other by making their latest thoughts public in a blog-like format to selected members" (PCmag). Based on the Alexa and Quantcast ranking, the top 5 social networking sites in the world are: Facebook, Twitter, LinkedIn, Pinterest and Google+. With hundreds of SNSs available across the globe, people have accounts in various SNSs based on the new features available and where their friends are active members.

II. PURPOSE

SNSs are used addictively by the present generation, like never before in the history of mankind for interpersonal communications. Hence, it is becoming imperative to study on the uses of SNSs with special reference to gender. This study finds out and portrays the different ways in which young adults use SNSs, and how the uses of SNSs differ between males and females. Also, the purpose of the study is to identify the frequently used SNSs by males and females.

The study attempts to identify the gender specific preferred uses of SNSs, which can be used by marketing professionals to enhance their success rate of digital marketing campaigns, aimed at specific genders, based on product portfolios. Also, the findings can help in deciding whether there is a need for customizing the SNSs' design based on gender, for existing and yet-to-be launched SNSs.

III. LITERATURE REVIEW

Earlier studies have studied the uses of SNSs. Danah Boyd in one of her researches stated, teenagers joined MySpace because that's where their friends were, also teenagers don't know what they do on the site, they just hang out. The study cited, "Teens join MySpace to maintain connections with their friends..... Teens often turn to sites like MySpace for entertainment; social voyeurism, passes time while providing insight into society at large." (Boyd, 2007) Aaron Smith from Pew Internet & American Life Project in his research on "Why Americans use social media", found that Americans use social media tools to connect with family members and friends (both new and old), and to connect with old friends they've lost in touch. Other minor uses include: connecting around a shared hobby or interest (14%), making new friends (9%), reading comments by public figures (5%) and finding potential romantic partners (3%). (Smith, 2011)

Exploring the emerging adults' use of social networking sites for communication, Kaveri Subrahmanyam, Stephanie M. Reich, Natalia Waechter and Guadalupe Espinoza cited that emerging adults use SNSs to interconnect with others like staying in touch with their friends as well as their family members and relatives. They spent much of their time on SNSs by reading comments, writing comments, and responding to comments/messages. Another important activity was browsing the pages/profiles of their friends. (Subrahmanyam, 2008) Salim Said Ali Al kindi and Saadat M. Alhashmi discovered that students used SNSs for finding information and sharing news, while, other students who didn't use it was because of their lack of experience, time, and IT skills. (Al kindi, 2012) Similarly, Manzoor Ali Mirani also reinstated that students use SNSs to find old friends, maintain their existing offline relations, pass time & be entertained, while some are likely to develop new relationships. The study results also suggested that for students, online SNSs are the means to strengthen their connections with offline networks. (Mirani, 2011)

Studies on University students by Andraws Swidan, Hasan Al-Shalabi, Mustafa Jwaifell, Arafat Awajan and Adnan Alrabea in their research work on use of SNSs in Jordanian Universities found that Jordanian Universities' students use social networking sites like Facebook, Twitter, Yahoo! Buzz and Windows Live intensively for academic purpose. (Swidan et. al, 2013) Another study on a large university in Pakistani by Mujeeb-ur-Rehman Abro, Li Zhenfang, Abdul Razaque Chhachhar and Syed Awais Hassan Gillani examined the usage pattern of SNSs and the adoptability of the users and found that SNSs users logged in at least once a day and were bridging the social capital by adding strangers; hence majority of the students didn't know their Facebook friends personally. (Abro, 2014)

Studies on gender differences in uses of SNSs : Few researches focused on the gender differences in usage patterns of SNSs. Nicole L. Muscanell and Rosanna E. Guadagno in their study on 'Make new friends or keep the old: Gender and personality differences in social networking use' found men used social networking sites for networking, making new friends, and finding potential dates and playing games; while women used it for relationship maintenance. Also women used it more frequently for posting public messages. (Muscanell, 2012) Another similar study, 'Gender differences in using Social Networks' by Güzin Mazman and Yasemin Koçak Usluel found females use Facebook for maintaining existing relationships, academic purposes and following specific agenda, while males use it for making new relationships. Also, females used it mostly for finding their old friends and keeping in touch with the existing ones as they tried to hide their identities and personal information to keep their privacy. (Mazman, 2011)

