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| **ARTICLE** |
| **REFERENCE to the article (APA style)**  Eyal Eckhaus & Batia Ben-Hador (2019) Gossip and gender differences: a content analysis approach, Journal of Gender Studies, 28:1, 97-108, DOI:[10.1080/09589236.2017.1411789](https://www.tandfonline.com/action/showCitFormats?doi=10.1080/09589236.2017.1411789) |
| **ABSTRACT**  In this study, we attempt to evaluate gender-based differences in gossiping habits, subjects and sentiments. In order to do so, a mixed methods research approach comprising qualitative and quantitative analyses was employed. Questionnaires were filled out by 2230 participants, and an open question format was used, with participants imagining a scenario in which they are invited to describe to a friend, a person they had just met. Our findings suggest that, quantitatively speaking, women and men engage in the same amount of gossiping activity. Nevertheless, gender-based differences are apparent in the subject of gossip. Women gossip more about social relationships and physical appearance than men. It was also found that women's gossip is more positive than men's. Qualitative analysis of the data provides a more complex picture. For example, while women gossip more about physical appearance than men, their descriptions tend to be couched in positive terms, although they are deployed to emphasize other salient negative traits. This research therefore contributes to the refutation of gender-based stereotypes about gossiping. |
| **THEORETICAL BACKGROUND**  The article is based on the evaluation of gossiping differences between genders , which, however, according to certain studies females gossip is based more on social and physical appearance than men .despite of the fact that women gossip more,they tend to gossip in positive terms ,especially in relation to physical appearance and social relationships . |
| **PURPOSE**  The purpose of this study is to disapprove the stereotypes about gender and gossiping. |
| METHODOLOGY  This reaserch was produce by Nevo, Nevo and Derech-Zzehavi in 1993. The participants of the research were 2475 online users of undergraduate students to their family ,friends, and other students by answering online questonaires using Google Docs. The questonaries had questions such us “ Do you talk with friends about other pepleo’s physical appearence?” and it was scaled in a range of 1=’Never’ to 5 ’Always ’ and this question “imagine a person you have met, with characteristics you like or don’t like. How would you describe this person to a friend?” was answered by 1858 respondent. Furthermore the procedure of the research was carry out on the 1858 descriptions using a classic qualitave method. They also used TEXTIMUS software which is for text mining and analysis,with three modules.The ‘COUNT’, which is the first module, discovers the number of appearances of each word used (using an N-gram), thus showing how often they are used. ‘ASSESS’, the second tool, builds a Excel sheet with a column of texts and a header row of chosen words, and then proceeds to count the times of use of the header words in the texts. The third utility ‘COMPARE’ takes two texts and the n-gram size needed, to generate a couple of Excel files with the distinctive words utilised in both texts and another Excel file with the words used in both texts. Moreover,in statistical analysis the data from 781 answerers ,59.1per cent were female and 40.7 per cent were males.In H2a has been confirmed that males (2.38) gossip less than women(2.65) on the subjects of physical appearance and socail relationships. |
| **RESULTS**  There are three main results that focus in qualitative method in the article. The first theme has to do with the objection of male respondents to gossip. Unlike women, who do not refuse to gossip and confront bad qualities as something natural, as a woman said: “It is okay to be different”, male participants show to be firmly opposed to gossip, either because it is “bad karma” or immoral, according to them. Secondly, it is discovered in the second theme that women use more positive descriptions when they gossip. Men, on the other side, use less positivity in their talks. Thirdly, the third theme records descriptions about physical appearances, even though there were not many recorded. It is revealed women tend to describe physical features more than men, but also tend to contrast good physical traits with bad personality traits. Men, however, do not use this strategy. |
| **Do a Google Scholar search to find similar articles**  <https://doi.org/10.1080/09589236.2017.1411789> |
| **YOUR REFLECTION (250 words)**  The reason why we choose this article is because of its interesting topic which is about gossiping. Nowadays, we use gossiping in our conversations with each other so it is a big part of our lives. The article wasn’t as easy as we thought it’ll be because of its more scientific language but we managed to understand it and collect the important information to make this assignment. Also by reading this article and making this assignment we learned things such as that gossiping is not only affecting people negatively but can make communication with each other more amusing, in view of the fact that gossip can be about achievments,social relationships and other subjects referring to the article. We expected this article to emphasise on both genders but instead of that the attention and results were more about women and were not fully confirmed about men,but we don’t disagree with the outcome, beacause we also believe that women gossip more in general and more positively about physical appearance from our experiences.Also we can excuse them since it is the way they communictate and it is a major part of their friendship volume.We would definetely recommend this article, as it changed our perspective about gossip stereotypes .To sum up, before even reading the article,only by reading the title we thought it will talk more about the negative side of gossiping beacause of the wrong idea we had that it made us see the other side of gossiping. |