Overcoming the Influence of Social Media based on Students' Gender Differences

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Article Info	ABSTRACT
	This study investigates the causal relationships between social media (Instagram) use of college students based on gender differences. We conducted a panel survey targeting State University of Malang college students and analyzed 50 responses which proportion is 50% males and 50% females to get balanced and maximum results. The following results were produced: (a) The college students in the study reported that students use social media as entertainment, friendship, and as well as a place to find news they like and need. Instagram is also used as a media for exchanging information that is assured by them; (b) for male students, instagram is used as a media to find their favorite news such as sports news and games, and this has no effect on their social life.; and (c) for female students, instagram is a part of their lives.

I. INTRODUCTION

Social media is often used as a reference for their lifestyle as well as other media to communicate with friends, both old friends and new friends [1]. In previous research, it was discussed about the causal relationship between social media in general based on gender differences. But unfortunately, it has not been discussed the specific differences in gender-based social media usage. So, it is not clearly known that significant differences based on gender through social media are used. Based on the analysis of previous research, a new discussion can be developed which is to discuss in more detail the differences in one of the most active social media in the world today [2]. That is why we use Instagram as a reference for social media that is used in order to find out the significant differences in the use of social media for males and females.

From the description above it can be said that the study investigates the possible causal relationships between students and social media use by considering the effects of their social relationships based on gender [3]. There have been a lot of debates on various platforms and media as to the impact that social media (instagram) has on society [4]. The Internet revolution changed the information world with regard to sharing, speed, storage and retrieval of information in whatever form regardless of the person's location [5]. Through the Internet a number of web technologies emerged, and one technology that is making waves with regard to information sharing and communication are the social media like instagram [6].

Launched in October of 2010, Instagram is combination of the words "instant" and "telegram" [7]. With numerous built-in photo filters to create quality visual effects, Instagram is a that uses images as the means of communication [8]. Per the company's website, Instagram has over 400 million active monthly users who shared over 40 billion pictures, with an average of 3.5 billion daily likes for >80 million photos shared daily on the site (Instagram, 2016) [9]. The evolution of instagram has cut across all facets of society with its positive and negative impacts [10]. Through this platform, individuals and organizations create profiles, share and exchange information on various activities and interests [11]. Instagram is built on having followers like family, friends or strangers who follow the updates of Instagrammers' life via posted pictures and videos [12].

Like other social networks, this social media allows for semi-public or semi-private representations of user's identity [13]. This private-public distinction makes Instagram valuable because users can create their profile that coincides with who they think they are, who they want to be, and how they want others to see them [14].

The four research goals of this study were to determine: (a) How college students use their social media Instagram; (b) What kinds of relationships exist between their social media instagram and their social life; and (c) what is the significant difference between Instagram usage for males and females. And it also to explore this topic, we conducted a survey to investigate the relationship between social media use among student's social life.

II. METHOD

To address these issues, we conducted a panel survey to identify potential causal relationships between social media usage among college students. Panel surveys are considered as one way to get the best and accurate analysis because the respondent will respond directly to this method in a relaxed, no pressure manner. This survey was conducted for one month to ensure that respondents responded correctly and gave time for the analysis to be more balanced between the two genders.

We conducted a survey by spreading a Google form link to various groups and relations. The respondents we targeted were students from the State University of Malang with a minimum total of 50 respondents. The number 50 is the smallest number to determine the results of a balanced analysis. As a consideration we decided to take the respondent's data in a balanced manner with 25 women and 25 men. This is done so that we can evaluate the difference between the use of Instagram social media in a significant and balanced manner. For the criteria of respondents, they are required to have at least an Instagram application and use it for the last one month, so that we are able to get the best and latest analysis results from the respondent's own Instagram usage.

Respondents were asked to provide their personal information such as gender, this was needed to know balanced results. We used 3part question to measure their affinity, sensitivity, and positive thinking by using a four-point scale (1) Strongly agree; (2) Agree; (3) A little bit agree; (4) Strongly disagree [15]. Part A: Personal Information. Respondents were asked to provide personal information, including gender. Part B: Social Media Use. Respondents were asked to indicate how often their using an instagram, and what is their purpose of using Instagram. Part C: Friendship Relationship. We ask questions about how often their using instagram. How often they use Instagram to connect with their friends, get positive information from Instagram, a solution of friendship circles on Instagram when they have the problems, respect and attention they get from Instagram, the benefits of the relationship based on Instagram, and also how many and often people around the responder upload content on Instagram. Part D: Emotional and Dependent Levels. We used nine items to prove how important Instagram is to responder.