Facebook : Some studies focussed on the leading social networking site in the world – Facebook. Tiffany A. Pempek, Yevdokiya A. Yermolayeva, and Sandra L. Calvert in their research study on 'College students' social networking experiences on Facebook', found that 85% of college students used Facebook to communicate with friends, 9% only used Facebook to make new friends and none used Facebook to keep in touch with their parents or any strangers. (Pempek, 2009) Also, Christy M.K. Cheung, Pui-Yee Chiu and Matthew K.O. Lee's study on 'Why do students use Facebook?' found that most people use Facebook to get instant communication and connection with their friends. The study found five key values for using Facebook, they are: Purposive value, self-discovery, maintaining interpersonal interconnectivity, social enhancement and entertainment value. Among the five values, social related factors (maintaining interpersonal interconnectivity and social enhancement) and entertainment value are found to be significant. (Cheung et al., 2011) Saleem Alhabash, Hyojung Park, Anastasia Kononova, Yi-hsuan Chiang and Kevin Wise's research on 'Exploring the Motivations of Facebook Use in Taiwan', explored in terms of 7 motivations to use Facebook (Social connection, shared identities, photographs, content, social investigation, social network surfing, and status updates) to predict the intensity of Facebook use and content generation behaviours on Facebook. The study showed that the highest rated motivation to use Facebook was social connection. Also, the study found that motivation to use Facebook for posting and viewing status updates was the strongest predictor of Facebook intensity, whereas motivation to

view and share photographs was the strongest predictor of content-generation behaviour on Facebook. (Alhabash et al., 2012)

Indian Studies : A study by Mohamed Haneefa K. and Sumitha E. on 'Perception and Use of Social Networking Sites by the Students of Calicut University,' established that majority of the students used SNSs for friendly communication, followed by academic purposes, with their real names and photos. (Haneefa, 2011) Another research study 'Use of Social Networking Sites by Sikkim University Students' by Neeraj Kumar stated that majority of the Sikkim University students mainly used SNSs for academic purpose, compared to friendly communication and making friendship. (Kumar, N., 2012)

Manjunatha S. in his research on "The Usage of Social Networking Sites Among the College Students in India," revealed that almost half of the students (48%) use SNSs to maintain existing friends/relationships, followed by using it for finding new friends, and the least (only 3%) use it for dating purposes. The study stated primarily SNSs was used for messaging and chatting. Also, male students use SNSs more than female students. (Manjunatha, 2013)

Few of the studies emphasised on the uses of SNSs by one set of users like the research scholars. Dr. KP Singh and Malkeet Singh Gill's study on 'Use of Social Networking Sites by the Research Scholars: A Study of Guru Nanak Dev University, Amritsar' found that the main purpose of using SNSs is interacting with family and friends followed by 'to find useful information'. The study concluded that several features of the SNSs such as profile surfing, posting of messages, photos, videos, making friends, join communities etc. are the medium by which scholars keep updates and share professional and personal information. (Singh & Gill, 2011) Another study by Margam Madhusudhan on 'Use of social networking sites by research scholars of the University of Delhi,' showed that research scholars of University of Delhi preferred SNSs for academic use. Most of the respondents used SNSs for 'lurking', while few used it for promoting their own research. Cyber-bullying and privacy concerns were expressed by some research scholars, while majority of them maintained using SNSs may be a waste of time. (Madhusudhan, 2012)

IV. OBJECTIVES

- [1] What are the frequently used SNSs by males and females in Bangalore?
- [2] What are the most popular uses of SNSs among young adults in Bangalore?
- [3] Do uses of SNSs differ between males and females?

V. METHODOLOGY

The present study used the descriptive survey method as it was considered as one of the most effective methods to collect information within a short span of time, across a region, by saving time and money. Also, the survey method assures confidentiality to the respondents, thus assuring true responses from all the participants. A multi-paged, multi-itemed questionnaire with both open-ended and closed-ended questions was prepared based on the review of literature and subjective content analysis of 50 users' profiles and their activities in SNSs. The questionnaire had identified and listed 32 uses of SNSs. The close-ended questions used Likert-rating scale to find out the respondents' usage patterns of SNSs. The 5-point Likert scale ranged with options from "Never" to "Always" (Never, Rarely, Sometimes, Often or Always). The questionnaires were administered face-to-face randomly on 120 young adults, that is youngsters in the age group of 20 to 35 years, in Bangalore city. Same questionnaires were administered on both males and females. The percentage analysis along with the mean scores (M) and standard deviation (SD), were used to tabulate the collected data (for both males and females separately).

VI. ANALYSIS AND DISCUSSION

Demographic profile: The sample size for the present study was 120 young adults aged between 20-35 years. Gender wise the sample had 53.33% males (n=64) and 46.67% females (n=56). Age group wise the male sample had 25% (n=16) belonging to the age group of 20-25 years, 37.5% (n=24) belonging to 30-35 years and another 37.5% (n=24) belonging to the age group of 26-30 years. And the female sample had 28.57% (n=16) belonging to the age group of 20-25 years, 42.86% (n=24) belonging to 26-30 years and 28.57% (n=16) belonging to the age group of 30-35 years. Among the male sample majority had completed their post graduation (62.5%, n=40), 25% (n=16) had completed their graduation and 12.5% (n=8) had completed their Doctorate or M.Phil. And among the female sample 85.71% (n=48) had completed their post graduation, and 14.29% (n=8) had completed their graduation.

