
INFLUENCIA DEL GÉNERO EN EL USO DE REDES SOCIALES VIRTUALES EN ESTUDIANTES UNIVERSITARIOS

López de Ramos, Aura

Universidad Internacional de Ciencia y Tecnología – UNICyT
Centro de Investigación Educativa CIEDU
Ciudad de Panamá, Panamá
<https://orcid.org/0000-0002-8983-9704>

Abstract

The gender gap in the use of virtual social networks (RRSS) is an important issue in the digital world. Some previous studies have pointed out that men tend to use social networks more than women, and that there are also differences in how they use them. This study focused on analyzing these differences in university students in Latin America, focusing on popular social networks such as Facebook, Instagram, Twitter, Snapchat, LinkedIn, TikTok and YouTube. The research involved 102 students from a private university in Panama, with most women (male:female ratio of 1:1.68). The participants were of varied ages, and the majority resided in the Province of Panama. The results showed that women use social networks more frequently than men, but men tend to spend more time on them. Furthermore, there were no notable differences between genders in terms of preference for technological devices or specific social networks. Most students used WhatsApp for instant messaging. Regarding social media activities, it was observed that men tended to use them less to obtain information or stay informed compared to women. However, women showed a slightly lower tendency to use social networks for activities related to their studies.

Keywords: Digital divide, Gender gap, Gender digital inequality, Social Media Addiction, Social networks.

Resumen

La brecha de género en el uso de las redes sociales virtuales (RRSS) es un tema importante en el mundo digital. Algunos estudios previos han señalado que los hombres tienden a usar más las RRSS que las mujeres, y que también hay diferencias en cómo las utilizan. Este estudio se enfocó en analizar estas diferencias en estudiantes universitarios de Latinoamérica, centrándose en RRSS populares como Facebook, Instagram, Twitter, Snapchat, LinkedIn, TikTok y YouTube. La investigación involucró a 102 estudiantes de una universidad particular en Panamá, con una mayoría de mujeres (relación hombre:mujer de 1:1.68). Los participantes tenían edades variadas, y la mayoría residía en la Provincia de