

The Impact Of Facebook On The Framing Of Gender Roles: An Application Of Agenda Setting Theory

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Abstract

Facebook allows young people to present themselves and identify themselves. Current research focuses on gender roles. Parenting norms vs. idols on parenting Facebook pages. Pakistan is a patriarchal society where men are the decision makers, breadwinners, and disciplinarians and women are considered dependent, domestic, and limited to housewives and child care. This research examines how Facebook users perceive Fathers and Mothers in Idol roles. Second, we want to examine how Facebook users perceive gender roles. In addition to investigating gender identity construction on Facebook, the research draws on gender identity theory from social psychology and framing from Agenda. After reviewing previous research, media setting theory is used. The phenomenon is also studied using Quan-Quan methods. To document Facebook users' perceptions of Gender Identity construction, a quantitative survey research design was used to collect structured questionnaire data from 450 respondents in Islamabad, Lahore, Karachi, Peshawar, and Quetta, Pakistan, using a multi-staged sampling technique. Quantitative content analysis of 100 Facebook posts about gender role as parenting from 20 Facebook pages was used to investigate framing. 83% of respondents think Facebook is influential, while 79% think it reflects society. 0.000 chi-square p value is highly significant, according to research. Respondents think Facebook posts help maintain and construct gender identity. To test the hypothesis "Facebook is significant in framing new gender roles of Father as caregiver and mother as manager," a one-way ANOVA test is used to investigate Father and Mother Idol Roles framed in Facebook Posts. 0.000 p-value indicates hypothesis acceptance.

Keywords: Gender Identity, Facebook, Agenda setting, Gender role, Parenting, Housewife, working women.

Introduction

Facebook is a social networking site (SNS) which is used by more than 500 million people in every country in 70 languages. It is used by all sort of peoples for number of reasons. The researches of the discipline of communication, social psychology and sociology indicate us that adults use social networking sites for number of reasons like Socializing or "hanging out" with their friends, and peer groups. Facebook is significant source of informal learning," Self-expression and the identity

exploration and formation that occurs in adolescent development. Furthermore, Facebook act as an agent of Public virtual engagement, activation and participation (Collier, Richard and Sally Sheldon, 2008).

Social Capital

Social media creates virtual space which gives opportunity to reach across boundaries. Ellison et al. (2007), suggest that majorly Facebook is used as maintaining and preserving of social capital. It has become the vehicle of cultural

transmission with which boundaries are getting blurred. New phenomenon are emanated and coming under debates and discussion. It give chance of social gathering and building and strengthening social relations and social phenomenon. Facebook is often called social capital and for psychosocial development. Social capital describes the benefits of interpersonal ties. Ellison et al. (2007) discovered that self-esteem moderates the link between SNS use and social capital.

Gender Identity

Bauer (2018) defines gender identity as a person's self-perception and inner sense of being male, female, or neither. It is a component of a person's normative form of gender, as opposed to his or her biological sex, and is commonly recognized as the binary expression of sexuality. Socially, it is challenging to differentiate between nature and culture within sexuality, and in defining the role shifts between masculinity and femininity, gender identity is becoming an increasingly unstable concept. Consequently, Sexual identity has been pervasively constructed in accordance with the seeming authenticity of the man/woman incoherence, with gender identity

specifications generally exceeding those of the natural binary system.

Conceptualization of Gender Roles.

In the case of this research study, "Gender Identity Construction" refers to "Gender Role in Parenting," in which the gender roles of men and women are conceptualised as Mother and Father, respectively. Father as breadwinner in normative role and caretaker in his Idol character; Mother as homemaker in normative role and working Lady, as manager in her Idol role; and "Self-Identification." Their "normative roles" that are linked with them normatively and their "idol roles" that are being established as a result of the social change caused by Facebook's widespread use. Those with normative gender roles highlight women's responsibilities as homemakers and men's roles as breadwinners, whereas those with egalitarian attitudes emphasise men and women's roles as role models. This is one of the most prevalent conceptualizations, and many researchers utilise definitions of gender role views that highlight attitudes toward shared (idol) vs specialised (normative) responsibilities for men and women (Bartley, Blanton, & Gilliard, 2005).

