

Research Paper

Gender difference In Emotional Connectedness to Facebook and WhatsApp among Undergraduate Students

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ABSTRACT

The purpose of this study is to determine Undergraduate student's emotional connectedness to Facebook and WhatsApp with focus on the possible differences between male and female students. Emotional Connectedness to Facebook & WhatsApp; and gender difference in emotional connectedness to those sites is investigated in this study. The study group consisted of 100 Facebook & WhatsApp users (Undergraduate students from Arts, Commerce, and Science in The New College, Kolhapur). They were completed two different tests consisted of 'Facebook Intensity Scale' by Ellison, N. B. Steinfield, C. Lamp, C.; and 'WhatsApp Intensity Scale' which was developed by the researchers themselves based on Facebook Intensity Scale. Results reveal that:

- 1) There is significant difference in emotional connectedness to Facebook among undergraduate male and female students
- 2) There is no significant difference in emotional connectedness to WhatsApp among undergraduate male and female student

Keywords: Emotional Connectedness, Facebook, Gender difference, WhatsApp.

Since their introduction, social networking sites such as MySpace, Twitter, Facebook, IMO, WhatsApp, Hike, and Instagram have attracted millions of users. Social Networks have become a global phenomenon and attracted extensive population from all around the world. Research has shown that many people connect to social network sites at least once a day either to check their profiles or to participate in different online activities (Joinson, 2008; Lenhart, 2009).

According to Facebook's fast sheet (2011a), "Facebook is a social utility that helps people communicate more effectively with their friends, family and coworkers". There are now more than 500 million users - 250 million of which into the site daily. They also spend 700 billion minutes per month (Facebook, 2011b).

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WhatsApp which provide online chat over the internet has become a prevalent was of interactive online communication . By August 2014, WhatsApp has more than 600 million monthly active users a global mobile internet users penetration rate of 24% . By Jan 2015 , there are 700 million people actively using WhatsApp worldwide each month (Hsieh .S.H . ; Timmy , H. T.)

Emotional disclosure occur naturally in everyday life (Moreno et al., 2011) Nowadays, with the widespread can easily share their emotional with a wide audience (Boyd & Ellison, 2007). Research has shown that emotional expressions are ubiquitous on social networking sites and their overall pattern matches seasonal mood changes (Golder & Macy,2011). It has been shown that sharing emotional experiences through effective words is common on social networking sites (Golder, S. A. & Macy, M . W.).

There is growing evidence that men & Women use online social plat forms differently (A. Hoffman, 2008 women have been continuously have user of social networking sites, spending more time on the sites and having more Facebook friend (Dunn, 2012). In this present study, we determined gender difference in emotional connectedness to Facebook & WhatsApp among undergraduate students.

Problem of the study:

- To determine gender difference in emotional connectedness to Facebook & WhatsApp among undergraduate students .

Hypotheses:

The hypothesis of the study were stated as follows : Assuming that the other factors are kept constant ; it is hypothesized that :

- 1) There would be significant difference in emotional connectedness to Facebook among undergraduate male and female students.
- 2) There would be significant difference in emotional connectedness to WhatsApp among undergraduate male and female students.

METHOD

Sample:

For the purpose of the study it was decided to collect a date from the population of the undergraduate male and female students in The New College, Kolhapur. Therefore, in present study 100 (50 males & 50 females) undergraduate students were selected as a sample from Arts, Commerce, and science faculty Age of the participant was raging from 18 to 22 years.

Tools:

1) Facebook Intensity Scale :- (FIS)

The scale was constructed by Ellison, N. B., Steinfield, c., Lampe, c.(2007) . The FIS is used to measure Facebook usage beyond simple measures of frequency and duration,

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incorporating emotional connectedness to the site and its integration into individual's daily activities. This scale consists of 8 items five point rating scale. The measures five levels of intensity: 1=Strongly disagree to 5=Strongly agree.

2) WhatsApp Intensity scale :- (WIS)

This Scale was constructed by researchers itself on the basic of Facebook Intensity scale (FIS) by Elliso , N. B. Steinfield , c. Lampe, c. (2007) . The WIS is used to measure WhatsApp uses beyond simple measures of frequency and duration, incorporating emotional connectedness to the WhatsApp and its integration into individual's daily activities. This scale consists of five point rating scale. The scale measures five levels of intensity :- 1 = Strongly disagree to 5 = strongly agree.

Procedure:

After selecting the sample and finalizing the assessment tool for the present study, permission was taken from the heads of the institution of the prescribed college to administer the scale on the students of undergraduate classes of Arts, Commerce, and Science . First they were completed FIS & WIS. students who used both Facebook & WhatsApp were considered for the present study. Finally, gender difference in emotional connectedness to Facebook & WhatsApp was determined regarding to undergraduate students .

RESULTS:

Table No.1 Showing FIS & WIS scores Among male & Female College Students

Variable	Gender	n	Mean	SD	DF	tz
FIS	Male	50	19.12	4.99	98	2.03264
	Female	50	5.16	5.16		056
WIS	Male	50	19.32	6.07	98	0.8152
	Female	50	20.18	4.33		478

Table no. 1 shows FIS & WIS scores among undergraduate male & female students . Table depicts that there is significant difference in emotional connectedness to Facebook among undergraduate male & female students. In another words, gender does show significant influence on emotional connectedness. This finding is consistent with previous research by Dunn , 2012 that women have been continuously heavier user of social networking site, spending more time & having more FB friends.

Table also shows that there is no significant difference in emotional connectedness to whatsApp among undergraduate male & female students . It means , gender does not show significant influence on emotional connectedness, This finding is inconsistent with previous research by A . Hoffman, 2008 stated that there is growing evidence that men & women use online social platforms differently but this finding is consistent with research by Golder, S. A. & Macy, M. W. stated sharing emotional experiences in effective

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words is common on social networking sites. It might be occurred because in today ; world, male & female gets equal exposure with regarding social networking sites.

CONCLUSIONS

- 1) There is significant difference in emotional connectedness to Facebook among undergraduate male and females .
- 2) There is no significant difference in emotional connectedness to WhatsApp among Undergraduate male and females.

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