

Forum Activities Comparison

Male vs Female

Bertelsmann Data Science Scholarship Challenge Course
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Prepared by : Walid Abdul Aleem
@Walid



- Udacity Forum is an online community that allow users with same learning interests to interact with each others.
- Based on the above it is a social network for students and professionals in different sectors.
- According to study published on Pew Research Center dated JUNE 16, 2011 Female users are greater than Male users except for the famous social media site “LinkedIn” which is a professionals networking site.

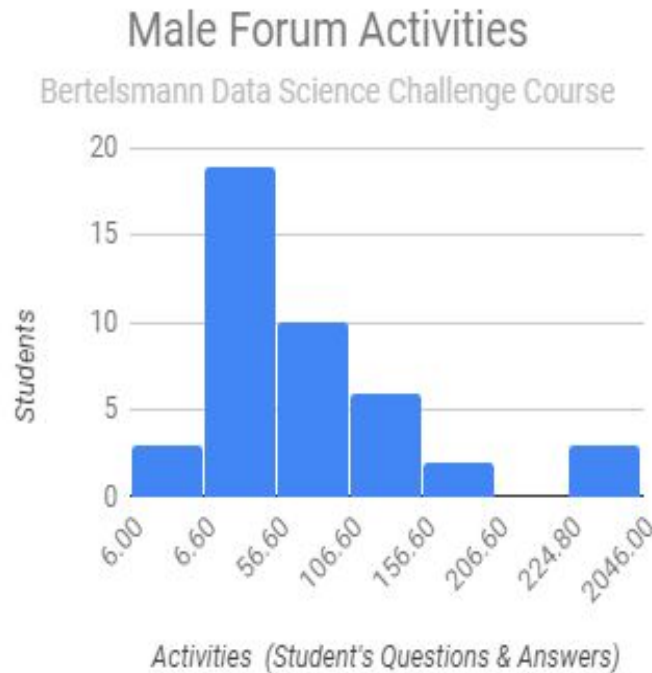
Hypothesis:

Since Udacity Forum is a Social Media networking for those specialized in certain field whether they are students or professionals , it is more likely we will find the Male users are greater than female Users

- The Forum has been selected over Slack since the data is being saved!
- The Following Link is the main source of data which has been selected randomly totally 150 students divided equally (75 male & 75 female) :
<https://discussions.udacity.com/c/standalone-courses/ud002-bert>
- To identify the gender I only selected users with profile photo and excluded those with Avatar

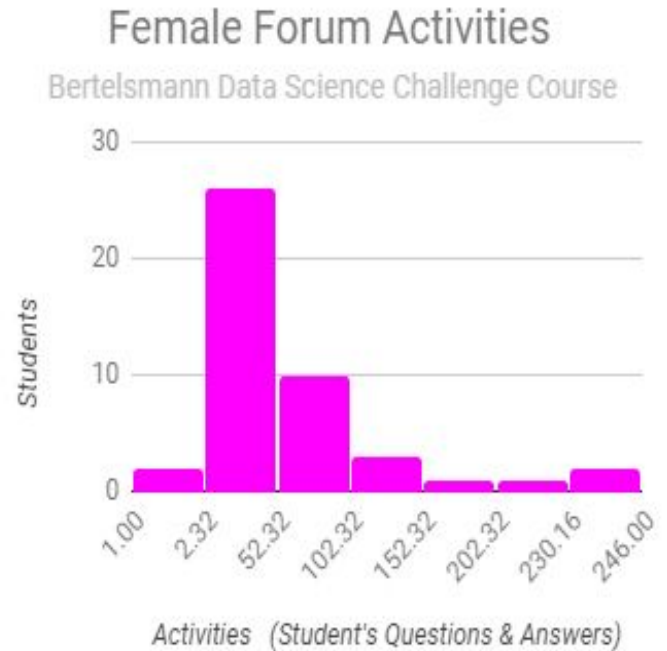
Male Forum Activities

- only replies and questions/posts created were Counted as an activity
- Only 2 users scored nearly 50 % of the overall Male Activities.
- The individual average activity is 18 activities.
- 50 % of total Activities where in 55 range.
- Questions/post created represent 8.6 % of the Overall Male Activities



Female Forum Activities

- Only replies and questions/posts created were Counted as an activity.
- Only 3 users scored nearly 25 % of the overall Female Activities.
- The individual average activity is 15 activities.
- 50 % of total Activities where in 40 range.
- Questions/posts created represent 6.9 % of the Overall Male Activities



Conclusion

Process for data evaluation

- Quality of sharing hasn't been included since the hypothesis here assumes the male users are greater than female users. So, to confirm this hypothesis or reject it, I went to measure the forum shares volume for students and compared males Vs females.
- to reach that, I randomly picked 120 individual and divided it equally between male and female (names has not been displayed for privacy purpose).
- I counted posts/questions and replies for each individual and calculated percentage of questions to the total individual's activities and the same for replies (horizontally). Also calculated the total individual's activities to the total Group Activities (Male/Female).

Conclusion

Male activities were greater than female activities by almost 8 %. The hypothesis has been confirmed.

For detailed Excel sheet pls. Go to the following link:

<https://docs.google.com/spreadsheets/d/1yFpW7BX4ZZr0HmOoqi0W3XDZINM0XFGE39HphelAAOA/edit#gid=0>

References

- <http://www.nielsen.com/us/en/insights/reports/2012/state-of-the-media-the-social-media-report-2012.html>
- <http://www.pewinternet.org/2011/06/16/part-2-who-are-social-networking-site-users/>