III. RESULT AND DISCUSSION

The survey results that have been collected will be calculated from the total and the amount that exists between men and women. Then what percentage of each of the dominant answers will be determined. We use if gender X chooses dominant 1 then the result that is obtained is social media is very influential for their lives, including their social life in the

real world. And the effect will continue to decrease if the gender X chooses to be dominant 4. The explanation will be like:

- Strongly agree - dominant, then gender A/B is categorized as a gender that is highly dependent on Instagram social media and gets great benefits from Instagram for its life.

- Agree - dominant, then gender A/B is categorized as a gender that is sufficiently dependent on Instagram social media and get enough benefits from Instagram for its life.

- A little bit agree - dominant, then gender A/B is categorized as a gender that is almost non-dependent on Instagram social media and considers that Instagram has no major impact and benefits for it.

- Strongly Disagree - dominant, the gender A/B is categorized as a gender that is not dependent on Instagram social media and considers that Instagram does not have an impact and benefits for it).

After this analysis is carried out, a more detailed analysis of what Instagram social media is used is from a male's point of view and a female's point of view. To prove the results of the following panel survey, a percentage table has been made.

TABLE I.   SURVEY RESULT – QA

Q	Males				Females			
	1	2	3	4	1	2	3	4
Q1	20%	20%	30%	30%	80%	10%	5%	5%
Q2	10%	20%	30%	40%	50%	20%	20%	10%
Q3	20%	20%	30%	30%	40%	30%	20%	10%
Q4	10%	20%	30%	40%	40%	30%	20%	10%
Q5	10%	20%	20%	50%	60%	20%	10%	10%
Q6	10%	20%	20%	50%	80%	15%	10%	5%
Q7	10%	10%	20%	60%	50%	20%	20%	10%
Q8	10%	10%	10%	70%	40%	30%	20%	10%
Q9	20%	20%	20%	40%	40%	30%	20%	10%

TABLE II.   SURVEY RESULT – QB

Q	Males				Females			
	1	2	3	4	1	2	3	4
Q1	0%	20%	30%	50%	80%	10%	5%	5%
Q2	10%	20%	30%	40%	50%	20%	20%	10%
Q3	20%	20%	30%	30%	40%	30%	20%	10%
Q4	20%	20%	30%	30%	40%	30%	20%	10%
Q5	10%	30%	30%	30%	60%	20%	10%	10%

TABLE III.   SURVEY RESULT – QC

Q	Males				Females			
	1	2	3	4	1	2	3	4
Q1	5%	15%	30%	50%	60%	20%	10%	10%
Q2	10%	20%	30%	40%	80%	15%	10%	5%
Q3	20%	20%	30%	30%	50%	20%	20%	10%
Q4	10%	30%	30%	30%	40%	30%	20%	10%

TABLE IV.   SURVEY RESULT – QD

Q	Males				Females			
	1	2	3	4	1	2	3	4
Q1	20%	20%	30%	30%	40%	30%	20%	10%
Q2	10%	20%	30%	40%	30%	30%	20%	20%

Q	Males				Females			
	1	2	3	4	1	2	3	4
Q1	20%	20%	30%	30%	50%	30%	10%	10%
Q2	10%	20%	30%	40%	40%	30%	20%	10%
Q3	10%	20%	30%	30%	50%	30%	10%	10%

Q	Males				Females			
	1	2	3	4	1	2	3	4
Q1	0%	10%	40%	50%	40%	30%	20%	10%
Q2	0%	20%	40%	40%	40%	30%	20%	10%
Q3	10%	30%	30%	30%	50%	20%	20%	10%
Q4	5%	15%	30%	50%	70%	20%	5%	5%
Q5	0%	20%	30%	50%	60%	30%	5%	5%
Q6	10%	20%	30%	40%	40%	30%	20%	10%

Q	Males				Females			
	1	2	3	4	1	2	3	4
Q1	10%	20%	30%	40%	80%	10%	5%	5%
Q2	0%	20%	30%	50%	60%	20%	10%	10%
Q3	0%	10%	30%	60%	50%	20%	20%	10%