Internet and SNSs Usage: Among the male sample 37.5% (n=24) spent 1-3 hours per day, 37.5% (n=24) spent 3-5 hours per day, browsing the web, and 12.5% (n=8) spent less than 1 hour and another 12.5% (n=8) spent 5-7

hours per day surfing the web. And among the female sample 28.57% (n=16) spent 1-3 hours, 3-5 hours and 5-7 hours each respectively, surfing the web per day, while another 14.39% (n=8) surfed more than 7 hours. One of the respondents had mentioned that she browsed the web 10-12 hours per day. Also, all the male respondents (100%, n=64) used smart phones to access internet, while 85.71% (n=48) of the female respondents accessed internet from their smart phones or mobile phones.

Frequently used SNSs: The frequently used SNSs in Bangalore by the male young adults were Facebook, Twitter, Google+ and LinkedIn. All the respondents i.e. 100% (n=64) used Facebook, 75% (n=48) used LinkedIn, 62.5% (n=40) used Twitter and only 37.5% (n=24) used Google+ frequently. (See Fig. 1)

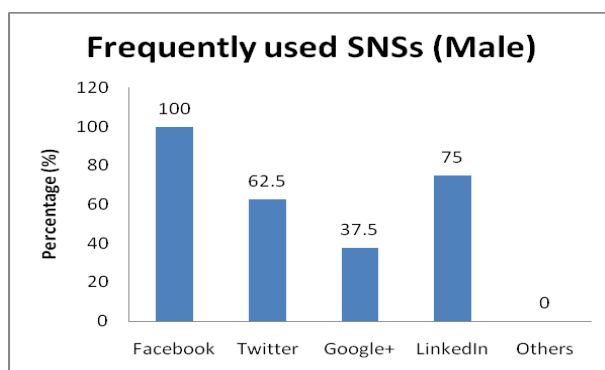


Figure 1: Frequently used SNSs by males.

Similarly, the frequently used SNSs by the female young adults were Facebook, Twitter, Google+ and LinkedIn. All the respondents i.e. 100% (n=56) used Facebook, 85.71% (n=48) used LinkedIn, 71.43% (n=40) used Twitter and only 42.86% (n=24) used Google+ frequently; also 14.29% (n=8) used other SNSs like Pinterest, Tumblr. (See Fig. 2)

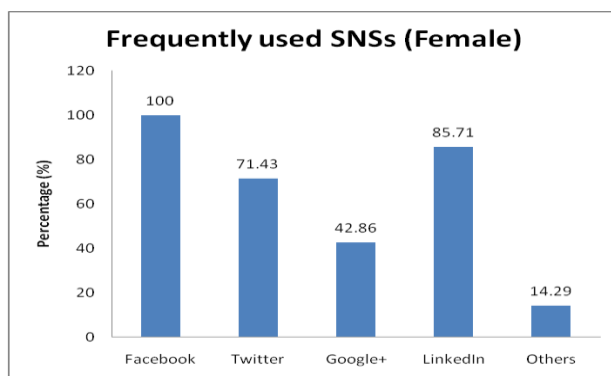


Figure 2: Frequently used SNSs by females.

Among the Social Networking Sites, the male respondents stated Facebook (100%, n=64) was their favourite SNSs, followed by 25% (n=16) for LinkedIn. And among the female respondents only 57.14% (n=32) stated Facebook as their favourite SNSs, while 42.86% (n=24) stated Twitter and 28.57% (n=16) stated LinkedIn.

Uses of SNSs based on gender: SNSs were regularly extensively used for various purposes by both male and female young adults in their day-to-day lives. (see TABLE 1) Majority of the SNSs' users always accessed SNSs to find old friends, new friends, colleagues. Among male respondents 87.5% (62.5% (n=40) + 25% (n=16)) often or always used it; while among female respondents only 42.86% (28.6 (n=16) + 14.3% (n=8)) often or always used it for the same. Hence, male respondents used SNSs frequently to find old friends, new friends, colleagues compared to female respondents.

Similarly, 50% (n=32) of the male respondents often used SNSs to build new contacts/make new friends, while only 14.3% (n=8) of female respondents used SNSs for the same. Thus, male respondents used SNSs highly to build new contacts or make new friends and expand their network of friends.