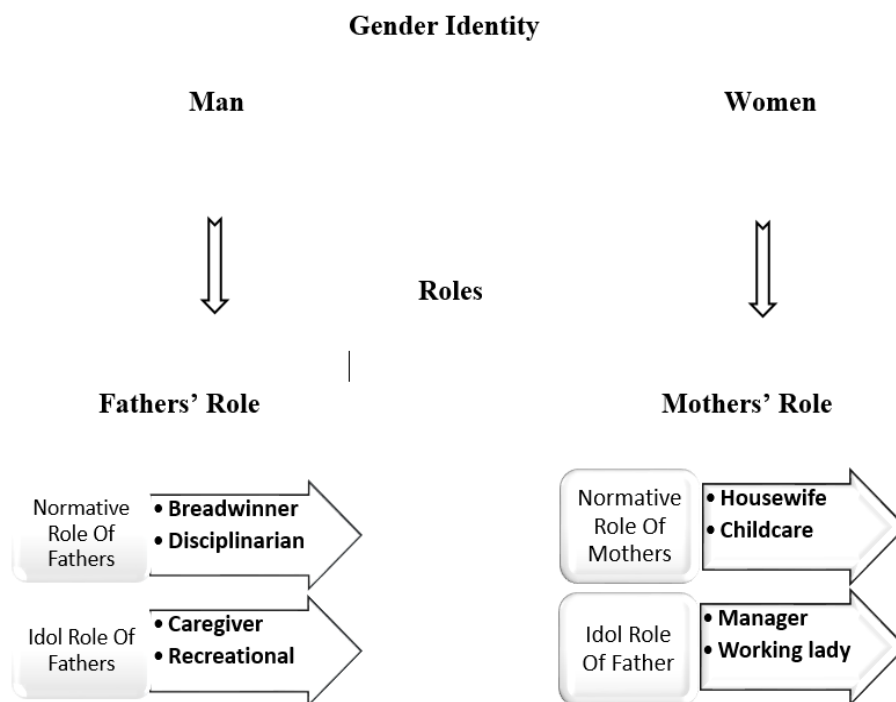


Figure: 1.1 Conceptualization of Gender Identity

Self-Identification

Social media promotes an ideal portrayal of the body image corresponding to the current trends and standards. "Internet involves social media, i.e., Facebook. Every day a new theme or concept is generated on the body through these mediums. It is then shared, and eventually, its users are influenced (age 28)." On social media platforms, many images are posted (on Facebook every hour, 10 million new photographs are uploaded), which provides users frequent opportunities to make social comparisons related to appearance. Research states that comparing one's appearance to others especially to those who are considered more attractive than one is can lead to negative body image (Myers & Crowther, 2009).

According to Lawton (2009), media literacy and analysis have increased awareness of how the advertising sector portrays women and their roles in society. The advertising always depicts attractive men and women, and they constantly feature new apparel items and products that are desirable and on-trend in Facebook posts.

However, these advertisements do not reflect reality. Presenting oneself online by means of a personal website, blog, or social networking site necessitates the deliberate selection of text, images, graphics, and audio in order to make an impact. This is not an accident. Miller and Arnold (2010) suggest that action is required to create an individual profile and that people make deliberate decisions regarding how they arrange and categorize their own and others' actions. The purpose of online social networking platforms is to present an individual's social presence. This concept of online presence muddles the distinction between the individual and online space. People are the subject matter of each internet profile, and each profile stands in for the individual 24 hours a day. Self-Identification is viewed as a process that becomes an ever-evolving cycle in which the individual's identity is introduced, compared, altered, or justified against the backdrop of various social, cultural, and economic realities.

Significance of the Study

The Significance of the analysis of Gender Identity construction in the domain of social media increases when it is studied under the framework of second level of agenda setting. The current study explores new gender role in the changing societal structure and norms, and has statistically analyzed the relationship of social media agenda in the construction of gender identity. Furthermore, Gender Identity model of media usage and default characteristic of social media suggests that gate-keeping function may be diminished because it places the locus of control firmly in the public's hands.

Objectives of the Study

1. To explore how do users of Facebook perceive the portrayal of Fathers and Mothers in Idol role.
2. To investigate the correlation of the Perception of the users of Facebook and framing of gender roles.

Literature Review

The most vital and crucial aspect of conducting research is identifying and analysing literature gaps. A comprehensive literature evaluation is the foundation of every research. It emphasises gaining perspective from prior studies in order to identify gaps, maintain the direction of research, and identify new research areas. Therefore, the researcher evaluated a great deal of relevant and easily accessible material available on the Internet and in libraries. This chapter examines the findings of important studies undertaken in various nations. According to www.statista.com, Facebook has a significant influence in social media. Since Facebook is a substantial aspect of community relationships and may influence people to exhibit in accordance to outer world, it's fascinating to examine how social media portray gender. These images, consciously or unconsciously, affect people's lives and identities (Gauntlett, 2008).

