

COMPUTER MEDIATED COMMUNICATION: A STUDY OF GENDER AND SOCIAL SUPPORT

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ABSTRACT

In the last decade, access to the internet has proliferated in a way that people are getting connected not only from homes, but also on multiple other devices like mobile phones, video games, hand-held tablets...etc. The result is people getting more connected to each other especially through social networks. When logged in, the aim has switched from getting in touch with others and making friends to looking for social support. In brief, social support can be defined as empathy-seeking or looking for persons who will 'understand you'. This fits people sharing the same issues (anorexia, obesity, cancer, illness...etc), yet the novelty with the internet concerns also 'basic' people who join online communities looking for social support. This study aims to investigate the role of gender on social support in all its categories: Tangible, Belonging, Self-esteem and Appraisal. A survey will be distributed each time to different facebook groups (100 persons with 50 men and 50 women) in seven popular domains: Funny shows/Entertainment, music, sport, news, education, politics and religion. The results of a large sample population of 700 persons in total will be treated statistically with SPSS24 using the Mann Whitney test for significance and validity of the study.

Keywords: CMC- Social support-gender-sociolinguistics.