SNSs are commonly used for chatting. More than 50% (37.5% (n=24) + 12.5% (n=8)) of the male respondents used SNSs often or always for chatting; while only 42.86% (28.6% (n=16) + 14.3% (n=8)) of female respondents often or always used it for the same. Also, the mean value of $M=3.63$ for males, which is above the midpoint, compared to $M=2.71$ for females clearly shows that the male respondents used chatting frequently via SNSs compared to female respondents.

More than half of the female respondents 57.14% (28.6% (n=16) + 28.6 (n=16)) often or always and 37.5% (n=24) sometimes used SNSs to check what their friends have posted on SNSs like what are they doing, where are they going etc compared to male respondents with 50% (37.5% (n=24) + 12.5% (n=8)) using it often or always. Hence, females used SNSs extensively to check what their friends have posted on SNSs

Majority of the female respondents (42.86%, n=24) often used SNSs as platforms to create and share original content; compared to only 12.5% (n=8) of male respondents who used it often. Also, the female respondents mean value of $M=3$, was above the midpoint, compared to the mean value of $M=2.38$ for males. Hence, females used SNSs more often than males for creating and sharing new content.

Majority of the females 71.43% (42.9% (n=24) + 28.6% (n=16)) often or always used SNSs to share knowledge, interesting articles, etc compared to males with only 50% (n=32) often using it. Thus, females were more active than males in sharing knowledge, interesting articles, how-to-do tips, etc.

There was no significant difference in males and females usage of SNSs for sharing their hobby or passion. 62.5% (n=40) of male respondents often used and 57.14% (n=32) of female respondents often used SNSs to share their passion or hobby like sharing photos clicked by them, favourite music videos, movie reviews, travel destinations, adventure trip photos, favourite cooking recipes etc.

Half of the male respondents 50% (37.5% (n=24) + 12.5% (n=8)) used SNSs to share latest news, similarly, 42.86% (28.6% (n=16) + 14.3% (n=8)) of female respondents used it for the same. Hence, there was no significant gender difference on usage of SNSs to share latest news.

Male respondents 87.5% (50% (n=32) + 37.5% (n=24)) never or rarely and female respondents 85.71% (n=48) never used SNSs to share religious verses or views. Thus, there was no significant difference among both males and females on usage of SNSs to share religious views, pictures, verses, etc.

Female respondents with a mean score $M=2.57$, which is above the midpoint, used SNSs to update all their whereabouts compared to male respondents with a mean score $M=1.75$. 14.29% (n=8) of female respondents often used and 42.9% (n=24) sometimes used SNSs to update their whereabouts, compared to 0% of male respondents who sometimes or often or always used it for the same.

Both males and females refrained from sharing their friend's status messages. Hence, there was no significant difference observed. 100% (42.86% (n=24) + 57.14% (n=32)) of female respondents never or rarely used SNSs to share their friend's messages, similarly, 62.5% (25% (n=16) + 37.5% (n=24)) of male respondents never or rarely used it for the same.

Majority of the female respondents 85.72% (14.29% (n=8) + 71.43% (n=40)) never or rarely used SNSs to share their 'Selfie' photos, compared to 75% (n=48) of male respondents who rarely used it for the same. Hence, there was no significant difference in the usage of SNSs to share their 'Selfie' photos by both females and males.

Male respondents 12.5% (n=16) used SNSs often to share inspirational quotes from great philosophers compared to 0% of female respondents who always or often used it for the same. The mean score was $M=2.5$ for males, but the female respondents mean score was $M=2.14$, which was lower than the midpoint. Hence, male respondents often used SNSs to share inspirational quotes from philosophers compared to female respondents.

Both male and female respondents refrained from sharing pictures of pets or animals; hence, there was no significant difference. 87.5% (25% (n=16) + 62.5% (n=40)) of male respondents never or rarely shared

pictures of their pets or any animals, similarly, 85.71% (57.14% (n=32) + 28.57% (n=16)) of female respondents never or rarely used it for the same.

Both male and female respondents liked sharing interesting posts; hence, there was no significant difference. 50% (25% (n=16) + 25% (n=16)) of male respondents often or always shared interesting posts, similarly 14.29% (n=8) of female respondents always and 85.7% (n=48) sometimes used SNSs for the same.

Majority of the male and female respondents used SNSs to wish their friends on birthdays, wedding anniversaries etc.; hence, there was no significant difference. 100% (87.5% (n=56) + 12.5% (n=8)) of male respondents often or always used SNSs to wish their friends on birthdays, wedding anniversaries etc., similarly 85.71% (57.1% (n=32) + 28.6% (n=16)) of female respondents used it often or always for the same.