A lot of people have been given more power by the spread of information. People from all over the world have access to the free

flow of information so they can add to their knowledge bank (Scott, 2015). If you look at how Facebook changes the culture of a society, you can figure out how many people use it. Through it, people from all over the world can have democratic discussions (Lippmann, 2017). Also, it has made it easier for people from different cultures to talk to each other and has created decentralized communication channels (Amedie, 2015). You can get a better idea of how many people use social media by looking at how much influence social media has on people. Recent surveys indicate that kids spend more than 9 hours per week on social media (George, 2018); yet, mobile devices account for 60% of social media use (Lenhart, 2010). (Lenhart, 2010). These social networking platforms are enhancing their capabilities and possibilities to attract more users as technology evolves. A few of these enhancements include offline Facebook publishing, the addition of stories, live video, video chat, and enhanced chat rooms. These enhancements improve the use of social media among the general public, hence raising the saturation criterion.

Onyemehi and Ojoma (2022), studied, "new media portrayal and the reconstructing of gender in Nigeria," "to examine the impact of new media on the (re)construction of gender roles and identities in Nigerians While hinged on social learning theory, to elicit primary data for in-depth insight, the study uses a qualitative research methodology as a total of 30 participants drawn from all geopolitical zones of Nigeria were recruited for a focused group discussion which lasted for a period of 3 weeks. Findings show that the new media has significantly disrupted and opened new vistas of debates on the traditional connotations and identities assigned/associated with the genders within the Nigerian society" (Tariq W. M., 2012).

Pakistan is a multi-cultural and multilingual society with an estimated population of 212.7 million inhabitants. Due to the development of 3G and 4G LTE wireless networking during the past several years,

Pakistan's social media have reached a larger populace. Despite the sudden increase in the local population's acceptance of social media, there are a number of technological and social problems that must be addressed prior to its widespread adoption (Memon, 2017). Due to the rapid rise of internet-based technology, Facebook is the most successful digital communication medium despite its drawbacks. Individuals' personal and professional life are being permeated by social media, allowing users to publish their material. The function of social media in disseminating vital information to citizens is significant. However, in Pakistan, security services and government officials are limiting Facebook's potential (Yusuf, 2015).

Women in decision-making, "the role of the new media for increased political participation" suggested that the new media represents a further digital divide, a number of studies point to the potential positive impact of new media for young women. Primarily, new media provides women with the opportunity to: Network with other women. This is an indication that women are very much aware of the variables which can lead them towards empowerment. Sonia (2018), concluded in her study on "A Study on Role of Media in Women Empowerment in India," Further it was found that in the economic empowerment sphere most of the respondents are empowered in different roles among different profession.

Dasgupta (2018) highlighted the social media role in gender presentation in her study, "Gender Portrayal in Age of Social Networking Sites: An Analytical Discussion," argues that, with the emergence of internet, change has been witnessed steadily in the stereotypical portrayal of gender in media content. Fathers they use social media to document and archive fatherhood, learn how to be a father, and access social support. Fathers' roles have steadily evolved over time from moral mentor and breadwinner to caregiver and emotional supporter. Ammari and Schoenebeck (2015) conducted an interview study with 37 fathers about their family life, their roles as fathers, and their Internet use as it relates to fatherhood. We

find that fathers have a variety of motivations for using social media, which vary according to the particular settings and context of their family life. These include documenting and archiving fatherhood, learning how to be a father, and accessing social support—including emotional support—from other fathers. Researches on fatherhood suggests that men have now become more prominent figures in the parenting landscape. There has been a burgeoning recognition of fathers' importance in their children's life and care, regardless of the family's social class, age, or ethnicity. Studies from the UK, Australia, and USA have found that men themselves may struggle with how to conform to their ideals of fatherhood in the context of changing views and expectations about what makes a 'good father' (Shirani et al., 2012; Williams, 2008).

Fathers are portrayed in advertising in varying roles; for example, as business managers, automobile consumers, beer drinkers, and stay-at-home dads. Fathers are portrayed in different depictions as different characters, ranging from incompetent fathers, to capable dads. Images of parenting were being framed more in media and advertising and gender-specific magazines". These family-work roles, and marital and parental relationships in our society is the focus shift that reflects important changes in media and policy agenda from the past two decades (Haas & O'Brien, 2010).

