Gender and digital communications

1. Carry out some research in pairs on the ways in which the use of social media is affected by gender, using interviews or questionnaires.

2. in your research make sure you investigate the different ways that males and females vary in their use of emails, social network sites (so not just what they use but what they use it for) and games to highlight any patterns.

3. Use the TED TALK on gender to help with your research <http://www.ted.com/talks/johanna_blakley_social_media_and_the_end_of_gender>

3. Using this research and the handout you were given when we looked at gender theory a couple of weeks ago, write up a report on your findings, suggesting some reasons for the results using the following concepts and supporting theory/studies from the feminism section where possible. Your write up should be a minimum of 600 words and WILL BE MARKED. Do add a short evaluation of your research.

* + Patriarchal ideology
  + Gendered socialisation
  + Gender stereotypes