Majority of the male and female respondents refrained from using SNSs to post jokes, etc to grab the attention of others; hence, there was no significant difference. 87.5% (12.5% (n=8) + 75% (n=48)) of male respondents never or rarely used SNSs to post jokes, etc, similarly, 85.72% (42.86% (n=24) + 42.86% (n=24)) of female respondents never or rarely used it for the same.

Both male and female respondents refrained from posting in vernacular languages in SNSs; hence, there was no significant difference. In the sample, 100% (37.5% (n=24) + 62.5% (n=40)) of male respondents never or rarely posted in vernacular languages in SNSs, similarly, 100% (n=56) of female respondents never used SNSs for the same.

Majority of the female respondents 57.14% (n=32) often used SNSs to like all the posts of their friends or favourite stars or brands, compared to 12.5% (n=8) of male respondents who often used it for the same. The mean score of female respondents $M=3.43$, which is above the midpoint, clearly depicts that female respondents used SNSs to like all the posts of their friends or favourite stars or brands, compared to male respondents mean score of $M=2.25$, which is lower than the midpoint.

Almost half of the male respondents 50% (n=32) sometimes used SNSs to respond to every status messages, pictures or videos shared by their friends, by liking or commenting on it, compared to 0% of female respondents who sometimes, often or always used it for the same. Hence, male respondents sometimes used SNSs to respond to every status messages, pictures or videos shared by their friends, compared to female respondents who never used it for the same.

Female respondents were passive users who liked to read all their friends messages or posts but never respond to it, compared to male respondents. 14.3% (n=8) of female respondents often used SNSs to read all their friends messages or posts but never respond to it, while 0% of male respondents often or always used it for the same.

More than one-third of the male respondents 37.5% (n=24) sometimes used SNSs to add or make many friends or followers, compared to 14.3% (n=8) of female respondents who used it for the same. Hence, males used SNSs sometimes to add or make many friends or followers, compared to females.

Both male and female respondents refrained from playing games on SNSs; hence, there was no significant difference. In the sample, 87.5% (62.5% (n=40) + 25% (n=16)) of male respondents never or rarely played games on SNSs, similarly, 85.71% (n=48) of female respondents never used SNSs for the same.

One – fourth of the male respondents (25%, n=16) sometimes used and 12.5% (n=8) often used SNSs to promote their company, favourite actors, music bands or brands compared to 0% of female respondents who sometimes, often or always used it for the same. Hence, male respondents with mean value of $M=2.38$, which is higher than the female respondents mean value of $M=1.43$, used SNSs more frequently to promote their company, favourite actors, music bands or brands, compared to female respondents.

Both male and female respondents refrained from using SNSs to follow their favourite actors or actresses or music bands or brands; hence, there was no significant difference. 87.5% (50% (n=32) + 37.5% (n=24)) of male respondents never or rarely followed their favourite actors or actresses or music bands or brands, compared to 71.43% (42.86% (n=24) + 28.57% (n=16)) of female respondents who never used SNSs for the same.

Male respondents 12.5% (n=8) sometimes used SNSs to look for attractive dates or dating, compared to 0% of female respondents who sometimes, often or always used it for the same. Hence, males sometimes used SNSs for dating purposes compared to females who never used it.

Female respondents 28.6% (n=16) sometimes used hashes in all their posts in SNSs to make it public, compared to 0% of male respondents who sometimes, often or always used it for the same. Hence, females sometimes used hashes in all their posts in SNSs to make it public compared to males who never used it. Similarly, female respondents 28.58% (14.3% (n=8) + 14.3% (n=8)) often or always used tags to tag themselves or their friends in all their photos, compared to 0% of male respondents who often or always used it for the same. Hence, female respondents with mean score of M=2.86, which is above the midpoint, sometimes used tags to tag themselves or their friends in all their photos, compared to males with a mean score of M=1.88, which is below the midpoint and they never used it for the same.

Female respondents 28.6% (n=16) often used SNSs to look for jobs, or to seek career orientation, compared to 0% of male respondents who often or always used it for the same. Hence, females often used SNSs to look for jobs, or to seek career orientation, compared to males.

Half of the male respondents 50% (n=32) sometimes used SNSs for academic purposes, compared to 14.3% (n=8) of female respondents who often used and 28.6% (n=16) sometimes used it for the same. Hence, there was no significant difference in SNSs usage for academic purposes, as the males mean score was M=2.25 and females mean score was M=2.14.

Female respondents 14.3% (n=8) often used SNSs to support or propagate their favourite political party's views or ideals, compared to 12.5% (n=8) of male respondents who sometimes used it for the same. Hence, there was no significant difference.