Hypothesis

1. It is more likely that idol gender roles of fathers and mothers are less acceptable to the society.
2. It is more likely that Facebook is significant in framing new roles of Father as caregiver and mother as manager.

Theoretical Frame Work

Theory and research are mutually indispensable. Theoretical knowledge frequently provides the researcher with research tools and a solid foundation. Acceptance, rejection, or change of current

Table 2. Fathers’ in Normative Role Nurture his family better than Idol Role

Table 5.4.8 ANOVA shows results of statistical test of Analysis of Variance i.e. ANOVA to determine the extent of respondents perception about the better fathers’ role as normative or idol to nurture his family. Table 4.22 ANOVA indicates sum of square between the groups 0.277 and within groups 2450.49 and further more p value 0.881 shows it is highly insignificant.

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.277	2	.138	.127	.881
Within Groups	2452.490	2247	1.091		
Total	2452.766	2249			

Table 5.3.8 indicates the results of statistical test of analysis of variance, values discussed in the table rejects the hypothesis, “it is more likely that idol gender roles of fathers are less acceptable to the society,” which means respondents do accept the idol role of father as caregiver and recreational, who gives time and take out his family on recreational events instead of only play role of disciplinarian and bread winner.

Table 3

Table 3 of the respondent perception shows descriptive statistics of acceptability of Mothers’ New roles; variable, “idol role of Mother is more acceptable than his normative

role to the society,” has mean value of idol role is 15.5789and standard deviation 0.383. However normative role has mean value 0.76749and standard deviation 2.594

	N	Mini	Max	Mean	Std. Div	Skewness	Kurtosis		
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
idol Role of Mothers	38	12.00	16.00	15.5789	.94816	-3.051	.383	9.717	.750
normative Role of mothers	96	5.00	8.00	7.4792	.76749	-1.641	.246	2.594	.488
Valid N (listwise) 38									

Table 4. Mothers as In Normative Role are Successful in upbringing family Than the Idol Role

Table 4 shows results of statistical test of Analysis of Variance i.e. ANOVA to determine the extent of respondents perception about the better Mothers’ role as normative or idol to nurture his family. Table 5.4.10 ANOVA indicates sum of square between the groups 0.087and within groups 2516.137and further

more p value 0.004 shows it is highly significant. The results of statistical tests and descriptive analysis disapprove the hypothesis H4.2, “it is more likely that idol gender roles of mothers are less acceptable to the society.” Which means mothers in normative role is perceived better for the family to nurture and childcare as mothers in normative role can understand her family and family issues.

	Sum of Squares	df	Mean Square	F	Sig.
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Between Groups	.087	1	.087	.078	.004
Within Groups	2516.137	2248	1.119		
Total	2516.224	2249			

Table 5 Facebook is significant in framing new roles of Father as caregiver and mother as manager

Table 5 indicates the results of analysis of variance of overall Idol role of Father, value of sum of square is 394.700 and value of mean

square is 65.783. Further test of ANOVA on overall idol role of father shows highly significant p value 0.000 significant value of the statistical test shows that Facebook is influential and importantly successful in framing new gender roles of father as caregiver

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	394.700	6	65.783	8.224	.000
Within Groups	743.890	93	7.999		
Total	1138.590	99			

Table 6 Facebook is significant in framing new roles of Father as caregiver and mother as manager

Table 6 indicates the results of analysis of variance of overall Idol role of Mother, value of sum of square is 447.945 and value of mean square is 74.658. Further test of ANOVA on overall idol role of Mother shows highly significant p value 0.000 the significant value of the test indicates that Facebook is significant in framing new roles of mother as manager

gender roles and accessing the new medium which is a considerably important source of social capital. It is a source of communication, dissemination of knowledge and information, platform of sharing creativity and self-projection, self-esteem and identification.

This changed role of men and women from the normative to idol is evidently well perceived and consumed and accepted by the society as reflection of society. People relate themselves in leading roles of women and men as equally responsible family head not only as disciplinarian but also as recreational one who spend time with the family take them out for outing and hangouts. There is interestingly noted fact that women and men are marginally framed in stereotypical conventional frames.

Reference

Summary

It was found in the study that Facebook is significant and influential medium that reflects social, cultural and gender related issues of the society at large. Which provides users' social capital to the public at large is supposedly able to explore the information given to them through the Facebook. Social networking sites providing information to the public is irrefutably important to be examined. This study explores analysis of agenda setting theory in the new domain of Facebook that could influence in shaping and constructing new

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