From the Table 1 to 7, each part of the question will be analyzed dominantly for each gender, and will get the influence of the use of Instagram social media for males and females.
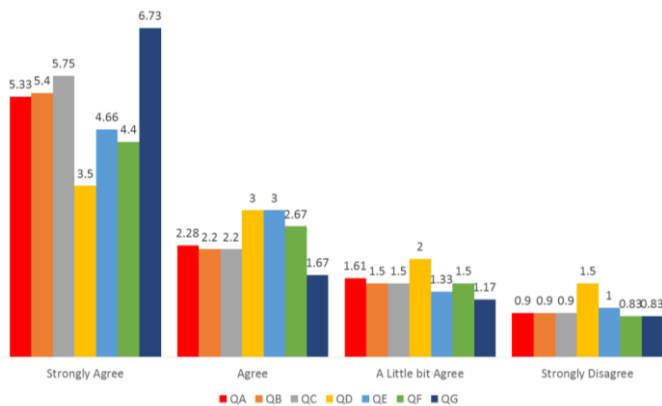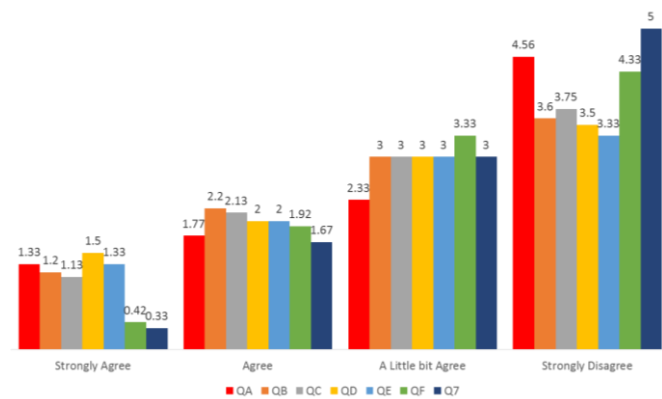

Fig. 1.   Diagram for Female Result
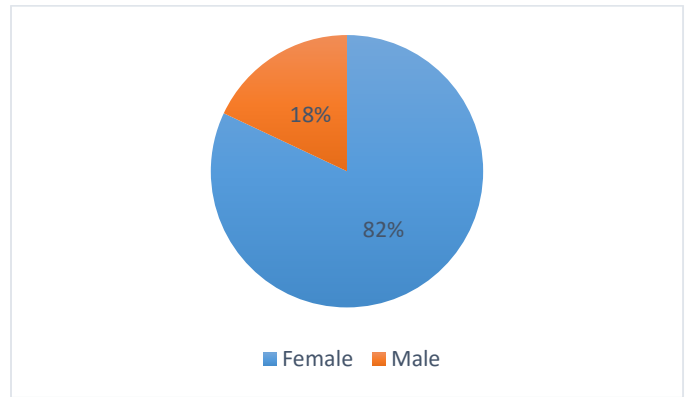

Fig. 2.   Diagram for Male Result

Fig. 3.   Diagram for Final Result

In all 50 participants which are college students, 25 of the participants were males and 25 females having Instagram account in their phone. They also use Instagram in their daily. There are no students who don't have Instagram account.

A. The Use of Instagram: Gender Based Analytic

According the data that we had, it was found that (a) They spent their time doing their Instagram account while doing their daily; (b) More than 70% use Instagram app. To determine whether there was a gender difference, we conducted a test using frequency of use, we found significant differences that females mostly use Instagram then males.

B. The Use of Instagram: Gender Based Usage

From the analysis, it was found that male students use an instagram as a media to find their favorite news such as sports news and games, whereas female students Instagram is used more than just seeing news and information. They use Instagram as a reference for their daily lifestyle, as a media to find friends, and seek information about females. Some of them also use Instagram to tell their identity through the photos they upload on Instagram, so that others know them the way they want.

C. Gender Based Analytic: How Instagram Affect

From the results above we find that women will tend to follow the existing trends from Instagram, and apply all of these trends to their social lives so that their social life will be very easily affected by current trends. Instagram social media speed in spreading information and news can greatly influence the mindset of female users because it is a risk if they if they read any information without knowing wheater the news is true or fake.

IV.   CONCLUSION

The conclusion of this study is Instagram is a social media used by large students at the State University of Malang, especially by female students. Most of the female students use Instagram every day more often than male students. The significant difference in instagram usage based on gender differences is that women use instagram more as a reference for their daily lifestyle, so this is very influential in the way they engage in social relationships in the real world. The drawback

of this paper is that it has not explained in detail about other effects of gender-based instagram usage such as the effect on their education, so that further research is expected to provide more complete information.

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