Both male and female respondents refrained from using SNSs to steal their friends' personal details or contact information etc.; hence, there was no significant difference. 100% (n=56) of female respondents never used SNSs to steal their friends personal details or contact information etc., similarly, 87.5% (n=56) of male respondents also never used SNSs for the same.

Table 1: Uses of Social Networking Sites.

Sl No	Uses of SNS	Gen der	Never		Rarely		Sometimes		Often		Always		To tal	Mea n	SD
			%	N	%	N	%	N	%	N	%	N			
1	To find old friends, new friends, Colleagues	M	0	0	12.5	8	0	0	62.5	40	25	16	64	4	0.8
		F	0	0	14.3	8	42.9	24	28.57	16	14.3	8	56	3.43	0.8
2	To build new contacts/ make new friends	M	12.5	8	25	16	12.5	8	50	32	0	0	64	3	0.9
		F	0	0	42.9	24	42.9	24	14.29	8	0	0	56	2.71	0.9
3	To chat with friends/family	M	0	0	0	0	50	32	37.5	24	12.5	8	64	3.63	0.9
		F	0	0	28.6	0	28.6	16	28.57	16	14.3	8	56	2.71	0.7
4	To check what your friends have posted	M	0	0	12.5	8	37.5	24	37.5	24	12.5	8	64	3.5	0.9
		F	0	0	14.3	8	28.6	16	28.57	16	28.6	16	56	3.71	0.8
5	To create new content (like blogs, videos) and share	M	12.5	8	50	32	25	16	12.5	8	0	0	64	2.38	0.9
		F	14.29	8	14.3	8	28.6	16	42.86	24	0	0	56	3	0.9
6	To share knowledge, interesting articles, how-to-do tips	M	0	0	0	0	50	32	50	32	0	0	64	3.5	0.9
		F	0	0	14.3	8	14.3	8	42.86	24	28.6	16	56	3.86	0.8
7	To share your passion/hobby like photos clicked by you, favourite songs/music videos/ movie reviews/ travel destinations, recipes etc	M	0	0	0	0	37.5	24	62.5	40	0	0	64	3.63	0.9
		F	0	0	0	0	42.9	24	57.14	32	0	0	56	3.57	0.8
8	To share latest news	M	0	0	25	16	25	16	37.5	24	12.5	8	64	3.38	0.9
		F	14.29	8	14.3	8	28.6	16	28.57	16	14.3	8	56	3.14	0.9
9	To share religious verses, views, pictures etc	M	50	32	37.5	24	12.5	8	0	0	0	0	64	1.63	0.9
		F	85.71	48	0	0	14.3	8	0	0	0	0	56	1.29	1
10	To update all your whereabouts, E.g. restaurant name	M	25	16	75	48	0	0	0	0	0	0	64	1.75	0.9
		F	14.29	8	28.6	16	42.9	24	14.29	8	0	0	56	2.57	0.9
11	To share your friend's status message	M	25	16	37.5	24	37.5	24	0	0	0	0	64	2.13	0.9
		F	42.86	24	57.1	32	0	0	0	0	0	0	56	1.57	0.9
12	To share your selfie	M	0	0	75	48	25	16	0	0	0	0	64	2.25	0.9

	photos	F	14.29	8	71.4	40	14.3	8	0	0	0	0	56	2	0.9
13	To share inspirational quotes from great philosophers	M	0	0	62.5	40	25	16	12.5	8	0	0	64	2.5	0.9
		F	14.29	8	57.1	32	28.6	16	0	0	0	0	56	2.14	0.9
14	To share pics of your pet or animals	M	25	16	62.5	40	12.5	8	0	0	0	0	64	1.88	0.9
		F	57.14	32	28.6	16	14.3	8	0	0	0	0	56	1.57	0.9
15	To share any interesting posts that you like	M	0	0	25	16	25	16	25	16	25	16	64	3.5	0.9
		F	0	0	0	0	85.7	48	0	0	14.3	8	56	3.29	0.9
16	To wish your friends for birthdays/ wedding or work anniversaries	M	0	0	0	0	0	0	87.5	56	12.5	8	64	4.13	0.8
		F	0	0	0	0	14.3	8	57.14	32	28.6	16	56	4.14	0.8
17	To post jokes etc to grab the attention of others	M	12.5	8	75	48	12.5	8	0	0	0	0	64	2	0.9
		F	42.86	24	42.9	24	14.3	8	0	0	0	0	56	1.71	0.9
18	Always post in vernacular languages (hindi, kannada etc)	M	37.5	24	62.5	40	0	0	0	0	0	0	64	1.63	0.9
		F	100	56	0	0	0	0	0	0	0	0	56	1	1
19	To like all the post of your friends or your favourite stars/ brands	M	37.5	24	12.5	8	37.5	24	12.5	8	0	0	64	2.25	0.9
		F	0	0	14.3	8	28.6	16	57.14	32	0	0	56	3.43	0.8
20	To respond to every status message, picture, or video your friends shares	M	37.5	24	12.5	8	50	32	0	0	0	0	64	2.13	0.9
		F	42.86	24	57.1	32	0	0	0	0	0	0	56	1.57	0.9
21	To read all the friends messages, but never respond	M	12.5	8	50	32	37.5	24	0	0	0	0	64	2.25	0.9
		F	42.86	24	14.3	8	28.6	16	14.29	8	0	0	56	2.14	0.9
22	To add/make many friends or followers	M	12.5	8	50	32	37.5	24	0	0	0	0	64	2.25	0.9
		F	42.86	24	42.9	24	14.3	8	0	0	0	0	56	1.71	0.9
23	To play games on Facebook (Farmville, Candy Crush Saga)	M	62.5	40	25	16	0	0	12.5	8	0	0	64	1.63	0.9
		F	85.71	48	0	0	0	0	14.29	8	0	0	56	1.43	0.9
24	To promote your company, favourite actor, music bands, brands, etc.	M	12.5	8	50	32	25	16	12.5	8	0	0	64	2.38	0.9
		F	57.14	32	42.9	24	0	0	0	0	0	0	56	1.43	0.9
25	To follow your favourite actors/actresses/music bands/ brands etc	M	50	32	37.5	24	12.5	8	0	0	0	0	64	1.63	0.9
		F	42.86	24	28.6	16	28.6	16	0	0	0	0	56	1.86	0.9
26	To look for attractive dates or opposite sex members (dating)	M	62.5	40	25	16	12.5	8	0	0	0	0	64	1.5	1
		F	85.71	48	14.3	8	0	0	0	0	0	0	56	1.14	1
27	Use Hashes in all the posts	M	37.5	24	62.5	40	0	0	0	0	0	0	64	1.63	0.9
		F	42.86	24	28.6	16	28.6	16	0	0	0	0	56	1.86	0.9
28	Tag yourself or friends in all the photos	M	25	16	62.5	40	12.5	8	0	0	0	0	64	1.88	0.9
		F	28.57	16	0	0	42.9	24	14.29	8	14.3	8	56	2.86	0.9
29	To look for jobs/ career orientation	M	12.5	8	37.5	24	50	32	0	0	0	0	64	2.38	0.9
		F	42.86	24	0	0	28.6	16	28.57	16	0	0	56	2.43	0.9
30	For academic purpose	M	25	16	25	16	50	32	0	0	0	0	64	2.25	0.9
		F	42.86	24	14.3	8	28.6	16	14.29	8	0	0	56	2.14	0.9
31	To support & propagate your favourite political party's views, ideals	M	50	32	37.5	24	12.5	8	0	0	0	0	64	1.63	0.9
		F	57.14	32	28.6	16	0	0	14.29	8	0	0	56	1.71	0.9
32	To steal your friends personal details/contact information	M	87.5	56	0	0	12.5	8	0	0	0	0	64	1.25	1
		F	100	56	0	0	0	0	0	0	0	0	56	1	1

VII. MAJOR FINDINGS

The following are the major findings of the study:

- [1] The most frequently used SNSs by males are Facebook (100%), followed by LinkedIn (75%), Twitter (62.5%) and Google+ (37.5%). Whereas the most frequently used SNSs by females are Facebook (100%), followed by LinkedIn (85.71%), Twitter (71.43%) and Google+ (42.86%). Also 14.29% of females used other SNSs like Pinterest, Tumblr.
- [2] Among the Social Networking Sites, the male respondents stated Facebook (100%, n=64) was their favourite SNSs, followed by 25% (n=16) for LinkedIn. And among the female respondents only 57.14% (n=32) stated Facebook as their favourite SNSs, while 42.86% (n=24) stated Twitter and 28.57% (n=16) stated LinkedIn as their favourite SNSs.
- [3] The most popular uses of SNSs among young adults are: to find old friends, new friends, colleagues; to build new contacts or make new friends; for chatting; to check what their friends have posted on SNSs like what are they doing, where are they going, etc.; for creating and sharing new content; to share knowledge,

interesting articles, how-to-do tips, etc.; for sharing their hobby or passion; to share latest news; to share religious views, pictures, verses, etc.; to update all their whereabouts; for sharing their friend's status messages; to share their 'Selfie' photos; to share inspirational quotes from philosophers; for sharing pictures of pets or animals; to share interesting posts; to wish their friends on birthdays, wedding anniversaries; to post jokes, etc to grab attention; to post in vernacular languages; to like all the posts of their friends or favourite stars or brands; to respond to every status messages, pictures or videos shared by their friends; to read all their friends messages or posts but never respond to it; to add or make many friends or followers; to play games; to promote their company, favourite actors, music bands or brands; to follow their favourite actors or actresses or music bands or brands; for dating purposes; to use hashes in all their posts; to tag themselves or their friends in all their photos; to look for jobs or seek career orientation; for academic purposes; to support or propagate their favourite political party's views or ideals; and to steal their friends' personal details or contact information.

- [4] Males used SNSs frequently: to find old friends, new friends, colleagues; to build new contacts or make new friends; for chatting; to share inspirational quotes from philosophers; to respond to every status messages, pictures or videos shared by their friends; to add or make many friends or followers; to promote their company, favourite actors, music bands or brands and for dating purposes.
- [5] Females used SNSs frequently: to check what their friends have posted on SNSs like what are they doing, where are they going, etc.; for creating and sharing new content; to share knowledge, interesting articles, how-to-do tips, etc.; to update all their whereabouts; to like all the posts of their friends or favourite stars or brands; to read all their friends messages or posts but never respond to it; use hashes in all their posts; use tags to tag themselves or their friends in all their photos and to look for jobs or seek career orientation.
- [6] Also there were no significant differences in the following uses of SNSs by both males and females: for sharing their hobby or passion; to share latest news; to share religious views, pictures, verses, etc.; for sharing their friend's status messages; to share their 'Selfie' photos; for sharing pictures of pets or animals; to share interesting posts; to wish their friends on birthdays, wedding anniversaries; to post jokes, etc to grab attention; to post in vernacular languages; to play games; to follow their favourite actors or actresses or music bands or brands; for academic purposes; to support or propagate their favourite political party's views or ideals and to steal their friends' personal details or contact information.

VIII. CONCLUSION

The study identified and used 32 uses of SNSs to assess the different usage patterns of SNSs by males and females. The study shows the divergent uses of SNSs by the present generation of young adults, which consists of youngsters aged between 20-35 years.

The study found that the most frequently used SNSs by males and females were Facebook, followed by LinkedIn, Twitter and Google+. Also, few used other SNSs like Pinterest, Tumblr. All the respondents had an account in Facebook, thus Facebook is the most popular and frequently used SNSs among young adults in Bangalore. The different uses of SNSs have made it a favourite tool for interpersonal connectivity and interpersonal interactivity through social communication for both males and females. The study analysed 32 uses of SNSs to elucidate on the various ways in which people use SNSs every day.

The study found that males used SNSs mainly to find old friends, new friends, colleagues; to build new contacts or make new friends; for chatting; to share inspirational quotes from philosophers; to respond to every status messages, pictures or videos shared by their friends; to add or make many friends or followers; to promote their company, favourite actors, music bands or brands; for dating purposes. Hence, men like to use SNSs for networking, dating, chatting, sharing quotes and to promote their favourite brands or actors. Whereas females used SNSs to check what their friends have posted on SNSs like what are they doing, where are they going, etc.; for creating and sharing new content; to share knowledge, interesting articles, how-to-do tips, etc.; to update all their whereabouts; to like all the posts of their friends or favourite stars or brands; to read all their friends messages or posts but never respond to it; use hashes in all their posts; use tags to tag themselves or their friends in all their photos; to look for jobs or seek career orientation. Thus, women like to see what others have posted, creating and sharing new content, sharing knowledge, updating their whereabouts, using hashes & tags and to look for jobs.

The gender differences stated on the uses of SNSs is volatile, as the uses of SNSs changes over time with the invasion of innovative features and newer SNSs.

The study has added to the existing body of literature or knowledge by identifying the gender differences in the uses of SNSs by young adults.

IX. LIMITATIONS AND FUTURE RESEARCH

The research study identified 32 uses of SNSs, frequently used SNSs by both males and females, gender differences in the day-to-day uses of SNSs by young adults in Bangalore city. The limitation of this study was that the sample size was limited to Bangalore city only, which might affect the generalisability of its findings.

Future research may be conducted on respondents across India or elsewhere in the world to find out the cross-cultural implications on gender differences in the uses of SNSs. Further, future studies can focus on the factors contributing to 'why' a particular gender used a particular uses of SNSs more prominently than other uses of SNSs. Also, future studies can identify more number of uses of SNSs as the features of the SNSs are constantly changing with the launch of innovative features and newer SNSs.

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